

by U.S. CHAMBER OF COMMERCE

Media Kit

About

For over a century, the U.S. Chamber of Commerce has served as a resource and an advocate for businesses. Now, the Chamber is deepening that work with a content-rich digital platform that empowers growth at all levels.

Welcome to **CO**—

Mission

was built to uniquely benefit business owners in their entrepreneurial journeys. Businesses outside the Fortune 1,000 are the greatest source of job creation and the bellwether of America's economic strength. **CO**—seeks to help those business owners navigate through the complexities of scaling a business, all while thriving in Good Company.

"I've been able to take away, learn something new and even change my mind on information I've received from CO—."

"I've found the resources provided by CO— Events to be incredibly helpful, especially as a small business. I know the information is trustworthy and vetted to ensure accuracy."

Why COS

of readers say CO— helps them make informed business decisions.

delivers hyper-specific content tailored to business owners' interests and activities at the various stages of business growth. This includes exclusive interviews with the hottest disruptive companies in the world with links directly to how-to content, videos, and actionable resources.

START

New business owners are guided through a spectrum of topics including ideation, business planning, research, and launch strategies.

RUN

Carefully curated resources that help tackle the nuances of accounting, technology, HR, and financial modeling.

GROW

Next-level content that covers the multi-dimensional subjects of customer service, sales, marketing, and operations.

GOOD COMPANY

Entrepreneurs and industry leaders share their best advice on how to take your company to the next level.

THRIVE

Your personal and career growth come together as you strive to be a great leader and build a strong personal brand.



content and design have received recognition from some of the industry's most well-known media companies since its launch in early 2019.

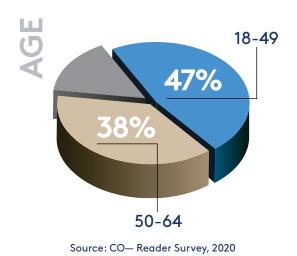
AVA Digital Awards Winner: Creativity, Web Design (2021)

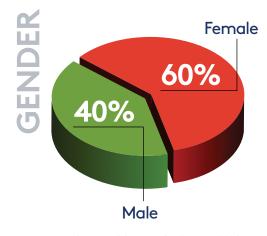
Digiday Awards Winner: Best Editorial Series (2020)

Hermes Creative Awards Winner: Best Overall B2B Wesbite (2020)

Editor & Publisher EPPY Awards Winner: Best Business Blog & Best Overall Website Design (2019)

