

# ALL GROAN UP Media Kit

## PAUL ANGONE: LEADING VOICE TO, AND FOR, MILLENNIALS

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**Do you want your brand or organization to reach a highly targeted Millennial audience through a trusted resource?** Paul Angone is the best-selling author of *101 Secrets For Your Twenties*, *All Groan Up*, a sought after national speaker, consultant on engaging and leading Millennials, and the creator of AllGroanUp.com, which has been read by millions of Millennials in 190 countries. And for the first time ever, All Groan Up is looking for strategic partners who want to reach with his Millennial audience in an authentic, meaningful, way. Does this sound like you?

### OVERVIEW OF ALL GROAN UP AUDIENCE, REACH AND SOCIAL ENGAGEMENT

- AllGroanUp.com has received four million + pageviews from over 190 countries.
- Average 80,000 - 100,000 pageviews a month.
- 70% of views from the United States. Leading states California, New York, and Colorado
- Main demographic is between 18-32 years old with a majority of the audience currently in college or with a completed bachelors degree.
- All Groan Up has over 10,000 email subscribers and a social media reach of 20,000 plus through Twitter, Facebook, Instagram, Pinterest, and LinkedIn.
- The top three reasons people visit All Groan Up is for career, relationship, and overall life advice
- Numerous articles on All Groan Up have experienced a high success rate of going viral through social media sharing. Paul's article 21 Secrets For Your 20s has alone been pinned on Pinterest over 90,000 times.

### MEDIA/ADVERTISING PACKAGES (CAN BE CUSTOMIZED TO BEST FIT YOUR NEEDS)

#### BASIC:

728x90 Banner ad and 250x250 Sidebar ad  
-- \$1,250 a month

#### PREMIER:

- Mixture of SOCIAL and BASIC above as well as:
- Sponsorship of a relevant blog article with your business or product description at the bottom of the article including 2-3 links, which is sent to all 10,000 plus email subscribers with the article plugged through all All Groan Up social media channels.  
-- \$1,999 a month (*discounts for multiple months*)

#### PLATINUM PARTNERS:

- Mixture of SOCIAL and BASIC above as well as:
- Paul will integrate a review of your product or tie into your business, with links, into the body of the blog that is sent to all 10,000 subscribers. An authentic, organic way to build exposure and trust (prior review and approval by Paul Angone to make sure we are a good fit).  
-- \$2,999 a month (*discounts for multiple months*)

#### SOCIAL:

Dedicated social sharing and brand engagement, directing my audience to your website, initiatives and/or products  
-- \$999-\$1,999 a month (depending on agreed upon scope and frequency)

#### FEATURED IN AND WORKED WITH:



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