

Exoskeleton Report

2025 Media Kit



Who We Are

For over 9 years, we've helped companies reach R&D, industry, and healthcare audiences with trusted insight into the coming physical revolution.

ExR's Audience

15,804

Website
Monthly Users

29,832

Website
Monthly Page Views

18,659

Social Media
Followers

1,135

Newsletter
Subscribers

Demographics

- End Users / Practitioners
- Buyers / Decision Makers
- Researchers / Innovators
- Stakeholders

Location

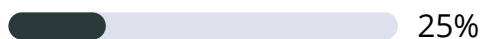
Americas



Europe



Asia



Oceania



Africa



Advertising Options

We collaborate with mission-aligned companies to increase visibility and engagement. Choose from flexible affiliate partnerships, sponsored content, and curated campaigns tailored to your goals.

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Let's Work Together

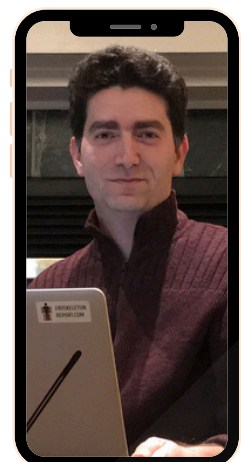
Borislav "Bobby" Marinov



hello@ExoskeletonReport.com



Santa Clara, California



Sponsored Content Campaign

Position your brand at the forefront of wearable robotics.

A Sponsored Content Campaign with Exoskeleton Report gives your company the opportunity to speak directly to a highly engaged, expert audience. Whether announcing a product, showcasing customer success, or positioning your team as thought leaders, our sponsored articles deliver credibility, reach, and lasting visibility.

Article Development

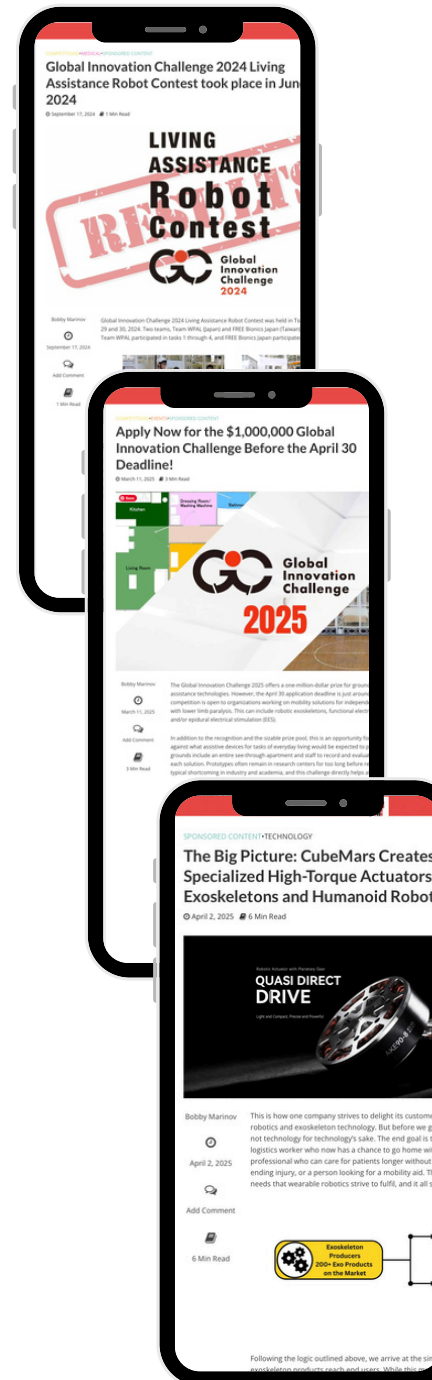
- Professionally written by Exoskeleton Report, your team, or collaboratively
- Three revision rounds included to ensure clarity, and accuracy
- Optional inclusion of photos, diagrams, or embedded media

Distribution

- Social Media Blast across LinkedIn, Facebook, Instagram and Twitter
- Newsletter Feature in our weekly digest (over 1,100 direct subscribers + extended reach via shares)
- Published with do-follow outbound links and remains permanently accessible on ExoskeletonReport.com

Pricing

Article Length	Rate	Ideal For
Short (600-800) words	\$700	Announcements, event previews
Long (1,200+ words)	\$1,000	Product launches, technical content



Banner Placement

Maximize your brand visibility with high-impact banner placement across Exoskeleton Report. With thousands of monthly page views and targeted professional traffic, banner ads ensure your message is seen by decision-makers, innovators, and real-world users of wearable robotics.



Header Banner: Top of every page (below ExR banner) for maximum visibility

\$550/month



Below Article Banner: Reinforces your message after content engagement

\$250/month



Sidebar Banner: Appears alongside all articles and catalog pages

\$400/month



Homepage Splash Entry Page:

Full-screen brand takeover on site entry (optional add-on or standalone campaign)

\$850/month



Display Ad Format:

File Type: jpg, gif, png

File Size: 300kB maximum

Audio: Off

Looking for multi-banner packages or quarterly discounts? Email hello@ExoskeletonReport.com.

