

SUMMARY

MichaelHyatt.com is one of the most-read blogs on the Internet. Michael's content is unique, authentic, and relevant. As a result, **his readership has grown by 164 percent** in the last twelve months. Becoming a blog advertiser provides an opportunity for you to reach a targeted, highly engaged audience that is responsive to products and services that meet their unique interests and needs.

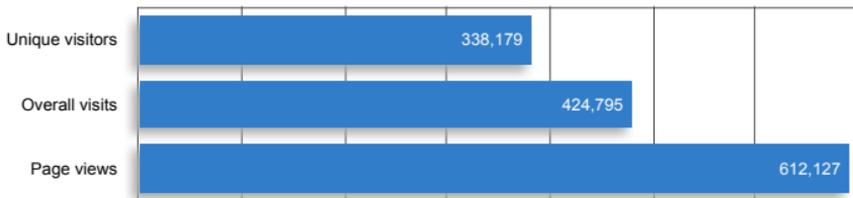
To discuss your advertising needs, please contact Mindy Spradlin at mindy@michaelhyatt.com.

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SITE TRAFFIC

These are the traffic statistics for the the month of December 2011 as reported by Google Analytics. In addition, Michael has more than 70,000 RSS or email subscribers and 122,000+ Twitter followers



SITE RANKINGS

<i>Metric</i>	<i>Rating</i>	<i>Comments</i>
PostRank.com	1	The #1 Leadership and Productivity Blog of 2011
Google PageRank	5	This ranking is 5 out of possible 10.
MOZ Page Rank	6.0	This ranking is 6 out of possible 10 (similar to Google PageRank)
Alexa Traffic Rank	19,200	MichaelHyatt.com is in the top 0.07% of all websites.
Inbound Links	1,150,107	This is the number of external links to MichaelHyatt.com.

READER PROFILE

Based on Michael's "2011 Reader Survey," his TYPICAL READER is a male between the ages of 31–50. He has at least a college degree and household income of \$70,000 or more. He lives in the U.S., most likely in those states where evangelical Christians are a higher percentage of the population. He is an active Christian, attending church at least once a week, and his faith is very important to him.

The typical reader is extremely committed to personal growth and is a heavy book reader. He reads most of Michael's blog posts and is especially interested in those related to the topic of leadership—probably because he serves in a leadership capacity in his local church. He also avails himself of other forms of learning, such as conferences and webinars, and intends to pursue additional formal education.

Michael's typical reader is very active in social media, including Facebook and Twitter. He demonstrates a need for self-expression, as evidenced by the fact that he has a blog and posts to it at least once a month. He also has a book idea that he hopes to write and get published.



AUDIENCE DETAILS

In February 2011, Michael conducted his third annual "Reader Survey." You can see the original survey here:

<http://michaelhyatt.com/please-take-my-2011-reader-survey.html>

And the results here:

<http://michaelhyatt.com/five-insights-from-my-2011-reader-survey.html>

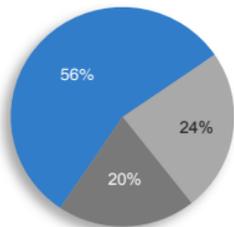
Here are the highlights:

Reader Engagement

1,310

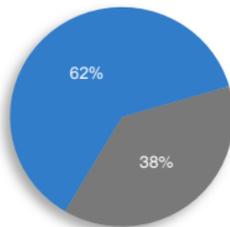
people completed the "2011 Reader Survey," demonstrating the high level of reader engagement Michael's readers have with his blog.

