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About Street Fight

MISSION

Street Fight is the top daily intelligence source for the business of location. Our beat is the busy intersection of consumers, digital tools, brands, and marketers. Our audience consists of decision-makers who need up-to-the-minute news and thought leadership to stay in the loop. From local search to augmented reality, from ad targeting to artificial intelligence, if it’s about location technology in the age of connected commerce, you’ll learn about it in Street Fight.

WE’RE DIFFERENT

Street Fight is the only publication to focus solely on the technological evolution of local commerce. Our readership turns to us to learn about the latest in location technology, from startups and mergers and critical consumer trends to strategic moves in local from major players like Google and Facebook. We offer deep dives, not hot takes. Readers rely on our commentary to stay informed and make strategic decisions and trust that when it comes to sponsored content, we will only feature items that provide a valuable and unique perspective.
AUDIENCE

Street Fight is a trusted source of intelligence for brands, marketers, and thought leaders in local search, location marketing, ad targeting, attribution, retail, mapping, social media, on-demand services, and related industries.

CONTENT CHANNELS

Our audience relies on coverage of breaking news and emerging trends in the Street Fight Daily email digest, news and analysis from our in-house editorial team as well as commentary from industry thought leaders in the pages of Street Fight and Heard on the Street podcast.
## AUDIENCE

### Street Fight Daily

- **10,000+** Subscribers representing more than 3,000 companies
- **26K** Monthly average reads / website visits
- **15%** Average email open rate

### Profession Title

- **17%** C-Level
- **24%** Executive
- **25%** Management
- **30%** Professional
- **3%** Other

### Social Media

- **11K** Facebook
- **16.7K** Twitter
- **800** LinkedIn

### Street Fight Podcast

- **600** Monthly podcast listeners

### Reader Groups by Industry:

- Location-Based Agency
- Marketing Agency
- Fortune 1,000 Consumer Brands
- Advertising Firms
- Small Business Retail
CONTENT OVERVIEW

EDITORIAL

Commentary
Street Fight staff and guest columnists provide thoughtful perspectives on the strategic moves of major players in location marketing, technological developments that impact the industry, and tactics to make marketers more successful.

News & Analysis
News coverage and industry analysis is provided by our editorial team, led by managing editor Joe Zappa, lead analyst Mike Boland, and senior editor Stephanie Miles. The editorial team maintains Street Fight’s reputation in the industry as a leading source of trend analysis and breaking news.

Monthly Themes
Street Fight’s editorial calendar is organized into monthly themes, such as Driving Local (on connected cars) and Pursuing Privacy (on consumer privacy regulations). The monthly theme is announced with an overview column, which sets the tone for coverage throughout the month. Monthly themes provide a supportive context for sponsored content that resonates with the theme.
“HEARD ON THE STREET” PODCAST
Produced and hosted by Street Fight lead analyst Mike Boland, Heard on the Street uncovers the people and stories behind leading companies in the location-based media, tech, and advertising sectors. The podcast is distributed to all major platforms including Apple Podcasts, Google Podcasts, Spotify, and Stitcher.

“STREET FIGHT DAILY” EMAIL DIGEST
Street Fight Daily is an email digest of all the news that matters in the world of location technology, curated by Street Fight managing editor Joe Zappa. Readers turn to Street Fight Daily to stay informed about mergers and acquisitions, startups, trends, Big Tech’s location moves, and breaking stories. Our most popular feature, Street Fight Daily connects our readership to key articles on Street Fight and broader coverage across the web of the news location marketers need to know.

RESEARCH PROJECTS
Street Fight produces research papers of interest to the location marketing industry, including analysis of industry trends, technological developments, and consumer habits.

WEBINARS
Webinars hosted by Street Fight attract a range of attendees including top executives, brand marketers, technological innovators, and marketing experts.
GUEST CONTRIBUTIONS AND SPONSORSHIP OPPORTUNITIES

GUEST COMMENTARY

Guest commentary offers an opportunity to provide thought leadership to a broad audience of decision-makers. No fees change hands for guest commentaries. Pieces submitted for consideration must not promote any specific company or product, and should not be overtly or subtly biased in favor of your company’s solution or point of view. Instead, they should offer an engaging discussion of subject matter that is important to local search, location marketing, and your areas of expertise. Those interested in submitting guest commentaries should contact managing editor Joe Zappa at jzappa@streetfightmag.com.

SPONSORED COMMENTARY

Sponsored commentary pieces provide an excellent forum to highlight your company’s offerings and promote your perspective on the industry. These pieces are marked clearly as sponsored so as to distinguish them from editorial and guest columns. You may promote your company, product, or service, typically in the context of providing information and commentary of value to the Street Fight readership.

Additional information regarding guest / sponsored commentary can be found in the Street Fight Contributor Guidelines.

CONTENT ADVERTISING RATE CARD

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<th>Advertiser Authored Article</th>
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30-day completion cycle. All articles shall be promoted in the same manner as original content including Street Fight Happenings native ad, Street Fight Daily inclusion and social media promotion. All articles will live in perpetuity and will receive SEO treatment equal to native content.
SITE ADVERTISING

We offer a range of ad placements billed on a monthly basis. Increase your company's visibility among brand marketers, local search experts, and technological innovators with display ads that promote your company's offerings and drive traffic to your site.

RATE CARD

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Serves to every web visitor for 7 / 30 days on an unlimited basis
All web pages and ad creative are responsive
SITE ADVERTISING

HOME PAGE
NEWS & ANALYSIS
Back to Basics: Data Collection in the New Privacy Era
BY STEPHANIE MILES

Some widely used marketing methods, like firmographics and psychographics, are coming to a halt as brands are forced to consider whether consumers actually want to receive their messages. In place of those practices, marketers are returning to older forms of data collection to once again create differentiated customer experiences, explains Dawn Colossi, chief marketing officer at the market research technology company FocusVision.

STREET FIGHT DAILY ADVERTISING

Featured placement in our daily email digest. Reach over 10,000 subscribers who rely on Street Fight for daily updates on the latest local news. All commentary pieces are also mentioned at least once in Street Fight Daily.

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1,000 subscriber minimum
“HEARD ON THE STREET” PODCAST

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PODCAST SPONSORSHIP

Podcast sponsors get the benefit of prominent placement in Heard on the Street. Our host delivers your ad copy with a personal touch. Our podcast listener base is a particularly devoted and valuable subset of the Street Fight audience.

RATE CARD

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Advertiser read spots constitute a 15% service fee and are subject to Street Fight approval.

Creation of an ad spot using content of a previous episode in which the sponsoring company was a guest.

All interviewee posed questions are subject to Street Fight approval.

Allows for selection of flight dates within a specific podcast episode.
WEBINARS

Webinars hosted by Street Fight attract a range of attendees including top executives, brand marketers, technological innovators, and marketing experts.

SPONSORED WEBINARS

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RESEARCH PROJECTS

Street Fight produces research papers of interest to the location marketing industry, including analysis of industry trends, technological developments, and consumer habits.

SPONSORED RESEARCH

Sponsored research opportunities are available with rates depending on the complexity of the project. The Street Fight team of experts can work with you to bring your research ideas to fruition.

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