



CREATING – AND SELLING – NICHES THAT ARE SUSTAINABLE REVENUE GENERATORS

Matt Coen, Second Street
Ryan Dohrn, Brain Swell Media



SMALL IS THE NEW BIG

WHY NICHE?

Small and focused = value

Small and focused = revenue

Diversified revenue

Diversified distribution



Backyard Poultry

Volume 14, Number 2
April/May 2019

America's Favorite Poultry Magazine

CHICKEN MATH!

CALCULATING SPACE, FEED,
& PRODUCTIVITY

HELP YOUR CHICKS
GROW HEALTHY
FEATHERS

ARE CHICKENS
CLEVER? YES!
STUDIES PROVE IT

Plus:
WELSH
HARLEQUIN
DUCKS

\$5.99 US www.countrysidenetwork.com

ENTER YOUR COOP TODAY!

THE
BACKYARD POULTRY MAGAZINE'S

COOLEST COOPS

PHOTO CONTEST

SUBMIT YOUR PHOTOS
& VOTE FOR YOUR FAVORITES!



Backyard Poultry

OUR
BEST
DEAL!

Less than \$1
more a
month!

| | PRINT \$2.49/Month \$29.97/Year | DIGITAL MEMBER \$2.49/Month \$29.97/Year | ALL-ACCESS MEMBER \$3.33/Month \$39.97/Year |
|---|---------------------------------------|--|---|
| Print Edition (bimonthly) | <input checked="" type="radio"/> | | <input type="radio"/> |
| Digital Editions (PDF and Flipbook) | | <input checked="" type="radio"/> | <input type="radio"/> |
| Special Theme Editions (library) | | <input checked="" type="radio"/> | <input type="radio"/> |
| Full Issue Archive (2006 - present) | | <input checked="" type="radio"/> | <input type="radio"/> |
| Full Site Archive - Hundreds of researched how-to's and stories on topics that matter most to flock owners. | | <input checked="" type="radio"/> | <input type="radio"/> |
| NEW! Live Chat Chat one-on-one with experienced flock owners in real time. | | <input checked="" type="radio"/> | <input type="radio"/> |
| NEW! Ask the Expert FAQs Access instant answers to every poultry question we've answered. | | <input checked="" type="radio"/> | <input type="radio"/> |
| NEW! Flock Files Dozens of one-page quick reference sheets on important flock management topics. | | <input checked="" type="radio"/> | <input type="radio"/> |
| NEW! Partner Perks Rotating deals from names you know and love in the poultry business. | | <input checked="" type="radio"/> | <input type="radio"/> |
| NEW! FREE Shipping You'll never spend a dime on shipping from our store anywhere in the U.S. | | <input checked="" type="radio"/> | <input type="radio"/> |



Backyard Goats

| | SUBSCRIBER | | BYG MEMBER |
|---|---------------------------------------|---|-----------------------|
| | Print \$2.49/Month \$29.97/Year | Digital \$2.49/Month \$29.97/Year | |
| Goat Journal Print Edition (6 issues) | <input checked="" type="radio"/> | | <input type="radio"/> |
| Goat Journal Digital Edition (6 issues) | | <input type="radio"/> | <input type="radio"/> |
| Goat Journal Flipbook Edition (6 issues) | | <input type="radio"/> | <input type="radio"/> |
| Goat Journal Special Theme Editions (library) | | <input type="radio"/> | <input type="radio"/> |
| Goat Journal Full Issue Archive (2017 - present) | | <input type="radio"/> | <input type="radio"/> |
| Full Site Archive - Hundreds of researched how-to's and stories on topics that matter most to goat owners. | | <input type="radio"/> | <input type="radio"/> |
| NEW! Ask the Expert Mentorship Chat one-on-one with experienced goat owners and editors who will address your specific goat challenges. | | <input type="radio"/> | <input type="radio"/> |
| NEW! Goat Notes Dozens of one-page quick reference sheets on important goat management topics. Print them and save them, too! | | <input type="radio"/> | <input type="radio"/> |
| NEW! Partner Perks Rotating deals from names you know and love in the goat business. | | <input type="radio"/> | <input type="radio"/> |
| NEW! FREE Shipping You'll never spend a dime on shipping from our store anywhere in the U.S. | | <input type="radio"/> | <input type="radio"/> |

Less than
\$1 more
a month!

BYG
MEMBER



Featured Stories



What You Can Learn from the Beehive Entrance

October 6, 2019 · Angi Schneider · Hives & Equipment

One of the most anticipated jobs for the beekeeper is doing a hive inspection. This is when you get to look into the hive and be assured that all is ...

[Read More](#)



Common Langstroth Hive Setup

October 4, 2019 · Backyard Beekeeping Contributor · Hive Highlights, Hives & Equipment

[Need help? Send us a ...](#)

A Langstroth hive is the most common



COMPLETE PLANS INSIDE: Build a Classic Barrister's Bookcase

Popular Woodworking

OCTOBER 2019 | #248



MODERN CHAIRMAKING

A Builder's Guide to Chairs

TILE-TOPPED TABLE
Build an Arts & Crafts Classic

SHOP SKILLS
Using Reclaimed Hardware

WORKSHOP MAKEOVER GIVEAWAY

Popular Woodworking

This **\$11,000 Workshop** Could Be Yours!

ENTER ONLINE TODAY

for your chance to
WIN A COMPLETE SHOP
that features
ALL you see
here!

