



# MediaPost

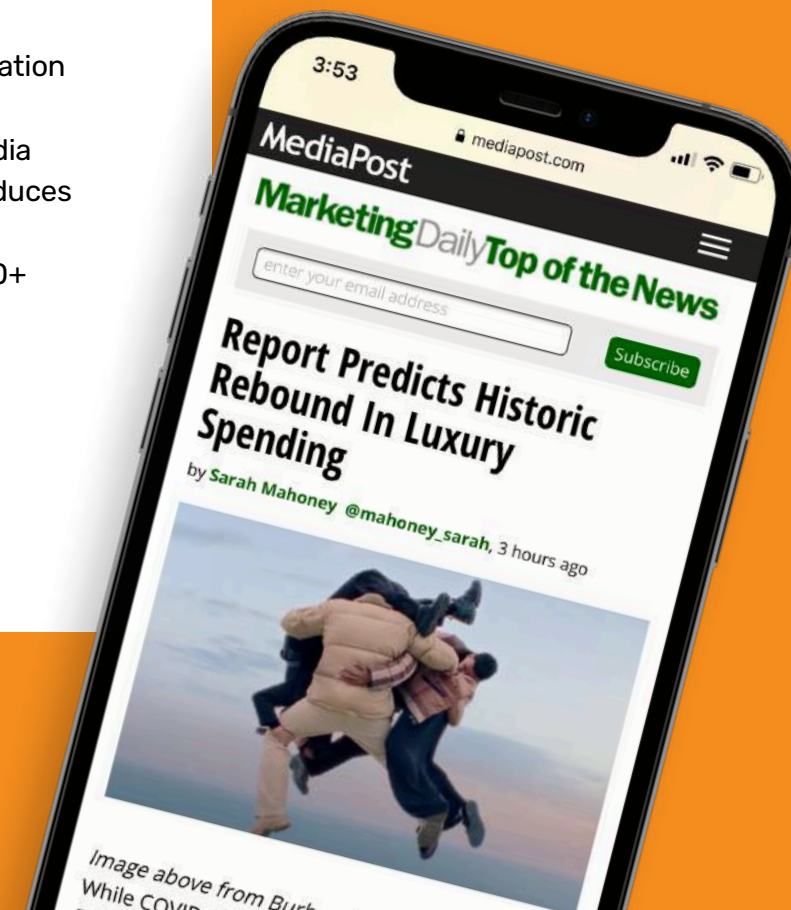
2022 MEDIA KIT

# Welcome to MediaPost

**MediaPost's  
publications reach  
more key media  
decision-makers  
than any other  
advertising trade  
publisher.**

MediaPost is the leading publisher covering digital media, marketing and advertising. Its mission is to provide essential resources to super-serve media decision-makers who control top-tier advertising budgets.

MediaPost's sterling editorial reputation has been built on 25 years of daily coverage of the marketing and media buying landscapes. MediaPost produces over 20+ email newsletters, four prestigious award programs and 30+ major industry events.





With 185,000 members — regular subscribers that have signed up to receive our publications via email, MediaPost is the most influential of any trade publishing. These subscribers include the final agency and brand-side decision-maker for 87% of all dollars spent on advertising from 2021. Here is a highlight of some of the top agencies and brand marketers that make up our regular readers:

**“MediaPost continues to be the leading destination for coverage around all aspects of marketing, and it continues to be a must-have for our marketing needs; aggregating together the marketers and agencies that we speak to. Its the first stop for almost everyone’s daily reading.”**

