



Empowering people through information
that will make them succeed on their business and careers

WWW.TYCOON.PH

MEDIA KIT

by  **ENAMTILA**

About Tycoon Philippines

Tycoon Philippines is one of the rising and youngest business, entrepreneurship, marketing and finance blog with more than thousands of visitors per day, founded by Roel Manarang - one of the Top Business Bloggers in the Philippines (MoneyMax) and Top Marketing Bloggers in the Philippines (Search Engine Journal).

Our audience dives into our website to open their mind into new business opportunities, learn more about employment and entrepreneurship, develop their marketing skills, and improve their careers.

Our mission is to empower people through information that will make them successful on their business and careers.

WEBSITE STATISTICS FOR JANUARY 2016

82,143

UNIQUE VISITORS

358,078

PAGEVIEWS

00:04:16

AVG. SESSION DURATION

44,512

DESKTOP VISITORS

57,635

MOBILE VISITORS

42.41%

BOUNCE RATE

Audience Overview

Jan 1, 2016 - Jan 31, 2016

Email Export Add to Dashboard Shortcut



All Sessions
100.00%



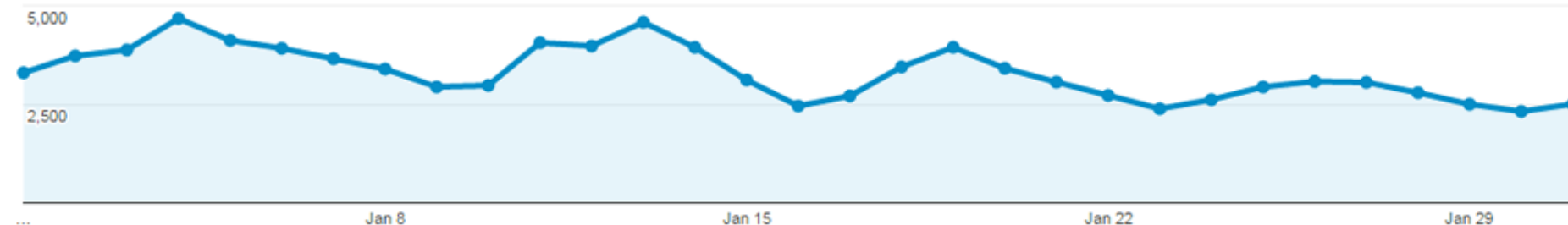
+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month

Sessions



Sessions

102,147

Users

82,143

Pageviews

358,078

Pages / Session

3.51

Avg. Session Duration

00:04:16

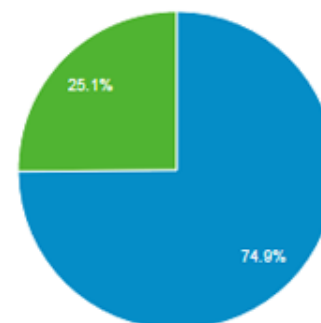
Bounce Rate

42.41%

% New Sessions

74.64%

New Visitor Returning Visitor



Audience Overview

Email Export Add to Dashboard Shortcut



+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month

Jan 1, 2016 - Jan 31, 2016: Sessions
Dec 1, 2015 - Dec 31, 2015: Sessions



Sessions

77.89%
102,147 vs 57,421

Users

71.18%
82,143 vs 47,987

Pageviews

92.62%
358,078 vs 185,897

Pages / Session

8.28%
3.51 vs 3.24

Avg. Session Duration

7.24%
00:04:16 vs 00:03:59

Bounce Rate

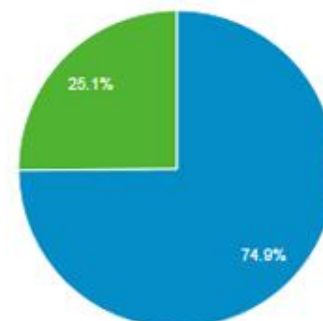
-7.32%
42.41% vs 45.76%

% New Sessions

-4.56%
74.64% vs 78.20%

New Visitor Returning Visitor

Jan 1, 2016 - Jan 31, 2016



Dec 1, 2015 - Dec 31, 2015





The Best Business and Finance Blog in the Philippines

Bloggys 2015: Best Business and Finance Blog Champion
Google: Best Business Blog in the Philippines

