

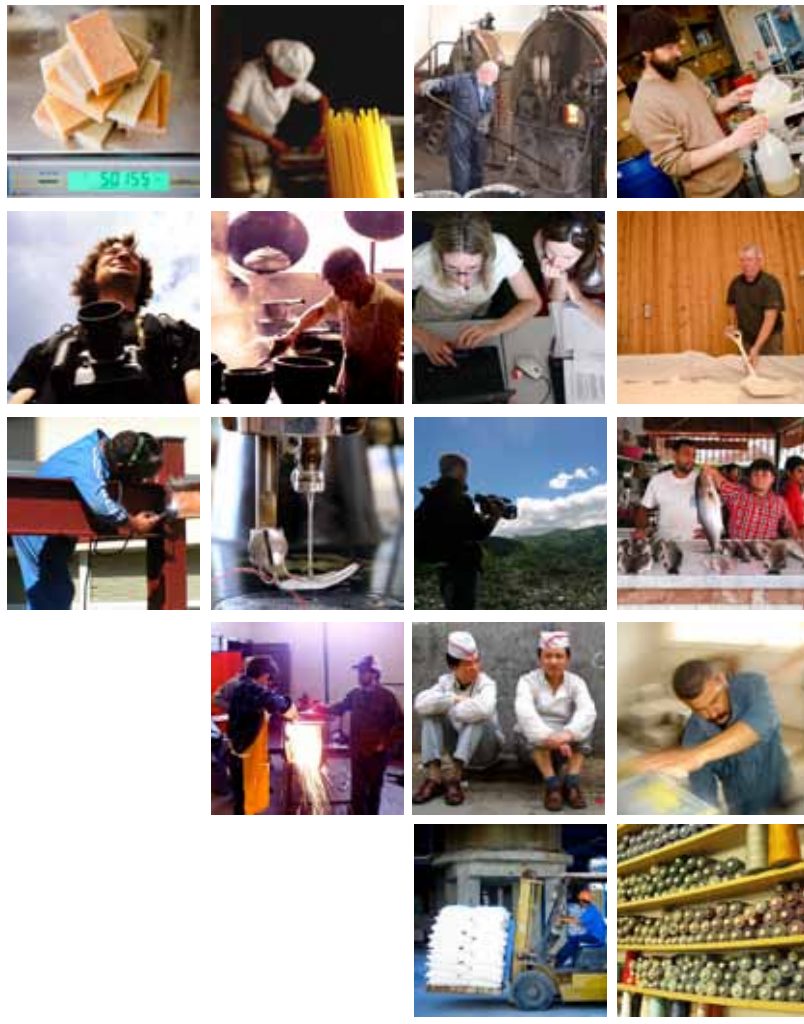
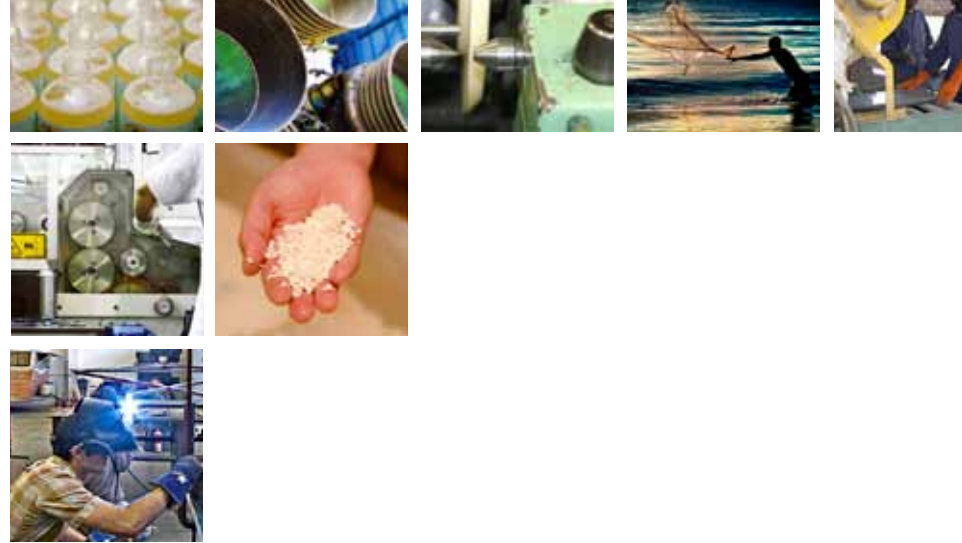


**YOU'VE HEARD IT BEFORE:
THE BUSINESS WORLD
IS CHANGING.**

From shifting expectations on waste, locality and employment, to increasingly connected (and skeptical) consumers, business as usual is seeing its last days. The problem is that business media hasn't kept up with the times. **Until now.**

STAKE

A BETTER BUSINESS MAGAZINE FOR A BETTER BUSINESS



Stake is a new business publication covering a global selection of the world's most innovative, unusual firms, who are collectively shedding light on **a new business reality.** A new reality where the companies pushing the envelope in sustainability, transparency and adaptability are the companies that will shatter all assumptions on what business can and should be in the 21st century.

