

smalltalk

Media Kit 2020

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About smalltalk

smalltalk is a global community and a media presenting talks with the most disruptive, creative and inspiring people of our time and their creations from various industries: art, creativity, business, science, technology, sport, engineering, music, philanthropy and beyond. smalltalk is aim to spark curiosity for its users and to help pursuit greater dreams. With belief that conversation is the highest form of art that changes attitudes, lives, perspectives and cultures.

Business Model

smalltalk is constructed with three pillars of business model



Media

Every week, interview with carefully selected the most innovative and inspiring personnel in their field is being presented to readers.



Summit

smalltalk Summit is being held in selected cities annually with guests speakers from various industries for audiences with chance to meet and network with like-minded followed by gala dinner.



Marketplace

Carefully curated items from interviewees' creations are available for purchase at the Shop. smalltalk Shop is with hand-picked items to fulfil the needs of clientele who is looking for meaningful and inspiring products.

DNA



Community

Pioneers From Today And The Future

smalltalk presents community of pioneers from the past who had shaped the future - our modern life - and pioneers today who will shape future of our next generation in their unique industries.



JEFF CARVALHO
Co-founder of
Highsnobiety



THOMAS ROUSSEL
Music Composer



SPIKE FERESTEN
TV Writer and Host of
Seinfeld and SNL



VICTOIRE THIERRÉE
Military Artist



RICHARD KIM
Design Director at
Canoo



VIKTORIA MODESTA
Bionic Artist and
Musician

Notable Key Insight

Big Boss vs Intern

Over 80% of readers are at directorial or higher position. Yet, 18% of reader is at entry level, which indicates that smalltalk is an inspiration source for pioneering leaders and for aspiring future leaders simultaneously.

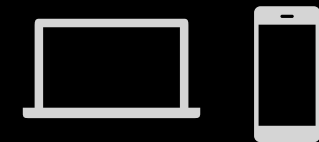
Seniority	
Director	20.75%
Senior	18%
Entry	18%
CEO	11.75%
Manager	11%
Owner	10%
VP	10%

Tank vs E-Scooter

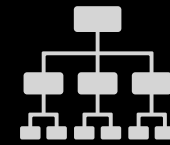
From one-person business to multinational companies. Whilst over 60% of readers are situated at mid to large size companies. 30.71% of readers are building the future from the zero.

Company Size	
2 to 10 employees	30.71%
10,000+ employees	22.67%
200 to 500 employees	21.71%
1,000 to 5,000 employees	16.86%

Engagement



Connecting Devices:
Mobile 58.3%
Desktop 37.6%
Tablet 4.1%



Acquisition Channel:
Social 55.8%
Direct 22.7%
Organic Search 20.2%



Returning Users 20%
And growing



Newsletter Subscriber
Rapidly growing
Subscription Rate of
35%

Partnership

Partnership with **smalltalk** is meaningful and inspiring. smalltalk has the power to create change, to change minds and perspectives and shift cultures.

Media Ecosystem

Leveraging a global reach across desktop, mobile, social and a range of distribution channels with smalltalk.

Idea Mining

Inspiration and idea come when you are at least expected that's why smalltalk celebrates like-minded curious souls who always seek to listen to others.

Brand Repositioning

smalltalk is a synonym for *Originality, Initiative, Pioneer, Diverse and Curiosity*. Partnering with smalltalk will leverage brand value to move forward.



Partnership Opportunities



Media

Title Sponsor Partnership
Ads Placement



Summit

Title Sponsor Partnership
Product Placement
Media Partnership
Hospitality Partnership



Marketplace

Logistic Partnership
Cloud Computing System
Merchandising Placement

12:09 PM

Hello 🙌
I love your content, thx a lot for such
an inspiration 🙏🙏

I'm serious, I learned lots of things
reading it today !



Thanks a lot !

Yesterday, 11:27 PM

Just wanted to say. Fantastic idea and business you have with small talk. Very inspiring to get this big names and tell the story in the way that you guys do!



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