



National Sales Deck



Wake up local with 6AM City



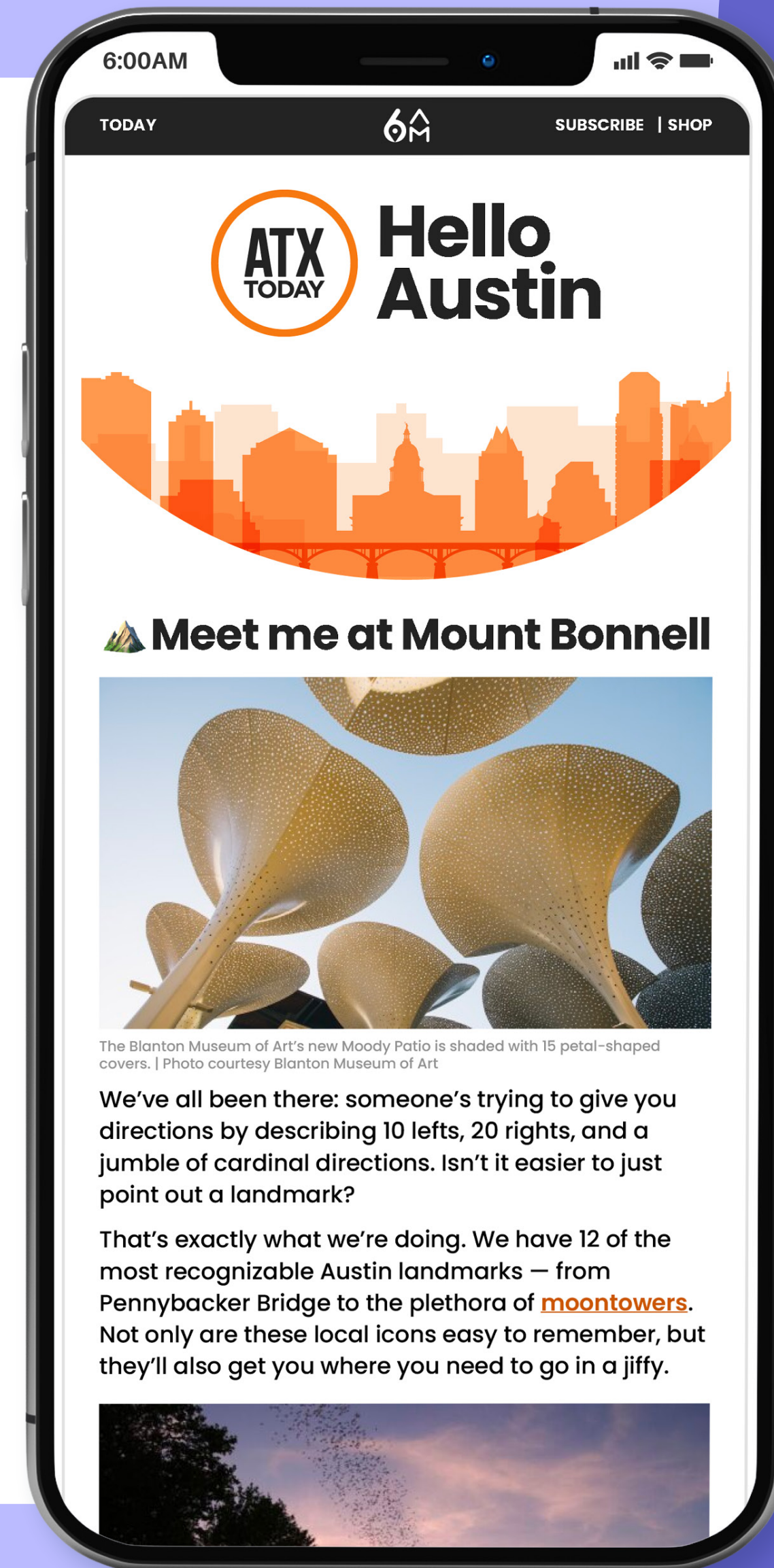
Our Mission

We are 6AM City. We're local everywhere, and we make it easy for our 1.4 million newsletter subscribers to celebrate the city they call home. Because a city isn't just a line in your address, it's the lens through which you experience your everyday life. Our audience has invited us into their inbox to find out the best of what's happening in their community, allowing us to become a trusted part of their daily routine.