**Cory Treffiletti**  
SVP, Marketing @ Oracle Marketing Cloud

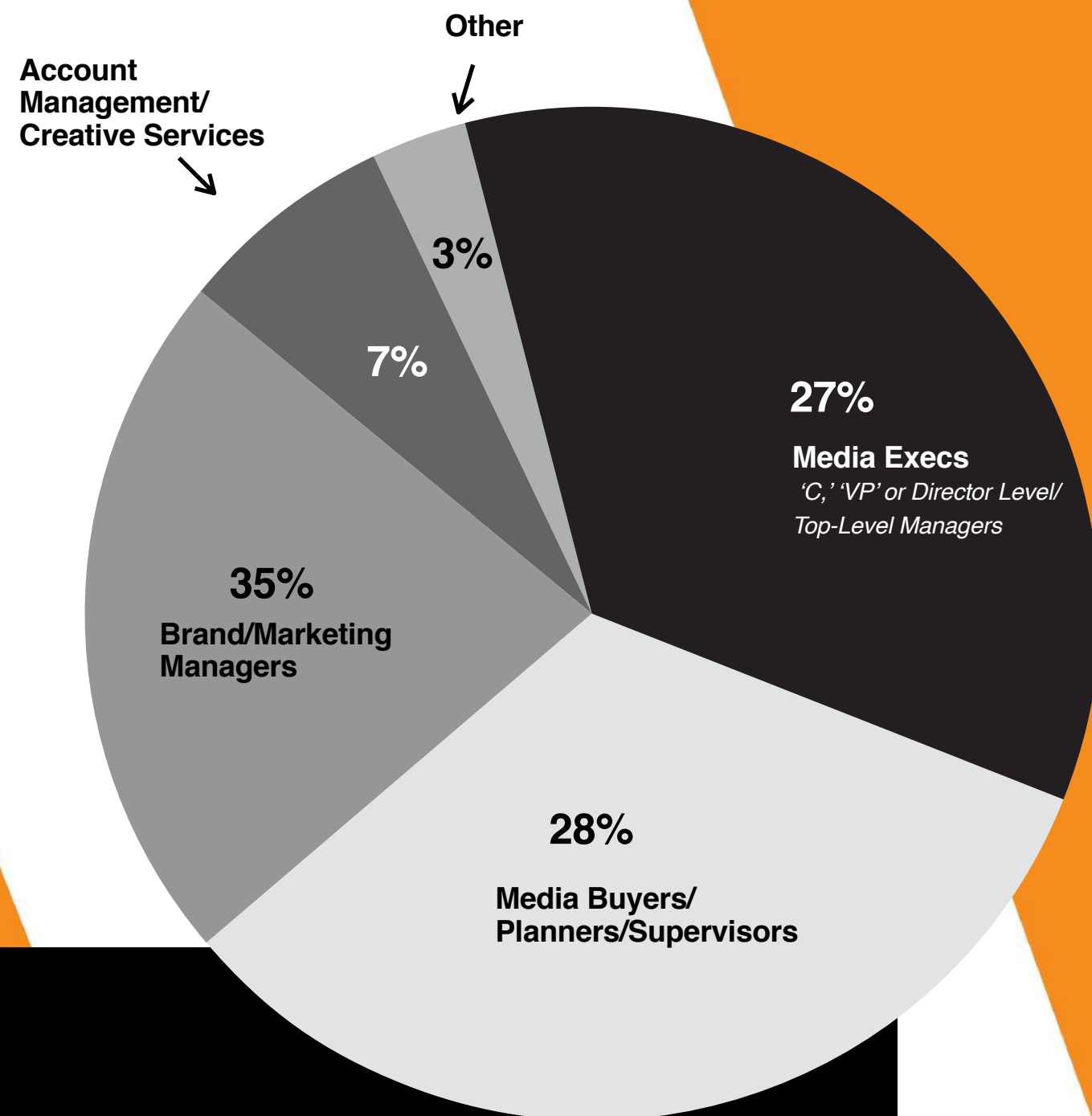
# MediaPost has 643,015 monthly unique visitors

MediaPost is read by the VP of Marketing/CMO Director of Marketing at all 100 of the top 100 advertisers.

MediaPost is read by those in control of media spending (Account Supervisors, Associate Media Directors) at all 50 of the top billing U.S. ad agencies.

