Message from the founder

Erin Falconer
Editor in Chief

Since 2008, I’ve watched PickTheBrain grow from a personal passion project to one of the most influential self development blogs on the web. With an intense focus on showcasing authentic voices from around the world - with one common purpose: to understand how to live your best life possible. PTB has become known for it’s incredibly positive message and positive influence on its audience - in an increasingly negative world.

With over 400 bloggers contributing, an incredibly passionate and engaged audience, and a very brand friendly platform, I’m thrilled to be a part of the movement to help Grow Yourself.

Erin Falconer has had a varied career that includes screenplay writer, stand-up comedian, and political consultant. She is now proudly and passionately invested in the online blogging world. Since 2008 she has been the editor-in-chief and co-owner of PickTheBrain, one of the fastest growing and most trusted self-improvement websites and communities on the web. Under Erin’s guidance, PTB has become a powerful global voice and brand in the self-improvement space. Named the Top Motivation Blog for 2016 by WealthyGorilla.com, as well as to over 100 “best of the web” lists, PTB has over 400 bloggers from around the world contributing content, and is read in more than 35 countries daily.

Erin has been heralded as one of the most influential female voices online, designated one of the Top Digital Entrepreneurs in Los Angeles by LA Confidential as well as being honored by Cadillac & Refinery 29 as one of “Top 7 Women Changing the Digital Landscape for Good.” In 2013 Forbes Magazine named Falconer’s blog one of the “Top 100 Most Influential Sites for Women” (alongside such powerhouses as Pinterest, BlogHer, and Hello Giggles, among others). In 2014, The Wall Street Journal included Erin in their prestigious “Women of Note” network, an exclusive network of powerful female leaders, designed to recognize and foster the continued success of innovative women.

Erin is also the co-founder of LEAFtv (http://www.leaf.tv/), a video lifestyle brand for the Millennial. In 2015, LEAFtv was sold to publically traded Demand Media. As a result of her work with LEAFtv she was honored as one of the Top 10 Most Influential Women in Tech. Erin has a large, captive audience and is a very well-respected voice in the self-improvement space, with access to well over 700,000 followers on social media alone.
About PickTheBrain

PickTheBrain.com is a website dedicated to self improvement with a focus on personal productivity, motivation, and self education. Our first article was published on November 22, 2006. Since then we have become one of the fastest growing self improvement sites on the web.

PickTheBrain diverges from traditional “self-help” by taking a broader approach. Rather than sticking to a small set of topics, the site covers anything related to self improvement; any information that people can use to live more prosperous, satisfying lives is a potential article.

Although the site covers a wide range of topics, most articles fall into 5 core categories.

**Personal Productivity**
Time is our most precious resource. Managing it effectively is essential for an excellent life.

**Motivation**
We only get as far as we can push ourselves. This site will help you overcome mental blocks and motivate yourself to act.

**Self Education**
Learning shouldn’t end after graduation. Rather than focusing on academics, this site covers the most valuable education — the one you give yourself each and every day.

**Psychology**
Our thoughts control our behavior which creates our reality. By understanding how we think, we can generate the positive thoughts required for success.

**Philosophy**
The approach you have in life can mean everything. Philosophy is about becoming wiser day by day and developing a harmonic existence with the world.
Audience + Engagement Rates:

2.3M
MONTHLY SOCIAL REACH

800K
SOCIAL MEDIA FOLLOWERS

200K
MONTHLY VIDEO VIEWS

54K
EMAIL SUBSCRIBERS
Demographics:

WEB

700K
AVERAGE MONTHLY
PAGE VIEWS

300K
AVERAGE MONTHLY
UNIQUE VISITORS

7 Ways of Thinking That Perpetuate Your Social Anxiety
POSTED ON AUGUST 24, 2017 BY SIMONAB
If you suffer from social anxiety you probably have a lot of negative thoughts and beliefs going through your mind on a daily basis and especially in social situations. You may not even be aware of those beliefs most of...
Demographics:

FACEBOOK

742K PAGE LIKES

500K MONTHLY PAGE ENGAGEMENTS

200K MONTHLY VIDEO VIEWS
Demographics:

- **SOCIAL**
  - Instagram Followers: 27K
  - Twitter Followers: 33K
  - Newsletter Subscribers: 54K

Open Rate: 11%
Click Through Rate: 10.3%
Our Audience

Source: Google Analytics, Facebook

- **78%** Female
- **53%** Aged 25-44
- **64%** In a relationship
- **52%** Have children
- **67%** Homeowners
- **44%** Of traffic is from the USA
- **83%** Of traffic is from social media

Device Traffic

- **61%** Mobile
- **32%** Desktop
- **7%** Tablet
75% of our US audience is between 25-54 years old

52% of our US audience has one or more child
Educated Audience. 76% of our US audience have reached college education or more.
Very Affluent Audience. 80% of our US audience make $50,000 or more per year.
73% of our US audience engage in a medium to high level of online spending.
Our audience has a higher than average chance of working in the following industries:

- Community + Social Services
- Business + Financial Operations
- Personal Care
- Healthcare + Medical
- Arts, Entertainment, Sports, Media
- Life, Physical + Social Science
- Administrative positions
Our audience likes to read about:

- News / Media
- Spirituality / Religion
- Non Profits
- Writing + Authors
- Health + Wellness
- Education
### Advertiser Pricing

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<th>MEMES</th>
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<td>• Text-over video</td>
<td>• Meme Creation + Share $900</td>
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### NEWSLETTERS

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### MEMES

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All these prices in USD and subject to change or negotiation depending on what is being proposed in terms of advertisement.
Ready to reach our audience with your message?

Let’s Chat!

CONTACT US