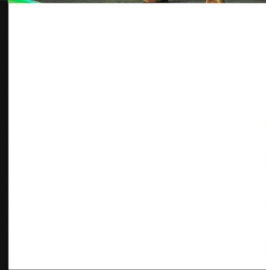
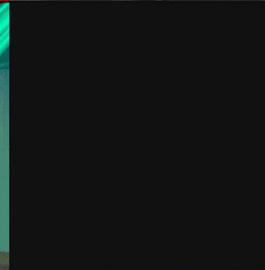




EMARKETER 2025 Media Kit



Reach.

Our audience of senior decision makers are positioned at the forefront of investment decisions, determining the direction of strategic platforms, channels, tools, and technologies for premier global brands.

Engage.

With a rich history spanning over 25 years, marketers and advertisers uniquely rely on us for data-driven insights, research, and trends. Our analysis helps them allocate budgets, benchmark performance, understand how their customers are spending time, and develop their media, commerce, and go-to-market strategies.

Influence.

From content and video sponsorships to email, display, and webinars, top B2B marketers trust EMARKETER to reach, engage, and influence their prospective customers.

Each offering aligns with your unique goals to deliver transparent and effective performance.



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



Purpose Worldwide

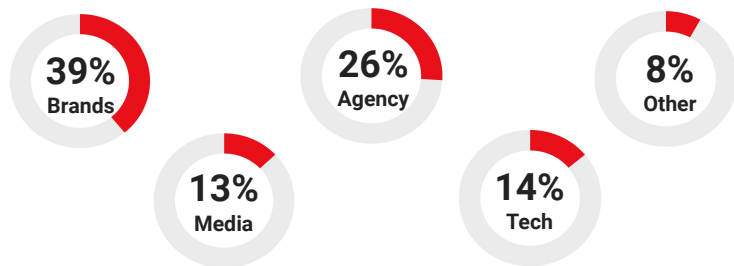
— Lana McGilvray

Co-Founder and CEO Purpose Worldwide

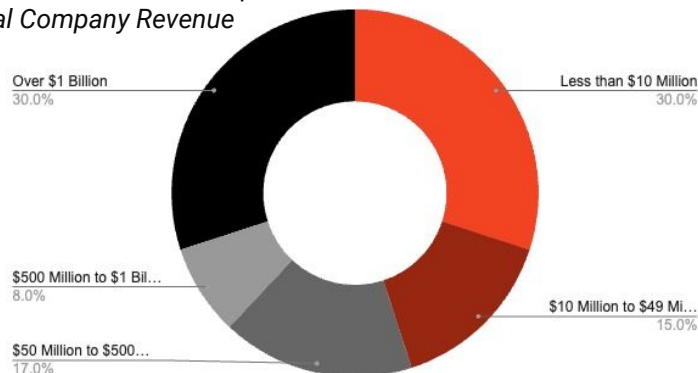
Audience Demographics

The Marketers That Matter to You Rely on EMARKETER

Demographics and Firmographics based on first party audience data.