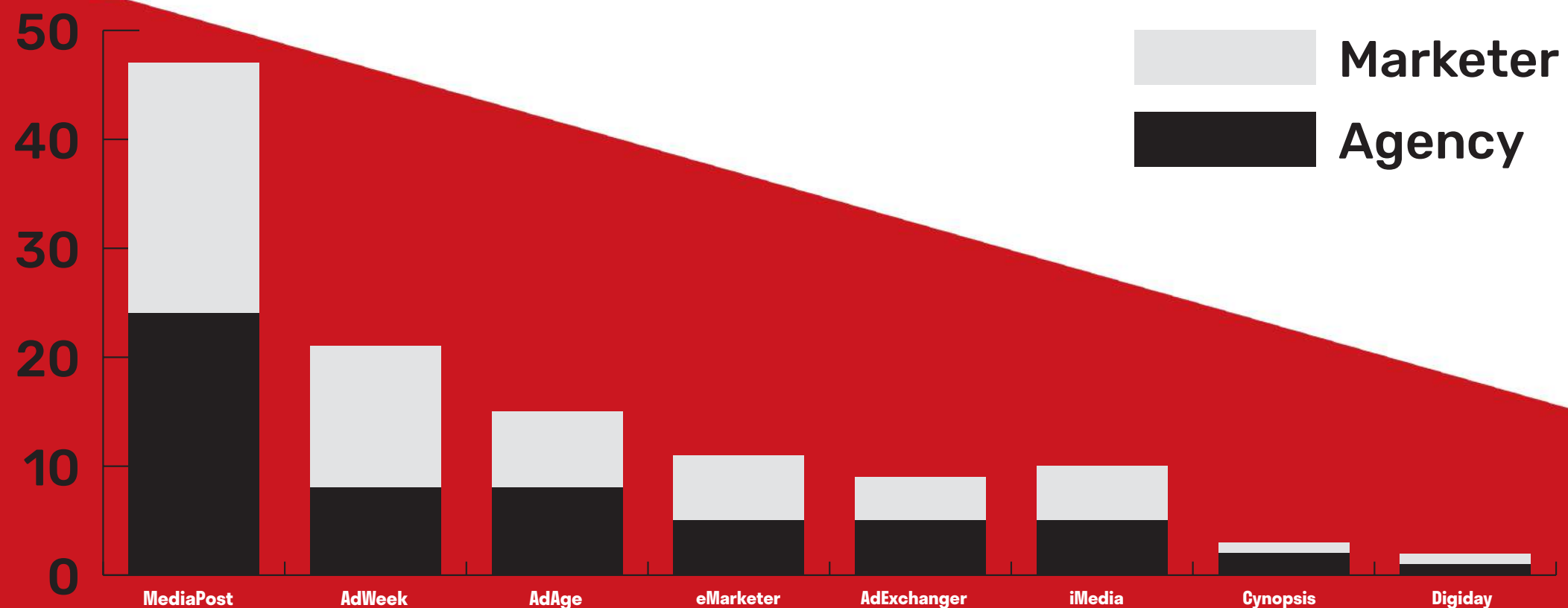
Source: Insight Express, November 2021; Source: Google Analytics, Jan 2022

## AUDIENCE SNAPSHOT/DATA



**In Q3/2021 2,000 interactive agency executives (buyers, planners & senior executives) and advertisers (marketers), were asked:**

**“What publisher most regularly provides content that leads to a change in your advertising decision-making?”**



Source: Advertiser Perceptions, 2021

**CONTENT THAT INFORMS ADVERTISING DECISION-MAKING**

## Highest Total Reach

65% of media professionals polled say they read MediaPost regularly. That is compared to 54% for AdAge and 53% for AdWeek. No other trade scored higher than 20%.

**“They provide in-depth news for their respective mediums. They have world class content writers.”**

**Agency, Sr. Director/Director**

**“{MediaPost} It’s really up-to-date information — and I mean not just that past few days worth of information. If something happens, they have it. It’s important to stay relevant in media, and they make it ridiculously easy to do so.”**

**Marketer, Sr. Director**

## Top Brand Awareness

87% are aware of the MediaPost brand, compared to 74% for AdWeek, 72% For AdAge, 59% for eMarketer. No other trade scored higher than 40%.

## Read Regularly

64% of media professionals polled said they read MediaPost every day. AdWeek scored 2nd with 19% and AdAge scored 3rd with 18%.

Source: Advertising Perceptions- Independent Study, 2021

**MARKET RESEARCH**

MediaPost has a well-established reputation for a niche-specific and customized roster of content. We provide a unique experience for every single one of our readers—nearly all of whom are media professionals in control of an advertising expenditure.

