



Media Kit
Spring 2011



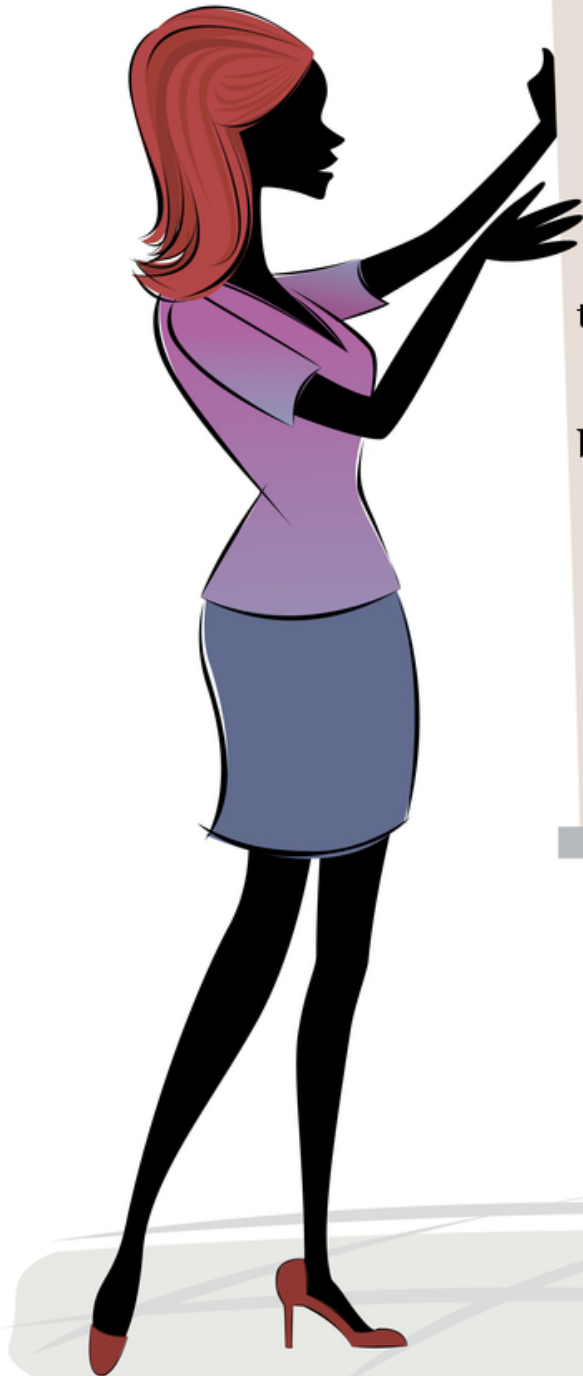
What is Create HYPE?

Create Hype guides women entrepreneurs in marketing their business successfully.

Create Hype's free email is delivered to thousands of women subscribers covering topics such as social media, public relations, word of mouth, advertising, branding and more. More than 95% of our readers sell products online.

Launched in 2011, Create Hype is quickly becoming the leading online marketing publication for women entrepreneurs.

As featured on Design Sponge, Etsy, The Mogul Mom, Meylah & Outright



Reader Demographics



Women.....	93.6%
Age 25-50.....	78.3%
College Educated.....	77.4%
HHI 25K-\$60K.....	66.1%
HHI \$60,000+.....	30.4%
Product Seller.....	95.0%

Sponsorship Opportunities

Email Banner: Create buzz for your brand by dominating our email with a large banner placement to the right of our editorial content.

Text Link: With this sponsorship option, you'll get a text link that sponsors our popular "Take Action" box which typically includes a media contact or takeaway tidbit that our readers go wild for.

Dedicated Email: Share your message with our readers by sponsoring an entire email dedicated to your brand's mission. Includes up to 500 words and 2 graphics of your choice.

Custom Solutions: We also offer special solutions for your brand including sweepstakes contest, product reviews and more. Our advertising manager will go over several options with you to help you reach our readers in additional ways.

For current subscriber numbers & sponsorship rates, email us at advertising@createhype.com