ENTRY DEADLINE:
Midnight, Eastern
Daylight Time,
May 31, 2019



ENTER NOW! Complete prizes and contest rules are also available at www.popwood.com/winshop.

www.popwood.com/winshop

Popular Woodworking Magazine's "WORKSHOP MAKEOVER GIVEAWAY" SWEEPSTAKES. There are only selected prizes. The "Workshop Makeover Giveaway" Sweepstakes is subject to Official Rules available during promotional period (Jan. 1, 2019 - May 31, 2019) at www.popwood.com/winshop. See Official Rules for complete entry details and prize descriptions. NO PURCHASE OR SUBSCRIPTION NECESSARY TO ENTER OR WIN. Must be a legal resident of the U.S. or Canada (including Quebec) who has reached the age of majority in the jurisdiction of residence to enter. One Grand Prize - Woodworker's Ultimate Workshop valued at US\$11,000. Odds of winning depend on number of entries. Void in Quebec and where prohibited. Sponsor: F+W Media, Inc., 10151 Carver Rd., Suite 300, Shawnee, OH 43061-1054.

The **WORKSHOP MAKEOVER GIVEAWAY** is sponsored by:



Woodpeckers®

Popular Woodworking



DIESEL WORLD

Question of the day

Answer for a Chance to Win Free DW Swag!!

Last Day Question: What's Your Favorite paint color?

| Paint Color | Percentage |
|-------------------|------------|
| Blue | 30% |
| Silver | 10% |
| White | 10% |
| Red | 10% |
| Maroon/Cherry Red | 10% |
| Dark Green | 20% |
| When clean black | 10% |

In the shop**Slide on Over**

French-made pans that only get more nonstick with use.

[SHOP NOW](#)*In the shop***Places, Everyone**

Look! Sturdy, everyday ceramic dishes in oh-so pretty hues.

[SHOP NOW](#)

WEEKLY MEAL PLANS

The Best Chicken Pot Pie & 13 Other Recipes We're Cooking This Week

If you're wondering what to make for dinner, we have some thoughts. Actually, a lot of thoughts—all in your weekly love letter from the test kitchen.

Recipes We're Loving

Crunchy French Toast With Maple-Candied Bacon



Back-to-School Raspberry Granola Bars From Karen DeMasco



Very Easy Apple Cake

THE WALL STREET JOURNAL.

English Edition ▼ | October 6, 2019 | Print Edition | Video

[Home](#) [World](#) [U.S.](#) [Politics](#) [Economy](#) [Business](#) [Tech](#) [Markets](#) [Opinion](#) [Life & Arts](#) [Real Estate](#)

CMO TODAY

CMO TODAY

TCG Buys Majority Stake in Food52 for \$83 Million

Food52, a media and e-commerce business, was founded by food journalists from the New York Times

By *Benjamin Mullin*

Updated Sept. 29, 2019 8:25 pm ET

Food52, a digital bazaar that sells upscale home goods, said it sold a majority stake to venture firm TCG for \$83 million, a deal that gives TCG an entree into the world of fine dining and home accessories.

TRENDING TOPICS

Barstool Bets

College Football

Stool Scenes

Barstool Sports Advisors

Barstool College Football Show



Barstool Sports Advisors NFL Week 5



REPLAY: Barstool College Football Show presented by Philips Norelco - Week 6



Area 51: The American Meme (Mini-Documentary)



1 10,000 Pelicans Fans Booped Zion Williamson Today And Frankly He Deserved Every Second Of It

2 Israel "The Last Stylebender" Adesanya KOs Robert Whittaker In The 2nd! W...

3 Stylebender Just Had The Greatest UFC Walkout I've Ever Seen

4 Why Does God Hate Minnesota So Much?

5 This Is The Best Open Field Tackle In Oregon Football History



Barstool
Radio only on
SiriusXM
Power 85

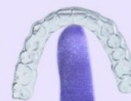
[LISTEN NOW](#)

This is an aligner.

Straighten your smile for
60% less than braces.

[GET STARTED](#)

smile
DIRECT CLUB

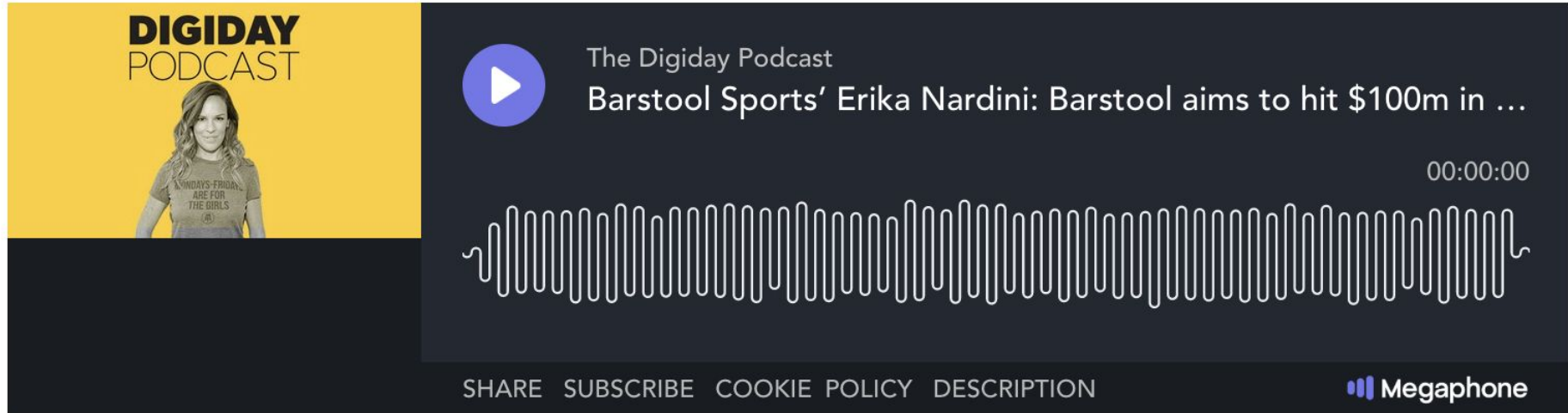


SUBSCRIPTIONS

Barstool Sports gets 10k paying subscribers in three days

JANUARY 11, 2019 *by* [Sahil Patel](#)

Barstool Sports says it already has more than 10,000 paid subscribers to its new membership service, Barstool Gold, with 81 percent signing up for the \$100 annual subscription.



