

Novozora

Smarter Finance. Stronger Futures.

Expert insights across Credit Cards, Insurance, Investing, Personal Finance, Loans, Mortgage, Tax, Banking and everyday Financial Growth.

High-Intent U.S. Finance Audience

Empowering 110,000+ Monthly Readers Through High-Intent, Search-Driven Financial Content

Headquartered in United States • 98+% of Readership from U.S.
Scalable • Sponsor-Ready Platform

Rapid Organic-Only Growth • Verified via Google Analytics 4 (GA4)
Media-Buyer Ready • Clean Traffic • Built for Performance Partnerships

Media Kit 2025

(Updated: July 20, 2025)

Contact Us

Email: contact.novozora@gmail.com

Website: www.novozora.com

Key Notice: For GA4 Analytics Visuals, Data & Performance Updated. [Contact]

Novozora Media Kit: About Us & Our Team

Who We Are

Novozora is more than just a finance blog, it's a mission-driven digital media brand built by a passionate team of writers, researchers, analysts, and creators who believe financial literacy should be simple, accessible, and trustworthy.

Founded in 2025, Novozora delivers clear, actionable insights across personal finance, credit cards, investing, loans, insurance, and economic trends. Every article is written, edited, and reviewed by real people, not AI. We serve 100% organic readers, with over 98% of our audience based in the United States.

We are not a content farm or a traffic mill. We are a boutique finance publisher with a bold vision: to become one of the most trusted voices in modern money media.

What Makes Novozora Different

- **100% Human-Created Content:** Every word is written by humans, fact-checked for accuracy, and optimized with empathy. No AI-written filler.
- **U.S.-Focused Audience:** Our content is made for Americans. 98% of our traffic comes from high-intent, Tier-1 U.S. readers.
- **High E-E-A-T Standards:** We align with Google's guidelines on Experience, Expertise, Authoritativeness, and Trust.

- **SEO-First, Value-Led Publishing:** We rank for buyer-intent, CPC-rich keywords that offer real monetization opportunities.
- **Long Engagement Times:** Our average user session exceeds 8 minutes and often up to 40 minutes thanks to immersive, well-researched writing.

What We Cover

- **Personal Finance:** Saving, budgeting, financial planning
- **Credit Cards & Loans:** Comparisons, debt payoff, credit optimization
- **Banking & Saving:** High-yield savings, online banks, account tips
- **Investing:** Stocks, ETFs, retirement planning, risk management
- **Business Finance:** Small business banking, taxes, invoicing
- **Global Trends:** Economic shifts, inflation, market analysis
- **Fintech:** DeFi, AI tools, money apps, crypto wallets

Why Brands Trust Us

- Real people. No AI auto-content.
- Real metrics. No bots or inflated traffic.
- Real performance. Built for monetization.

Our Promise: We never publish anything we wouldn't personally stand behind. Novozora is built for humans. Written by humans. Trusted by thousands.

Novozora Media Kit: Our Editorial Values & Publishing Philosophy

Our Editorial Philosophy

At Novozora, we believe that financial education should be rooted in accuracy, ethics, and empathy. That's why every article we publish goes through a rigorous editorial process that prioritizes quality over quantity, truth over trends, and clarity over clickbait.

We follow Google's E-E-A-T framework (Experience, Expertise, Authoritativeness, and Trustworthiness) in every step of our content production cycle. Our mission is not just to inform but to transform how people understand, manage, and grow their money.

What Sets Our Content Apart

- **Human-Centered Writing:** Every article is written and reviewed by a real person not outsourced to automation or AI tools. We do not use ChatGPT, Gemini, Claude, or similar platforms for writing or rewriting.
- **Backed by Research:** Our content is grounded in verified data from regulatory bodies, peer-reviewed studies, and respected financial institutions.
- **Fact-Checked & Cited:** From APR disclosures to economic indicators, every financial claim is verified before publishing.

- **Honest & Actionable:** No clickbait, no spam. We write with integrity and provide practical, step-by-step advice.
- **Regularly Updated:** The financial world evolves daily. Our team reviews and updates articles routinely to ensure continued accuracy and relevance.

Our Standards

- Clear disclosures on all affiliate partnerships
- No use of generative AI or automation in content
- No inflated metrics or traffic manipulation
- No misleading headlines or overhyped claims

We are committed to being a finance publisher that readers and advertisers can trust.