OUR AUDIENCE INCLUDES:

Small Business Owners
Employers
Freelancers
Marketing Professionals
Career-interested people
Business-minded people



70%

WEBSITE VISITS FROM
THE PHILIPPINES

ADVERTISING PACKAGES

OPTION 1 **SPONSORED CONTENT+**

WHAT'S INCLUDED:

- Sidebar Banner Placement - Your Company Logo (125 x 125 - static image) for 30 days.
- x3 Permanent Sponsored Article
- x3 Sponsored Article Promotion on Facebook and E-mail after published for 1-7 days with a minimum of 10,000 reachable targeted audience and Tycoon.ph loyal readers.

\$249
ONLY

Limited to 4 advertisers per 30 days

All sponsored articles will be crafted by our team and will be permanently published on our website. Of course, links and call-to-action words will also be included on the content.

Our articles are highly enhanced through search engine optimization techniques. Moreover, these evergreen articles are designed to influence the purchasing decisions of your targeted audience.

OPTION 2 **PROMOTED POST**

WHAT'S INCLUDED:

- x1 Promoted Post created by your company. It should be 500 word-count max and can be promotional. Post will be permanently published on our website.
- x1 Promoted Post Promotion on Facebook and E-mail after published for 7 days with a minimum of 30,000 reachable targeted audience and Tycoon.ph loyal readers.

\$94
ONLY

Limited to 2 advertisers per month.

We serve promoted video or posts written from you or your company. Please note that we have the right to decline and modify your posts if we've seen that it doesn't fit our audience interest, our content optimization policy, and editorial guidelines.

Promoted blog posts works very well for companies who offer prizes for a competition or exclusive discounts. Success stories or business stories with product or service showcase also works great.

SOLUTIONS AND OTHER OPPORTUNITIES

CROSSDEAL

Cross deals are for companies that want to send samples of their products in exchange for a review or write up about it. We need to ask 2 pieces of your products that you want us to feature and promote. These products go to our writer (mostly our Publisher) and to the editor in charge. They will also need to be shipped on separate addresses. You may need to contact us to learn more about potential product or company features as we only allow companies that our readers would benefit from.

WEBDESIGN *and* DEVELOPMENT

We understand that you want it fast, and you want it right. We offer up to three revisions until you are satisfied, and we deliver in weeks instead of months. We incorporate user experience design, psychology and digital marketing into our process so we know exactly how to reach your users and what they want. All designs will be handcrafted to communicate on your brand, increase your visibility, increase your conversions and give your brand a unique message. Plus, we'll make sure that you and your users will say one thing: Wow.

Platforms we use for web development: Magento, Opencart, Shopify, Bigcommerce, and WordPress.
Pricing starts for as low as \$300.

LEADGENERATION *for* ADVERTISERS

If you want to reach a wide audience of entrepreneurs and people who want to start their business. This advertising is the best option for you. We'll do the lead generation and heavy lifting for you, so your sales people can just sit back, wait, and spend time to qualify the prospects we send. Most of the prospects we send are highly targeted and who are ready, willing and able to buy your product or services.

BLOGGINGCOACHING *with* ROELMANARANG

Interested on learning the ins and outs of blogging? Roel is currently accepting 5 students every 90 days. Get a chance to work with him directly as a teacher and mentor to help you succeed on your blogging journey and content strategy. He'll teach you secrets in content marketing that he never shares outside his network. Mentorship with Roel starts at \$750 for 90 days (\$250/mo).

A close-up, low-angle shot of a man's torso and head. He is wearing a dark navy blue suit jacket over a white dress shirt. A colorful, patterned pocket square is visible in his jacket pocket. He is holding a white, multi-layered paper cup filled with coffee. The background is a soft, out-of-focus light grey.

GET STARTED

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by  ENAMTILA