25+ Years of Trusted Insights

With a rich history spanning over 25 years, EMARKETER has been a beacon for credible forecasts and benchmarks that empower strategic decisions for revenue-driving teams.

EMARKETER’s data-centric forecasts and rigorous analysis empower strategic decisions. We are the go-to resource for marketing, advertising, and commerce insights that maximize and optimize revenue-driving teams. Our forecasts, reports, and benchmarks enable our readers to anticipate tomorrow’s market trends for confidence today.


Our subscribers rely on EMARKETER to understand key trends, gain competitive intelligence, and shape their strategic priorities. This makes EMARKETER an indispensable resource for influential brand marketers, agency executives, and publishers.

Your Opportunity to Lead

From content and video sponsorships to email, display, and live webinars, top B2B marketers rely on EMARKETER as an exceptional performance marketing vehicle.

Our programs are more than just advertising opportunities. They are a partnership, shaping the conversation to help you reach, engage, and influence your ideal audience.

<table>
<thead>
<tr>
<th>Channels/Tactics US B2B Marketers Feel Will Contribute Most to Business Growth</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content marketing</td>
<td>44%</td>
</tr>
<tr>
<td>Website/landing page</td>
<td>38%</td>
</tr>
<tr>
<td>Social media</td>
<td>37%</td>
</tr>
<tr>
<td>Email</td>
<td>31%</td>
</tr>
<tr>
<td>Partnerships</td>
<td>28%</td>
</tr>
<tr>
<td>Account-based marketing</td>
<td>24%</td>
</tr>
<tr>
<td>Events</td>
<td>22%</td>
</tr>
<tr>
<td>Video marketing</td>
<td>19%</td>
</tr>
<tr>
<td>Influencer marketing</td>
<td>17%</td>
</tr>
<tr>
<td>Display advertising</td>
<td>14%</td>
</tr>
<tr>
<td>Mobile/SMS</td>
<td>13%</td>
</tr>
<tr>
<td>Public relations</td>
<td>11%</td>
</tr>
<tr>
<td>Print advertising</td>
<td>10%</td>
</tr>
</tbody>
</table>
Audience Demographics

The Marketers That Matter to You Rely on EMARKETER

33% Agency
30% Brands
14% Other
13% Media
10% Technology

450,000+ monthly unique site visitors
420,000+ total newsletter subscribers
71,000+ average total podcast listens per month

DOLLARS TO INVEST

Readership by Annual Company Revenue

- Over $1 Billion: 30.0%
- $1 Billion to $10 Million: 10.0%
- $50 Million to $1 Billion: 8.0%
- $10 Million to $49 Million: 15.0%
- Less than $10 Million: 30.0%

Demographics and Firmographics based on first party audience data.

SOCIAL MEDIA FOLLOWERS

- 290.4K Twitter followers
- 83.1K Facebook followers
- 31.9K LinkedIn followers

NA 72%
EMEA 12%
LATAM 5%
APAC 11%
Interest, Intent, and Authority.

Our audience embodies a highly influential demographic, positioned at the forefront of strategic investment decisions within their companies.

Their top content interests further illustrate their pivotal role in shaping the future of marketing and technology landscapes. Their interests and investments indicate a readiness to explore and adopt innovative solutions to propel their companies forward.
Sample Readers: Engage the most influential brands

**CPG**
- Pepsico
- P&G
- Unilever
- General Mills

**RETAIL**
- Lowe's
- Costco
- Amazon
- Walmart
- Target
- Nike

**FINANCE**
- Wells Fargo
- PayPal
- Visa
- Mastercard
- JPMorgan Chase & Co.

**HEALTHCARE**
- Cigna
- Anthem
- Pfizer
- Johnson & Johnson

**AGENCIES**
- Deloitte
- Omnicom Group
- Accenture
- Publicis
- Sapient

**MEDIA**
- Comcast
- Disney
- Verizon
- AT&T

**AUTO**
- GM
- Nissan
- Ford

**TECHNOLOGY**
- Apple
- Oracle
- Intel
- HP

**TRAVEL & HOSPITALITY**
- Marriott International
- Hilton
- Expedia

Contact: advertising@emarketer.com
EMARKETER, Media Solutions & Strategy
From content and video sponsorships to email, display, and live webinars, top B2B marketers rely on EMARKETER as an exceptional performance marketing vehicle. Each offering is meticulously designed to effectively meet your unique goals and objectives.