Our Long-Term Editorial Goal

To build the most trusted independent personal finance brand on the internet by combining:

- Editorial transparency
- Research integrity
- Community trust
- Monetization that respects the reader

At Novozora, content is not a commodity, it's a responsibility.

Novozora Media Kit: Audience & Traffic Insights

Who Our Readers Are

Novozora attracts a highly targeted audience of financially engaged, action-ready readers.

Strategic Growth Since Launch

Launched on May 20, 2025, Novozora experienced immediate traction surpassing 1,000 daily pageviews within its first 10 days and attracting over 50 unique users per day, with 98% of traffic originating from the United States.

Today, the site consistently generates 5,000+ daily pageviews and engages 1,000+ daily users, powered by 100% organic, SEO-first discovery with 46–50% of that traffic coming directly from Google's first-click search results.

In just the past 20 days, Novozora acquired 650+ new users from the U.S., affirming its upward momentum in the most competitive digital finance market.

Key Insight (GA4 Verified):

Users in New York, United States, generated 653% more event interactions per user than the GA4 average confirming Novozora's exceptionally high engagement in Tier-1 U.S. markets.

This is not just growth, it's compounding performance in the most valuable demographic zones in digital finance.

- **98% United States-based Traffic**
- **100% Organic, SEO-Driven Discovery**
- **Primary Age Group:** 25–44 (Millennials and Gen Z)
- **Audience Type:** Professionals, Entrepreneurs, Families, Financial Learners
- **Device Split:** 72% Mobile • 24% Desktop • 4% Tablet
- **Engagement Depth:** Avg. session duration 21–50 minutes per reader

"We don't just attract clicks—we attract commitment."

Traffic Performance Snapshot (30 Days)

- **Monthly Pageviews:** 100,000+
- **Monthly Visitors:** 13,000+
- **Total Events Tracked:** 224,000+
- **Daily Pageviews:** 5,000 – 15,000
- **Bounce Rate:** <42% (Industry-leading)
- **Avg. Session Duration:** 21 – 40 minutes
- **Traffic Source:** 100% Organic (SEO-first, Google-driven)
- **Audience Location:** 98% Tier-1 U.S. Traffic

Contact Us: For GA4 Analytics Visuals, Data & Updated Performance.

Why Our Traffic Converts

- **High Buyer Intent:** We rank for “bottom-of-funnel” keywords with real affiliate and monetization value.

- **Deep Content Engagement:** Our readers don't bounce, they scroll, stay, and explore.
- **U.S.-Only Focus:** We avoid low-CPC international traffic to preserve monetization quality.
- **Zero Paid Ads or Bots:** All growth is authentic built on trust and content value.

We don't chase vanity metrics. We build sustainable, monetizable attention. Our readers come to us through organic search with intent looking for trustworthy answers on credit, investing, insurance, and everyday money management

Novozora Media Kit: Content & Coverage Areas

Our Content Strategy

Novozora is a finance-exclusive media brand. We don't spread thin across random topics, we go deep into the financial vertical with long-form, high-performing content designed to inform, empower, and convert.

Every article is:

- Written and edited by a real human with finance knowledge
- Optimized for high-intent, first-click SEO
- Built for engagement and monetization value
- Updated frequently for relevance and accuracy

Core Coverage Areas

Personal Finance

Budgeting, saving, emergency funds, financial planning, debt payoff strategies, and building wealth for everyday families and professionals.

Credit Cards & Loans

Beginner guides, credit score education, credit card comparisons, APR breakdowns, debt payoff techniques, student and personal loan insights.

Banking & Savings

High-yield savings accounts, online vs traditional banks, cash management tips, and security guidance for U.S. account holders.

Investing & Wealth Building

From beginner stock investing to advanced portfolio strategy: ETFs, REITs, retirement planning, diversification, and crypto literacy.

Business Finance & Entrepreneurship

Business credit cards, small business banking, tax prep, invoicing tools, entity setup, and sustainable cash flow growth.

Global Economic Trends

Breaking down inflation, interest rates, central bank policy, recession signals, GDP trends, and real-time global finance commentary.

Fintech & Digital Finance

We cover the tools shaping tomorrow's money world from budgeting apps and robo-advisors to DeFi platforms, AI finance tools, and more.

