

LADIES WHO LAUNCH

RESOURCES AND COMMUNITY | FOR BUSINESS, FOR LIFE

About Ladies Who Launch

Ladies Who Launch is the first company to provide resources and connections for women entrepreneurs.

Our mission is to make entrepreneurship accessible to any woman with a dream and a drive to start a business.

Audience Profile: **Women Influencers**

Age:	Median: 39.4 years old 20's 20% 30's 43% 40's 23% 50's 13%
Household Income:	\$60,000 or above 69% \$100,000 or above 41%
Gender	100% F
Marital Status:	61% Married
Presence of Children:	38%
Education:	56% College grad+
Status:	Own or co-own my company 50% Freelance 20% Working full-time, launching on the side 30%
Industry of business start-up	Consumer products 40% Consumer services 40% Business services 20%
Level of Influence	I am a primary source among family and friends for advice 75%+ I am a key decision maker for the business <i>and</i> home 97% I classify myself a connector, often introducing people for business or social reasons 94% Average number of contacts in her database 1,500

User Base	Website Traffic	
	Unique Visitors	100,000
	Page views per visitor	6
	Avg. Time Spent per Visit	5:30 minutes
	Daily Email Newsletter	
	Subscribers	50,000
Click through rates	5%	

Enhanced Value: Strong and Recognizable Brand

Ladies Who Launch has been widely featured in national and local press, and in even more online networks and blogs.



Online Opportunities to reach the LWL Users

- **E-mail Newsletter:** Daily tips and weekly inspirational stories and advice from 'Featured Ladies,' who've successfully launched. Promotions & offers.
- **Website:** The catalyst and ultimate trusted source for valuable resources, connections, opportunities, exposure and distribution platform.

Advertising Pricing and Opportunities on Ladies Who Launch

FREE:

Sign up for our Directory and get enhanced search engine exposure and inclusion in a comprehensive list of companies and websites that provide resources, information,

products, services, content and tools for your business. Sign up now:
<http://directory.ladieswholaunch.com/>

Join the Incubator in your region and get access to added value opportunities on <http://www.ladieswholaunch.com/incubators/find> including free classifieds and banner advertising.

Classifieds starting at \$30

For just \$30, you can post any opportunity or promotion including job listings and one-time opportunities. Visit this link to learn more:
<http://www.ladieswholaunch.com/listings/classifieds>

Banner advertising

Special limited time offer valid until Dec. 31, 2008. For \$500, advertise on the Ladies Who Launch home page (125 x 125 below the fold).

Banner advertising

Home page leaderboard and run of site starting at \$5,000

Text promotions, customized and most popular

LaunchOpportunity inclusion one-time daily LaunchTip email: \$1,200

LaunchOpportunity inclusion for one-week run in daily: \$5,000

Text promotion customized home page
\$5,000

What's for Launch weekly email promotion and placement on home page
\$5,000

Featured Online Package: All-inclusive: \$15,000

Banner advertising

Home page leaderboard and run of site

Text promotions, customized and most popular

LaunchOpportunity inclusion one-time daily LaunchTip email

LaunchOpportunity inclusion for one-week run in daily

Text promotion customized home page

What's for Launch weekly email promotion and placement on home page

*****All text promotions are wrapped with editorial content in the Ladies Who Launch voice. Ladies Who Launch works directly with Advertiser for high level impact.***

Additional In-Person Marketing Opportunities

Prices and customization available upon request

Event Exposure

Opportunity to distribute promotional items to attendees at event

Special area at event with breakthrough presence to capture attendees in unique ways and an excellent opportunity to market product or service at event.

Welcome presentation highlight: We will highlight our sponsors in our welcome comments, as well as at other times throughout the event. We find that our verbal endorsement goes a long way in getting the message out to the Ladies Who Launch members.

Your Business logo on all event materials and signage at event

Incubator Workshop Benefits:

Ability to have a representative at the last incubator intensive session, up to 4 incubators a year, to talk/hand out information

Inclusion in dedicated Email blasts twice a year to local incubator members

Ability to distribute information at each on-going member monthly meeting

Logo on Ladies Who Launch website for 1 year in Incubator sign up section

Contact Us

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