The Newsletter

- Daily Email Newsletter at 6AM. A 5 minute read, conversational in tone.
- Delivering the most relevant, concise, need-to-know local news + events.
- No politics. No crime. No divisive topics.
- A free, trusted local source for uplifting content that creates common ground.



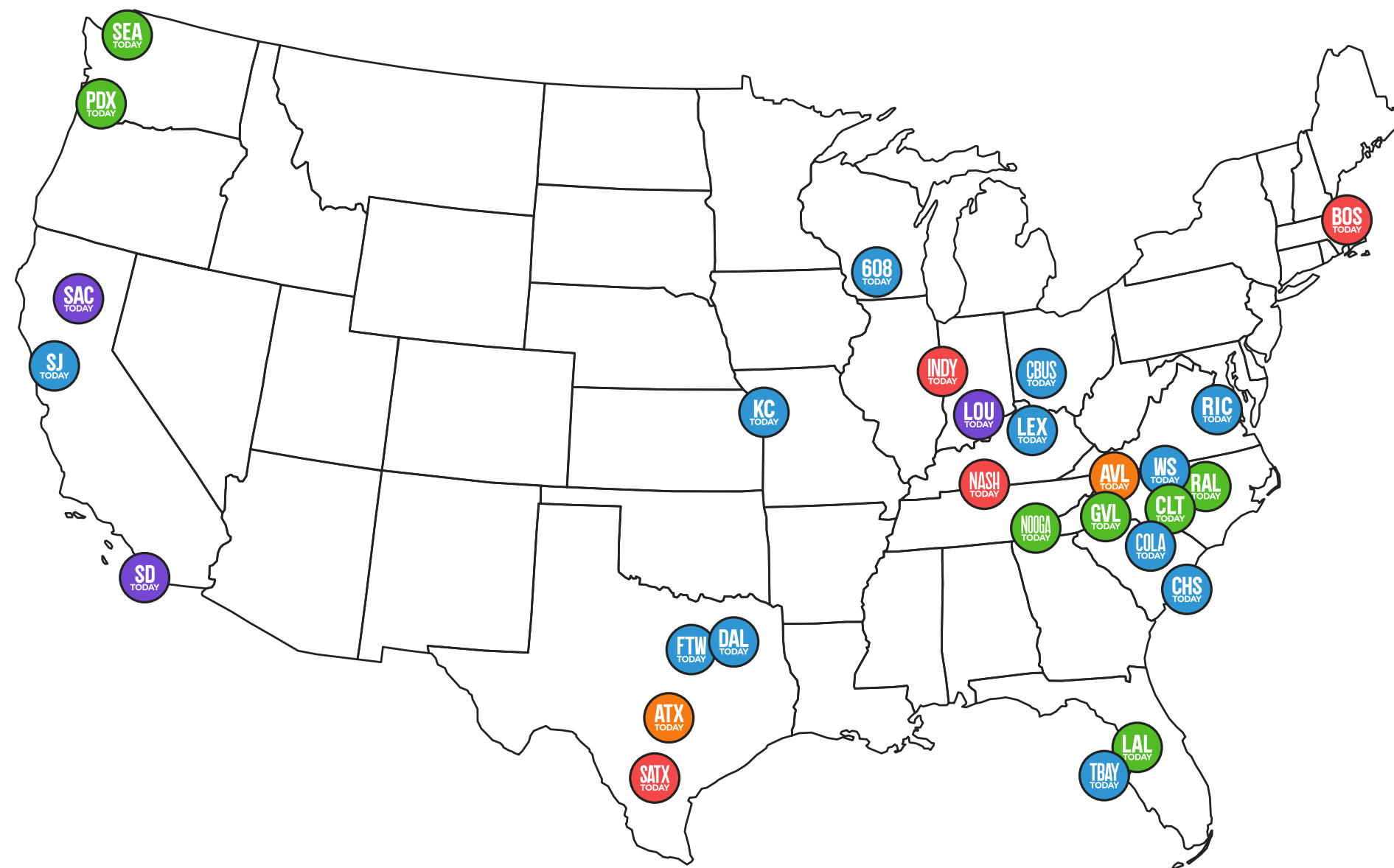
Audience Reach

1,400,000

Daily Newsletter Subscribers

24

US Markets & Growing



- Greenville, SC
- Columbia, SC
- Charleston, SC
- Charlotte, NC
- Asheville, NC
- Lakeland, FL
- Chattanooga, TN
- Raleigh, NC
- Nashville, TN
- Richmond, VA
- Kansas City, MO
- Louisville, KY
- Lexington, KY
- Madison, WI
- Indianapolis, IN
- Portland, OR
- Seattle, WA
- Boston, MA
- Fort Worth, TX
- San Antonio, TX
- Austin, TX
- Columbus, OH
- Tampa, FL
- Winston-Salem, NC

