



**\$32,000**

## **CURRENT EVENTS SITE 71K PGVS, \$1.3K/M, 150K EMAIL LIST**

<https://nicheinvestor.com>

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

Established current events news site looking for a new owner! Step into the world of news reporting with an engaged audience and email list of 150K subscribers. This 3 year old news site for sale offers over 5800 articles covering US & world news, politics, & and new pop culture section. Monetized through various ad...



**Lisa Mason-Drake**

Niche Investor

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## **Overview**



**Date added:** Added 8 months ago

**Category:** Established Brands  
For Sale

**Niche:** Lifestyle, Sports And Entertainment, Tech And Business **Website live since:** 2019

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

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## Revenue & Expenses

**Monetization:** P&L:

Ad revenue <https://docs.google.com/spreadsheets/d/1EU3L-ctDxA7fokwmRgR-XGr8zslHjnzNfs6U9MHLeek/edit?usp=sharing>

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## Listing Details

**Platform:** Wordpress

**Domain:**  
Nextgennews.org

**Approx. Number Of Articles:** 5800

**Email List Subscribers:**  
150000

**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.

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## 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.

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## Submit an offer

Contact Listing Agent:



**Lisa**

[SUBMIT AN OFFER](#)