Newsletter Feature

Get in front of our most engaged readers with a featured placement in the Exoskeleton Report weekly newsletter. Sent every Thursday to professionals across healthcare, R&D, industry, and the wearable robotics ecosystem, this curated email delivers your message directly to inboxes with high intent.

What You Get:

- Placement in our main weekly newsletter (1,100+ direct subscribers, 30% open rate)
- Your logo, a short blurb (up to 30 words), and direct link
- Positioned between top editorial highlights

Ad Formats:

- Static image or logo (max width 600px)
- File format: PNG or JPG (under 250 KB)

Pricing:

- \$200 per issue (weekly)
- Bundle with a campaign for added visibility and lower cost.

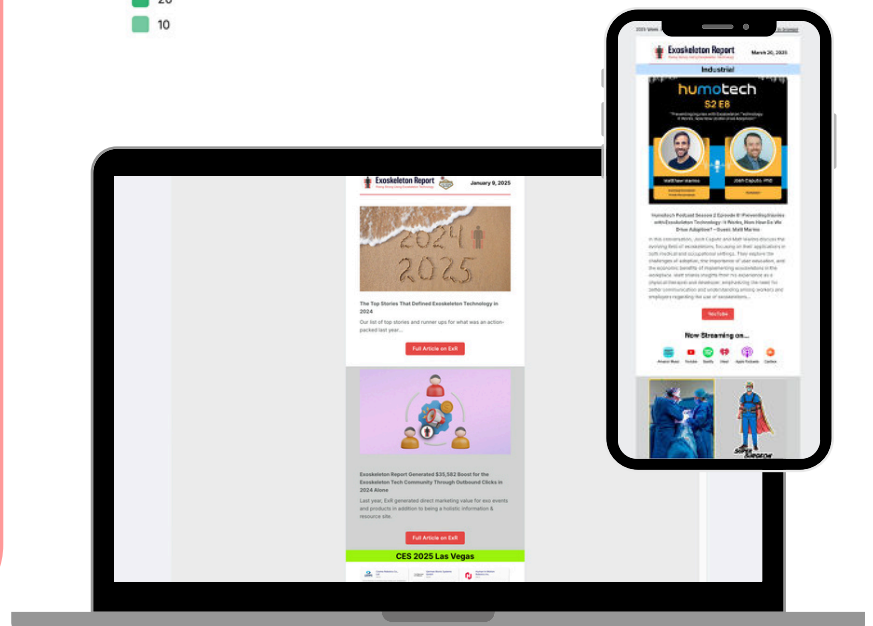
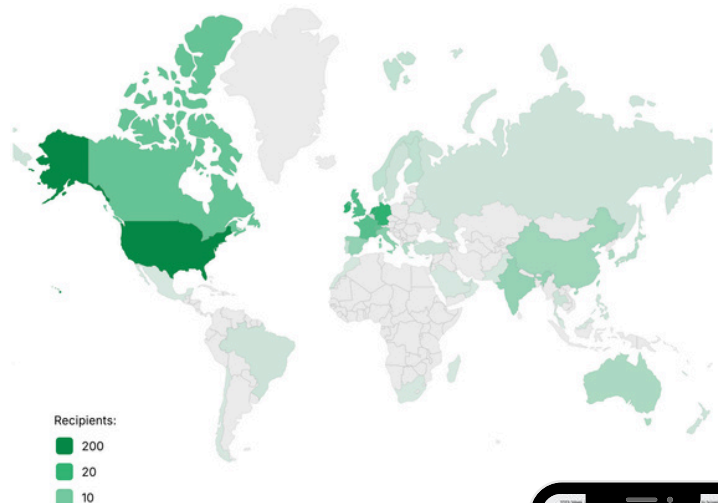
Avg Open Rate

38.15%

Avg Click Rate

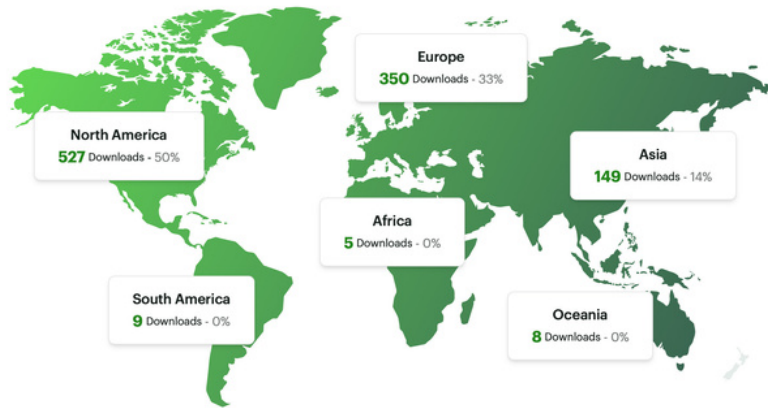
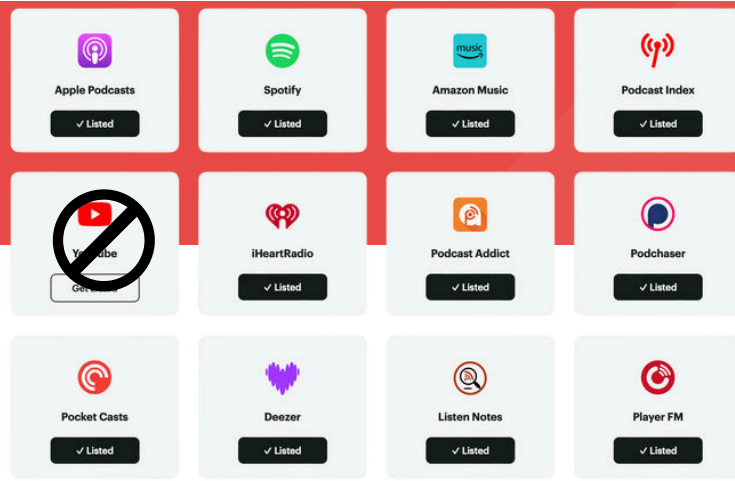
10.14%