Age



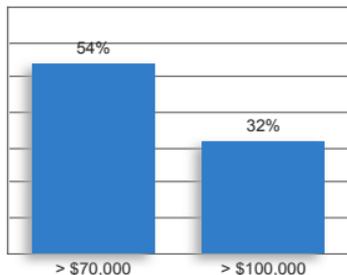
● <= 30 ● 31 - 50 ● >= 50

Gender

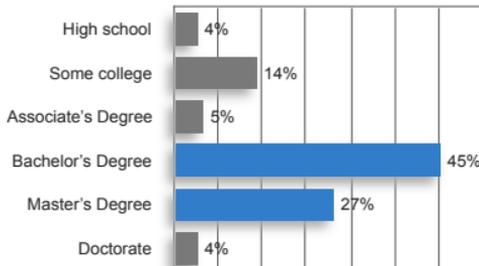


● Male ● Female

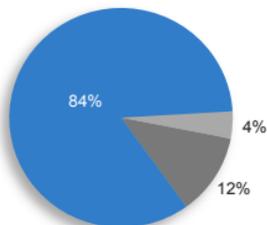
Annual Household Income



Highest Level of Education Completed



Country of Residence



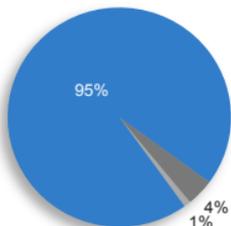
● U.S. ● Canada ● Other

State of Residence



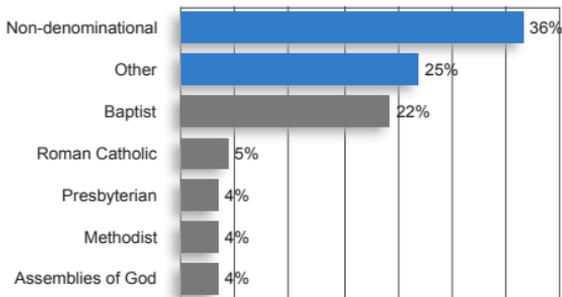
● States with More Than 3% of Total Readers