Demographics



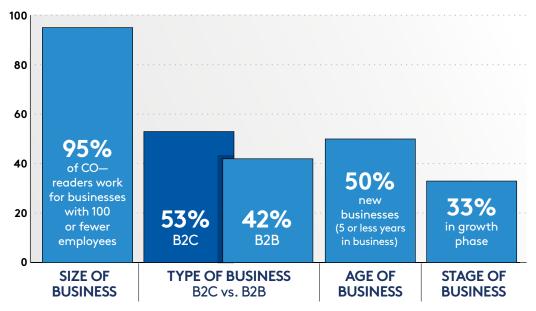


Source: CO— Reader Survey, 2020

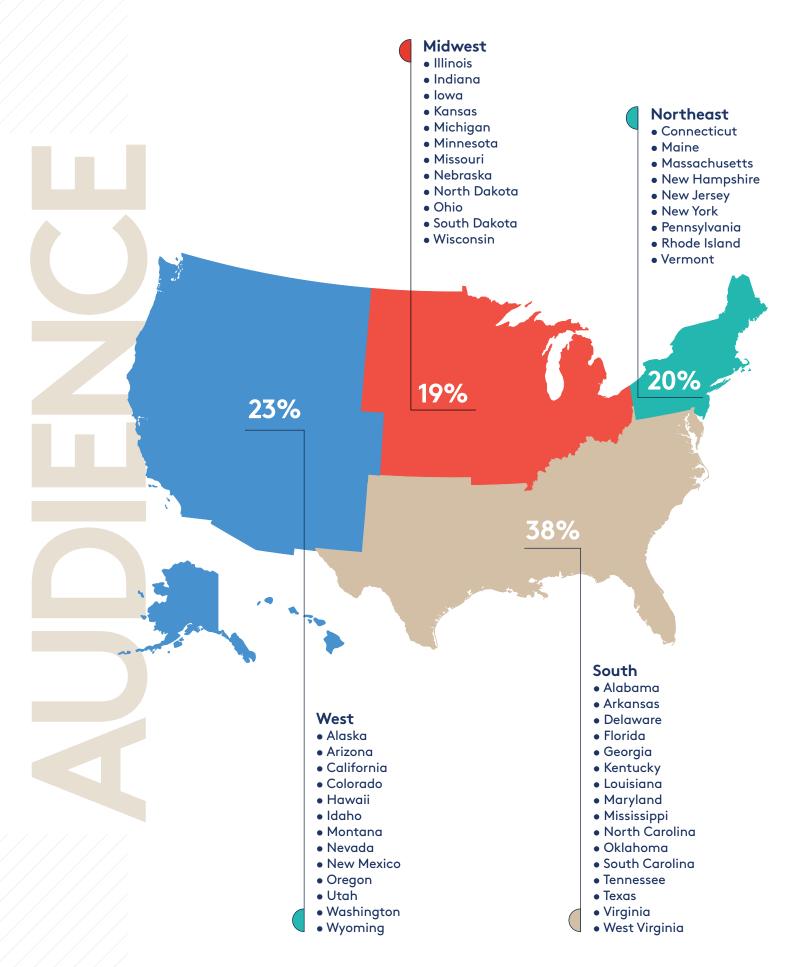
Top Industries

Consumer Goods and Services	Retail Trades
Advisory/Consulting	Technology
Accommodation/Food	Healthcare
Arts/Entertainment/Recreation	

Business Owner Personas



Source: CO— Reader Survey, 2020





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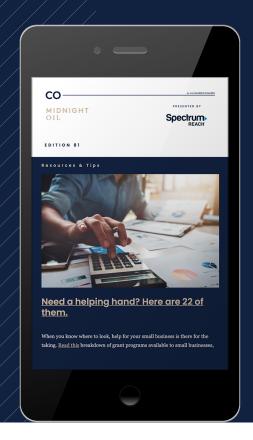
Various types of partner placements are integrated throughout the CO— experience. Leaving behind traditional banner ads, these placements are designed specifically to initiate deeper user engagement with select brands that are contextually relevant to the content consumed on the platform.

CO— 's BrandStudio team works with our partners to create custom content offerings that will live on **CO**— and maintain the same features and functionality as the platform to ensure a cohesive user experience.



Promotional unit of native content

Newsletter



Midnight Oil is a newsletter designed with time-starved, resource-hungry business owners in mind. Every week, the most timely and relevant facts, figures, quotations, and trends are delivered in a punchy, easy-to-digest format, positioning subscribers to grow their businesses with confidence without wasting any time.

Our weekly newsletter's click to open rate (CTOR) consistently surpass industry standards.

Events::

The CO— National Events Series is a platform for business owners to network at the community level, drive sales, and learn from experts about running and growing their businesses. Our year-round virtual and in-person event series is a platform for business owners to network, drive sales, and learn from experts on how to run and grow their businesses.

Our fully integrated event partnerships allow brands to reach business owners through custom activations, content opportunities, and high visibility branding. Partners benefit from the U.S. Chamber's network of business owners and state and local chambers of commerce across the country. We promote the events through CO— and U.S. Chamber channels and small business influencers, cultivating quality audiences and generating

earned media for partners.



CO Partnerships

EVENTS DIGITAL

CO— works with brands to bring the best tools, tips, and resources to our audience of business owners. For custom content, advertising, and event inquiries, please reach out to partnerships@uschamber.com

















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