



\$120,000

CURRENT EVENTS AND POP CULTURE NEWS SITES EARNING \$4130/MO COMBINED

<https://nicheinvestor.com>

Run two profitable news websites with a dedicated fan base! With an active list of over 200k email subscribers and over 100k pageviews a month combined, these two news sites for sale have plenty of untapped monetization opportunities for you to explore. This listing includes a current events news website AND a pop culture website,...



Lisa Mason-Drake

Niche Investor

Overview



- Lifestyle, Sports And Entertainment, Tech And Business
- Established Sites For Sale

Date added: Added 4 weeks ago

Category: Established Sites For Sale

Niche: Lifestyle, Sports And Entertainment, Tech And Business

Website live since: 2021

Pageviews Per Month: 10,000 - 50,000 Pageviews, 50,000 - 100,000 Pageviews

Earning Per Month: over \$1000/mo, over \$3000/mo

Revenue & Expenses

Monetization: P&L:

Ad revenue <https://docs.google.com/spreadsheets/d/1EU3L-ctDxA7fokwmRgR-XGr8zsLHjnzNfs6U9MHLeek/edit?usp=sharing>

Listing Details

Platform: Wordpress

Domain: Nextgennews.org and RealDealNews.org

Approx. Number Of Articles: 11500

Social Accounts Included: Other

Email List

Subscribers: 205000

Additional items included: Both sites use network ads in their newsletter (Liveintent) and on the site (Taboola) alongside other ad networks (see P&L for breakdown). The seller is looking to sell the sites to free up time to focus on their other sites. Both sites have dedicated fan bases and the owners will continue to work on them until the right buyer is found.

Seller Q&A



What are the operating procedures for running this business?: Posting articles daily (we do 5 usually) on the Wordpress and then setting up corresponding newsletters.

How often do you email your list?: 4-5 times daily with article alerts.

Where does most of your income generate from?: Network ads (Adsense, Taboola and Jeeng)

If you were going to keep the site, what steps would you take over the next 3 to 6 months to grow the income and traffic?: We recently updated the ads and the theme of the site to increase performance. We would continue this process and invest in driving more traffic to the site.

What is your current open rate and click rate?: 35-55% OR and 3-15% CTR with the 50k list. We have a larger list but only send to the most active subscribers to save on sending costs. Campaigner is our ESP, we have a large account with them with a few different newsletters. Send costs are around .26 rpm.

Who wrote the content?: I currently write my own content based on breaking news stories. Images sourced from: Wordpress offers free image subscriptions included in the plan. We also make our own images from news coverage and other open sources.

Submit an offer

Contact Listing Agent:



Lisa

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