Selected 2020 Inc. Magazine's 298th fastest Growing Private Company.

Our Executive Leadership Team:

- Al Ferretti, Founder & CEO
- Jack Murphy, SVP E-Commerce
- Clayton Keirns, SVP Content

Content & Commerce

Making Web LLC Family of Brands

TrendingPolitics™

PATRIOT FETCH

Making Web LLC is a conservatively valued company, founded in 2011, operating in several niche businesses:

- Email Marketing
- Social Media Monetization
- Web Content & Advertising
- News Publishing
- E-Commerce & Fulfillment

Our Demographics

Mobile Users

84%

Reach your audience anytime, anywhere!

Desktop Users

16%

Traditional users on desktop spend more time and visit more pages.

Male 56% Female 44%

Our diverse customer base represents many interest catagories, which has resulted in a fairly split gender ratio.

Over 55 56%

This age range is the most educated and in tune with current events, along with having the most disposable income.

U.S. Based Audience 97%

Have confidence that your advertising investment is in real buyers, right here in the United States.

Median Income $65k

Our audience represents a 2% higher MHI than the American average.

Advertise Create email campaigns that get results!

Send Emails!

Send dynamic, engaging emails to real buyers! Our email lists are some of the highest performing in the industry.

Get Targeted!

Our customers are buyers with specific demographics and interests. We have a segmented list that is right for almost any business or campaign, with RPM rates to match budgets in many ranges.

See Results!

With industry leading performance statistics, our lists delivery results far above expectations!.

Email Performance Conversion is Key!

Deliverability Rate

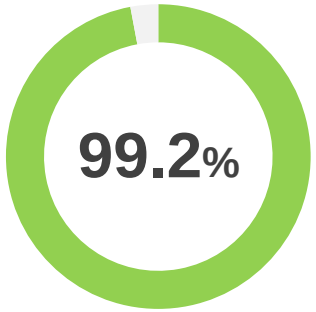
Our ability to deliver your email to a valid email address that hits the users inbox is the foundation.

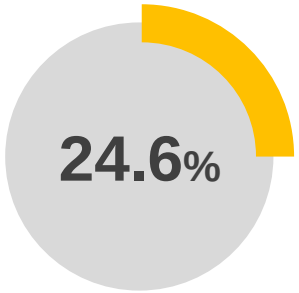
Open Rate

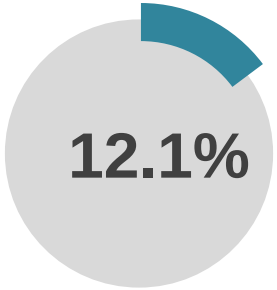
For years, we have worked to bring compelling offers to our customers. Our emails get attention, which means our open rates lead the industry!

Click Through Rate (CTR)

We specialize in segmenting lists so that offers meet interests at the highest levels. Because of this, we have built click rates that are nearly twice the industry average.







Get real email conversions…compare the results!

Deliverability Rate – 99.2%

"Gold Standard" industry rate is only ***95%***

Open Rate – 24.6%

According to HubSpot, industry rate is ***20%***

Click Through Rate (CTR) – 12.1%

Nearly twice the industry rate of only ***7.5%***

Email Performance Get HYPER-Targeted!

Geo-Target Emails

Through our unique business model of Content & Commerce, we have emails, but we also have addresses, which is rare. To make it even more exclusive, they are buyers.

Hyper-Target emails to a specific area, and combine direct mail pieces for a targeted approach that has the highest conversion rates.

Reach Real Buyers via Email AND Direct for Maximum Results!

Virtually no company in the industry can offer this option.

Advertise Website & App notifications and ad placement!