Dollars to invest – Readership
by Annual Company Revenue



450,000+
Monthly unique site visitors



500,000+
Total newsletter subscribers



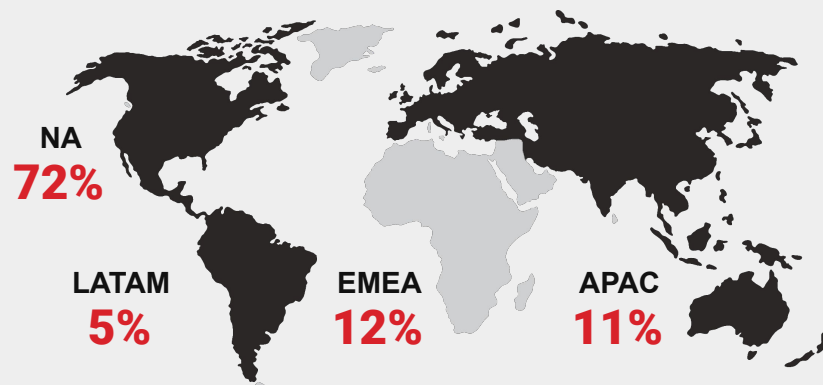
11,000+
Unique listeners each month

Social Media Followers

280K

86K

42K



Audience Demographics

Buying Authority

82%

Specify and/
Or authorize purchases

Seniority

83%

Top executives
and management

Intent to Invest: Top areas of investment in 2025

91%

- AI Tools
- Analytics/Attribution/M Measurement
- Influencer Platforms & Marketing
- Agency Partnerships
- CRM Tools
- Collaboration/Workflow Software
- CDM & CDP
- CMS & DAM
- Ecommerce/MCommerce
- CX Management
- Payment Processing
- Verification
(fraud, brand safety, privacy)

Top Advertising Channels

- Social
- Digital Display
- Newsletters
- Search (Paid & SEO)
- Programmatic
- Mobile
- Video Advertising
- Connected TV
- Native
- Traditional TV
- Affiliate Marketing
- Commerce Media Networks

Top Content Interests

- Advertising & Ad Tech
- Demographics & Consumer Behavior
- CX & Digital Experience
- Measurement / Analytics
- Generative AI
- Marketing Tech
- TV / CTV / OTT / Streaming Media
- Ecommerce
- Media Buying
- Social Media Marketing
- Video
- Retail Marketing
- Ecommerce

Representing premier brands

CPG



RETAIL



MEDIA



FINANCE



AGENCIES



TECHNOLOGY



AUTO



HEALTHCARE



Solution-Driven Programs

CONTENTS

Digital Display

Newsletters

Native Videos and Articles

Dedicated Emails

Podcasts

Content Syndication

Content Sponsorships

Custom Reports

Live Video Webinars

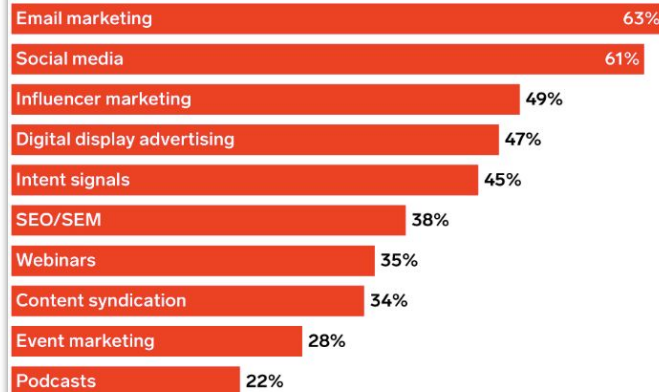
Events

Top B2B marketers rely on EMARKETER as an exceptional performance marketing vehicle, leveraging programs for awareness, leadership, and intent-driven lead generation.

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.

Channels UK/US B2B Marketers Are Using for Lead Generation, July 2024

% of respondents



Source: Pipeline360 & Demand Metric, "H2 2024 State of B2B Pipeline Growth," Oct 8, 2024

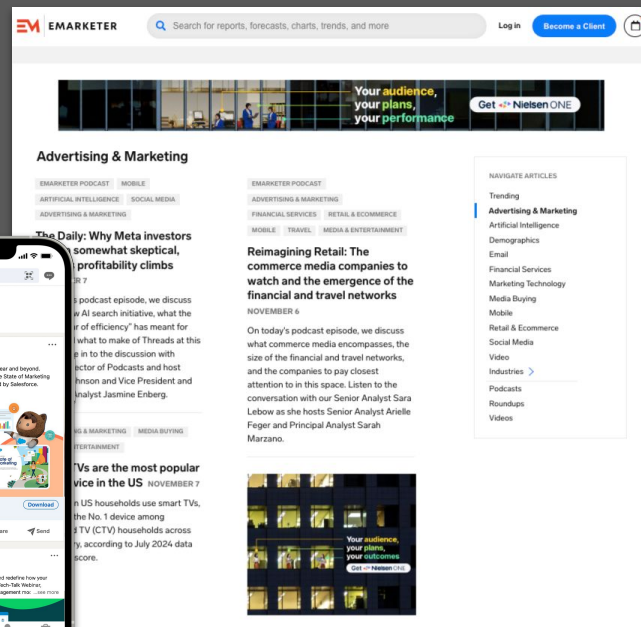
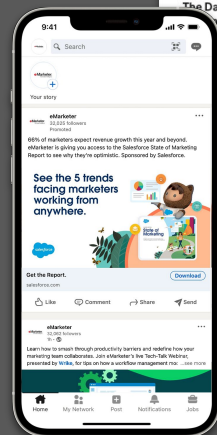
Digital Display

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, Domain and ABM targeting across both the site and social channels.