## **MARKETING**

Marketing Daily  
Marketing Insider  
Marketing: Automotive Weekly  
Marketing: Politics  
Marketing: CPG Weekly  
Marketing: D2C Weekly  
Marketing: QSR Weekly  
Brand Insider

## **DATA & PROGRAMMATIC**

Data & Programmatic Insider

## **MEDIA BUYING/PLANNING**

Media Daily News  
Media Insider  
Research Brief

## **TELEVISION**

Television News Daily  
TV Watch  
Advanced TV Insider

## **AGENCY**

MediaPost Agency Daily

## **DIGITAL**

Digital News Daily

## **PUBLISHERS**

Publishers Daily

## **EMAIL**

Email Marketing Daily

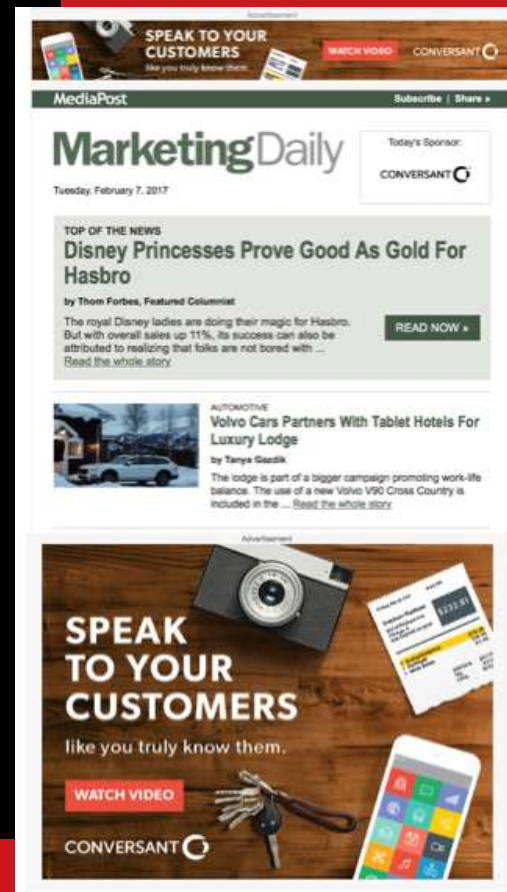
MediaPost produces more content than any other advertising trade publisher and employs more full-time journalists than any other player in the industry.

Most importantly, MediaPost has built a dedicated editorial department for each of the most important niches in the media, marketing and advertising world. Our full roster of all editorial departments and the publications produced

**CUSTOMIZED CONTENT FOR ALL DECISION MAKERS**



MediaPost newsletters offer its sponsors incredible brand awareness and lead generation opportunities. MediaPost has built a weekly newsletter sponsorship loaded with multiple ad executions across three channels- email, mobile and desktop. These ads have all been built to offer unprecedented engagement via an extended and multi-faceted dialogue with media decision-makers for an entire work week.



## EMAIL

Leaderboard 660x82

Text Ad (3 Line) Click URL

Headline: max 25 characters

Middle line: max 70 characters

Bottom Line: URL - max 35 characters

Logo Embed gif, .jpg, .png 180x72

InLine 640x480

## MOBILE

Leaderboard 320x50

In-Line 300x250

## DESKTOP

Leaderboard 728x90, 300x250

InLine 640x480 .gif/HTML5 OR

Native InLine Video

640x480 .mov

## AD SIZES

# NEWSLETTER SPONSORSHIPS



MediaPost newsletters offer its sponsors incredible brand awareness and lead generation opportunities. MediaPost has built a weekly newsletter sponsorship loaded with multiple ad executions across three channels—email, mobile and desktop.

These ads have all been built to offer unprecedented engagement via an extended and multi-faceted dialogue with media decision-makers for an entire work week.

Headline: 100 character limit  
First Paragraph: 48 word limit  
Click-through URL

**SPONSORED CONTENT**

COMMENTARY

## Verizon Reportedly Wants To Rent Data From Rivals For Ad Targeting

by Laurie Sullivan, Staff Writer

In what would be one of the largest data integration deals in history, Verizon Communications says it wants to license customer facts and figures ... [Read the whole story](#)

SPONSOR CONTENT FROM PUBMATIC

## Let's Be Clear: The Transparency Debate Is About Control

As brand advertising spend overtakes direct response spend in the programmatic ecosystem, transparency has become one of the most heavily discussed topics in our ...