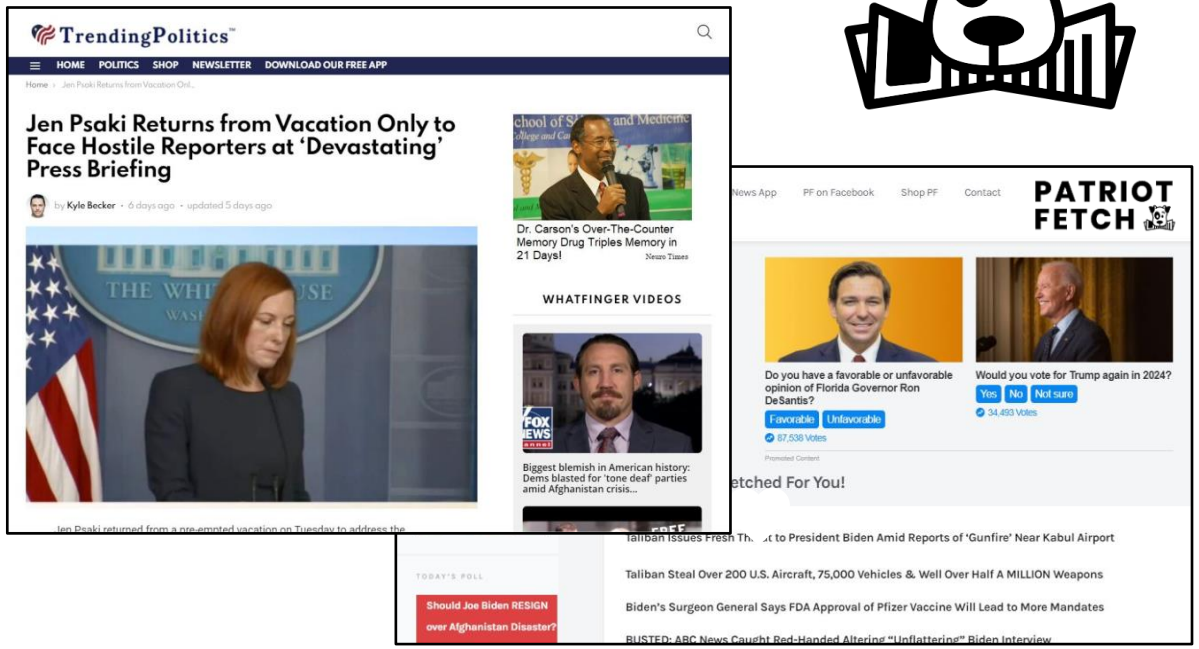
140M Sessions

Trending Politics total sessions for the last 12 month period.

110M Returning Sessions

Almost 80% of users that visit Trending Politics are returning.

TrendingPolitics™



With an astonishing percentage of returning customers, you can be sure that your ads will be seen over and over again by qualified buyers.

79%

Returning Users

Advertise Website & App notifications and ad placement!

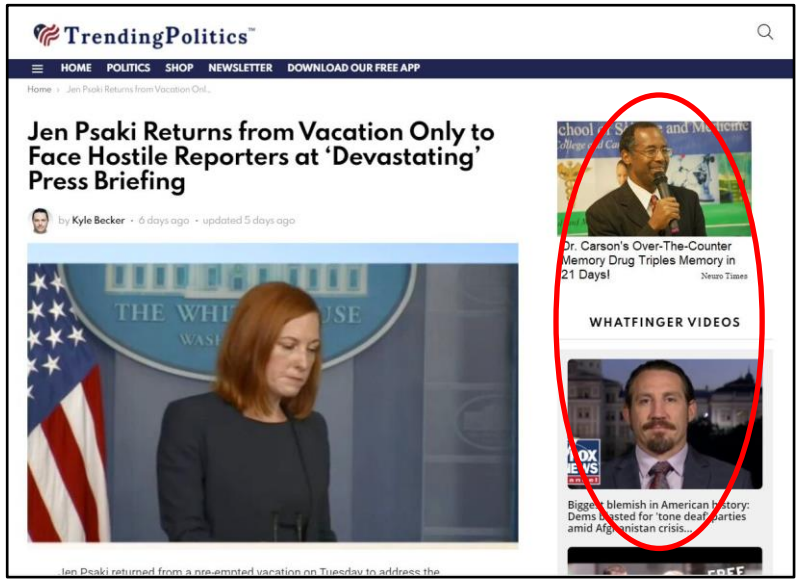
Premium Spaces

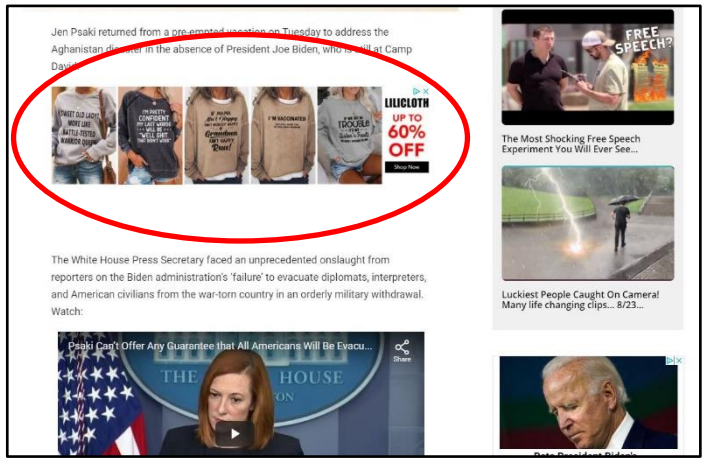
In Article Ads – High performing premium placement for best conversión.

Sidebar Ads – An economic alternative to In Article that provides good conversion in a sought after location.

Broadcast Ads – Great for selling individual products and services, requiring the user interact with each instance.