Subscribe: [iTunes](#) | [Spotify](#) | [Google Play](#) | [Stitcher](#) | [Anchor](#)

Barstool Sports CEO Erika Nardini believes Barstool can be a \$100 million revenue company “within the next year and a half.” That will have to come from growing channels of revenue and not depending on any one of them, especially advertising.

A black and white photograph of a nightclub scene. In the background, a DJ is visible behind a turntable, and a singer is performing on stage. The scene is filled with smoke and bright stage lights. The foreground is dark, showing the silhouettes of a crowd. The text "the HUSTLE" is overlaid in a large, bold, white font.

the HUSTLE



Are robots the answer to the agricultural job shortage?

Most conversations on workplace automation (a la the mechanical replacement of **pizza chefs** or **cashiers**), are accompanied by an alarmist, but valid, question: "Will a robot take my job?"

But in the case of the agriculture industry, robots are actually "working" jobs that don't exist.

In the past decade, fruit and vegetable growers have faced a shortage of pickers -- and now, farms across America are increasingly leveraging new technology to fill the void.

Nobody wants to pick fruit

The American farming industry has seen its workforce of pickers dwindle by an astonishing **20%** since 2002.

Tightened immigration and worker visa laws have crimped the flow of farm laborers from Mexico and Central America, and despite rising wages from the fallout, American workers still aren't interested in picking fruit.

AgTech companies have been working on robot pickers for years, but the machines have come with massive challenges: turns out, it's not so easy to reliably identify fruit and remove it without causing cosmetic damage.

But as tech advances, these bots are nearing reality

Researchers in Washington state are **developing** algorithm-heavy robots that are capable of "vigorously shaking" cherry trees in a way that safely extracts about 90% of the fruit.

It's not an isolated effort: **Abundant Robotics** produces suction-based bots that "duplicate the dexterity, judgment and perception of human apple pickers." LettuceBot automatically detects and eliminates weeds, and AgroBot picks strawberries with increasing accuracy.

And at least for now, these bots aren't replacing jobs; they're alleviating a shortage.

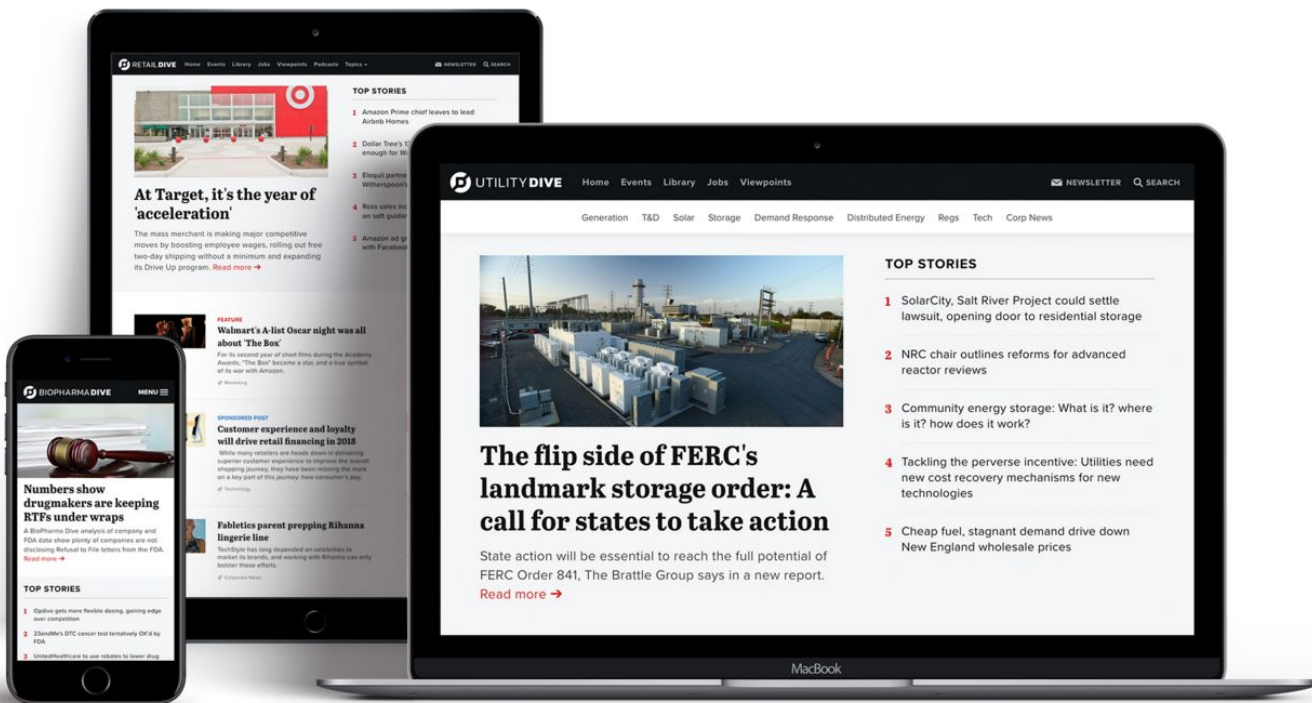


- Categorize users in 5 categories
- Ambassadors
 - Swag
 - Facebook community
 - Beta testers
- Average ambassador referral is in top engagement category
- ~3k new subs daily, with 750K subscribers



Lean on our loyal subscribers to grow

the HUSTLE



BioPharma Dive
CIO Dive
Construction Dive
Education Dive
Food Dive
Grocery Dive
HR Dive
Healthcare Dive
Marketing Dive
MedTech Dive
Restaurant Dive
Retail Dive
Smart Cities Dive
Supply Chain Dive
Utility Dive
Waste Dive



seacoast street

PE Firm Acquires Majority Stake in Industry Dive

CEO Sean Griffey says the seven-year-old B2B media company plans to further invest in its newsroom and expand into new markets.

