

Partners media kit

Q4 2024



MEDIA CONTOUR
THE CONVERSION LEADERS

JSMM.



pipedrive

CAYK

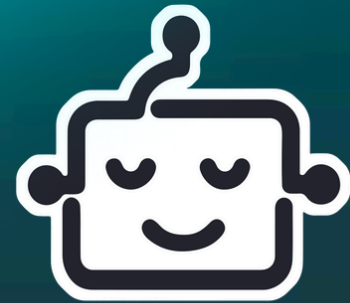


White Shark[®]
M E D I A

IRIDE
COMUNICAZIONE

Napier

.otm



Why partner with Pathmonk?

Pathmonk is your gateway to a highly targeted marketing audience



+80% marketing decision-makers



High average open rate (34.4%)



Above average CTR (3-6% depending on offer)



Quality first: we only partner with brands that fit our audience, ensuring your offers are relevant



Multichannel approach for comprehensive coverage: reach your audience via newsletter sponsorships, podcast features, LinkedIn posts, and blog articles to ensure multiple effective touchpoints.

Our audience



Niche community of marketing leaders

- 17% Founder/VP
- 22% Entrepreneurs
- 44% CMO/Head of



+15,000 newsletter subscribers

- 42% North America
- 14% LATAM
- 31% Europe
- 9% Asia



A fast-growing multi-channel presence

- 13k followers LinkedIn
- +10k followers accross streaming platforms
- +800k audio downloads



Tech/Innovation early-adopters

- Interested in next-gen marketing, up-and-coming tools, AI, data, automation, entrepreneurship, and innovation.

Our sponsorship opportunities

Choose 2 or more options for a **30% off**, or [get in touch](#) for a tailored proposal

Podcast 'Pathmonk Presents'

- Includes 30' video interview, published on our website + YouTube, Spotify, iVoox, and other streaming platforms + LinkedIn and X promo **\$300 USD**

Newsletter 'The smarter marketer in the room'

- Full dedicated newsletter **\$500 USD**
- Featured article + banner + link **\$300 USD**
- Featured podcast interview + banner + link **\$200 USD**
- Promo banner + link **\$200 USD**

Pathmonk blog

- Featured guest article + backlink **\$600 USD**
- Featured guest written interview + backlink **\$500 USD**
- Inclusion in listicle article of your choice with backlink (ie: 10 best SaaS marketing agencies") **\$300 USD**

Podcast 'Pathmonk Presents'

- **+800k total downloads**
- **10,000 followers** across Spotify, YouTube, Apple Podcast, iVoox, Google Podcasts
- **Main topics covered:** growth, AI applied to marketing, marketing strategies, optimizing the customer journey, analytics,
- **Only senior industry leaders**
- **Some of our stellar guests:** Eugenia Blackstone, Melissa Esbenshade, Albert Thompson, Pinar Ormeci, Garrett Brock, Bill Cooper, and many more.

[>> Explore our podcast](#)



Pathmonk Presents
Converting Customers Through a
Clear and Concise Website

Steve Rowbotham
Managing Director

navigator

The image shows a podcast cover for 'Pathmonk Presents'. At the top left is a logo consisting of a grid of blue dots. The title 'Pathmonk Presents' is in a bold, black font. Below it, the subtitle 'Converting Customers Through a Clear and Concise Website' is in a smaller, black font. In the center is a portrait of Steve Rowbotham, a man with short dark hair and a beard, wearing a dark suit jacket over a light-colored shirt. A teal audio waveform is overlaid on the background behind the portrait. At the bottom, there is a dark blue banner with a white robot icon on the left, the name 'Steve Rowbotham' and title 'Managing Director' in white text, and the 'navigator' logo on the right.

Newsletter 'The smarter marketer in the room'

- **+15k active subscribers, 6% growth MoM**
- **Every 2 weeks** we send the top marketing picks from our blog and our partners'. Topics typically include CRO, new tools, AI marketing, analytics, and cross-marketing strategies for growth (SEO, PPC, social, email, referral, affiliation, etc)

Sponsorships include:

- Featured opening article + banner + link
- Featured podcast interview + banner + link
- Promo banner + link

[>> Sign up to our newsletter](#)

The screenshot shows the Pathmonk Newsletter interface. At the top, the Pathmonk logo is displayed. Below it, the title 'Pathmonk Newsletter' is followed by the tagline 'Become the smarter marketer in the room'. The main content area features three articles:

- Shopify Asks: Is Your E-Commerce Ready for Black Friday?**
In 2023, Black Friday sales in the US alone reached \$9.5 billion, which means that, if your e-commerce is not fully ready for this big weekend, you're leaving money on the table. Discover the **best-performing tools that will skyrocket your sales** and get ahead of the holiday rush.
[Read More](#)
- 8 Most-Effective Lead Generation Companies**
Struggling to turn your traffic into leads? We've asked the market to **optimize your lead generation** and share their favorites alongside powerful newcomers.
[Read More](#)
- Deep dives from Pathmonk Presents**
 - [Outbound Success With AI-Powered Sales Engagement | David Lopes from Human Linker](#)
 - [Revolutionizing Customer Engagement with AI | Janet Jaiswal from Blueshift](#)
 - [Transforming Marketing from Cost Center to Profit Driver | Caleb Clark from Hook and Ladder Digital](#)[Listen To All Episodes](#)

At the bottom, a partial article titled 'How To Include Affiliate Marketing on Pinterest in Your...' is visible.