Explore a diverse range of solution-driven programs. Together, we complete the educational journey for our audience.

**Types of Content That Produce the Best Results for B2B Marketers Worldwide, July 2023**

% of respondents

<table>
<thead>
<tr>
<th>Type of Content</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case studies/customer stories</td>
<td>53%</td>
</tr>
<tr>
<td>Videos</td>
<td>53%</td>
</tr>
<tr>
<td>Thought leadership e-books/white papers</td>
<td>51%</td>
</tr>
<tr>
<td>Short articles/posts</td>
<td>47%</td>
</tr>
<tr>
<td>Research reports</td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: Content Marketing Institute (CMI) and MarketingProfs, "B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2024" sponsored by Brightspot, Oct 18, 2023

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Digital Display

450,000+ MONTHLY UNIQUE VISITORS

Leverage our digital display advertising to elevate your brand’s presence among an engaged audience of over 450,000 unique monthly visitors. Benefit from extensive visibility on a platform that readers rely on for insightful research, forecasts, charts, and articles. Position your message alongside editorial known for credibility and insight.

Available tactics include:
RoS, Geography, Category, and Domain/ABM targeting across both the site and social channels.

“The EMARKETER audience is exactly who we need to engage senior-level brand marketers. The content quality as well as the leads generated via EMARKETER programs help us stand out in a sea of industry noise.”

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EMARKETER, Media Solutions & Strategy
**EMARKETER Media Kit**

**Contact:** advertising@emarketer.com

EMARKETER, Media Solutions & Strategy

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**Newsletters**

**EMARKETER Daily**

**121,000+ SUBSCRIBERS**

Industry-leading daily newsletter on digital marketing, advertising, and media trends across all major channels. Data-driven and timely for decision-makers who need to keep up with the latest news, trends, and analysis.

**EMARKETER Retail Daily**

**54,000+ SUBSCRIBERS**

Must-read for decision-makers in the retail sector. Daily dose of data, news, and insights on the rapid transformation of retail and ecommerce. This subscription newsletter provides quick and actionable insights to our readers.

**Banking & Payments**

**57,000+ SUBSCRIBERS**

Weekly newsletter that leaders in the finance industry rely on to stay ahead of digital transformation in banking, fintech, payments, and more with leading insights from our research team.

**Retail Media Weekly Newsletter**

**176,000+ SUBSCRIBERS**

Weekly newsletter that offers unique coverage of retail media developments and trends, with industry-leading data, charts, and analyst perspective.

**Chart of the Day**

**127,000+ SUBSCRIBERS**

Each day, the EMARKETER team assembles a chart packed with data and key statistics on the biggest trends in today’s most disruptive industries.

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**Also Available**

**Special Edition Newsletters**

Align your message and make your brand top of mind during industry events with EMARKETER’s special-edition newsletters.
Directly engage your desired audience and convey your message with precision and impact. Optimize your lead generation and secure immediate responses with our tailored email marketing solutions.

**EMARKETER FYI**  
311,000+ Worldwide SUBSCRIBERS  
182,000+ USA/NA SUBSCRIBERS

**FYI Spotlight**  
Multi-sponsor promotion. 25% SOV.  
316,000+ Worldwide SUBSCRIBERS

**Retail FYI**  
84,000+ Worldwide SUBSCRIBERS  
47,000+ USA/NA SUBSCRIBERS

**Retail FYI Spotlight**  
Multi-sponsor promotion. 25% SOV.  
108,000+ Worldwide SUBSCRIBERS

**Financial Services FYI**  
107,000+ Worldwide SUBSCRIBERS  
26,000+ USA/NA SUBSCRIBERS

Region, country, industry, or ABM targeting also available.

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EMARKETER, Media Solutions & Strategy
Native Placements

Native Video
Enhance your thought leadership with a sponsored video interview, integrated into EMARKETER’s editorial landscape. Provide 4-5 questions, and our content studio team will collaborate with you to create a compelling expert or executive interview that resonates with your audience.

