

ssm | content for tech players
and corporate innovators.

160,000

founders

developers

ux designers

growth hackers

corporate innovators

tech policy advisors

and venture capitalists

in Australia right now.

we talk to them all.

startup daily.

average numbers. startup daily audience.

AVERAGE CTR

The average click-through rate for 0.11%

AVERAGE READERSHIP

PER ARTICLE:

1918 unique readers

AVERAGE SHARES OF CONTENT:

120 per story

SOCIAL MEDIA FOLLOWING

FB : 37K | Tw : 17.6K | Li : 4,300

NEWSLETTER ENGAGEMENT :

AV Open Rate : 25 - 32 %

AV Click Rate : 10 - 15 %

FB LIVE :

AV REACH : 120 K

AV LIVE : 1061 uv

AV ENGAGED : 26 mins

REACTIONS : 91

COMMENTS : 45

AV AGE : 35 - 44

GENDER : 54%M / 43%W

community startup daily readers.

160,000
ENGAGE WITH
OUR CONTENT
EACH MONTH.

OUR AVERAGE
CTR w\ BRAND
POWERED
COLLABS IS
0.11%.

A BIT OVER
34% OF OUR
USERS ARE
LOCATED IN
REGIONAL
AUSTRALIA

ON AVERAGE
OUR 49% OF
DAILY USERS
ARE WOMEN .

PRIMARY
READERSHIP
IS BETWEEN
25 & 40
YEARS OLD.

50 / 50
IS OUR
MOBILE VS
DESKTOP
ENGAGEMENT

SYDNEY
MELBOURNE
BRISBANE
+ REGIONAL
MOST LOYAL
LOCATIONS

WE RELEASE
1000 +
ORIGINAL
CONTENT
PIECES PER
ANNUM .

community startup daily listeners.

CURRENTLY 1000 LISTENERS
for our weekly and fortnightly podcast
offerings which are only 8 episodes old so far.

TOP STATES :
New South Wales,
Queensland & Victoria

60 % mobile
vs
40% desktop

MOST POPULAR PODCAST
Startup meet Corporate

MOST POPULAR TOPICS
FinTech and Life Insurance Episodes

AVERAGE
LISTENER
AGE

32 years old

meet our users

startup founder

ANNUAL INCOME : \$75,000 - \$99,000
VISIT OUR SITE : MULTIPLE TIMES A WEEK
LOVES : CHECKING TECH NEWS HEADLINES
ATTENDS : EVENING NETWORKING EVENTS
LOVES LEARNING : ONLINE

corporate innovator

AVERAGE INCOME : \$170,000
VISIT OUR SITE : DAILY
LOVES : FEATURE STORYTELLING & STATS
ATTENDS : BREAKFAST AND DAY EVENTS
LOVES LEARNING : IN PERSON

startup stakeholder

ANNUAL INCOME : \$180,000 +
VISIT OUR SITE : MULTIPLE TIMES A WEEK
LOVES : OPPORTUNITIES, INVESTMENT & STATS
ATTENDS : HIGHLY CURATED EVENTS
ROLE : A POLICY ADVISOR, VC, ANGEL INVESTOR

startup daily.

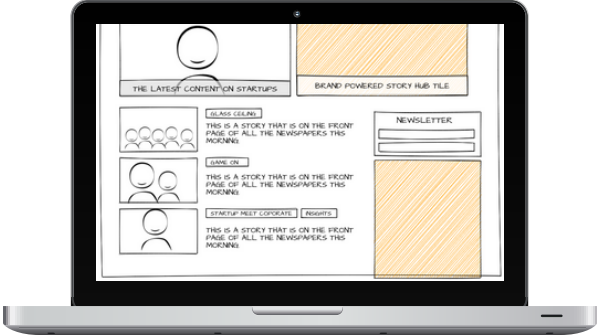
placements startup daily website.

Leaderboards 728 x 90

MREC 300 x 250

Tower 300 x 600

Content Hub Promo 800 x 313



Audio Layouts

Video Layouts



contacts.

tricia albulario | general manager
email : talbulario@shoestring.com.au
mobile : 0401 582 282

mat beeche | founder / partnerships
email : mbeeche@shoestring.com.au
mobile : 0416 548 914