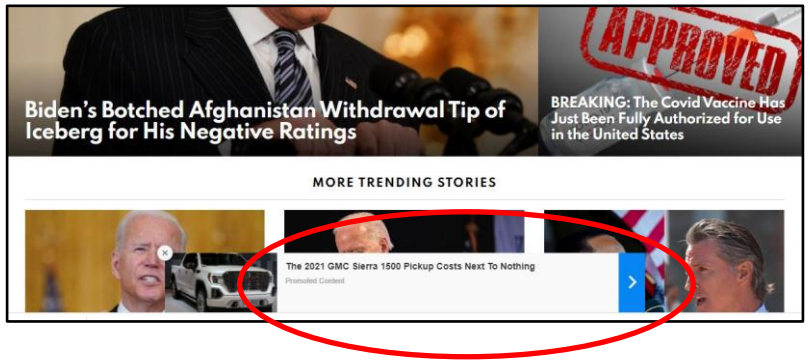
Site Takeover – Custom options available.





79%

Returning Users



Advertise Website & App notifications and ad placement!

Trending Politics Mobile App

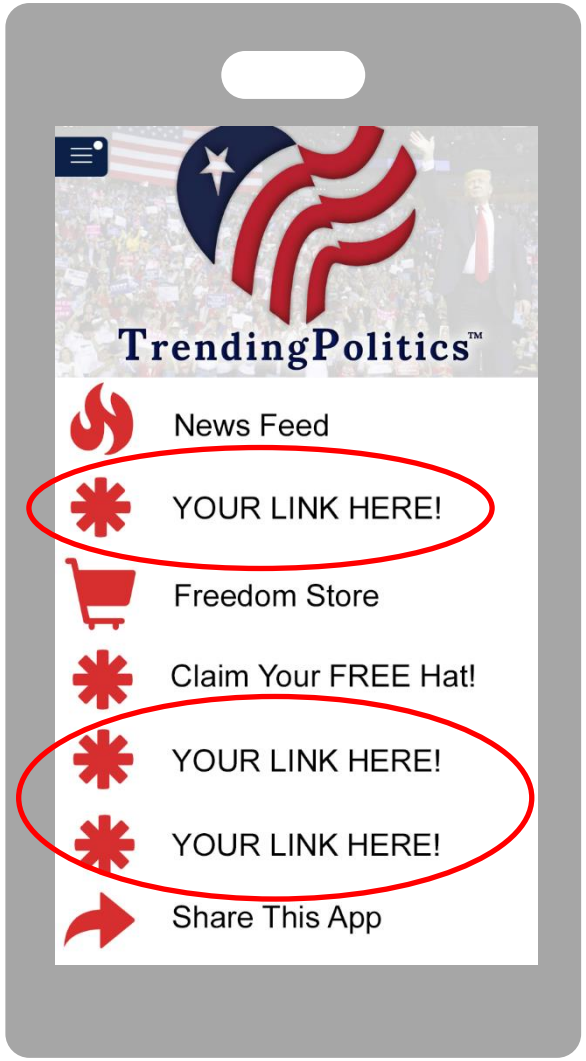
Over 312 Thousand Subscribers – The App is the second piece in the triple play that is Trending Politics; the Website, the App and the Newsletter Magazine. Multiple touchpoints for your ads means you never miss an opportunity.

Notifications – Reach out to this dedicated audience directly in the same way they get our news alerts.

Home Page Links – Front and center placement for direct links to your offers.

312k App Users

45k DAILY Homepage Views



Advertise Reach the MOST Engaged Audience!

Trending Politics Newsletter Magazine

<u>Ad Placement Opportunities Include:</u>

Back Cover, Inside Front/Back Cover, Centerfold & Custom "Advertorials"

Be noticed with the most premium placement! Campaigns that include this as a branding effort elevate themselves as a provider of choice for our subscribers!

Over 20k

Monthly Subscribers

Advertise Unique E-Commerce Opportunities!

Get Physical! Engage customers by placing your offer IN THEIR HANDS!

Direct Mail Pieces – Creative, tactile pieces drive high conversion results to our proven buyers group.

Sample Products – The top converting direct mail campaigns involve product samples. Our customers are loyal buyers and this represents real value to them.

Economical – We are more targeted and less expensive than the USPS.

700k Customers

1,000,000 Packages Sent Last Year!

Advertise Add sponsored social media to your campaign!

Reach an Engaged Audience!

Sponsored Posts, Articles & Stories

Product Placement in FB Live or Other Videos

Comment Curation with Links

7.5M Followers

Advertise With Making Web! Contact Us Today!

Reach An Engaged Audience!

Email Campaigns

Website & App Advertising

Sponsored Social Media

Trending Politics Ad Space

Direct Mail Opportunities

E-Commerce Fulfillment and more…

Making Web
Better Marketing. Better Results.

America's Fastest-Growing Private Companies Inc. 500

TrendingPolitics™

PATRIOT FETCH

I Love My Freedom
Never Surrender

Contact Us for Rates & Information

advertising@ilovemyfreedom.org