By [Greg Dool](#) :: September 5, 2019



Charlotte, N.C.-based private equity firm Falfurrias Capital Partners has acquired a majority stake in Industry Dive, the seven-year-old B2B media company whose online verticals span 19 different sectors including banking, construction, retail and supply chain.



Contacted via email, Industry Dive co-founder and CEO Sean Griffey said neither side is sharing the financial terms of the transaction, but that the company plans to use the influx of funding to expand into additional markets, both through new launches and acquisitions, and to invest in its journalism.

With revenues have more than quadrupled since 2015 to \$22 million as of last year, the company hired eight additional editors and reporters a month ago when it launched its 19th vertical, *CFO Dive*, bringing the total newsroom headcount to 72.

"We were attracted to Falfurrias because they shared our vision for the future," Griffey tells *Folio*. "From the very first meeting, they highlighted their belief in the importance of high-quality, independent journalism to grow media companies. That resonated with the team here. We've had opportunities in the past but never felt that we had a partner who so closely aligned with our vision and values before."



THE
FOLIO:SHOW
OCTOBER 30-31, 2019 | NEW YORK CITY

FEATURED SPEAKER:

GUS WENNER

President & COO
Rolling Stone



[VIEW AGENDA](#)

UPCOMING

- Oct. 29-31, 2019 / The Folio: Show / NYC
- Oct. 30, 2019 / Folio: Eddie & Ozzie Awards Gala / NYC
- Oct. 31, 2019 / Folio: 100 & Rising Stars Celebration / NYC

Get Folio: E-Letters

Receive the latest news, trends and best practices!

[Subscribe Now](#)