Religious Orientation

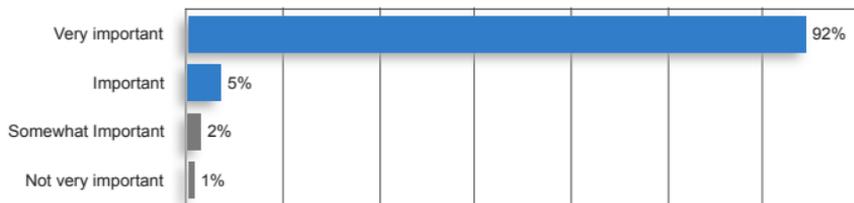


● Christian ● Other ● Agnostic

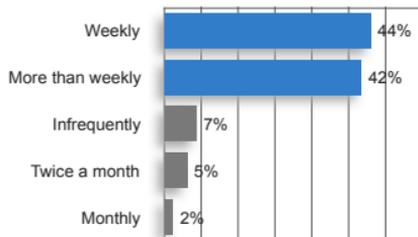
Church Affiliation



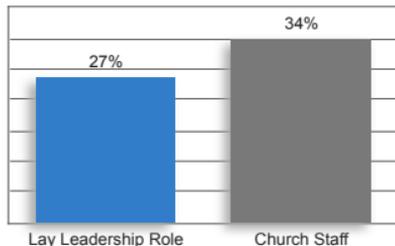
The Importance of Faith in Overall Life



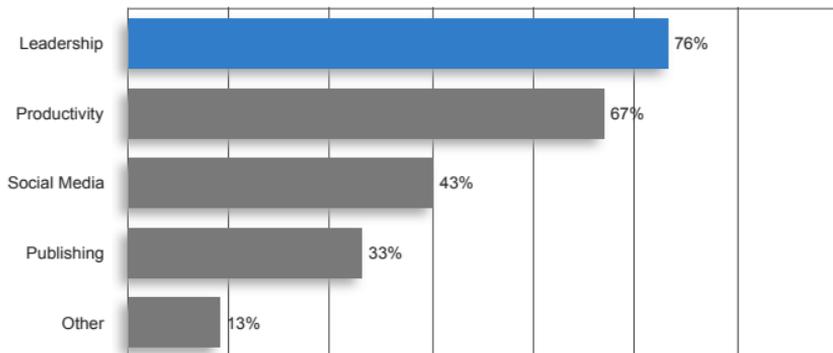
Frequency of Church Attendance



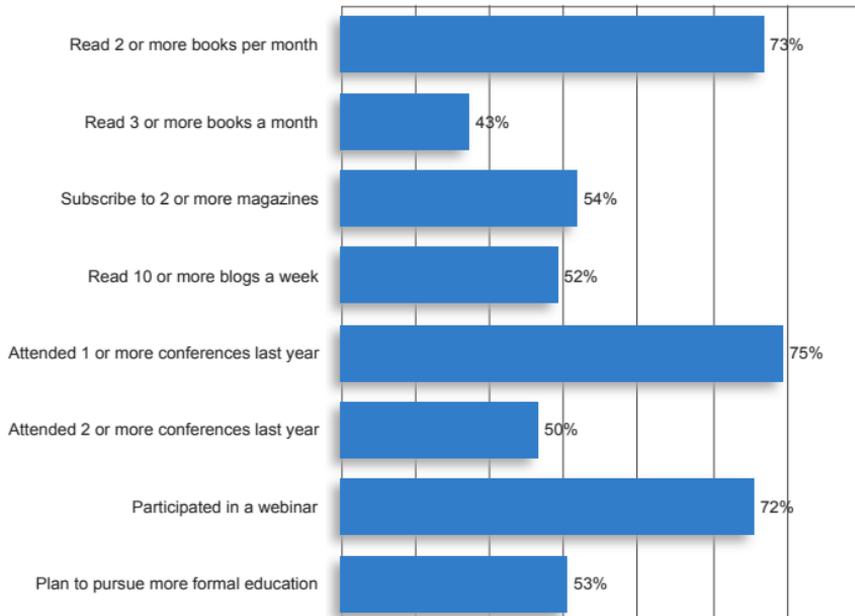
A Church Leadership Role



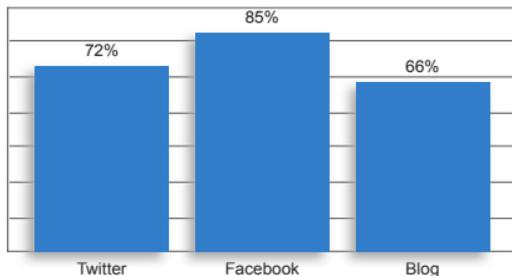
Favorite Subject Categories



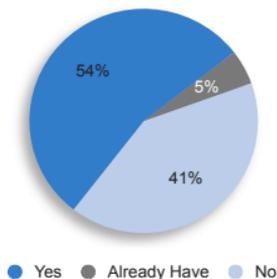
Investment in Personal Growth



Social Networking



Intend to Write a Book?



We offer two different kinds of ads: (1) DISPLAY ADS that run along the right sidebar of the blog and (2) SPECIALTY ADS, which include in-post ads, sponsored posts, RSS ads, etc. Descriptions and prices are listed below. Examples of these ads are on pages 8–10.

DISPLAY ADS		
You can purchase these ads at http://buysellads.com/buy/detail/13923		
Position 1: Large Sidebar Ad 300 x 250 (Top Right)	This ad is the largest available on the site. It is 300 x 250 pixels and appears in the right-hand sidebar, just below Michael's picture. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 40kb and may not include animation.	\$1,017 PER 30 DAYS
Position 2: Medium Sidebar Ad 300 x 125 (Top Right)	This ad is 300 x 125 pixels and appears in the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 35kb and may not include animation.	\$817 PER 30 DAYS
Position 3: Large Sidebar Ad 300 x 250 (Middle Right)	This ad is exactly the same size as the Position 1 ad; it is just in a different position.	\$947 PER 30 DAYS
Position 4: Medium Sidebar Ad 300 x 125 (Middle Right)	This ad is exactly the same size as the Position 2 ad; it is just in a different position.	\$747 PER 30 DAYS
Position 5: Small Sidebar Ad 125 x 125 (Middle Right)	These ads are 125 x 125 pixels and appear in the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 30kb and may not include animation.	\$537 PER 30 DAYS
Position 6: Large Sidebar Ads 300 x 250 (Bottom Right)	This ad is exactly the same size as the Position 1 ad; however, it is in a different position. It also rotates with one other ad. (This is why it is more affordable.) We have two ad slots available per month.	\$467 PER 30 DAYS
Position 7: Medium Sidebar Ads 300 x 125 (Bottom Right)	This ad is exactly the same size as the Position 2 ad; however, it is in a different position. It also rotates with one other ad. (This is why it is more affordable.) We have two ad slots available per month.	\$397 PER 30 DAYS

SPECIALTY ADS

You can purchase the following ads by emailing mindy@michaelhyatt.com

Position 8: Peel Away Ad	The top of Michael's blog has a red-stripe with a short text ad. This is <i>extremely</i> effective. Users have a difficult time resisting the urge to click on it. It produces more click-throughs than any other option. We do require you to create a custom landing page. We will send you a photoshop template, which you can use to create the ad.	\$2,500 PER 30 DAYS
Position 9: Sponsored Post	Michael will write a 300–400 word post about your product or service and his experience with it. You can link to this post, excerpt it for your own marketing, or quote it on your own site. Michael will include links in the post to the appropriate landing page on your site. He will also Twitter the link to the post on the day it is published. He will also send it out with the post to his email and RSS subscribers.	\$1,750 PER 30 DAYS
Position 10: Middle Post Ad	This ad appears in the middle of individual posts. You will need to supply the text and a link to a landing page on your site. The text may be no more than 200 characters long. The ad will appear on each new post on the site for 30 days.	\$1,000 PER 30 DAYS
Position 11: End Post Ad	This ad appears at the end of individual posts. You will need to supply the text and a link to a landing page on your site. The text may be no more than 200 characters long. The ad will appear at the bottom of each post on the site for 30 days.	\$1,000 PER 30 DAYS
Position 12: RSS Feed Ads	More than 47,000 people read Michael's posts via RSS or email. That's 47,000 impressions per post! Two ads appear at the end of the post. They are 275 x 144 pixels each. You will need to supply the graphic and a link to a landing page on your site. The file can be no larger than 40kb and may not include animation.	\$1,000 PER 30 DAYS

ADVERTISING EXAMPLES

The graphics on the following three pages illustrate the advertising options available for purchase.

