

# Media Kit

## Science & Enterprise

Science & Enterprise is an online news service begun in 2010, produced by digital publishing company Technology News and Literature, and found on the web at <https://sciencebusiness.technewslit.com/>

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## About Science & Enterprise

Science & Enterprise is an online news service begun in 2010, created for researchers and business people interested in taking scientific knowledge to the marketplace.

On the site's posts published six days a week, visitors find research discoveries destined to become new products and services, as well as news about finance, intellectual property, regulations, and employment.

Science & Enterprise posts two stories a day, about 500 words each, on most business days, with an infographic published on the weekend. Stories contain hard, verified news from sources such as research papers, scientific meetings, venture capital financing, patents, and licensing agreements.

News stories on the site explain complex discoveries for an intelligent, but non-technical audience. The site also features on-the-scene reporting from press conferences and scientific meetings. Editors avoid click-bait headlines, rumors, hype, and speculation.

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## Advertise on Science & Enterprise

Science & Enterprise attracts a unique combination of business, academic, scientific, and technological readers looking for serious news on matters with direct consequences for their companies, organizations, or individual careers. To reach these readers, Science & Enterprise offers guest posts as native advertising opportunities.

Guest posts run about 500 words, and relate to the broad themes of science, technology, and business. You only need to provide text with links, subject to our review. We can provide a suitable image to go with the text, if you wish.

Please note that we label guest posts as sponsored content and do not accept any attributes on links, such as do-follow, that violate Google's guidelines. And we do not accept any content related to gambling, gaming, fantasy sports, smoking, firearms, pornography, sexually-oriented businesses, or predatory loans.

Editors balance editorial and sponsored content so contributed items do not exceed news stories.

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## Science & Enterprise on Social Media



<https://www.facebook.com/scienceandenterprise/>



<https://twitter.com/alankotok>



<https://www.linkedin.com/in/alankotok/>



<https://www.instagram.com/technewslit/>

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## Science & Enterprise Audience Data