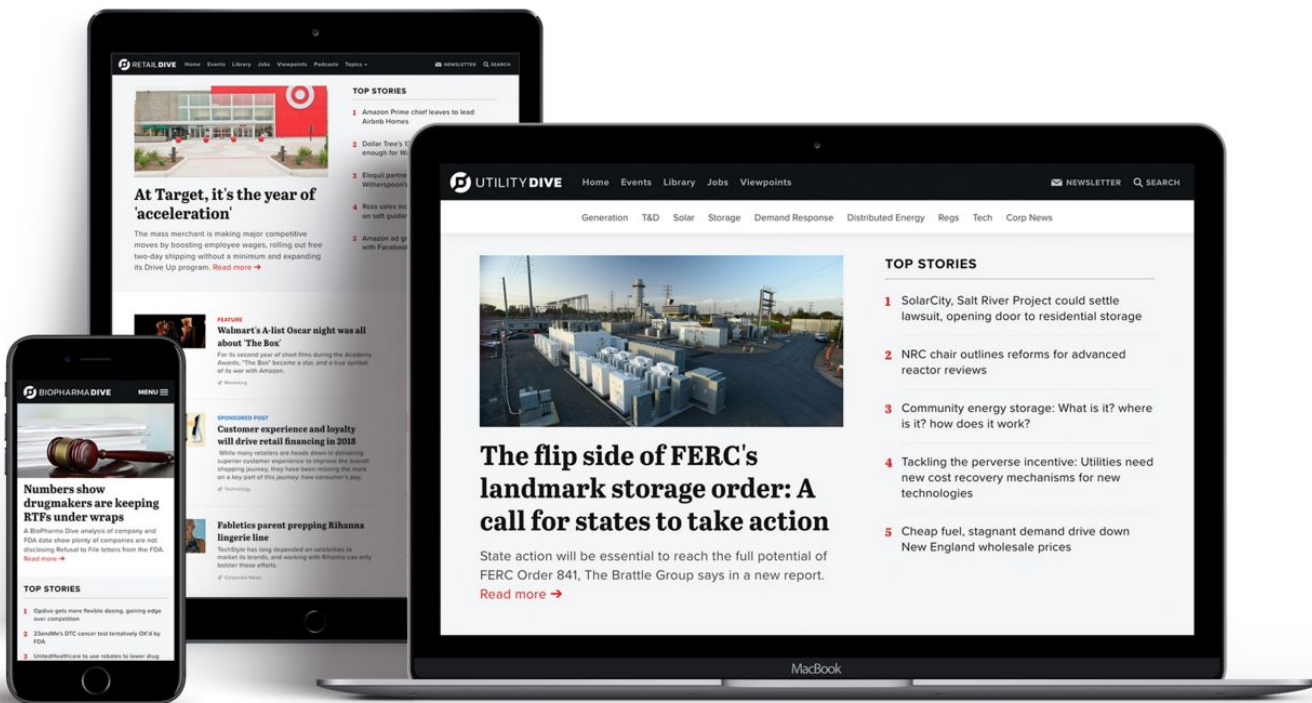
Trending

Upheaval at Sports Illustrated, Mergers in Digital Media | News & Notes

SLM Media

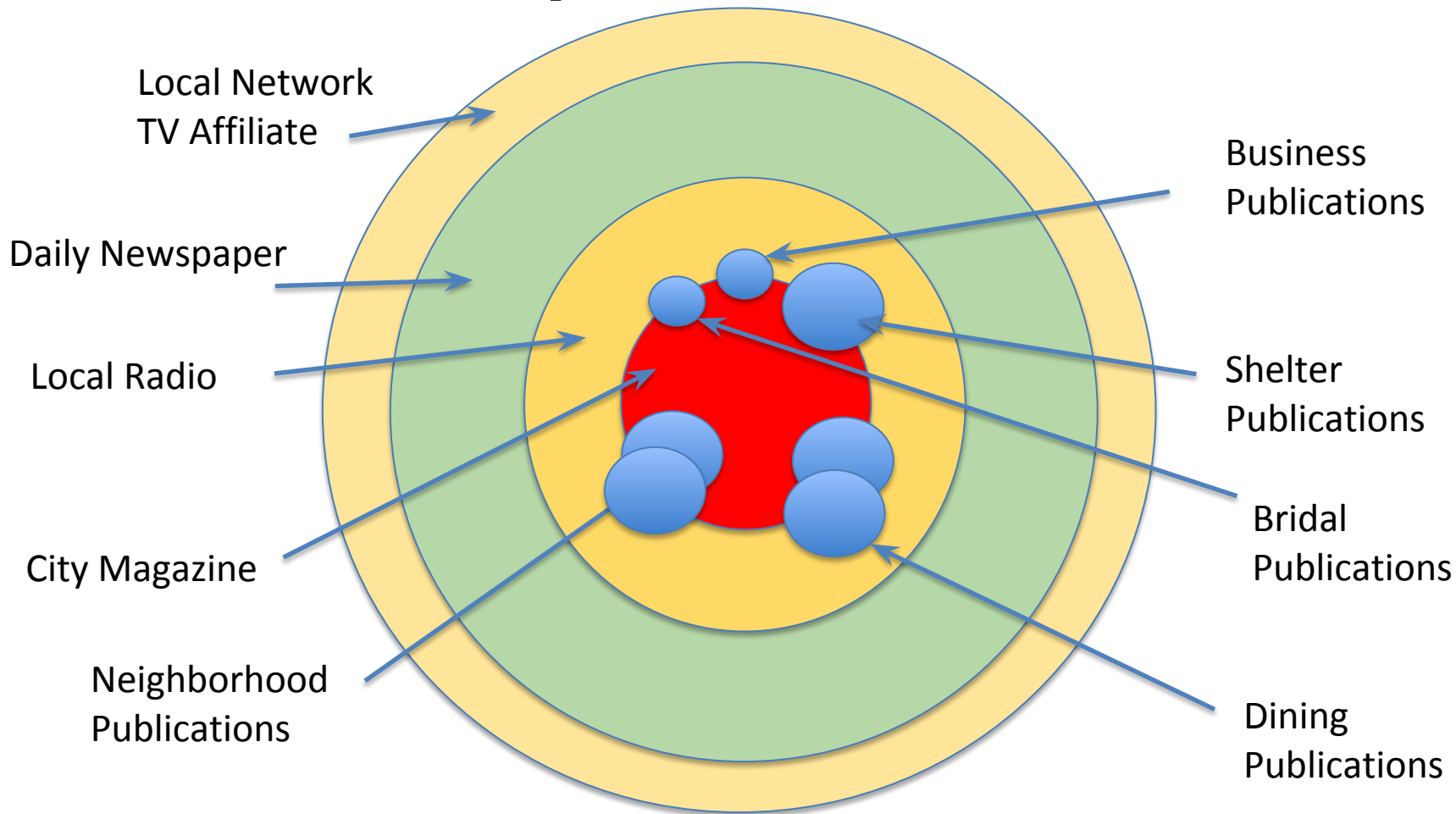
Publishers of *St. Louis Magazine*, *Design STL*, *St. Louis Family*, and stlmag.com, we create local, in-depth content across multiple platforms, along with producing popular events year-round. **SLM Media connects St. Louisans with the city where they play, work, and live.**





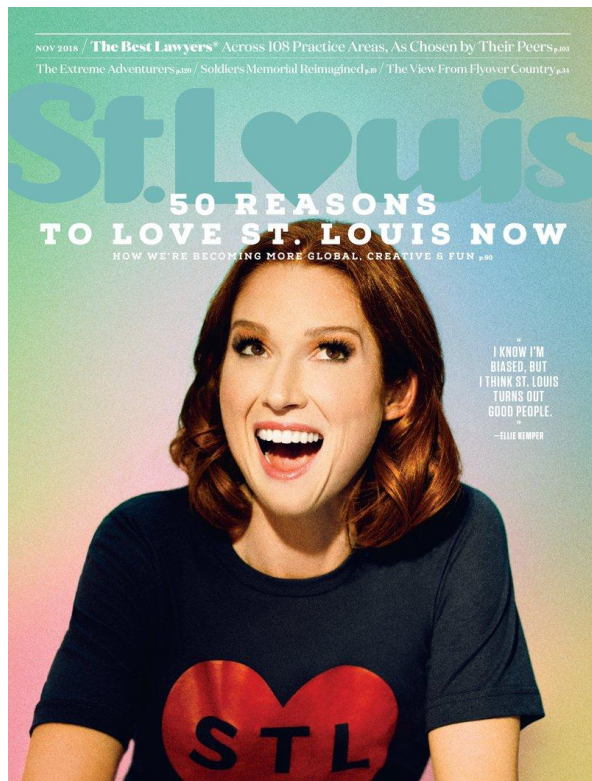
BioPharma Dive
CIO Dive
Construction Dive
Education Dive
Food Dive
Grocery Dive
HR Dive
Healthcare Dive
Marketing Dive
MedTech Dive
Restaurant Dive
Retail Dive
Smart Cities Dive
Supply Chain Dive
Utility Dive
Waste Dive

What's truly “niche” for local media?





“There was really **just one marketing lever that worked**, and that was **innovation**.” —*Dwight Risky, Ph.D., former VP of marketing research and new business development at Frito-Lay*



ST. LOUIS MAGAZINE

The award-winning monthly publication offers in-depth profiles, informed commentary, and discerning guides. SLM has received more than **50 honors** from CRMA, the Great Plains Journalism Awards, and the Missouri Association of Publications.

(That's St. Louis native Jayson Tatum years before joining the Boston Celtics.)



