

## Roaring.Earth: Allowing Everyone to Celebrate Their Inner Wildlife Enthusiast

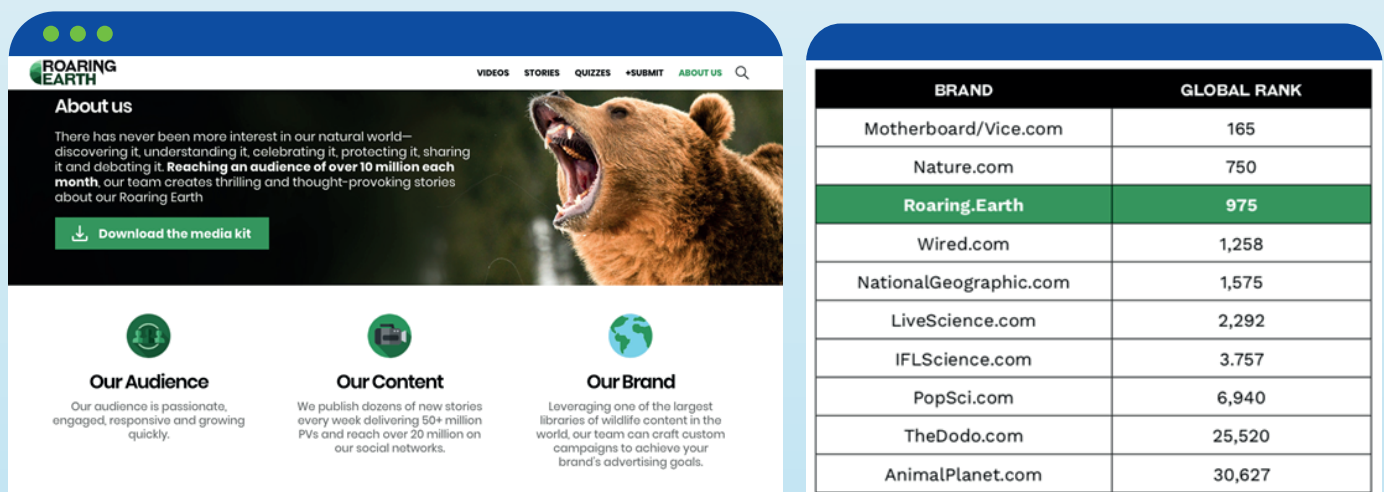
With the .Earth domain, there is no shortage of content and news sites that are geared towards celebrating nature and promoting global conservation.

### Meet Roaring.Earth

Reaching an audience of 10 million people per month – with more than 600,000 “likes” on Facebook – Roaring.Earth is blazing a trail when it comes to providing a media platform that allows everyone to celebrate their inner wildlife enthusiast.

Roaring.Earth publishes dozens of new stories every week delivering 50+ million personal views, and reaching more than 20 million on all of its social networks. The site caters to publishers looking to engage their audience with extraordinary wildlife and nature content to content creators looking to license their content.

The media company has video partnerships with hundreds of safari operators, game preserves, and conservancies around the world, and is **among the largest digital media properties in the world:**



*Roaring.Earth reaches an audience of over 10 million each month.*

## Early Media Outlet Adopter of .Earth

Roaring.Earth was one of the first media outlet adopters of the .Earth domain, which helps support the organization's overall holistic brand experience to be all things special about our planet.

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- JAN RENNER

"When we found out that we could get Roaring.Earth as a domain name, we were very inspired," Jan Renner, the founder of Roaring.Earth. "As a branding exercise, there's a lot we can do and build around this domain name. The Earth is our domain overall, and it goes well beyond a .com domain name. We are really excited about leveraging it."

In addition, Renner and his team worked to make sure that Roaring.Earth and other .Earth domains are now recognized and monitored by comScore, which, at the time, did not support new domain extensions. This ultimately allowed the media site to enhance monetization with advertisers and partners.

## What the Future Holds for Roaring.Earth

With Roaring.Earth continuing to rise in the Alexa rankings, the site aims to expand upon this momentum to become a destination platform for any type of wildlife content.

To learn more about Roaring.Earth, please visit <https://roaring.earth/>. If you also own or manage an online media outlet that showcases wildlife and environmental content, please go to <https://voices.earth/> to secure your very own .Earth domain name.

## Unite in the Name of Earth

A Domain Name That Promotes Your Passion.

**#EarthDomain**



*The .Earth domain creates a safe place on the Internet which allows organizations to elevate their brands to enhance overall awareness, revenue generation, as well as expand their memberships, and grow their donor bases.*