



POP CULTURE NEWS SITE WITH 150K EMAIL SUBSCRIBERS

<https://nicheinvestor.com>

Pop culture news site with a dedicated fan base and incredible monetization growth opportunities! With an active list of over 150,000 email subscribers, this business is earning \$1,700 average/month. This daily news site shares content related to trending topics and events, from celebrity and sports to crime. This is your chance to add a captivating...



Lisa Mason-Drake

Niche Investor

Overview

\$41,000

- Health And Fitness, Lifestyle, Personal Development, Sports And Entertainment
- Established Sites For Sale
- Available



Date added: Added 2 weeks ago

Niche: Health And Fitness, Lifestyle, Personal Development, Sports And Entertainment

Website live since: 2021

Earning Per Month: over \$1000/mo

Category: Established Sites For Sale

Status: Available

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

Revenue & Expenses

Revenue Details: ad revenue, email marketing

Monetization:
Ad revenue

P&L:

<https://docs.google.com/spreadsheets/d/1629eC7rOaTAIBzldRPehqFjynuVjiKOs-co9QR4EX4Q/edit?usp=sharing>

Listing Details

Platform: Wordpress

Domain:
RealDealNews.org

Approx. Number Of Articles: 5700

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.

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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