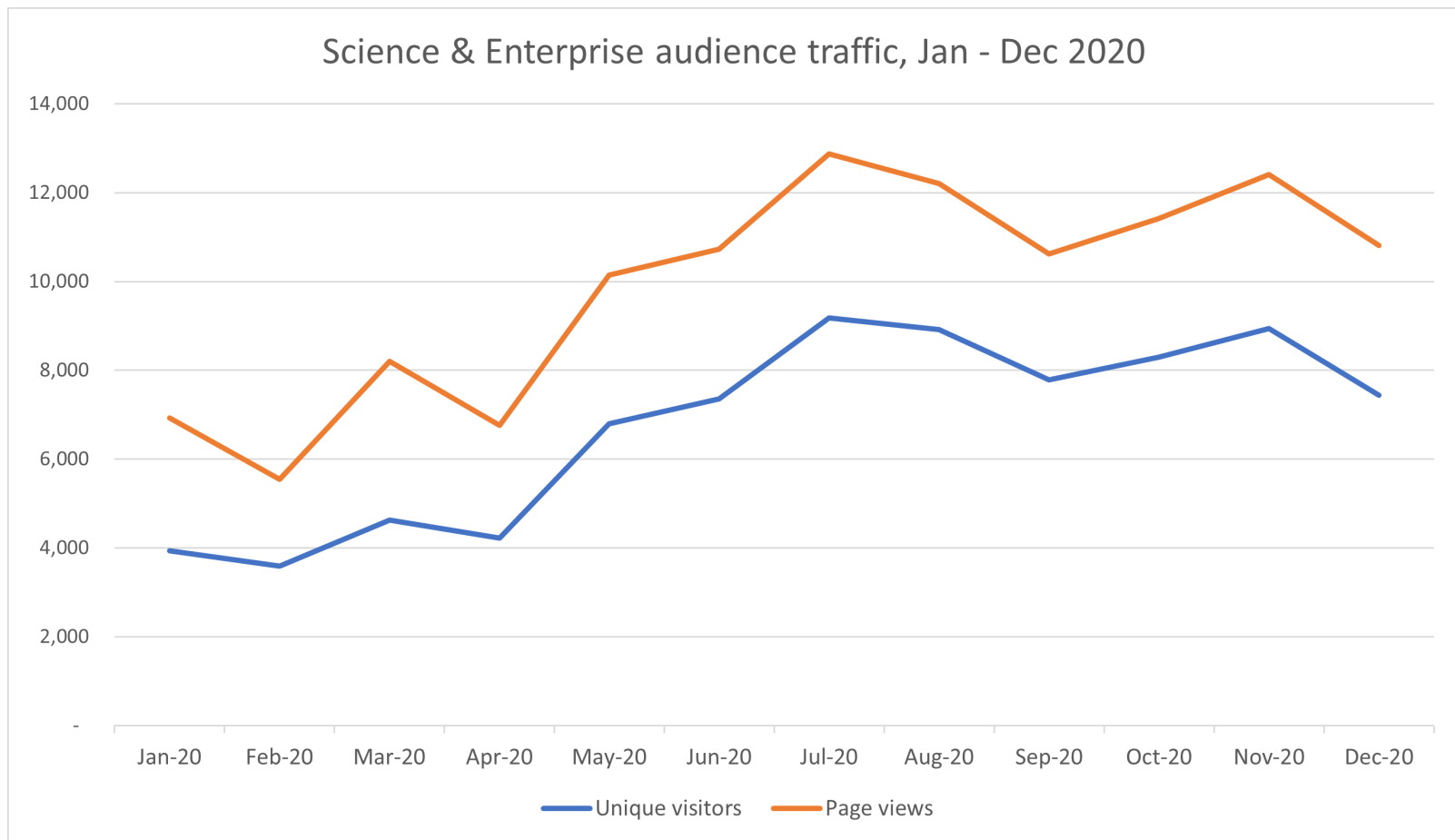
### **In 2020 ...**

- ⇒ Total posts: 617
- ⇒ Unique visitors: 81,078 total, 6,757 per month
- ⇒ Page views: 118,649 total, 9,887 per month
- ⇒ Researchers, science/tech enthusiasts, investors, entrepreneurs
- ⇒ 43 percent from outside the United States

### **In 2019 ...**

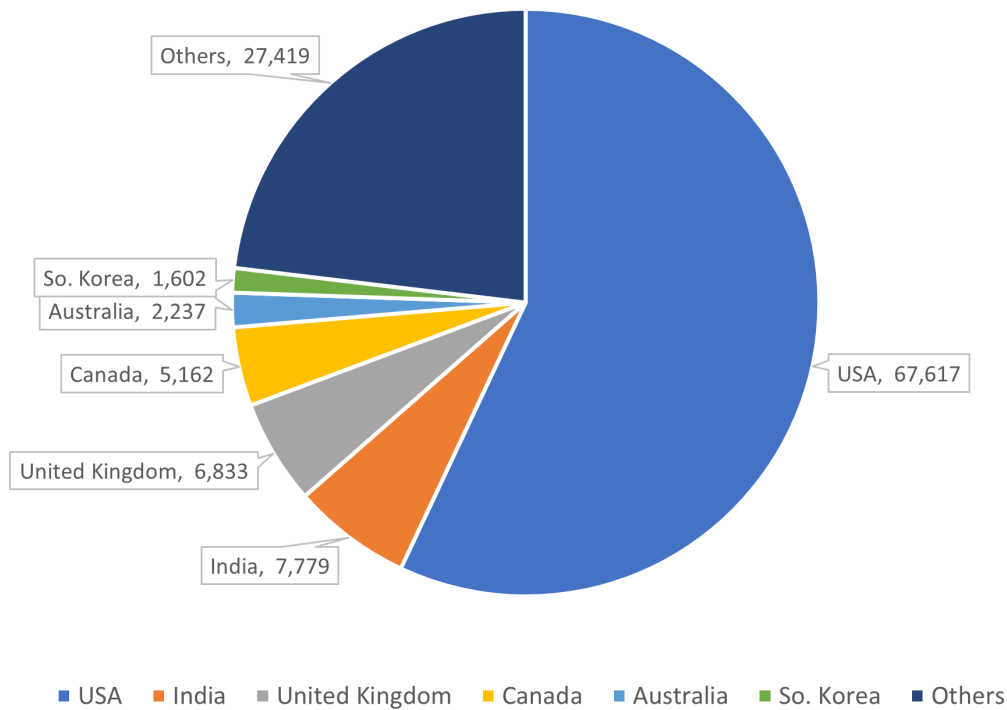
- ⇒ Total posts: 601
- ⇒ Unique visitors: 36,190 total, 3,018 per month
- ⇒ Page views: 59,682 total, 4,947 per month
- ⇒ Sources: Jetpack (Wordpress.com), analysis of social media followers

## Science & Enterprise Audience by Month



## Where Science & Enterprise Readers Are From

Science & Enterprise page views, 2020



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## Science & Enterprise, Summing Up ...

- ⇒ Respected daily news site, published six days a week ...
- ⇒ ... covering dynamic intersection of science and business
- ⇒ Content that respects visitors' time and intelligence
- ⇒ Growing worldwide intelligent and engaged audience
- ⇒ Receptive environment for sponsored guest posts
- ⇒ Contact us for rates and questions:  
[sciencebusiness@technewslit.com](mailto:sciencebusiness@technewslit.com)