



Charts, insights and hard data for today's marketer

Marketing Charts Media Kit

2016

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About Marketing Charts

Reach a community of smart, experienced, data-driven marketers

- **MarketingCharts is the one-stop source for marketing data, graphics, and analyses, serving the needs of today's data-driven marketer.**
- **The MarketingCharts website is a constantly updated content hub featuring a mix of original charts, editorial analyses, email newsletters, monthly datasets and premium reports. Our work is regularly read, cited, and shared by industry-leading companies and influencers.**
- **Having covered the gamut of online and offline marketing and media trends since 2007, MarketingCharts is known for its quality, trustworthy coverage, and is a highly respected industry publication.**

At heart we are an information provider, amassing large amounts of marketing data and presenting unbiased analyses and graphic representations of the most relevant and impactful ones. Almost of all of our research-based insights and charts are provided for free to the marketing community. This is possible due to our advertising partners and sponsors. We thank you for your continued support.



Marketing Charts Stats

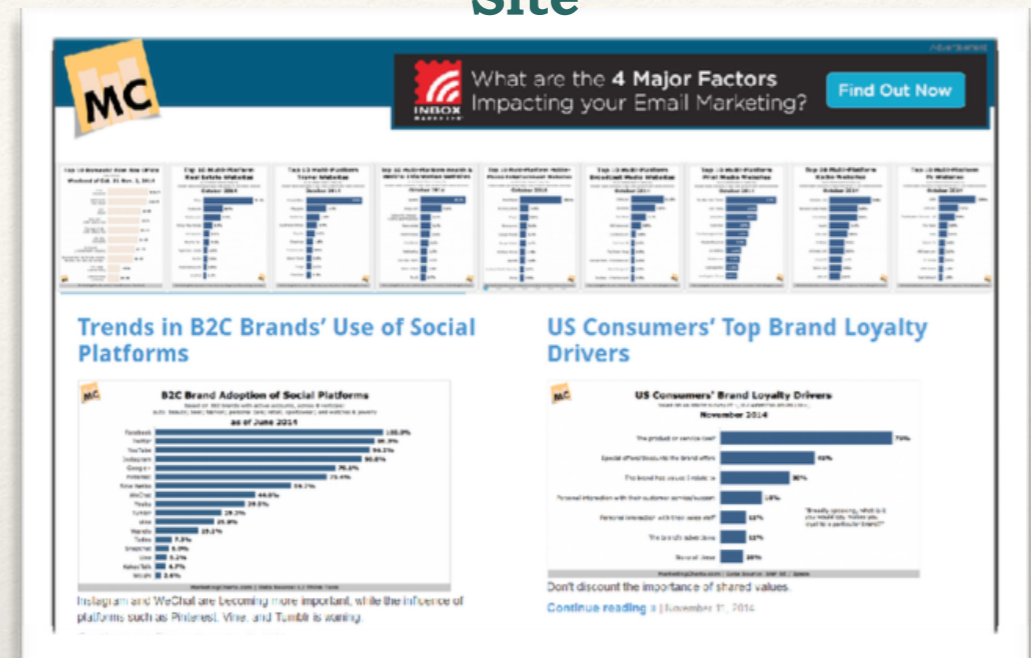
Traffic/Ad Opportunities (per month)

- 75,000+ unique visitors
- 250,000+ site impressions
- 27,000+ decision-makers reached via email 10+ times
- 500,000+ ad impressions available across formats

Content (per year)

- 1,000+ charts and analyses published across categories
- Based on 4,000+ data-driven studies curated from thousands of sources

Site



Newsletter



The Marketing Charts Audience

from MarketingCharts' reader survey, Q4 2015

- Experienced

77% have worked in marketing for at least **10 years**
44% for more than **20 years**