Native Article
Showcase your thought leadership: feature your content seamlessly in EMARKETER’s editorial space with a sponsored byline. Elevate your brand by submitting a relevant white paper, case study, or article, and connect with your audience.
Podcasts

**Behind the Numbers**

*59,000+ MONTHLY LISTENS*

This daily podcast helps listeners make sense of the ever-changing worlds of digital media, commerce, advertising, and technology with thought-provoking analysis ... and a little fun along the way.

**Reimagining Retail**

*9,000+ MONTHLY LISTENS*

A weekly podcast that delves into retail’s convergence with every part of our lives and every part of the digital media ecosystem—from retail media and social commerce to the relationship between digital and physical commerce.

**Banking & Payments**

*1,300+ MONTHLY LISTENS*

A twice-monthly podcast covering the landscape of digital banking, cryptocurrency, fintech, payments, insurance, and more.

“I like the way the content is segmented into digestible, informative bits, with sprinkles of random data points/facts. The hosts are great.”
Lead Guarantee Programs

Content Syndication

Amplify your reach and bring prospective customers into your sales and marketing funnel. Promote an exclusive, downloadable asset and generate guaranteed leads through our content syndication services.

Interactive Quizzes

EMARKETER quizzes are designed to optimize engagement, encourage social sharing for maximum visibility, and deliver insightful snippets of market knowledge.

“What I love about working with EMARKETER ... You know what you are investing in and the return reflects the premium value they drive.”

— Lana McGilvray
Co-Founder and CEO, Purpose Worldwide
Content Sponsorships

Align with best-in-class editorial via EMARKETER’s content sponsorships, covering critical topics, with 100% SOV and guaranteed lead performance.

**Analyst Reports**  see example
Generate demand from EMARKETER’s influential audience while associating your brand with the most trusted source of digital marketing information and research.

**Snapshots**  see example
A custom, curated collection of EMARKETER infographics of industry leading data and research.

**Roundups**  see example
A custom collection of EMARKETER articles, charts, and interviews built around a specific topic.

**Lookbooks**  see example
Align with visually driven content that revisits annual predictions and analyzes how the year is shaping up.

 ALSO AVAILABLE

Custom Content
Immersive Storytelling

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EMARKETER, Media Solutions & Strategy
Meet the Analyst Webinar

Content created and presented live by an EMARKETER analyst and featuring an executive representative of your brand. The webinar covers industry-leading research and insights on a subject area of interest to the sponsor and their target audience.

Tech-Talk Webinar

Moderated by EMARKETER, the webinar features content created and presented by sponsor.

EMARKETER Webinars guarantee registration performance.
In-Person Events

Hosted at EMARKETER's office or an agreed-upon location of your choice. Events feature analysts and industry experts, either as presenters or panelists.

Virtual Summits

The latest insights on marketing and commerce trends from EMARKETER's renowned analysts, as well as first-hand perspectives from leading marketing and commerce executives.

Upcoming Summits:
- May 3, 2024
- November 1, 2024

To view a recent summit, see content from our November 2023 summit here.
Your Dedicated Team

Results-driven team of seasoned digital media experts committed to designing and delivering successful solutions using EMARKETER’s powerful multimedia channels.

Aaron Kern  
SVP, Global Media Sales  
Media Solutions & Strategy

Ina Gottinger  
Vice President, Media Solutions & Strategy

Adrienne Skinner  
Vice President, Media Solutions & Strategy

Kristen Riebesell  
Senior Director, Media Solutions & Strategy

Elizabeth O’Connor  
Senior Director, Media Solutions & Strategy

Jacqueline Grace  
Associate, Media Solutions & Strategy

Hayat Adem  
Customer Success, Media Solutions & Strategy

FOR MORE INFO, CONTACT:  
advertising@emarketer.com

CUSTOM PROJECTS  
Just ask!  
We thrive on service and creativity

“We can’t live without EMARKETER.  
As a company, we constantly rely on EMARKETER research for our internal training and external presentations. And as a marketing team, EMARKETER has been one of our best and most reliable partners in helping us reach a large, well-informed, and engaged community of marketers.”

Ali Haeri  
SVP, Marketing  
MNTN