Publishing Format

- Long-form evergreen guides (2,000–5,000 words)
- Expert comparisons and rankings
- Data-backed product reviews
- Financial calculators, charts, and visual tools (in development)
- FAQ-style educational explainers

Every post is optimized for search, conversion, and reader trust.

We're not here to go viral. We're here to become invaluable.

Novozora Media Kit: Advertising & Sponsorship Opportunities

Partner With Us

At Novozora, we offer high-impact advertising and sponsorship placements that align with our readers' financial goals. Our U.S.-based, highly engaged audience makes us an ideal platform for premium finance brands, tools, and services.

Whether you're looking to promote a credit product, fintech platform, insurance offering, or investment solution we offer tailored visibility with performance-driven formats.

Available Opportunities

Display Advertising

- In-article banners (desktop & mobile)
- Sidebar placements (sticky + responsive)
- Homepage featured banners
- Native ad modules blended with editorial content

Sponsored Content

- Expert finance guides with brand integration
- Custom product roundups
- Thought-leadership placements
- Review-style editorials (with disclosures)

Email Newsletter Sponsorships

- Feature placements in weekly sends
- Sponsored spotlight in evergreen sequences
- Exclusive sponsored drops

Custom Packages

We create bundled media plans based on your brand goals, including:

- Article + newsletter + social combinations
- Quarterly exposure packages
- Long-term brand collaborations

Why Sponsors Choose Novozora

- Premium U.S. audience with strong intent
- Transparent and ethical placement standards
- Clean layout, zero ad clutter, optimized UX

- Data-backed performance monitoring on clicks and conversions

To inquire about sponsorships, pricing, or to request a custom proposal, email: contact.novozora@gmail.com

Let's grow your brand together with trust, relevance, and impact.

Novozora Media Kit: Sponsorship Packages & Collaboration Tiers

Flexible, Scalable Packages for Every Brand Stage

Whether you're launching a fintech product, promoting a premium credit card, or looking to build long-term brand awareness Novozora offers flexible collaboration tiers to fit your goals.

Each partnership is tailored for performance, brand alignment, and long-term impact.

Sponsorship Packages & Transparent Pricing

Bronze Package – \$350

Best for: Startups, product launches, and short-term brand awareness.

- Ad Placement: Sidebar banner (300x250 or 300x600) site-wide
- Estimated Impressions: 30,000 – 50,000
- Duration: 30 days

Creative Format: Static or animated banners (GIF/JPEG/PNG)

- Exclusivity: Shared placement
- Reporting: End-of-campaign performance report
- Turnaround Time: 5 business days

Silver Package – \$800

Best for: Growing brands seeking deeper engagement.

- Ad Placement: In-article banner (responsive) + sidebar
- Estimated Impressions: 50,000 – 80,000
- Duration: 30–45 days
- Exclusivity: Priority in-article placement (shared)
- Reporting: Mid-campaign + final report
- Turnaround Time: 7 business days
- Optional Add-on: Native ad module for \$150 extra

Gold Package – \$2,500

Best for: Brands ready to drive leads and build authority.

- Ad Placement:
- Homepage banner (970x250 or 728x90)
- Premium in-article placement (top 30% of article)
- Sticky sidebar banner
- Content Feature: 1 Sponsored Article (1000–1500 words, SEO-optimized)
- Estimated Impressions: 100,000 – 150,000
- Duration: 60–90 days
- Exclusivity: 1 sponsor per category per post
- Reporting: Bi-weekly performance insights + final report
- Turnaround Time: 10 business days

Enterprise Custom Campaign – \$5,000 – \$12,000+

Best for: Agencies and high-spend brands with performance goals.

- Custom Placements: Homepage + in-article + sponsored content
- Exclusivity: Full-category lock or takeover
- Content: Up to 3 Sponsored Articles
- Reporting: Weekly reports + custom GA4 insights dashboard
- Performance Options: CPC or CPL available upon request
- Priority Support: Dedicated sponsor contact

All Packages Include:

- 100% human, organic U.S. traffic - no bots, no AI content
- Premium ad positioning (non-intrusive but high-converting)
- Clean layout: No competing ads or affiliate noise
- Reporting includes:
 - Impressions
 - Click-through Rate (CTR)
 - Engagement time
 - Geo & device breakdown
 - Bounce rate

Creative Guidelines

Requirement Detail

- Ad Formats JPEG, PNG, GIF (static or animated), HTML5
- Max File Size 150 KB for static / 200 KB for HTML5
- Lead Time 5–10 business days depending on package
- Sponsored Posts Content approval required before publishing

For availability, or to request a media kit walk-through, email:
contact.novozora@gmail.com

Every brand we work with is hand-vetted for audience alignment, transparency, and shared values.

