



# About Boagworld

Boagworld is a blog and podcast aimed at digital professionals. Among others it reaches web designers, marketers, project managers and digital leads. It gives advice on social media, web strategy, digital transformation and mobile.

## Offering

Among other things boagworld offers visitors:

- At least weekly [blog posts](#).
- A weekly [podcast](#).
- A range of [books](#).
- Online courses.
- Video [presentations](#).
- A regular [newsletter](#).
- A vibrant [social network](#).
- Personal [consultancy clinics](#).

## Behind Boagworld

The Boagworld brand has been developed by digital evangelist Paul Boag. Paul is an international speaker, author of 4 books on digital and a respected figure in the web community.


Paul has over 20 years experience in the web and 10 years of blogging and speaking. As a result he has been an inspiration to a generation of digital professionals.

 **Eric Arrington**  
@BYODWS [Follow](#)

If you are involved in web design at all I recommend listening to Paul Boag's podcast [www.boagworld.com](http://www.boagworld.com) #boagworld ENTERTAINING

7:46 PM - 27 Jul 2011

1 FAVORITE

 **Andrew Woods**  
@awoods [Follow](#)

I like the content @boagworld distributes. He regularly provides ideas + practical ways to improve things <http://bit.ly/nRIAIO> #webdesign

1:20 AM - 21 Jul 2011

1 FAVORITE

 **Cyndy McCollough**  
@LawMktgGeek [Follow](#)

Boagworld podcast offers great tips and insights re design and mgt of websites. I strongly recommend - [boagworld.com/feed/](http://boagworld.com/feed/)

3:58 PM - 13 Jun 2011

1 FAVORITE

 **3K8 Web Design**  
@3K8WebDesign [Follow](#)

Seriously impressed with @boagworld this guy makes so much sense and I'm loving the podcasts!

8:01 PM - 23 Jun 2011

1 FAVORITE

 **Nick Farr**  
@farrcrys [Follow](#)

The talk @boagworld did for future of web design is brilliant. Give it a watch...all about the /business/ of web design..great stuff!!!

5:18 PM - 25 Jul 2011

1 FAVORITE

 **Sir Hänsel**  
@chaensel [Follow](#)

Everyone who is running websites for a living, or is working with or on websites to earn money, should follow @boagworld! Get his podcasts!!

7:33 AM - 5 Aug 2011

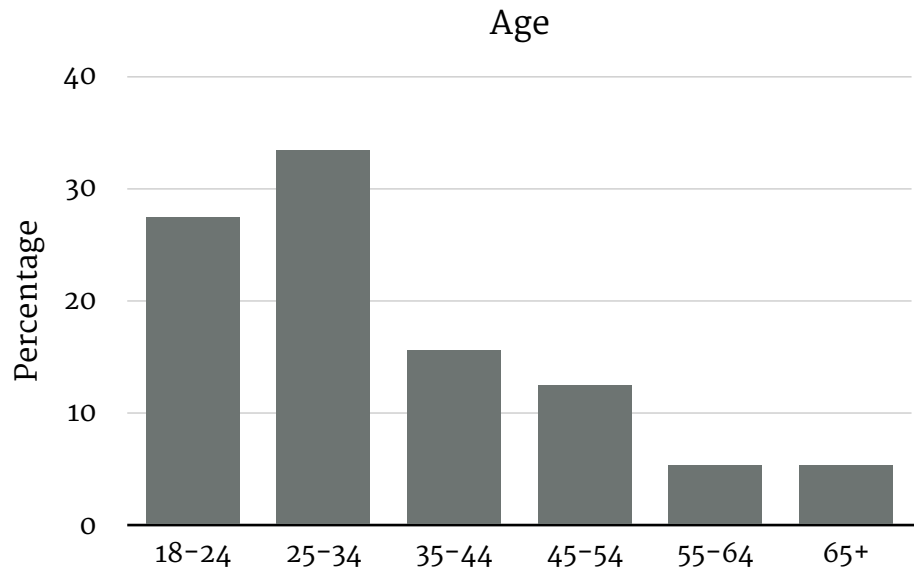
1 FAVORITE

# Audience

The Boagworld audience is tech savvy, digital specialists. They consist of web designers, developers and other digital professionals.

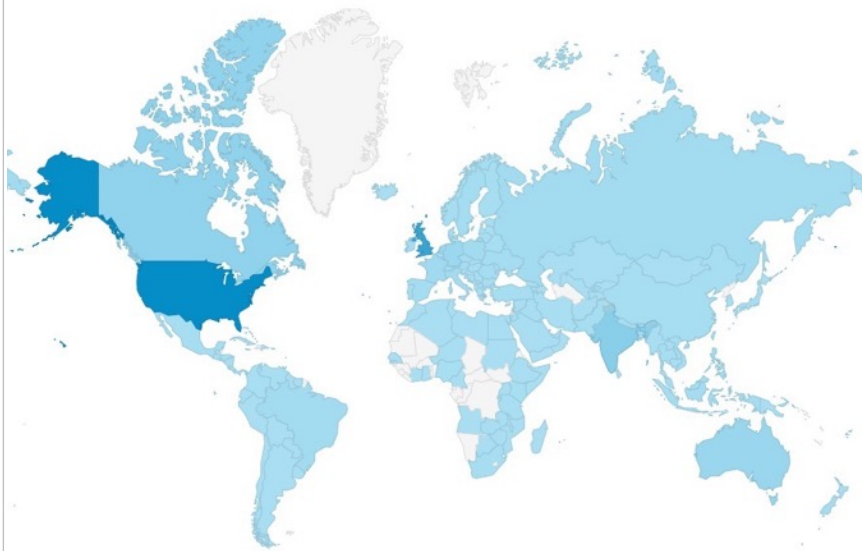
## Top interests

- Technology (77%)
- Web design (77%)
- Tech news (72%)
- Design (66%)
- Programming (37%)
- Graphics software (36%)
- Entrepreneurship (35%)
- Movies & television (32%)
- Photography (26%)
- Startups (26%)