Home About Advertising Speaking Coaches Books Archives Contact

MH MICHAELHYATT
Intentional Leadership

Best Speaking Engagement: 2/10/2011
Providence, RI • October 2011 - [more...](#)

Position 8

Position 9

Podcasts Publishing Social Media Resources Ministry

A SPONSORED POST

JOIN ME AT THIS YEAR'S CHICK-FIL-A LEADERCAST

25 42 79

Like +1 Retweet

Absolutely, I am a conference junkie. Thankfully, attending conferences, discussing new questions, and seeing the visibility of my company is part of my job as CEO of a book publishing and live events business.



Get Your Sponsorship

But that doesn't mean I can dedicate 12 years to one conference for every year I attend. I can't attend all of them, but I want to make sure I attend the best, most stimulating ones. That's why [The Chick-fil-A Leadership](#) is on my short list of each year's must events.

Free Resources to Help You and Your Team Reconnect in 2011 - [Click here](#) to access dozens of downloads, articles, take aways, a checklist and more!

Position 10

[The Chick-fil-A Leadership](#) is a conference that will be broadcast live from Atlanta, Georgia on May 6, 2011, and will be available on video for 30 days in North America. The conference will feature eleven renowned speakers including [Rick Warren](#), [David Ramsey](#), [John Maxwell](#), and [Robby Robinson](#) (in honor of his 50th birthday).

However, the live event is only part of the story. If you are a pastor or in a position of leadership in your local church, this is an opportunity for you to reach the leaders in your business community in a powerful, relevant way. Don't by missing a live feed of the event in your church.

This will enable you to:

Join the Chairman & CEO Executive Office of Thomas Nelson Publishers. [More...](#)

Search my blog

Twitter + Facebook 106,690

Join Me at the Building Champions Experience

"The Building Champions Experience is that place that will have a lasting impact on your business and your life. Click for a special opportunity to join me at this year's event!"
Michael Hyatt

Position 1

experience

Position 2

LEVEL GROUND
LISTEN NOW
WE FOR VIDEO

Position 3

PLANT YOUR CHURCH WEBSITE IN GOOD SOIL

SiteOrganic

- Build relationships with influential community leaders and begin significant conversations that are relevant to their world.
- Meet the leadership training needs of your business community with relevant content, measurable application ideas.
- Gain recognition in your community as a credible source of relevant, essential marketplace inspiration.
- Generate alternative revenue for your church.

Gene Merrilloff, a host for Check-In & Leadership in Troy, TN, said it well:

"The church has consistently had ministries for preschool, children, youth, men's ministries, and women's ministries. But no church had the sense of actually doing effective work at reaching out and engaging the business community. Our church saw this as an opportunity to minister to a new and important audience that we had never attempted to reach."

Gene has now hosted Check-In & Leadership for four years at The Olive Baptist Church. He started the event with a desire to provide a service to business people in his city. Each year the event has grown. They had also introduced the first year and will give attention last year.

Though Troy is a small town, Gene and his team have managed to build relationships with twenty different partnering sponsors, who participate at all different levels. (Click here to read more of his story.)

Last year, United Reformation Leadership had the privilege of interviewing several of the event speakers, including Don Collins, author of the business bestseller, *Good to Great*, and Don Daily, President of Check-In & Leadership. (You can watch these [video](#) and [audio](#) to get a sense of the content.) I will be hosting the Reformation program again in May and can't wait to interview this year's entire line of speakers.

If you want to make a difference in your community, please consider hosting the Check-In & Leadership. You can get [more information here](#). You will also be entered in a contest to win a free iPad. (You know you want one!)

Also, you can visit the [Check-In & Leadership website](#) for in-depth information about the event series. You can follow Check-In & Leadership on [Facebook](#), [Twitter](#), and [LinkedIn](#) to be kept up-to-date on the latest leadership resources and news about the this year's event.

Question: Have you attended or hosted Check-In & Leadership previously? If so, what was your experience? Please share your thoughts by clicking here.

Michael Hyatt, author of *Prayer for the Powerful*, is a speaker at the event. He will be speaking on the topic of "Prayer for the Powerful" and will be speaking on the topic of "Prayer for the Powerful".