- Influential

81% have at least recommendation authority
over marketing budgets

- Big Spenders

Half of those involved with budgets control
more than **\$1M in spending**

- From Companies Large and Small

31% work in small businesses
30% work in enterprise organizations

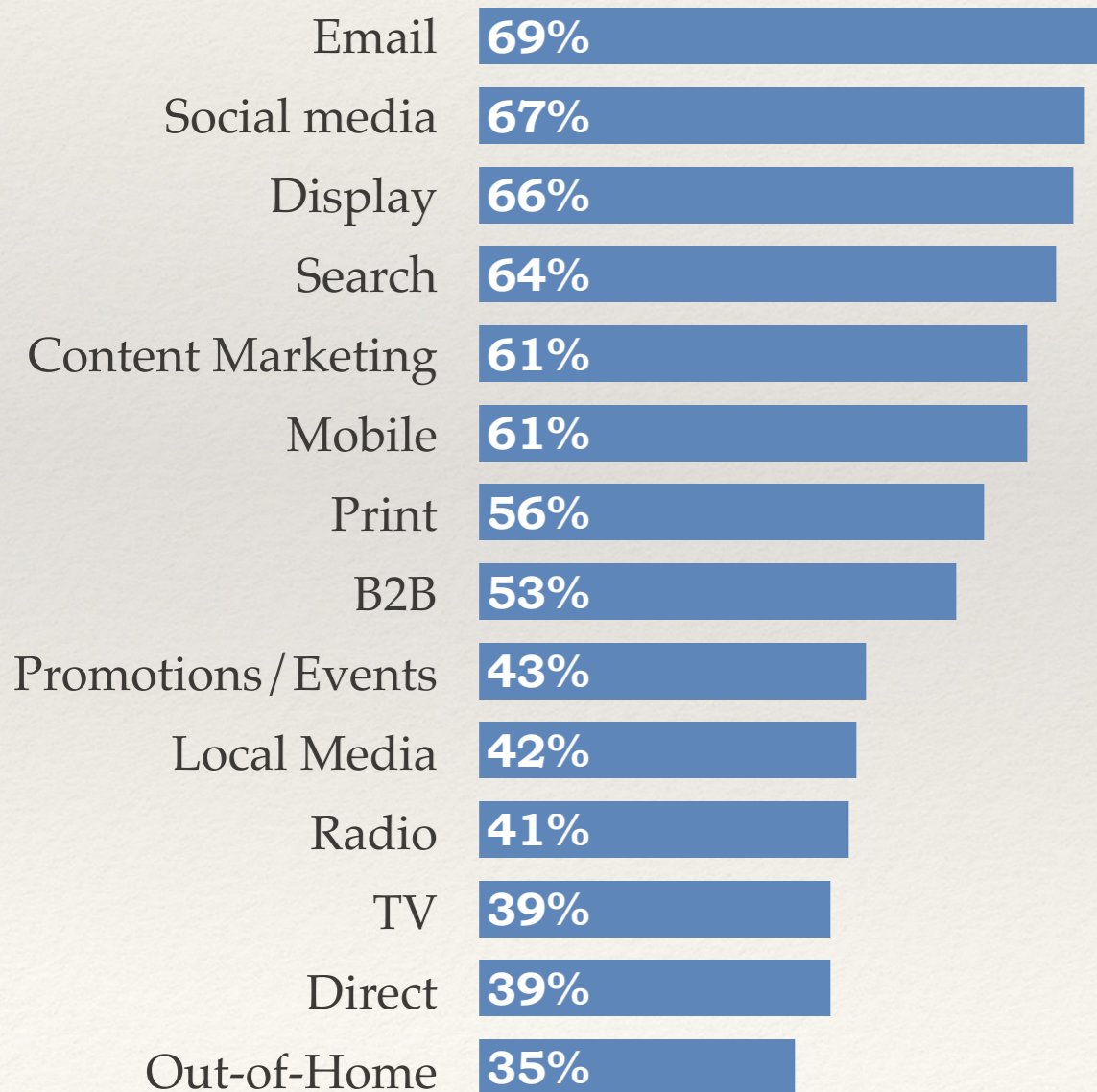


The Marketing Charts Audience

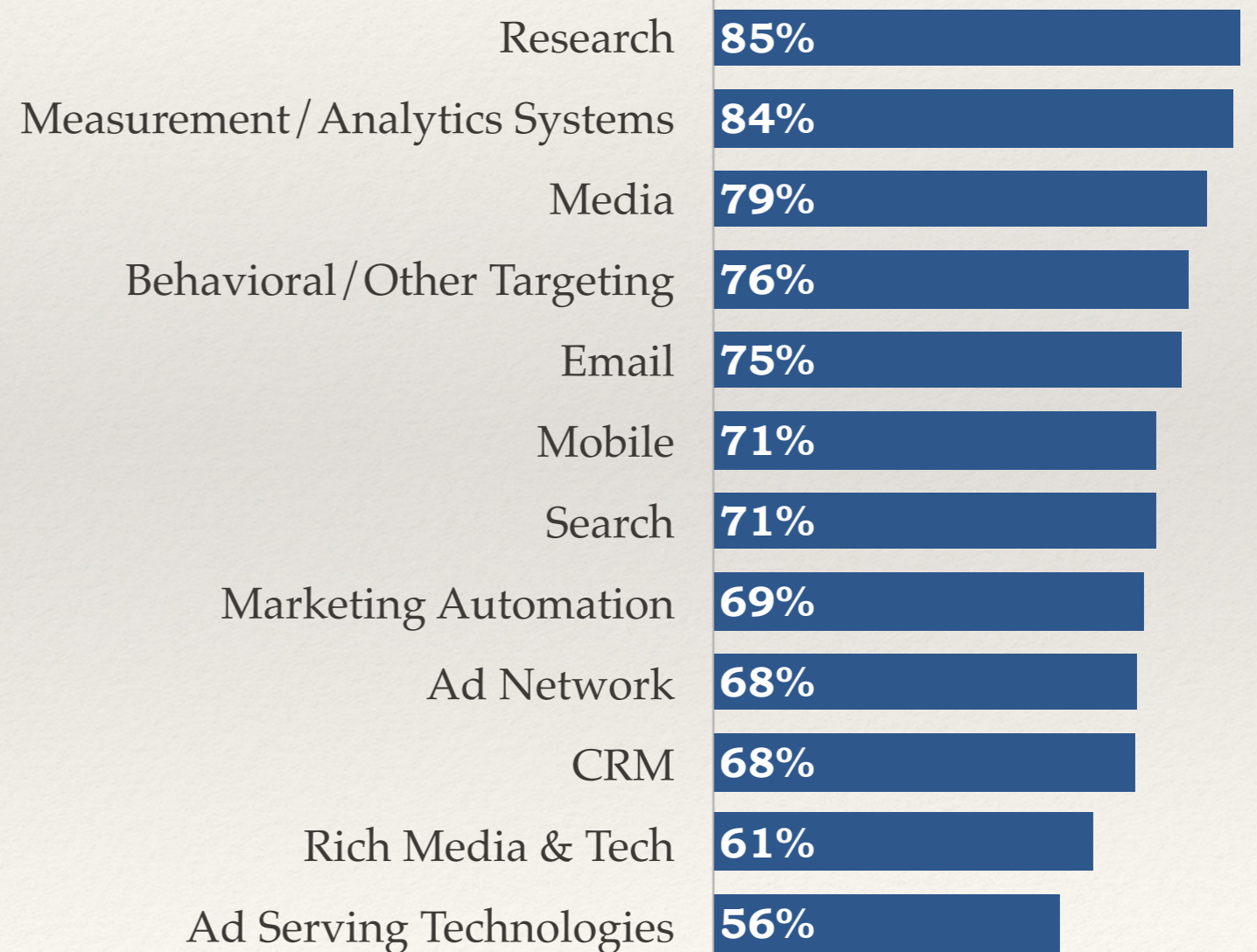
from MarketingCharts' reader survey, Q4 2015

Active Across Media, Involved in Multiple Product and Service Purchases

Media Involvement



Purchase Involvement





Lead Gen Opportunities

Given that we attract a **data-driven audience**, we are an excellent fit for promoting your research-based content

Content Promotion (e.g. Whitepapers, Research Studies)

Dedicated email on your behalf (to 25k+ subscribers*): \$5,000**

Sponsored post: \$5,000

Download text ad: \$30 CPM

Dedicated email + Sponsored post + 50k text ads: \$10,000

* Segmentation options are available that can influence response rate, list size, and cost

** We are happy to negotiate rates with preferred partners and long-term advertisers



Display Ad Opportunities

Specs & Rates

Creative		Leaderboard (728x90)	Rectangle (336x280 or 300x250)	Skyscraper (160x600 or 120x600)	Newsletter	Download/ Text/ Whitepaper
Available		~140k	100k+	100k+	300k+	~160k
CPM	Run of site	\$45	\$45	\$40	\$50	\$30
	Run of channel	\$55	\$55	\$50		\$35
Specs		<u>Maximums</u> Words: 50 Graphic size: 120x60 File size: 4k				Max 50 words plus headline

*Contact us for a description of available content matching categories

*Geo-targeting also available (premium)



Other Opportunities

Contact us about other opportunities, including:

Custom and/or Sponsored research reports

Top 10 Charts of the Month sponsorship

Sponsored stories and/or native ads

Paid bylines & Contributed content



Sponsored Data Insights slide decks

We'll work with you to design the best program to fit your needs!



Our Advertisers and Readers

Our advertisers give us high ratings*

 **MarketingCharts** Publisher: Generate brand awareness and high quality leads from a data-driven audience of senior marketing ... 

Clients we have worked with include:

Act-On	Adobe
Brightcove	Bronto
Clicktale	Emma
HubSpot	IAB
Inbox Marketer	Infusionsoft
Jivox	MailChimp
Marketo	Neustar
Pardot	ProofHQ
Silverpop	Sitecore
Specific Media	Tremor Video
WordStream	Yahoo

What our readers say about us**:

“I love Marketing Charts as it has helped for years explain various categories... The charts also inform me on trends, lifestyles, purchases, etc.”

“Current topics of interest to potential clients. Makes the business case for recommendations by our agency.”

“They are easy to follow and can be cleanly repurposed for presentations.”

“Makes it easy to gain insight on a topic without needing to spend hours in white papers searching for the one nugget of information they're good for.”

“They're concise, topical, timely and well thought out.”

“The charts themselves. They give nice, simple to read evaluations.”

“It is nice to see aggregated data from multiple sources around a singular topic.”

“I can't think of anything I haven't enjoyed looking at.”



Reach Out

**To send an RFP or to discuss advertising
in MarketingCharts, please contact:**

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