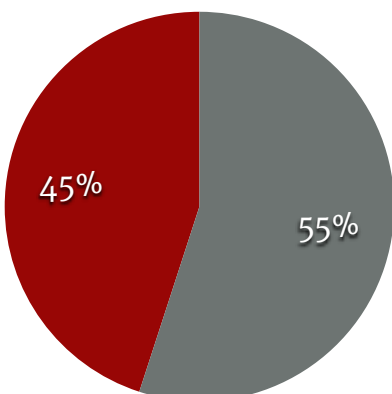


## Top locations

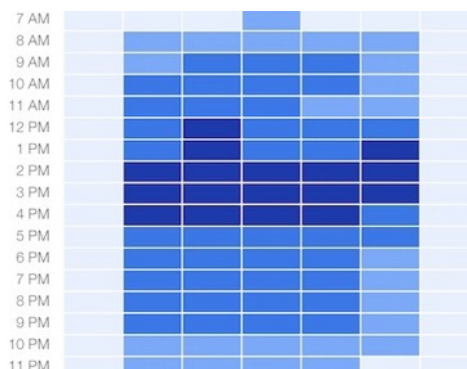
- USA (33%)
- United Kingdom (21%)
- India (5%)
- Canada (5%)
- Australia (4%)
- Germany (3%)
- Netherlands (2%)
- France (1%)
- Philippines (1%)
- Brazil (1%)



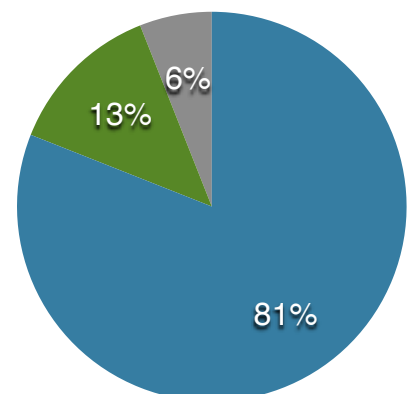
● Male ● Female



Most active while at work

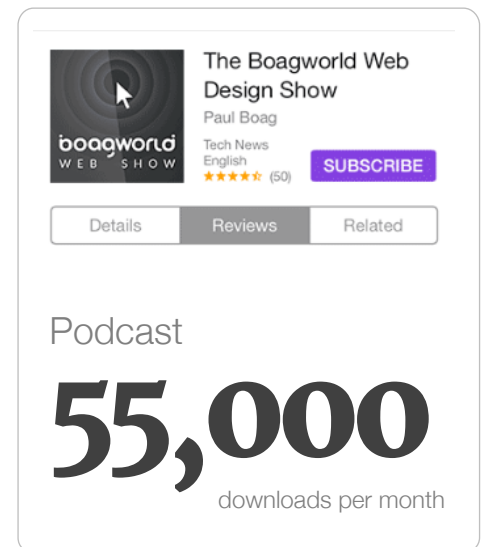
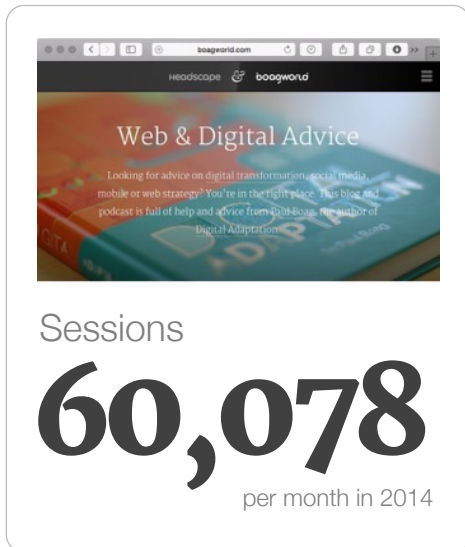


● Desktop ● Mobile ● Tablet



# Reach

Boagworld operates across a number of different platforms and media giving it substantial reach.



## Boagworld.com

Figures per month:

- 151,140 page views
- 47,1237 unique users
- 9.48% bounce rate
- Page ranking of 6
- 5238 newsletter subscribers

## Social media

- 68 Klout Score
- 1772 Facebook likes
- 1626 Youtube subscribers
- 667.3k impressions
- 3.7% engagement

## Podcast

- 11,000 per episode
- 5 star rating on 52 ratings
- 28 reviews
- Award winning
- Longest running in field

# Offering

We believe in tailoring our offering to meet the needs of our advertisers and ensuring maximum engagement with our audience. That said, some typical approaches might include:

- Sponsored posts
- Competitions
- Giveaways
- Linked posts
- Ambassadorship
- Sponsored events
- Podcast advertising
- Sponsored webinars

Interested? Great! Just get in touch: [paul@boagworks.com](mailto:paul@boagworks.com)