Why Work With Us

Trust, Relevance, Brand Safety

On a local level, we partner with the pillars of our communities, helping us build unparalleled trust with our audience.

By featuring your brand in the mix, we can package your national brand as a local staple that all the neighbors will be talking about.



Readers : Super Locals

The Super Local

Social Clout

Stylish

Early Riser

Family First

Career Driven

On-the-go

Frequent
Traveler

Early adopter

Outdoor
Enthusiast

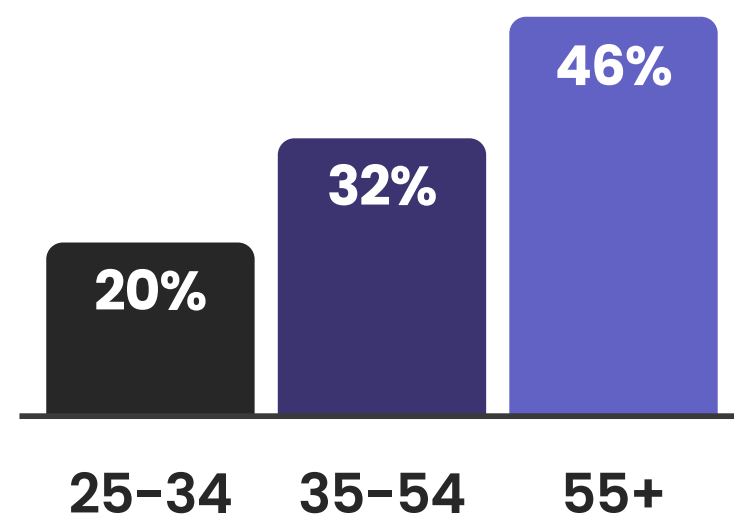
City Pride / City
Proud

Physically Active

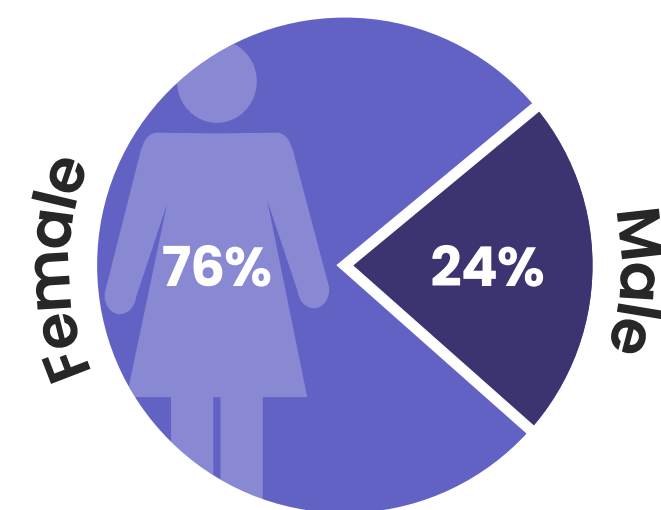
Coffee Shop
Connector

Local Leader

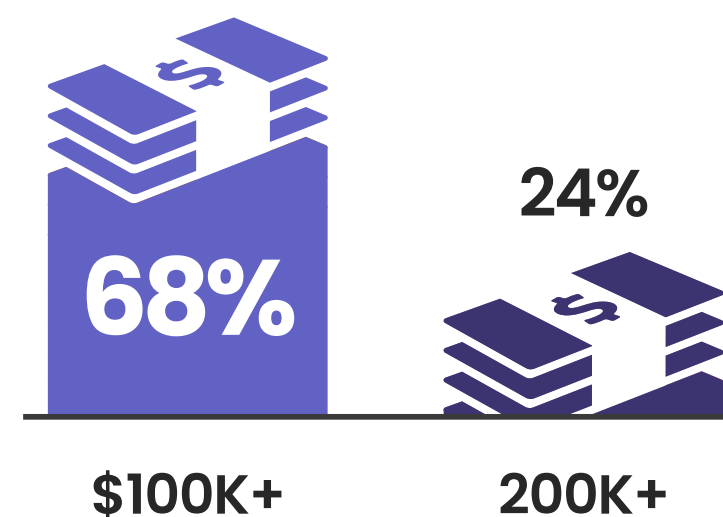
Age Distribution



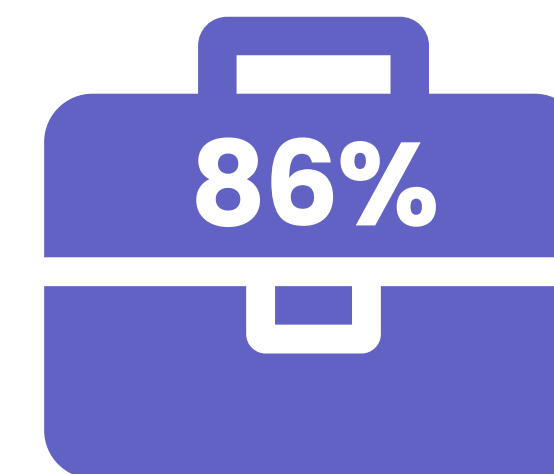
Gender



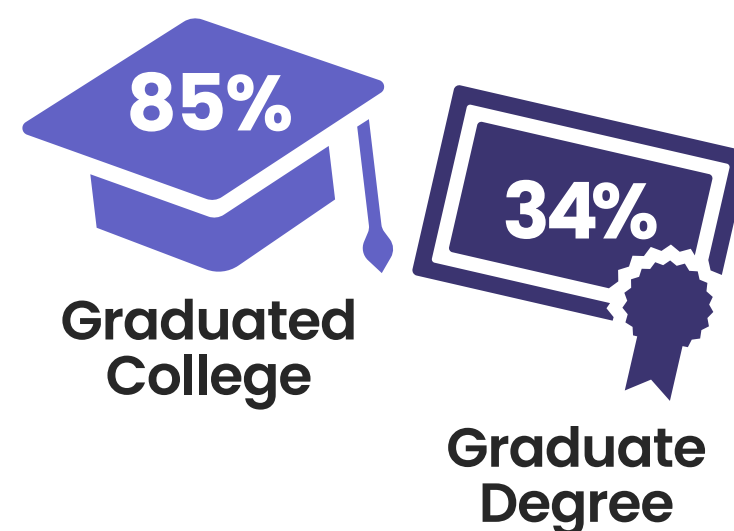
Income



Employed



Education



Purchase Intent

70%

Use our brand to make purchasing decisions

Homeowners



Paid Placements

Mini Articles

Eat

How to Thrive in the new year

Presented by Thrive Market



Never wait in line at a supermarket again with a Thrive Market membership. Photo by Thrive Market

Our suggestions on how to thrive in 2024:

- Try a new hobby.
- Find a fun way to move.
- Go organic with groceries.

And [Thrive Market](#) can help you out with No. 3.

For a limited time, [join Thrive Market](#) and get 30% off your purchase + a free gift up to \$60, plus:

- Access to wholesale pricing (products are up to 30% off traditional grocery stores)
- Free two-day shipping with orders \$49+
- All organic or non-GMO food
- Guaranteed price matching *and more*

[Join Thrive Market](#)

Dedicated Emails



Explore the benefits of sustainably-sourced colostrum



ARMRA Colostrum is uniquely optimized for human health and was developed with the highest integrity from start to finish. | Photo provided by ARMRA Colostrum

Meet ARMRA Colostrum: The one bioactive food that can replace your entire supplement stack. Strengthen your body's barriers and fuel cellular health with the [science-backed health benefits](#) of ARMRA Colostrum (read: nature's first food that contains the vital nutrients our bodies need to thrive).

ARMRA is premium, bovine colostrum concentrate that harnesses the power of over 400 bioactive nutrients, sustainably sourced in a convenient scoop of powder. It can be added to smoothies — *and other cold beverages and foods* — or dry scooped straight into your mouth to deliver results users can see and feel (just check out the thousands of reviews and testimonials).

