



Media Kit

Overview

As the leading provider of information and analysis on digital marketing and advertising, eMarketer is an indispensable resource for marketing and media executives at leading brands and agencies who need to understand the impact and potential of the Internet. More than ever, they rely on eMarketer to help them make sense of the shifting media landscape and for quick and easy access to the objective information they need to make better, more informed business decisions. **They also rely on eMarketer as a top performing advertising vehicle for boosting their brand awareness and driving highly qualified leads.**

Advertising Opportunities

eMarketer is the first place decision-makers look for objective and comprehensive data and trend analysis on digital marketing and media. **eMarketer.com** and the **eMarketer Daily Newsletter** provide a free insider's look at the most important new information as soon as it becomes available. **eMarketer FYI dedicated emails** offer an exceptional way to deliver a message directly to eMarketer's influential audience. **eMarketer sponsored webinars** provide advertisers with exclusive sponsorship of an eMarketer editorial product.

See below for rates and specs for advertising on eMarketer.com and the eMarketer Daily Newsletter.

Please contact us for more information on eMarketer FYI Dedicated Emails and Sponsored Webinars.

eMarketer's Audience*

When you advertise with eMarketer, you associate your corporate name, product or service with the most trusted source of digital marketing information. Plus, you reach a highly engaged audience of decision-makers as they actively seek solutions for their businesses.

eMarketer.com and the eMarketer Daily Newsletter have an average unique monthly audience of over **168,000** marketing, media, advertising and business decision makers.

eMarketer users are purchase influencers

82% specify brands and/or authorize purchases.

Products & Services Visitors Plan to Purchase in Next 12 Months

64% Online Media	38% Offline Media
62% Social	34% Online Video & Rich Media
53% Email Marketing	31% Local
53% Web/Marketing Analytics	30% Behavioral Targeting
53% Mobile	25% Contextual Targeting
44% SEO	22% Online Coupons
43% Market Research	21% CRM Services
41% SEM	21% Content Management Software/Services
39% Web Creative & Development	19% Mobile Coupons

Key Targets

■ Exec Management/Owners	■ Media Buyers & Planners
■ Publishers & Media Executives	■ Purchase Decision-Makers

78% Marketing/Advertising Function	64% Client
76% Top Executives	36% Agency
28% C-Level & Business Owners	33% Publishers (have ad supported websites)

Company Revenue & Size

53% Revenue \$10 million+	60% up to 250 employees
22% Revenue \$500 million+	14% 251-1000 employees
18% Revenue \$1 billion+	27% 1000+ employees

*InsightExpress third party visitor study, September 2011

eMarketer.com

Home to all eMarketer articles.

168,000+ unique visitors monthly.

Website Rates & Specs

All rates are net. Based on Cost per Thousand impressions (CPM).

Run-of-site (ROS) mix of all three units: \$70 CPM

728 x 90 Leader Board (40k max)

300 x 250 Rectangle (40k max)

300 x 600 Half Page (40k max)

Rich media accepted with prior testing and approval.

eMarketer Daily Newsletter

The latest articles delivered each weekday.

120,000+ subscribers.

Newsletter Rates & Specs

All rates are net. Rates are per day.

Text + Logo—Two Positions

360 characters, including spaces, plus 120 x 60 logo gif.

Three links are tracked—headline, last line & logo.

First position

\$2,700

Second position

\$2,100

728 x 90 Leader Board (40k max)

\$2,500

300 x 250 Rectangle (40k max)

\$2,100

Inquire about takeover options.

728 x 90 Leader Board

300 x 250 Rectangle

300 x 250 Rectangle

300 x 250 Rectangle

300 x 600 Half Page

Why buy TV & space... as if it were 1960?

Reach millions of engaged viewers across multiple smart TV platforms

ROVI

728 x 90 Leader Board

300 x 250 Rectangle

360 Char. + 120 x 60 Logo

360 Char. + 120 x 60 Logo

360 Char. + 120 x 60 Logo

neustar

The Internet is changing. Make sure you're ready.

Soon companies will be able to create domain names that end in their brand name. Your own brand name can mean increased revenues and much more!

Learn how to use your company's address on the Internet.

When You Advertise With eMarketer, You're In Good Company

Ad Shuffle	eBay	PointRoll
ad.tech	Ektron	PR Newswire
Adobe Connect	Eloqua	PulsePoint
Adobe Omniture	Emailvision	Radian6
Adobe Scene7	Emma	Responsys
Adobe Social Analytics	Evidon	ReturnPath
Advertising.com	ExactTarget	RightNow Technologies
Afilias Limited	Experian	Ring Revenue
Akamai	Facebook	Rising Media
Alterian	Gigya	Rovi
American Express	Gomez	Salesforce
AOL	Google	Savvis
Aprimo	GX Software	Scanbuy
AT&T AdWorks	Harvard Business School	SeeWhy
ATG	HubSpot	ShopIgniter
Bizo	IBM	Silverpop
BlueKai	iContact	Sitecore
Bold Software	ImpreMedia	Spredfast
BlueCava	Incisive Media	SPSS
Bronto Software	Infusionsoft	StrongMail
Buddy Media	Ion Interactive	TARGUS
Channel Intelligence	Janrain	Toluna
Chase Paymentech	Jive Software	Tremor Video
Citrix Online	Knotice	TRUSTe
Cognos	Limelight Networks	Undertone
Collective	Lithium Technologies	Unica
Compuware	LivePerson	ValueClick Media
Gomez	Lyris	Vertical Web Media
Coremetrics	Mardev-DM2	Vitruve
Crowd Factory	Marketo	Vocus
Crowd Science	McAfee	Vovici
CyberSource	Merkle	Web Analytics Assn.
Demand Media	Microsoft	Webmarketing123
Digital River	Mzinga	Webtrends
DMA	Neustar	Yahoo!
DMG Worldwide Media	Open text	
	Oracle	

What eMarketer Advertisers Say

- *Our work with eMarketer has allowed us to connect directly with a knowledgeable and engaged audience who cares about quality marketing and emerging trends backed by solid analysis. We've had extreme success with our advertising and continue to rely on eMarketer for strong response rates and quality programs.*
—Kelley Brooks, Senior Manager Global Campaigns, ATG
- *We're very pleased with the performance of our campaigns—eMarketer's quality content keeps their high caliber audience engaged, which complements our data-driven insight and creates a perfect vehicle for our promotions* —Ashley Johnston, VP Marketing, Experian
- *Throughout dozens of campaigns over the years, eMarketer has outperformed all other online media choices. In one especially memorable example, a client purchased eMarketer, MediaPost's Online Media Daily and Online Spin, AdWeek IQ, DM News, and a few other trades. eMarketer's results weren't just about driving more clicks and impressions—their impressions drove more traffic and hard leads than all the other outlets combined.*
— Mark Naples, Managing Partner, WIT Strategy

What eMarketer Readers Say

- *The eMarketer Daily Newsletter is one of the few "Must Read" online dailies that I receive. It is rich with data and a quick read. Charts and tables are fabulous. You distinguish yourself! I am a data-hound and you deliver.*
- *Honestly eMarketer is singly the most valuable and forward-worthy email newsletter that I receive. I frequently forward copies and archive several editions each week for further use. Please keep up the great work.*
- *Charts are definitely the most beneficial for me - serves as the validation to my executive management team that we are heading in the right direction with our efforts and occasionally shows us we need to change direction.*
- *You have some of the best, most straight-forward and valuable content. I never delete your emails and refer back to them more often than any other subscriber. Love the newsletter and quick access to the reports that interest me - eMarketer is AWESOME!*