Let's make your message matter.

Novozora Media Kit: Brand Trust & Editorial Integrity

Built on Trust, Backed by Process

In a digital world flooded with low-quality, AI-spun finance content, Novozora stands out by putting people, ethics, and research first. We don't chase clicks, we build credibility. Every article we publish is part of a larger mission: to become the most trusted independent finance brand on the web.

What Makes Us Different

- **100% Human-Created Content** – We never use AI to write or rewrite our articles. Every piece is written, edited, and reviewed by our in-house team.
- **Cited & Fact-Checked** – From APR breakdowns to economic trends, our content is sourced from official institutions, regulators, and real-time data.
- **Google E-E-A-T Compliant** – Experience, Expertise, Authoritativeness, Trustworthiness — our editorial process is built on these four pillars.
- **Reader-First Publishing** – We prioritize accuracy, clarity, and usefulness over keyword stuffing or sensationalism.

Transparency Promise

- No hidden affiliate links
- No AI-generated writing
- No inflated traffic or vanity metrics
- No misleading or clickbait headlines

Every advertiser, partner, and reader deserves a transparent experience and we deliver exactly that.

Trust isn't just part of our brand. It's the reason our brand exists.

Novozora Media Kit: Why Brands Choose Us

Why Brands Trust Novozora

Novozora is more than a finance blog; we're a high-performance content platform with a strong reputation for clarity, honesty, and results. Our editorial integrity and monetization strategy are both designed to serve readers while delivering measurable ROI to advertisers and sponsors.

Key Partner Benefits

- **High-Intent Audience** – Our readers are actively searching for financial products and solutions.
- **98% U.S. Traffic** – Clean, Tier-1 traffic ideal for credit, banking, insurance, and fintech offers.
- **Data-Driven Campaigns** – Transparent reporting and flexible formats tailored to conversion goals.

- **Trust-First Publishing** – No hype. No fluff. Just evergreen content backed by research.
- **Custom Creative Support** – From content placement to CTA guidance, we help brands succeed.

When readers trust us, brands win.

Novozora Media Kit: Growth Projections & Future Outlook

Built for Long-Term Scale

Novozora is engineered for sustainable growth, high-RPM traffic, and long-term monetization. Our first 30 days saw a 13,000%+ surge in traffic and we're just getting started.

We don't rely on viral spikes or paid ads. Instead, we scale through high-intent search, compound SEO, and reader trust.

Traffic Momentum & Growth Trajectory

- **Daily Organic Traffic:** Currently 5,000 – 10,000 pageviews per day
- **Projected Daily Traffic in Coming Months:** 50,000 – 100,000+ per day based on current SEO trajectory
- **Audience Source:** 100% organic, U.S.-based readers with buyer intent

- **Engagement Trend:** Session duration and user depth improving month over month

Our traffic is compounding naturally and as content expands, our visibility, clicks, and monetization will scale in parallel.

What's Ahead

- Expanded content across credit, wealth, and fintech
- Newsletter list scaling to 100K+ opt-ins
- Launch of digital financial products and calculators
- Advanced analytics for sponsor campaign performance
- Partnerships with major platforms and advertisers

From 10K to 100K daily readers we're not chasing hype. We're building a trusted financial media brand.

Novozora Media Kit: Contact & Final Call to Action

Let's Build Together

Whether you're an agency, brand, affiliate partner, or fintech innovator, if you value performance, transparency, and trust, we'd love to hear from you.

We offer scalable sponsorships, ethical affiliate placements, and long-term collaboration options designed to grow with your brand.

Contact Us

Email: contact@novozora.com

Website: www.novozora.com

Based in United States • Serving a 98% U.S. audience

Follow us on social platforms (TikTok, YouTube, LinkedIn, Twitter, Instagram) to see how we're shaping the future of financial media.

Final Words from the Founder - Adarsha

“We created Novozora with one mission to make finance clearer, fairer, and more human. Every article, every sponsor, every decision we make is guided by trust and long-term impact. If you believe in creating value over volume, we're your platform.”

Thank you for considering Novozora.

Let's create something meaningful.