ST. LOUIS FAMILY

Each issue is packed with solutions, tips, and events for parents and kids across the St. Louis region. The bi-annual publication highlights fun activities, educational opportunities, sports and summer camps, health care resources, retail, and more.



DESIGN STL

Published bi-monthly, *Design STL* is St. Louis' local source for design, style, architecture, outdoor living, and entertaining. Each issue of *Design STL* contains a curated collection of local personalities, places, and ideas, all of which inspire homeowners to enhance their lifestyles and living spaces.

Architect & Designer Awards

SLM

Design STL's annual Architect & Designer Awards recognizes the work of local interior designers, architects, builders, and landscape architects. With nearly 400 attendees, **it's the only event in St. Louis to bring together so many local tastemakers of the industry.**



↑
The winners were featured in the March/April issue.

Signature Events

SLM



UNVEILED: THE BRIDAL EVENT

JANUARY | ATTENDANCE: 500+

A boutique bridal event featuring a collection of the city's finest wedding vendors.



A-LIST

JULY | ATTENDANCE: 1,200+

A celebration of the area's best in food, nightlife, shopping, culture, and more.



ARCHITECT & DESIGNER AWARDS

FEBRUARY | ATTENDANCE: 350+

An awards reception recognizing the superior work of local architects and designers, selected by a panel of nationally prominent professionals.



BEST DOCTORS RECEPTION

AUGUST | ATTENDANCE: 600+

An invitation-only event that gathers many of St. Louis' top physicians and medical professionals.

Signature Events

SLM



EXCELLENCE IN NURSING AWARDS

APRIL | ATTENDANCE: 500+

An awards reception honoring outstanding nurses throughout the region, chosen by a prestigious selection committee.



PUMPKIN WARS: CHEFS VS. SURGEONS

OCTOBER | ATTENDANCE: 200+

A family-friendly festival where surgeons and chefs go head-to-head to carve the most creative pumpkin.



BE WELL STL BOOT CAMP

SUMMER | ATTENDANCE: 400+

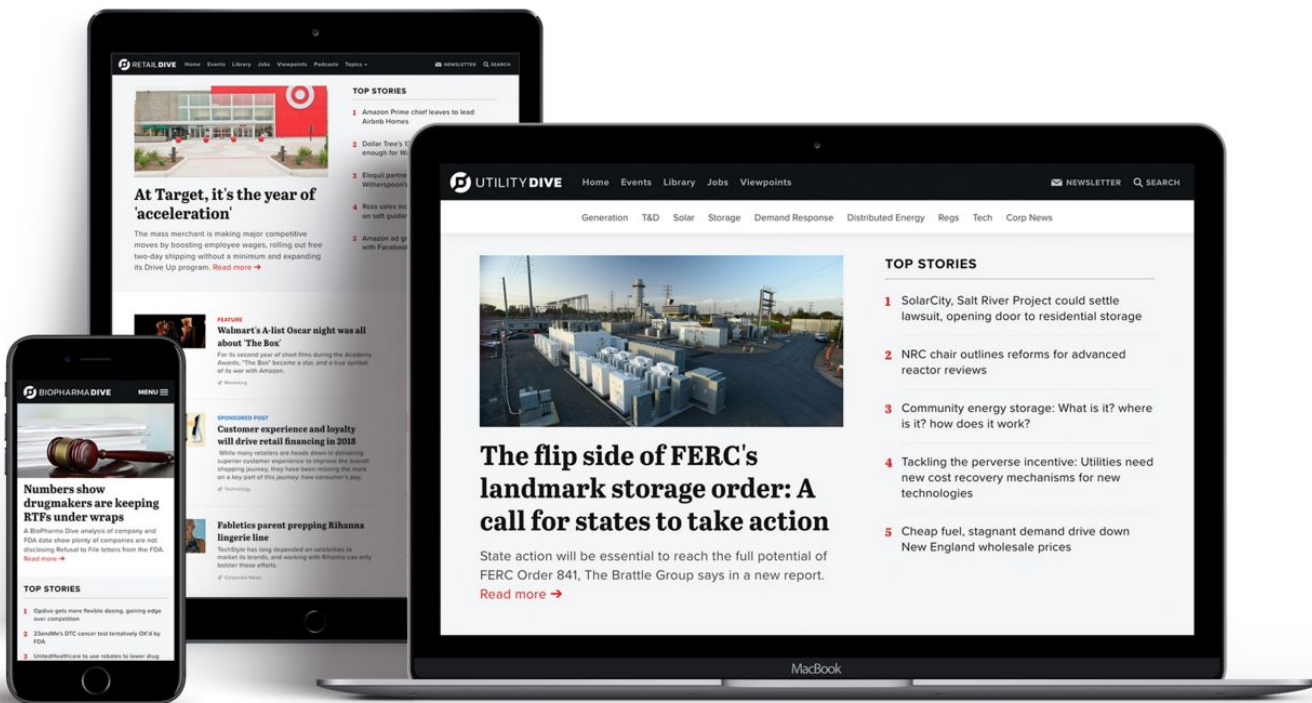
A fitness boot camp and wellness expo that promotes healthy living.



BEST DRESSED

NOVEMBER | ATTENDANCE: 250+

A lively and elegant fashion-forward event that celebrates those named to the Best Dressed list in the November/December issue of *Design STL*.



BioPharma Dive
CIO Dive
Construction Dive
Education Dive
Food Dive
Grocery Dive
HR Dive
Healthcare Dive
Marketing Dive
MedTech Dive
Restaurant Dive
Retail Dive
Smart Cities Dive
Supply Chain Dive
Utility Dive
Waste Dive



Revenue-Generating Events & Resources

For Niche Publishers





October 1 Boston ~ October 29
LA

NEW FORMAT! One-day intensive for ALL niche
media sales publishers and teams focused on
growing in-demand digital ad sales revenue.