FOLLOW YOUR CALLING PUBLISH YOUR BOOK!

Share your **INSPIRED** Publishing Guide for Business




Position
4



Position
5



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Position
6



Position
7

Advertisement on My Site

UPCOMING SPEAKING

02/08/12 Phoenix, AZ (Location: 02/08/12) 09:00-10:00

02/07/12 Orlando, FL (Location: 02/07/12) 09:00-10:00

02/05/12 Louisville, KY (Location: 02/05/12) 09:00-10:00

02/04/12 Dallas, TX (Location: 02/04/12) 09:00-10:00

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4. **Because it will help you overcome resistance.** Every meaningful intention, dream, or goal encounters resistance. From the moment you set a goal, you will begin to feel it. But if you focus on the resistance, it will only get stronger. The only way I have found for overcoming it, is to focus on the goal—the thing I want. Steven Pressfield's new book, [Do the Work](#), is must-reading on this topic.
5. **Because it will enable you to see—and celebrate—your progress.** Life is hard. It is particularly difficult when you aren't seeing progress. You feel like you are working yourself to death, going nowhere. But written goals are like mile-markers on a highway. They enable you to see how far you have come and how far you need to go. They also provide an opportunity for celebration when you attain them.

Writing your goals down doesn't take that long. Don't over-think the process. Just get something on paper and refine it as you go. I think you will find that the benefits are well-worth the effort.

Question: What experiences have you had in committing your goals to writing? You can leave a comment by [clicking here](#).

Position

12



"The Building Champions Experience is four days that will have a lasting impact on your business and your life. Click for a special opportunity to join me at this year's event."

Michael Hyatt



Take Action

COMMENT

FORWARD TO A FRIEND

SHARE ON FACEBOOK

TWEET THIS

©2012 Michael Hyatt
P.O. Box 1220, Franklin, TN 37067
Get this from a friend? [Subscribe now!](#)

No longer interested in these emails?
You can [unsubscribe here](#), or you can also [choose to walk delivery](#).

The screenshot shows the top portion of the Building Champions website. At the top left is the logo, which consists of a blue circle containing a yellow lightning bolt and the text "BUILDING CHAMPIONS" in blue, with "COACHING | SPEAKING | MEDIA | TV | EVENTS" in smaller text below it. The background of the header is a photograph of a long, straight road stretching into the distance between green hills under a blue sky. Below the header is a navigation menu with links for HOME, COMPANY, SOLUTIONS, RESOURCES, TESTIMONIALS, and CONTACT. The main content area features a testimonial. On the left is a black and white photo of Michael Hyatt, a man in a dark jacket and light-colored pants, standing in a modern building. To the right of the photo is a quote in italics: "Building Champions has been a tremendous help to me in terms of giving me focus and accountability. I look forward to my coaching sessions. They're inspiring, challenging and inspiring giving me the opportunity to focus on the success of someone who's main goal is to help me succeed. I have the confidence that's placed on my behalf isn't just business, but my personal life too. Building Champions understands that there is a difference between the fun and if it's not working in one area, it's not going to work in the other." Below the quote is the attribution: "- Michael Hyatt - CEO, Thomas Nelson, Inc." At the bottom of the testimonial box, there is a small line of text: "To learn more about how our one-on-one coaching can benefit you, [click here](#). As a special offer for members of Michael Hyatt's Blog, we are providing the opportunity to take part in a 30 Day 100% Coaching Program. This is a unique chance to get a taste of the coaching experience. [Contact us today!](#) or call 800-475-1010 to learn more." To the right of the testimonial box are two blue circular callouts with the numbers "1" and "2" inside them.

GUIDELINES & POLICIES

Guidelines

The design of your ad is your responsibility. Sizes and dimensions are enforced for everyone's mutual benefit. We do not allow animation on any ads.

If you are booking a display ad, you may do so yourself on the BuySellAds website:

<http://buysellads.com/buy/detail/13923>

If you are booking a specialty ad, please email Mindy Spradlin at mindy@michaelhyatt.com.

Review

We reserve the right to approve all ads and to reject any advertiser for any reason. We are not liable for any claims arising from your ad or any errors in it.

Rates

All rates are subject to change. You may guarantee the price of specialty ads by booking and paying in advance.

Payment

You can pay for display ads at the time of purchase via the BuySellAds website. Payment for specialty ads is due in advance via PayPal or some other electronic payment system approved by us. Prices advertised for these ads do not include service fees imposed by PayPal or any others.

Additional Information

For additional questions about advertising, please email Mindy Spradlin at mindy@michaelhyatt.com.