OUR APPROACH

Stake isn't just about a new kind of business, it's about a new way of covering it; **a better business journalism for better business.**

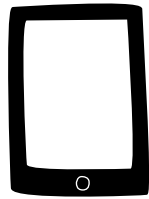
Rather than the tired profile of the suited businessman standing in front of his desk, Stake will cover this new business in a more honest, gritty and compelling manner.

Using candid images and video shorts, Stake will profile regular **people around the world doing incredible things through commerce.** And instead of offering a random sampling of “cool,” unconnected businesses, our monthly issues will be built around a specific context.

This approach will give our readers a deeper understanding around an industry or theme—be it open source, fashion or food—and **provide our advertisers the opportunity to align themselves with the appropriate niche issue.**

Most media kits go out after the publication is live. Fair enough. We want to offer those who understand the need for a new take on business – and the opportunity it presents – the chance to get in on the ground floor. But this isn't about altruism, **it's about aligning your brand with the most exclusive small business coverage around the world.**

Here are a couple reasons Stake is the right magazine for your brand:



Audience + Engagement.

Our demographic is well-educated, forward thinkers, influencers and buyers. On average this cohort spends more time reading on their iPad than their computers or phones, and have demonstrated a high comfort level with ads displayed on the iPad.



Specialized.

We cover progressive small companies around the world. That's it. No corporate mergers, no Wall Street, no social media tips. Just objective, enterprising, rich media pieces on the most forward-thinking small companies around the world.



50% off.

Half off for your early support, for a half-year. No matter how much we grow or change our rates, yours stay the same.



Partnerships.

Though we've only just started, we've already secured dozens of media and non-media partnerships who spreading our reach and supporting us at every turn.



Niche.

Stake's editorial reach is broad, but our thematic issues are niche publications in their own right. We're about to release our Oregon Built issue, but if you're interested in a future themed issue, just ask.



Brand Alignment.

Aligning your brand with Stake's exclusive business coverage demonstrates your support for the small, nontraditional companies thriving in the face hard economic times.



Video.

Americans are watching more video than ever online, which means our users will be spending more time with our content, and your brand, than ever.



Series.

Our original series run through every one of our issues, shedding light on important themes while keeping with Stake's unique coverage. See final page for more info.

Premier Issue | Oregon Built

A new manufacturing narrative is emerging across the United States. And Oregon is helping tell that story. These companies – both [cutting edge innovators](#) and [craft purists](#) – are proving that the times of working with ones hands are far from over. That the manufacturing story is alive and well in Oregon. This issue's story list includes: ADX, Paul Schuback, Sake One, Oregon Soap Company, KEEN Footwear, Bamboo Revolution, Shywood sunglasses, Shuler Surfboards, Noma and Ada handmade shoes, Portland Garment Factory, The Joinery, Refined Furniture, Tropical Salvage, Woodblock Chocolate, Official Manufacturing Company and Organic Nation Spirits.

SUPPORT



Stake is a radically new take on the business magazine. This will be clear through each article, photo and video; all beautifully laid out on the iPad. The publication will shift how readers interact with these stories, and the brands surrounding them. We'd love for you to be one of these brands.

STAKE | SPONSORSHIP OPTIONS

Gold | ~~\$6,000~~ \$3,000

- Two full page ads at the beginning and end of our premier issue
- Logo on the back cover of the issue
- Rotating banner ad (with other Gold members) at the top of our site
- Customized Social Media promotion for your brand or campaign
- Newsletter sponsorship (one per month)
- One page advertorial written by our professional writers to appear in our iPad issue and on our website.

Silver | ~~\$4,000~~ \$2,000

- Full page in our iPad issue
- Logo on the back cover of the issue
- Skyscraper ad (rotating with other Silver sponsors)
- Customized Social Media promotion for your brand or campaign
- Newsletter sponsorship (one per month)
- Half page advertorial written by our professional writers to appear in our iPad issue and on our website.

Bronze | ~~\$2,000~~ \$1,000

- Half page ad in our premier issue
- Logo on the back cover of the issue
- Skyscraper (below Silver) rotating ad
- Customized Social Media promotion for your brand or campaign

STAKE | SERIES ~~(\$4,000)~~ \$2,000

Below is a sampling of our current series: contact us for more series or to suggest a custom series for your brand. Sponsoring a series includes your name and logo both in the article lead and in the opening and credits of the videos.

New American Stories

This series highlights exceptional businesses founded by immigrants and first generation Americans. It's an important look at how this country was built, and how it will continue to thrive.

Re-Build

This series examines the natural disruption and replacement of antiquated models by new ones, highlighting capitalism at its best around the world.

New Local

We'll profile small firms who focus on their local communities, but like most companies, source and sell to a interconnected world. We're calling this series New Local because we recognize the importance of resilient local economies, as well as the opportunity and necessity of reaching out to the world.

Space

Too often do we examine individual companies without taking into full consideration the contexts behind them. This series focuses on the spaces—neighborhoods, cities, abandoned warehouses, incubators—rather than the individual companies. Through this approach the series will demonstrate the importance of space in the creation of fascinating companies.

For ad specs and more information:
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STAKE MEDIA KIT