

★ TIER-1 ENGLISH MEDIA & INTERACTIVE DECISION UTILITY

Reach Prime Adults 35–48 Making Consequential Life Decisions.

Groundwork (gworky.com) is an authoritative evidence-based digital publication and interactive utility engine. We replace superficial consumer guesswork with rigorous empirical research, custom financial calculators, and hardware benchmark matrices across 5 life pillars: **Money, Body, Home, Life, and Tech.**

Audience Quality & Purchasing Intent

CORE DEMOGRAPHIC

35–48

Prime Homeowners & Execs

TIER-1 GEO SHARE

90%

US 65% • UK 15% • AU 10%

AVG. ENGAGEMENT

129s

↑ 2.5x Publishing Average

BRAND SAFETY

100%

Zero-IVT Fraud Firewall

The High-Intent Reader Mindset

Unlike passive social feeds or generic news aggregation, Groundwork readers arrive via high-intent search queries and specialized decision workflows. They spend 3 to 5 minutes actively testing scenarios on our interactive calculators—refinancing mortgages, installing residential solar batteries, evaluating metabolic therapies, or auditing enterprise security stacks.

Median Household Income

\$118,500 USD — 78% homeowners, 64% college degree or higher, high discretionary budget for home infrastructure, investments, and health optimization.

Commercial Action Rate

8.4% Outbound Intent — Direct transition from mathematical evaluation to merchant quote requests, trial activations, and hardware purchases.

5 Dedicated Research Desks & Audience Alignments

Groundwork provides contextually insulated editorial environments. Advertisers reach qualified decision-makers exactly at the moment of relevant commercial research.

MONEY PILLAR Personal Finance, Wealth & Debt Optimization

Route: /money

Covers mortgage amortization, high-yield savings (HYSA), debt consolidation, term life insurance, index investing, and retirement withdrawal models. Backed by Federal Reserve and CFPB data benchmarks.

Target Advertisers: Retail Banks, Mortgage Lenders, Fintech Utilities, Robo-Advisors, Credit Score Monitors.

HOME PILLAR Residential Energy, Solar, HVAC & Security

Route: /home

In-depth technical evaluations of residential solar PV payback, lithium battery storage (LFP), heat pump COP efficiency, smart security, and EV home charging infrastructure.

Target Advertisers: EcoFlow, Bluetti, Jackery, Renogy, Solar Financing Providers, Smart Home Hardware.

BODY PILLAR Metabolic Health, Longevity & Preventative Wellness

Route: /body

Evidence-first longevity science, VO2 max protocols, biomarker diagnostics, clean supplementation, and biometric tracking wearables for adults aged 35–48 prioritizing preventative health.

Target Advertisers: Diagnostic Labs, Wearable Tech, High-Purity Nutra, Fitness Recovery Systems.

TECH PILLAR Cybersecurity, Privacy Software & AI Decision Tools

Route: /tech

Zero-trust threat modeling, VPN latency matrices, password managers, developer productivity frameworks, and privacy-preserving consumer technology.

Target Advertisers: NordVPN, Password Managers, Cloud Storage, B2B SaaS, Privacy Infrastructure.

LIFE PILLAR Career Transitions, Legal Navigation & Modern Living

Route: /life

Executive compensation negotiations, estate planning essentials, automotive total cost of ownership (TCO), and evidence-based lifestyle decisions.

Target Advertisers: Online Legal Platforms, Executive Coaching, Auto Insurance, Relocation Utilities.

Standard Placement Inventory & Pricing Schedule

Groundwork offers non-intrusive, value-additive native sponsorship formats designed to drive measurable performance while maintaining absolute reader trust.

PLACEMENT FORMAT	DELIVERABLES & SPECIFICATIONS	BILLING MODEL	STANDARD RATE
1. High-Context Research Spotlight (Sponsored Guide / Deep-Dive)	Dedicated in-article editorial evaluation, contextual brand quote, permanent search index placement, and high-intent outbound CTA button.	Flat Fixed + Performance	\$250.00 – \$500.00
2. Interactive Calculator Takeover (Utility Sponsorship)	Exclusive branding on 1 of our 20 proprietary calculators (e.g. "Powered by [Brand]"), pre-configured scenario preset, and downloadable scorecard watermark.	Monthly Retainer (or \$250/Quarter)	\$350.00 / mo
3. Category Matrix Placement (Pillar Head-to-Head Hub)	Featured top-row placement in interactive comparison tables across Money, Home, or Tech pillar directories with badge endorsement.	Monthly Tenured Placement	\$200.00 – \$350.00
4. Elena Audio & Video Read (Podcast & YouTube Syndication)	30-second host-read mid-roll across Spotify, Apple Podcasts, and pinned link in YouTube show notes description.	Per Episode / Monthly 4-Pack	\$150.00 / ep (\$500 pack)
5. Weekly Research Digest In-Grid (Direct-to-Inbox Email)	Header sponsor badge, 80-word dedicated value proposition, and primary action button delivered to 15,000+ subscribed decision makers.	Per Newsletter Drop	\$175.00 / send

⚡ Performance Hybrid & Enterprise Custom Packages

We support hybrid commercial structures combining a flat placement fee with performance commission (CPA / CPL / RevShare via Rakuten, Awin, or Impact). Multi-pillar network takeovers and quarterly exclusive commitments receive a 15% rate advantage.

Placement Technical Specs

- **Logo Assets:** Vector SVG or 300 DPI Transparent PNG (Horizontal orientation preferred).
- **Copy Deliverables:** Up to 120 words of factual product description + primary outbound tracking URL.
- **Tracking Support:** Full support for 1st-party UTM parameters, Rakuten ClickLinks, Awin DWIN links, and Impact DeepLinks.

Editorial Firewall & FTC Compliance Guarantee

Groundwork's high conversion efficiency stems directly from our uncompromised editorial integrity. Advertisers benefit from a pristine, 100% brand-safe environment.

Strict FTC & ASA Alignment

All sponsored content, paid placements, and affiliate integrations carry clear, conspicuous disclosures in compliance with **FTC 16 CFR § 255** (US), the **ASA/CAP Code** (UK), and **ACCC Guidelines** (Australia). Readers are always aware of commercial relationships.

Editorial Independence Firewall

Sponsors cannot alter Groundwork's mathematical models, scientific conclusions, or critical evaluations. Our reviews maintain radical honesty, ensuring reader trust remains steadfast when we recommend partner products.

Affiliate & Publisher Network Identifiers

Groundwork is an approved, verified publisher across global affiliate networks. Placements can be booked directly or routed through your preferred network console:

Rakuten Advertising (LinkShare)

Primary Tier-1 Global Network

SID: 4752883

Site ID: 597352

Awin (Zanox / ShareASale)

European & US Retail Integration

Publisher ID: 3081079

Impact.com (Radius)

FinTech & Software Enterprise Desk

Publisher ID: 7703142

Direct Booking & RFP Submissions

Reserve Your Placement Today

To secure category exclusivity, request custom campaign terms, or integrate your tracking pixel, contact our Partnership Desk directly:

DIRECT MEDIA DESK

admin@gworky.com

EDITORIAL INQUIRIES

elena@gworky.com

ONLINE PORTAL

<https://gworky.com/advertise>