## New Social Media Company Supports 'America First' Candidates

by Philip Rosenstein

President Trump's success, in politics and on Twitter, has produced a digital media agency focused on backing specific Republican candidates. [Read the whole story](#)

COMMENTARY

## Most Expensive Keywords In The U.S.

by Laurie Sullivan, Staff Writer

Interestingly, the keywords for the category of Business Services include Data Room or Network Security Monitoring, which demonstrates the challenges that companies now have ... [Read the whole story](#)

## Pixalate Receives MRC Accreditation For Sophisticated Invalid Traffic Detection

by Tobl Elkin

Pixalate said it received accreditation from the Media Rating Council for sophisticated invalid traffic detection and filtration for desktop and mobile web impressions. In ... [Read the whole story](#)

# MediaPost sponsors can use the promotional might of MediaPost's audience to distribute their white papers a broad cross-section of media decision-makers.

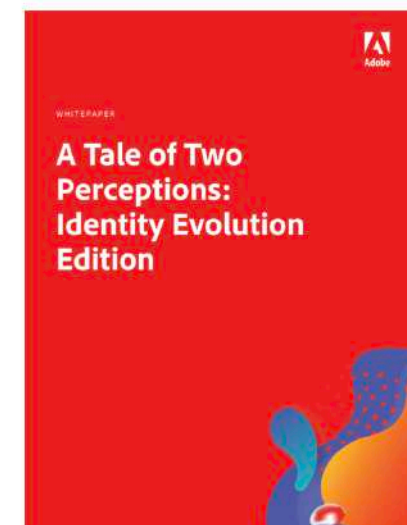
- Logo treatment and a synopsis of the valuable information that can be found in your white paper.
- MediaPost will deliver a promotional email blast twice or four times a month to our entire audience with logo treatment and the synopsis of all participating white paper sponsors.
- Capturing and delivery of all individuals who download the white paper for your sales efforts.

## WHITE PAPERS FROM MEDIAPOST ADVERTISERS



### A Tale of Two Perceptions, Identity Evolution Edition

What plans are you putting place today to deliver exceptional experiences in the future – with access to less consumer data? To understand perceptions and readiness of a third-party cookieless world, Adobe partnered with Advanis, a market and social research firm, to survey professionals and consumers on their outlook.



Professionals stated that 60% of their personalization strategies were dependent on third-party cookies, **but only 37% of professionals felt ready if data deprecation were to begin immediately.** Consumer understanding of cookie technology, not surprisingly, was limited. 72% of consumers claimed to understand how cookies work, but only 38% realized that multiple types of cookies exist. However, consumers indicated that they would be willing to share various types of personal data for specific offers.

Unlock additional insights from marketers and consumers as you begin transforming your customer data management strategy to be ready for a cookieless future.


DOWNLOAD

Contact MediaPost To Post Your White Paper

## CO-OP WHITE PAPER EMAIL BLASTS


**Webinars from MediaPost Sponsors have helped participating companies obtain a high amount of sign-ups for their live presentations. MediaPost has been cited as the leading driver of sign-ups and we have earned praise for the impressive amount of high-quality participants our promotions have brought in.**

WEDNESDAY • NOVEMBER 17 • 1PM ET  
Bridging the Gap Between Awareness and Action:  
Using Branded Content to Influence Decision Making



ERIN TYE  
Head of Content Production, Nativo

WEBINARS  
FROM MEDIAPOST ADVERTISERS

PRESENTED BY:  
 NATIVO

REGISTER FOR THE WEBINAR

Brand content has a unique ability to address each stage of the customer journey from awareness to consideration to purchase and loyalty. But delivering a personalized experience that aligns the right content with the right customer at the right time in the purchase process can stump even the savviest of marketers.

This session will outline how to tap into the power of content to connect your upper funnel to the lower funnel. Insights will include:

- Three core consumer profiles
- Specific advice on tailoring tone and format to best influence decision making
- Exclusive research and case studies to illustrate why content is king

- Logo treatment and a synopsis of the valuable information that can be obtained viewing your webinar
- MediaPost will deliver a promotional email blast to our entire audience with logo treatment and the synopsis of all participating webinar sponsors

**SPONSORED WEBINARS**



# MediaPost sponsors can now send out a HTML email to our full audience. The participating sponsors have full creative control over the HTML, Subject Line and Click-Redirect

