startup savant

Media Kit 2026

Startup Savant

Stay Informed. Get Inspired. Launch Your Vision.

Your one-stop shop for founders, startup enthusiasts, and budding entrepreneurs. With a wealth of guides, articles, interviews, and tools, we provide readers with both knowledge and actionable insights. Whether you're starting out or scaling up, Startup Savant is the go-to resource for the modern entrepreneur.

our audience

77%
under the age of 45

60%
male

40%
female

Top 3 Countries
United States, India, United Kingdom

Top 5 Cities
New York, Los Angeles, Bengaluru, Chicago, London

our reach

607,000
Users in the Last 12 Months

50,000+
Monthly Visitors

DR 63
Ahrefs Domain Rating

160,000
YouTube Subscribers

3,397
LinkedIn Followers

1,246
Newsletter Subscribers

Traffic and audience demographic data reflect Jan. 1–Dec. 31, 2025.
LinkedIn follower and newsletter subscriber counts are current as of July 2026.

key sections

Startup Inspiration
All the substance you need to help you launch — from stories of successful entrepreneurs to lucrative startup ideas.

Startup Foundations
Articles focused on cultivating an entrepreneurial mindset, insights into current market trends, and a plethora of advice to steer you smoothly from conception to launch.

Startup Finance
The key knowledge entrepreneurs need to budget, fundraise, and effectively manage their money.

Startup Resources
Your curated collection of essential tools, programs, and more specifically tailored for earlystage founders and aspiring entrepreneurs.

Service Reviews
Learn which products or services will be most useful for your startup at every stage of your business, from formation to branding.

Guides
Learn the ins and outs of starting your own venture whether you're looking to form a corporation or limited liability company (LLC).

YouTube
Library of informative videos and thought-provoking podcast interviews

Podcast
Interviews with founders, authors, investors, and experts about the challenges and triumphs of startups today.

popular content

Top Startups to Watch
The most promising startups, spanning AI, fin-tech, ecommerce, and more.

Best Startup Ideas
A comprehensive list of innovative startup ideas designed to help you succeed.

Best Startup Accelerators
The top startup accelerators that offer mentor-ship, funding, and resources to help early-stage companies grow and scale.

Top Venture Capital Firms for Startups
The top VC firms fueling the next generation of industry-changing startups.

How to Start a Startup in 10 Steps
The essential steps to launching a successful startup, from assessing your skills and devel-oping your idea to securing funding and scaling your business.

Best LLC Services
A comparison of the best LLC formation ser-vices to help you choose the right one for your business needs.

work with startup savant

Editorial-quality sponsored content for brands and founders.

Reach a community of founders, entrepreneurs, and operators actively researching tools, comparing services, and making purchasing decisions. We work with brands and founders on editorial-quality sponsored content, written by our team and published alongside our trusted startup resources.

Branded Guide:

A sponsored educational article on a topic your customers are actively researching. Written by our editorial team and tailored to your brand's expertise. Best for brands with knowledge to share and audiences to reach.

Spotlight Feature:

A profile-style article about you, your company, or your founder journey. Written by our editorial team from an email interview. Best for founders, CEOs, and authors looking to share their story with our readers.

Every partnership includes:

- **Editorial writing by our in-house team**
- **One round of revisions before publication**
- **Newsletter and social promotion**
- **12-month minimum live guarantee**
- **30-day performance summary**
- **FTC-compliant sponsored labeling**

For pricing, packages, and to get started, visit http://startupsavant.com/advertise

Company Name
TRUiC (The Really Useful Information Company)

Overview
TRUiC is a comprehensive hub for entrepreneurs, providing free tools, guides, and resources to help business owners succeed at every stage of their journey. From forming an LLC to exploring innovative startup ideas, TRUiC offers user-friendly content and AI-powered tools to simplify business formation and growth.

Notable Publications:
- **How to Start an LLC**
- **StateRequirement**

Credibility:
- **Ann Arbor SPARK's FastTrack Awards Honor 18 Companies for Significant, Consistent Growth**
- **Ann Arbor company offering free business startup guides sees huge growth**
- **Answering a major question for first-time founders - Business Podcast for Startups**