Niche Consumer CEO Summit

Charleston, SC • November 12-13, 2019
City & Regional • Consumer • Enthusiast

November 12-13, 2019

2-day high-level intensive for Consumer
audience Niche leaders, covering strategy,
growth, and media business operations.
Limited registration event!



Creative Business Strategies for Niche Publishers
San Antonio, TX • March 23-25, 2020

March 23-25, 2020

3 days of actionable growth strategy for your
media business, across multiple revenue
channels. Publishing Strategy, Events, Audience
Development & Advertising Sales!!

Revenue-Generating Events & Resources

For Niche Publishers



Ryan's Niches





Trail Finder ▾

Forums

Contest

Articles ▾

English ▾

Western ▾

Video ▾

Calendar ▾

Blogs ▾

Store

ARTICLES

EQUITANA USA Tickets Now Available

Norwalk, Conn. (October 1, 2019) — EQUITANA USA and the Kentucky Horse Park are pleased to announce that ticket sales for next year's premier horse industry event are now open. The EQUITANA USA show will be held Friday, September 25 – Sunday, September 27, 2020 at the Kentucky Horse Park in Lexington, Ky. The event [...]

WESTERN FEATURES



Road to the Horse to Host First

Enter your search term...



What you can receive as a sponsor...

Booth space, crowd exposure, web cast commercials, arena signage, on-site prize giveaways, PA announcements, TV coverage and so much more!



Event Media Exposure Report

**During event social reach:
275,000**

**Post event social reach:
67,000**

RFD-TV: 785,000 viewers

**Barrel Horse News:
28,000+ readers**

**Barrel Racing Report:
38,000+ readers**

Total: 1.1 MILLION

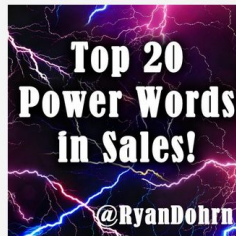
Based on BPA, Nielsen and internal media audits.



Ad Sales Nation Podcast



Category: **Ad Sales Training**



Ryan Dohrn Show, Media Edition

Top 20 Power Words in Sales, Ad ...

SOUNDCLOUD



Share



▶ 1.2K



Ryan Dohrn Show, Media Edition - Top 20 Power Words in Sales, Ad Sales t...

▶ View track ▶ 1.2K



Ryan Dohrn Show, Media Edition - 9 Ways to Avoid the Summer Media Sales Slump with ...

▶ 1.3K



Ryan Dohrn Show, Media Edition - TEN Proposal Tips for Success, ad sales training with ...

▶ 1.6K



Ryan Dohrn Show, Media Edition - Live from Las Vegas, Converting Sales Conversations ...

▶ 1.3K



Ryan Dohrn Show, Media Edition - 6 Tips to Improve Prospecting, ad sales training with R...

▶ 1.9K



Ryan Dohrn Show, Media Edition - 5 Ways to Boost Your Sales Numbers This Fall, Ad sale...

▶ 1.4K



Ryan Dohrn Show, Media Edition - Follow This Guide to Sales Call Success! Ad sales traini...

▶ 1.7K



Ryan Dohrn Show, Media Edition

Ryan Dohrn Show, Media Sales Training and Advice

[Cookie policy](#)

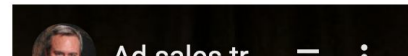


**Join over 15,000 of
your media sales
PEERS!**

Get monthly ad sales training
articles and tips delivered to your
email inbox monthly from media
sales training expert Ryan Dohrn!

SIGN UP NOW

Ad Sales Training Tip of the Week



EST. 2019



[See More](#)

Community

[See All](#)

 [Invite your friends](#) to like this Page

 2,392 people like this

 2,442 people follow this

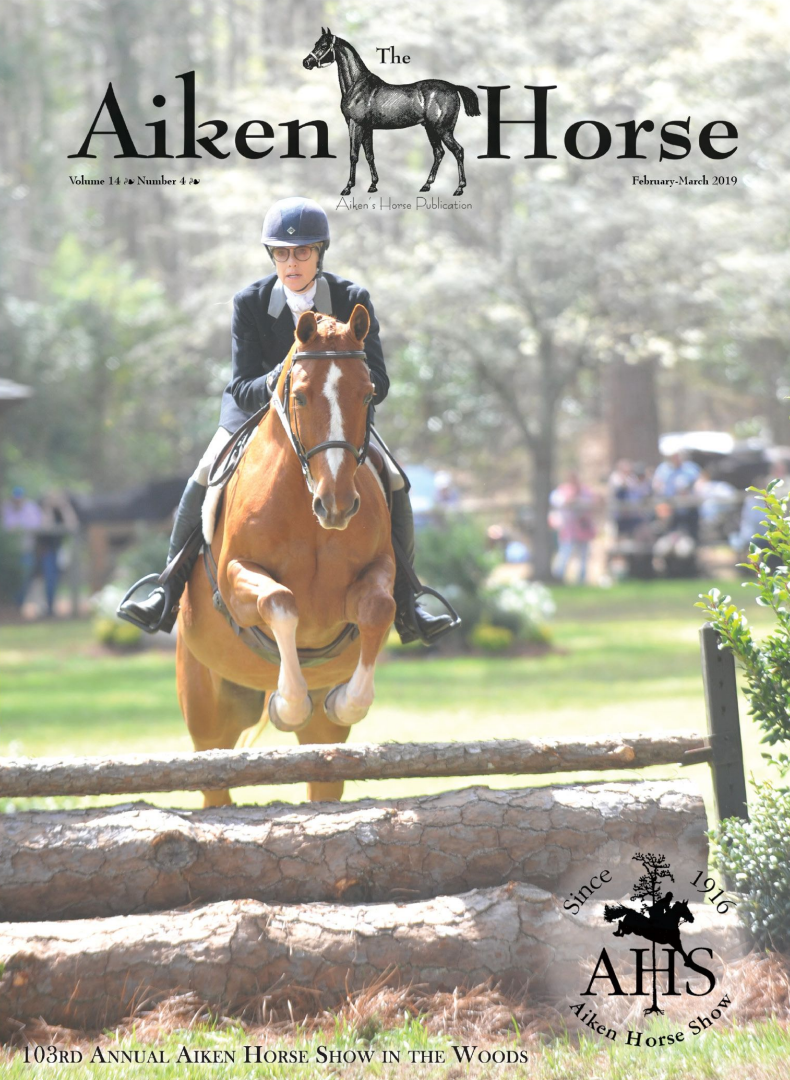
 [Lindell Richey](#) and [76 other friends](#) like this