From: "MediaPost Partners" <partners@mediapost.com>  
Subject: Mingle with Bonin Bough, Lyft, and More Top Brands  
Date: April 19, 2017 at 2:27:24 PM EDT  
To: "ronga@mediapost.com" <ronga@mediapost.com>



#### THE STACK

Learn to build the best marketing stack for your brand



#### ENGAGEMENT LEADERS

Connect with industry leaders from top brands



#### SAVE THE DATE

Thursday, April 27, 2017 at 8:30am

#### THE LTR EVENT

Top marketers, innovators, and thought leaders will come together in New York City to discuss how to master today's 1:1 communication with customers through best-in-class marketing stacks. Don't miss the opportunity to learn from, and get up close and personal with, some of today's boldest and smartest brands and people.

[RSVP NOW](#)

#### FEATURED SPEAKERS



##### B. BONIN BOUGH

Host of CNBC's Cleveland Hustles and one of the most-awarded marketing experts in the industry.



##### MILAN THAKOR

Passenger engagement lead at Lyft and an expert at driving growth and customer engagement.



##### TAMIKA D. MALLORY

National co-chair for the Women's March on Washington and an outspoken champion for social justice.

## DEDICATED EMAIL BLAST

**MediaPost's Brand Insider is a weekly podcast hosted by MediaPost Executive Editor of Event Programming, Steve Smith. The podcast has hosted marketing executives from GEICO, Peloton, Unilever, Pepsi, General Motors and more! We offer an exclusive sponsorship to a single company each quarter.**

## Ep. 22 Featuring Julie Roehm, CMO, Party City

 The Brand Insider

Dec 4, 2020 • 43 min



It is hard to think of a brand name less appropriate to the conditions of a deadly pandemic, both in spirit and business model, than "Party City." But the largest retailer of celebration supplies is weathering the crisis by rethinking its role in customer's lives both during and after COVID. That means teaching us how to party safely and often virtually. And there lies the lasting lessons of the crisis. As CMO Julie Roehm suggests, that involves a deeper, more imaginative rethinking of corporate culture, product mix, and especially content.

Dec 4, 2020 • 43 min

[See all episodes](#)



- Logo treatment is included on the site
- Company is called out by the host
- Company receives a 30-second ad to play during the podcast
- The sponsor will receive social promotion as well

**PODCAST SPONSORSHIP**

## NEWSLETTERS

GIFs, Animated GIFs, Jpegs: File size is 75kb max. Animation looping OK – 3x max with 15 seconds max per loop. There should be at least 1 second in between animated frames for readability. Please provide click URL with all ads.

\*Note: Animated GIFs do not animate when viewed from MS Outlook 2007. Only the first frame will be shown.

\*\*The leaderboard position a 320x50 for mobile. Please send a mobile-friendly leaderboard as well.

\*\*\* Only 1 Creative allowed per spot

Text Ads: Advertiser must provide MediaPost with  
Headline: max 25 characters, Middle line: max 70 characters, Bottom Line: a simple URL (max 35 characters)

Example:



Logo: 180x72, 24kb, (jpg, gif or png) and NO animation

Standard Tags: Tags accepted from most systems.

Click commands/click through URL with [TIMESTAMP].

\*NOTE- All users using the Microsoft Outlook 2007 email client will only see the first frame of an animated GIF. We recommend that animated gif ads sent to us have a first frame that can be functional as a static ad.

## WEBSITE

- HTML5 tags are preferred for web-based banners
  - HTML5 tags are accepted on MediaPost.com only.
- All formats accepted based upon QA testing.

All third party tags which adhere to above specs are accepted

## NATIVE IN-LINE VIDEO

640x480 Quicktime file (in MP4 or MOV format)

:15 seconds max

(unless specifically requested otherwise)

Video Codec: h.264

Audio Codec: any

Frame Rate: 29.97 fps

## CREATIVE UNITS AVAILABLE

- Leaderboard Website (728x90), Email (640x80), Mobile 320x50)
- InLine Jumbo Banner Website (640x480), Email (640x480), Mobile 300x250)
- Native InLine Video
- Right Column Website (300x250)
- Logo Treatment PNG, JPEG, GIF
- Three-line Text Ad



# **Thank you for considering us**



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**We look forward to  
doing everything  
we can to keep  
you top-of-mind  
with media  
influencers!**