

Uni Tribune — A global platform for writers with fair, transparent revenue sharing

Empowering creators everywhere to publish in English, reach worldwide audiences, and earn through Google Ads — 70% to the writer, 30% to the platform.

Version: 1.0

Release: Aug 2025

Location: Global

Contact: hello@unitribune.com

Web: www.unitribune.com

Executive summary

Uni Tribune is a global, English-language publishing platform that enables writers from any country to create, distribute, and monetize high-quality articles. Our model is simple and fair: writers receive 70% of ad earnings; Uni Tribune retains 30% for platform operations and growth.

Purpose
Democratize access to the global content economy by removing technical, geographic, and financial barriers for writers.

Monetization
Google Ads across SEO-optimized content, with automated attribution and monthly payouts to writers.

Differentiation
Transparent revenue sharing, quality-first editorial standards, and actionable analytics for creators.

Scalability
Compounding SEO growth, programmatic monetization, and a growing network of contributors.

Market problem

- Talented writers lack access to reliable monetization, global distribution, and editorial support.
- Existing platforms often charge high fees, enforce opaque policies, or throttle discoverability.
- Technical barriers (hosting, CMS, SEO, analytics) slow down or prevent independent publishing.
- Income volatility and limited transparency undermine creator trust and long-term commitment.

Our solution

What Uni Tribune provides

- Open writer onboarding:** Simple registration and eligibility checks to start publishing quickly.
- SEO-first publishing:** Topic clusters, internal linking, and schema markup for durable traffic.
- Fair monetization:** Automated 70/30 revenue split based on verified ad earnings.
- Quality & safety:** Editorial review, plagiarism checks, and policy compliance.
- Analytics:** Article-level views, RPM, and earnings dashboards for writers.

Operating principles

- Transparency:** Clear rules, clear payouts, clear communication.
- Meritocracy:** Reward engagement and reader value, not clicks alone.
- Sustainability:** Ethical growth, compliant traffic, durable SEO.

Product overview

Uni Tribune is a modern, mobile-first publishing stack designed for discoverability and trust.

Writer portal
Onboarding, profile, submissions, editorial status, and payout preferences.

Content editor
Clean writing UX with SEO hints, image handling, and accessibility checks.

Review workflow
Plagiarism scan, policy screening, and tiered editorial approvals.

SEO engine
Topic clusters, internal links, schema, performance budgets, and caching.

Analytics
Article-level sessions, RPM, CTR, dwell time, and earnings attribution.

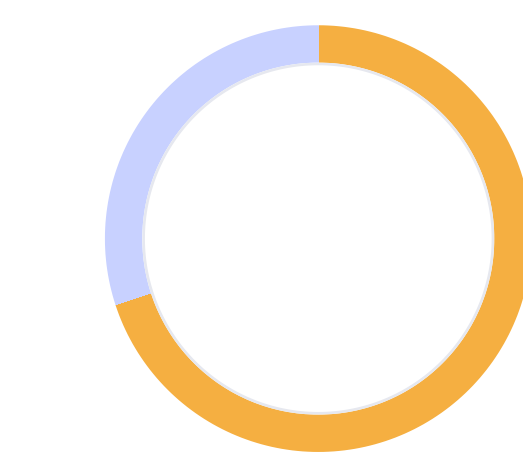
Payments
Monthly payouts (threshold-based) via mainstream global payment rails.

Business model

Primary monetization via Google Ads. Earnings scale with organic traffic; both parties benefit from quality and growth.

Revenue streams

- Display Ads (primary):** Contextual placements across articles.
- Secondary (optional):** Sponsorships, affiliate content, premium memberships.

70/30 at a glance

■ Writer 70% ■ Platform 30%

Illustrative split of net ad revenue.

Payout mechanics

- Attribution:** Earnings calculated at the article and writer levels.
- Split:** 70% writer / 30% platform after ad network adjustments.
- Schedule:** Monthly payouts, net 15–30, with a minimum threshold.
- Methods:** Bank, Wise, PayPal (where available), or equivalent.
- Compliance:** Invalid traffic and policy deductions reflected before split.

Go-to-market strategy

- SEO content clusters:** Targeted topics, long-tail coverage, evergreen updates.
- Writer acquisition:** Invite-only pilot → public onboarding with clear guidelines.
- Community:** Writer forums, editorial office hours, recognition badges.
- Distribution:** Newsletter highlights, social snippets, partner syndication.
- Trust:** Transparent dashboards, prompt support, predictable payouts.

Roadmap

Phase 1
Complete Core site build, initial content, technical SEO foundation.

Phase 2
In progress Monetization activation, content scale-up, analytics v1.

Phase 3
Public writer onboarding, editorial tiers, community programs.

Phase 4
Advanced features: real-time stats, API, sponsorship marketplace.

Competitive landscape

Uni Tribune focuses on fairness, transparency, and SEO-led growth. The matrix below summarizes core positioning.

Attribute	Uni Tribune	Typical platforms
Revenue share	Writer 70% / Platform 30%	Often lower writer share or variable terms
Transparency	Clear policies, article-level attribution	Opaque policies or pooled earnings
Onboarding	Straightforward, merit-based	Gatekept or inconsistent
Growth engine	SEO-first, evergreen content	Feed-driven or short-lived virality
Support	Editorial guidance and writer analytics	Limited creator-facing insights

Editorial standards and policies

- Originality:** No plagiarism; sources cited where relevant.
- Quality:** Clear structure, credible claims, helpful visuals, accessibility.
- Safety & compliance:** Content must comply with ad policies and legal norms.
- Prohibited areas:** Restricted topics as defined by ad partners and local laws.
- AI usage:** Allowed with disclosure; human review required for facts and tone.

Risk factors

- Platform dependency:** Changes in ad policies, RPM fluctuations, or algorithm shifts.
- Traffic quality:** Invalid traffic risks; mitigated via monitoring and controls.
- Seasonality:** Advertiser demand cycles can affect monthly earnings.
- Content integrity:** Maintaining standards at scale requires robust review.

Key metrics

RPM (Revenue per thousand)
Monetization efficiency across categories and geographies.

Sessions & dwell time
Audience growth and engagement quality.

Active writers & retention
Creator health, submission frequency, and earnings distribution.

Editorial acceptance rate
Signal of pipeline quality and guidance effectiveness.

Invalid traffic rate
Compliance and revenue assurance.

Time to payout
Operational reliability and creator trust.

Join Uni Tribune

“Great platforms treat writers as partners. We win when creators win.”

Writers, editors, and partners are invited to join our pilot and help shape the future of global publishing.

Apply as a writer →