About

[See All](#)





THE AIKEN HORSE

Aiken, SC large horse community

Equestrian events

Equestrian real estate

Equestrian event coverage



Oologah Lake Leader

2,500 circ paid community paper



Best sailing lake in Oklahoma

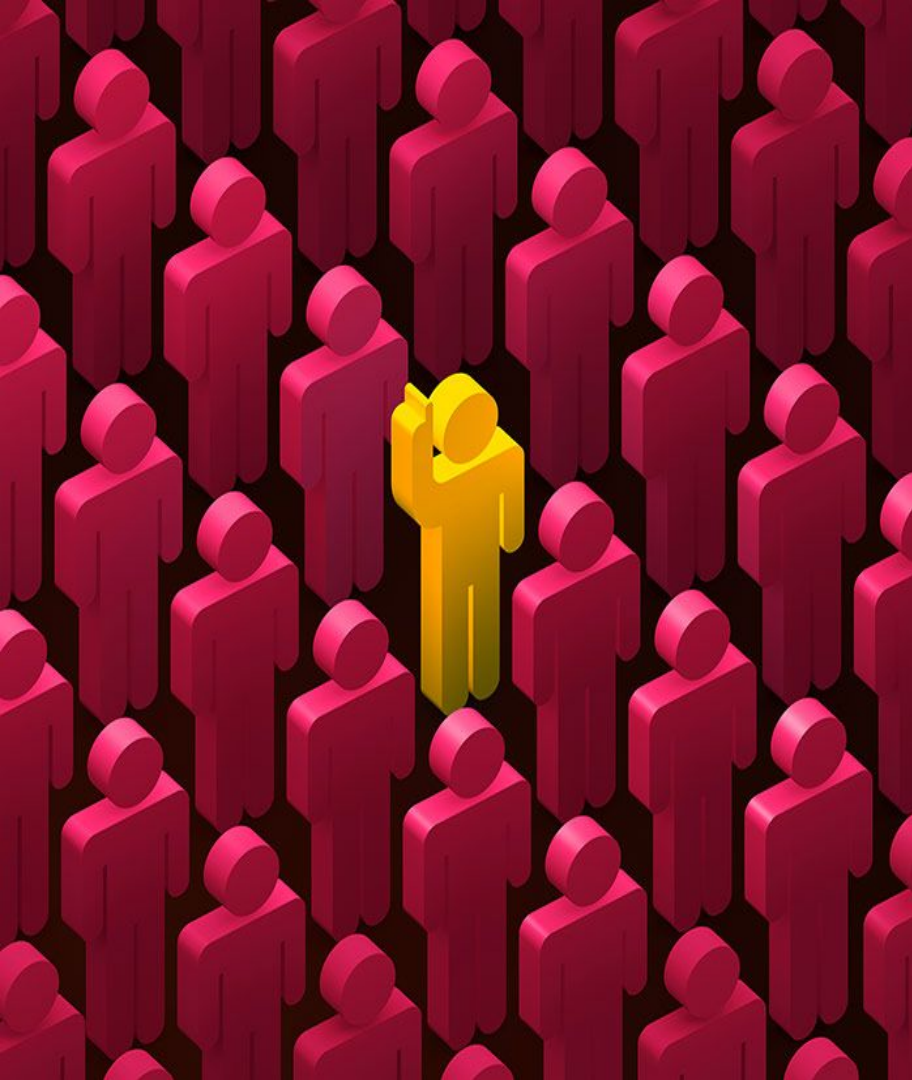
75 mile radius population over 2 million, Tulsa 26 miles south



DESIGN STL

Published bi-monthly, *Design STL* is St. Louis' local source for design, style, architecture, outdoor living, and entertaining. Each issue of *Design STL* contains a curated collection of local personalities, places, and ideas, all of which inspire homeowners to enhance their lifestyles and living spaces.





IDEAS ON WHERE TO START?

Parents

Seniors

Local/regional business

Outdoor lifestyle

Home design

Real estate

Ethnic media

Food - Wine - Beer

Health and Wellness

Local attractions (lake, ocean, mountains, sports etc)



BUILDING YOUR NICHE AUDIENCE IS THE KEY

Leveraging your print assets or database

Growing your database: Contest, quiz etc.

Leveraging your social following

Do you already have a start in a particular niche?

Continued...



BUILDING AN AUDIENCE continued...

Staff person with passion, expertise,
community connections

An event that you run?

Are you sitting on unique content?

Is there something coming to your
community?



WHAT ABOUT SALES?

If we build it will advertisers come? Sell it backwards?

Who are the advertisers?

How many are out there? What price?

Do they spend money on advertising?

Are your advertisers sophisticated enough to buy these ideas?

What parts of the funnel are they interested in?



EVALUATING A NEW IDEA FOR NICHE SUCCESS

Newspaper first model

Newsletter first model

Event first model

Advertiser first model

Staff passion model

Subscription model



CREATING – AND SELLING – NICHE THAT ARE SUSTAINABLE REVENUE GENERATORS

Matt Coen, Second Street
Ryan Dohrn, Brain Swell Media