With ARMRA Colostrum™, unlock benefits like:

- Hair growth and radiant skin: Vitalize hair follicle stem cells for fuller hair, and stimulate stem cell collagen production to increase elasticity for plumper, glowing skin.
- Fortified gut health + ignited metabolism: Combat bloating and rev your metabolism by optimizing your gut microbiome and strengthening your gut wall.
- Fueled fitness performance and recovery: Enhance nutrient absorption, promote lean muscle building, and improve fitness endurance while fueling cellular repair regeneration for faster recovery.

From jars to travel-friendly sticks, you can opt for unflavored or options like:

- Blood Orange
- Vine Watermelon
- Peach Persimmon (*in limited supply*)

Ready to give it a try? [Use code 6AM to save 15%](#) on your first order.

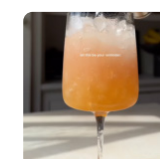
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Highlighted



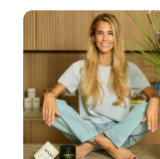
Nature's first bioactive whole food, perfected

Demonstrated through the longest-running clinical trial in human history, colostrum is our body's original source code of bioactive nutrition and optimal health.



Try this ARMRA Peach and Almond Shrub

With hints of orange and thyme, adding ARMRA Colostrum's limited edition Peach Persimmon sweetens the deal to support your immune health.



How it started — where it's going

Meet the founder of ARMRA Colostrum and discover her "why."



Transformational results are seen and felt

ARMRA Colostrum offers validated health benefits backed by dual-arm, third party clinical research trials — see the results.

Text Ads

News Notes

Development

- A 249-room, seven-story hotel could be coming to Main Street. If approved, the project would take about a year and a half to complete and begin next year.

Learn

- Make 2022 the year you learn a new language with [Babbel](#), the No. 1 language learning app. Babbel makes learning fun with interactive lessons, podcasts, games + more — sign up today to get up to 60% off. *

Festival

- Tickets are now available for the SC New Play Festival, taking over downtown Greenville's theatres Thursday, August 10–Sunday, August 13. Explore [this year's lineup + show availability](#).

The Buy

- Our new must-have for concerts and baseball games this summer: this clear, [stadium-approved backpack](#). Psst — It's also great for football games in the fall.*

Mini Articles

A short article with an impactful visual, designed to create a splash and drive traffic.

The breakdown:

1 **Headline**

2 **Image**

3 **Caption + Credit**

4 **Body Copy (75 word max, up to 3 links)**

Eat

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Presented by Thrive Market



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Text Ads

A short, 1–3 sentence blurb that’s designed to highlight your brand and push them to your website.

The breakdown:

- 1 50 word max
- 2 Up to 2 links
- 3 Seamlessly integrated with our organic content
- 4 One of our most popular newsletter sections

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Dedicated Email

An email custom built around your brand, sent to our entire newsletter audience.

The breakdown:

- 1 100% share of voice
- 2 Custom sponsor branded header
- 3 Lead story
- 4 Engagement module (*quiz, poll, question*)
- 5 Highlight up to 4 additional content features

1

TODAY6AMSUBSCRIBE

A message from our partner ARMRA COLOSTRUM



Special Edition

This newsletter is brought to you by ARMRA Colostrum. Special editions like this help keep our daily newsletter free for our loyal readers, including you.

2

Explore the benefits of sustainably-sourced colostrum



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3

ARMRA Colostrum

4

Quiz

Which benefit are you most interested in?

- A Glowing skin
- B Optimized gut health
- C Revved up metabolism
- D Increased endurance

Answer here

See correct answer at the bottom of this email

5

Highlighted



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Partnership Process

Client Success Team

Once we have a signed agreement, our client success team will coordinate run dates and get you set up with our branded content forms

- *Our branded content writers will create the content*
- *Your team has final approval before placement*

Reporting

Our client success team will follow up with a detailed analytics report one week after the content runs. The report clicks, unique opens, impressions, and click through rate.

Brands We Work With

ATHLETIC GREENS®

Sotheby's
INTERNATIONAL REALTY

Opendoor


The Motley Fool®

DUNKIN'®

 PNC BANK

T Mobile™

 ROTHY'S

GREYSTAR®

 BlueCross
BlueShield

+Babbel

THRIVE®
- MARKET -

smartasset™

Bank of America 


adidas®

brooklinen

Thank you

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