smallbizclub

2025
MEDIA KIT

The premier destination for small business owners and entrepreneurs

For over a decade, SmallBizClub has served as the preeminent authority for small business owners and entrepreneurs to access valuable information, advice, and direction to help their companies survive, thrive, and succeed.

SmallBizClub is the go-to site for everything an entrepreneur needs to know to run their small business. This includes informative articles, videos, and other valuable resources to help them navigate everything from finance to marketing to technology. It also provides unique insights from subject matter experts, industry luminaries and veteran business owners to guide fellow business owners on their journey.

With a steadfast commitment to helping owners and entrepreneurs, SmallBizClub's stellar reputation extends to that of its contributors and advertising partners.

AUDIENCE INSIGHTS

over **50**% of site visitors are ages 24–44

49 female | **51**% male

35ᴷ monthly page views

20ᴷ monthly unique visitors

SmallBizClub readers are:

DRIVEN

More than 60% monthly traffic from organic search

DIVERSE

Startups, experienced owners & managers, solopreneurs, retirees

INTERESTED

Top content focuses on leadership, technology, marketing, and ecommerce

SPONSORED CONTENT RATES

ARTICLE

Client-provided article w/non-promotional content	
1 post	$195
2 posts	$150 each
3+ posts	$125 each
Reading Resource: Recommendation on existing page • Example: "Read more on (Your Topic)"	$60

*All new sponsors must pre-pay for first article

SOCIAL MEDIA POSTS

Choose from 3 different platforms in any combination— X (Twitter), Facebook, or LinkedIn	
3 posts (original plus 2 repeats) • Posts will include link to landing page of your choice (e.g., your site's existing blog articles or homepage).	$90 total

ARTICLE GUIDELINES

FORMAT

We will only accept articles written as informational, non-promotional content that directly benefits the reader and upholds our editorial standards. Advertorials, or "hard-sell" posts, will not be accepted.

TOPIC

We will consider well-written, native English articles on topics with actionable content (nothing superficial or general) that specifically focuses on business ownership or entrepreneurship, geared primarily to an American audience.

LENGTH

Successful articles are approximately 800–1,200 words. If an article goes over 1,200 words, we might break it up into two separate submissions and charge you for two (2) sponsored posts.

CREDIT

Submissions must include a short author or company bio and an author headshot or logo. Bios should include your social handles for ideal cross promotion.

ADVERTISEMENT RATES & SPECS

CREATIVE & ADZONE NAME	DIMENSIONS (pixels)	PRICE/30 DAYS
Headers & Homepage		
Headers, Homepage (next to logo)	728 × 90	$300
Header (all pages except homepage)	728 × 90	$200
Homepage, Top Sidebar	300 × 250	$150
Homepage, Bottom Sidebar	300 × 250	$75
Homepage, Native Article	300 × 250	$50
Category Pages		
Category Page, Top Sidebar	300 × 250	$50
Category Page, Bottom Sidebar	300 × 250	$25
Article Pages		
Article Page	728 × 90	$50

*All submissions to SmallBizClub are subject to our Publication Guidelines and Terms of Service. Submission to the site implies your acceptance of these terms.

For more information contact: Lynda Bekore | Chief Content Officer | lbekore@smallbizclub.com

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