Newsletter Location Data:



Podcast Sponsorship

The **Exoskeletons and Wearable Robotics** features expert interviews, event spotlights, and discussions on the real-world impact of exoskeleton technology across construction, healthcare, logistics, research and defense.

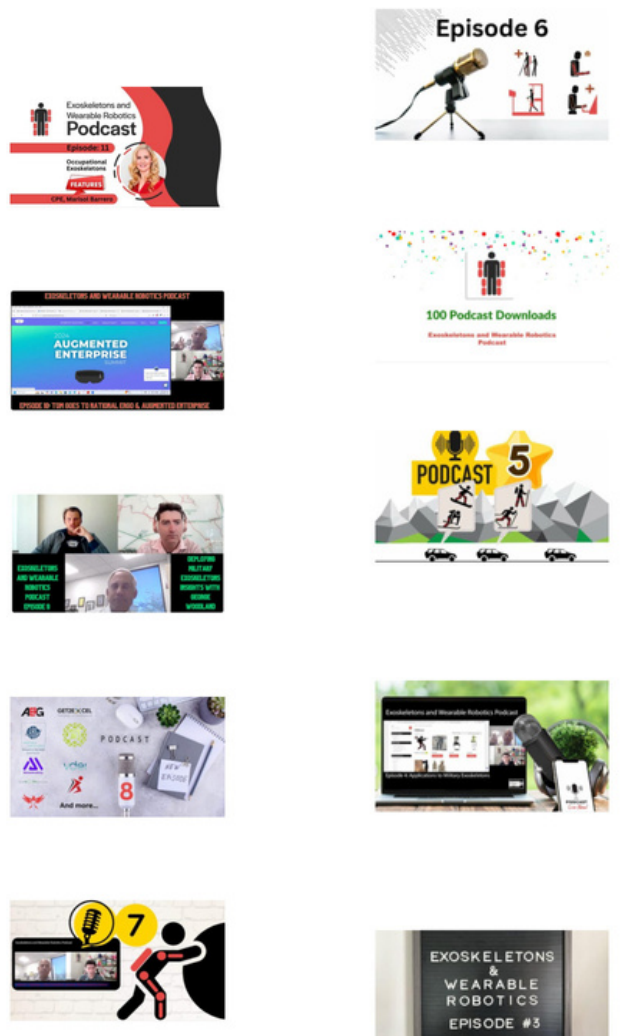


- Dynamic ad insertion available on Spotify, Apple, Google, and all other major podcast platforms.
- YouTube not included due to platform limitations
- Your segment is automatically removed at the end of the campaign

- Your 45–60 second ad dynamically inserted into all audio episodes for 4 weeks
- Exclusivity: only one sponsor featured per episode
- Audio content made by us with your guidance
- Allows you to engage with a hyper-targeted audience

Pricing

- \$400 per 4-week campaign (audio only)
- Bundle with newsletter, banners, or article for broader reach



Campaign Bundles & Booking

Exoskeleton Report offers flexible advertising packages designed to deliver maximum value and visibility. Whether you're launching a new product, driving signups, or boosting brand awareness, we want to make it easy and affordable for you to reach the right audience with your message.

Example Packages

Sponsored Article + Sidebar Banner

Our most frequently booked bundle. Combines editorial storytelling with persistent site-wide visibility.
\$1,050/month

Splash Page + Google Ads Pause

Execute a brand takeover. This exclusive placement replaces Google Ads across the site and greets every visitor with your custom-branded message.
\$1,200/month

Custom Bundles

Mix-and-match any ad format including homepage splash, banners, newsletter, podcast, and affiliate links. We'll help you build the perfect package based on your goals.



Affiliate Marketing

In addition to traditional placements, we offer affiliate link tracking through the Impact platform. This allows for performance-based marketing layered into any campaign – or run as a standalone initiative.

Bookings and Availability

- All placements are first-come, first-served
- Only one podcast sponsor or splash page per month
- Newsletter features limited to one per issue
- Volume and quarterly discounts available

Let's Get Started



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[Send a message in the virtual chat on the Exoskeleton Report website.](#)