Pathmonk blog

- +7k monthly readers, 83% organic traffic
- Grow authority from a healthy domain
- **Future-proof your SEO:** AI browsers will primarily consider authority based on the number of quality domains referring to you.

Sponsorships include:

- Guest article of your choice + backlink
- Guest written interview + backlink
- Inclusion in listicle article of your choice with backlink
- All options include LinkedIn post at no extra fee

[>> Read our blog](#)

Smartlead vs Instantly: a Comprehensive Lead Generation Tool Review

1. Who are The Best LinkedIn Influencers about AI Marketing?
2. 1. Ruben Hassid: Master AI Before it Masters You

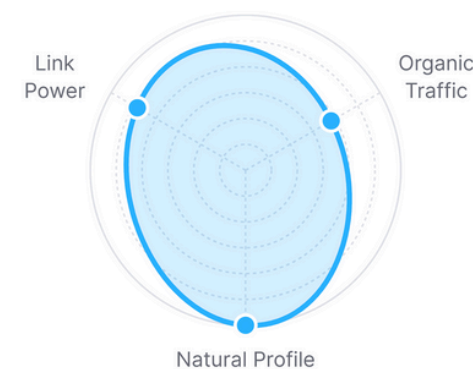
Journey Mastery for Marketers

AI Marketing Daily Whisperer

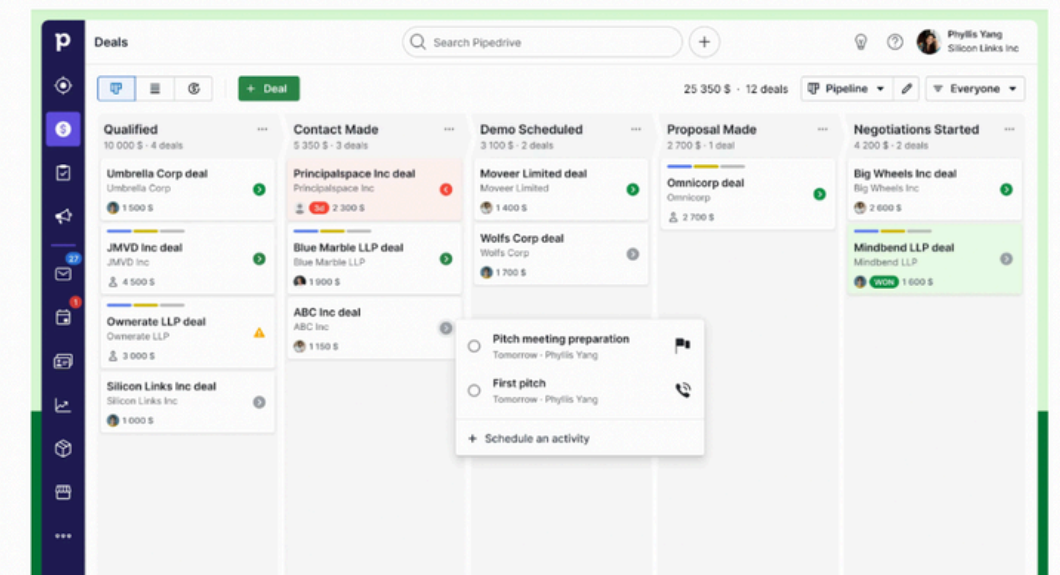
The AI Voice and Image Whisperer

Authority Score ⓘ

60 Very good and niche relevant



7 Reasons To Switch your CRM to Pipedrive



- Pipedrive is a smart CRM software that helps small businesses grow their revenue and scale. By analyzing your past performance, its AI-powered Sales Assistant notifies you when you need to take action and suggests new ways to boost your results.

Truth be told, Pipedrive first lured us in with their key tagline: "CRM that salespeople love." But it soon became apparent that it also ticked all of our "must-have" boxes and nearly all of the "nice-to-haves," too.

So we gave it a try.

After completing the initial setup, we were ready to transfer all our contacts and link other important apps we use in the sales process to the new system. All of it was relatively easy to accomplish due to an open API.

Easy and extensive integration with leading industry tools makes our life easier on so many levels. Pipedrive boasts integrations with over 100 apps & add-ons, the most important being Gmail, Zapier, Trello, Slack, and Mail Chimp.

Put your brand in front of the smartest marketers

Get in touch!