“EMARKETER is my secret weapon. It's one of the best sources for getting a foundational understanding of what is happening in media, where advertisers are spending dollars, where consumers are spending their time, and what's projected to grow.

— Marie Tsang

Portfolio Strategy Manager, PepsiCo

Newsletters

EMARKETER Daily

124,000+ 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

51,000+ 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.

Chart of the Day

112,000+ 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.

Banking & Payments

53,000+ 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

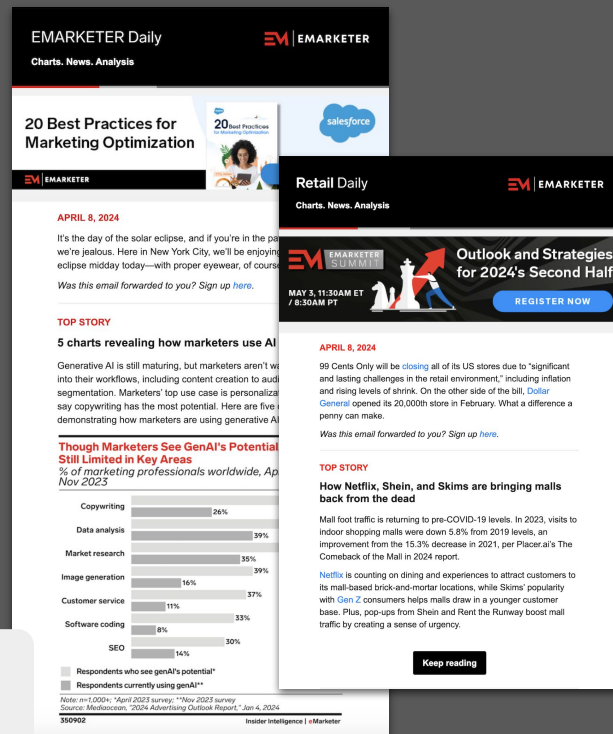
161,000+ SUBSCRIBERS

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

ALSO AVAILABLE

Special Edition Newsletters

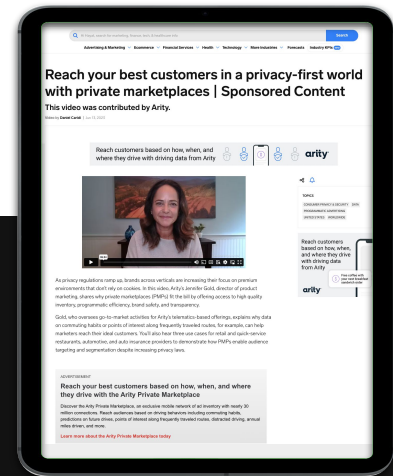
Align your message and make your brand top of mind during industry events with EMARKETER's special-edition newsletters.



Native Placements

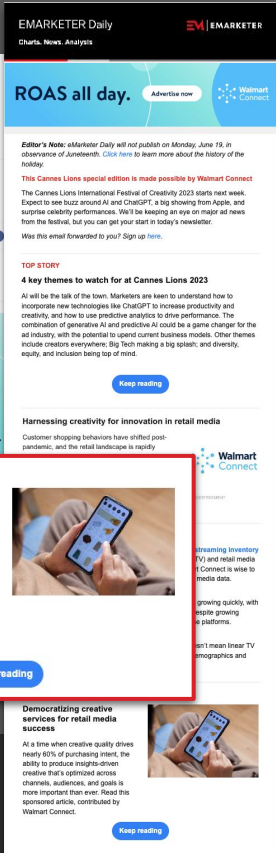
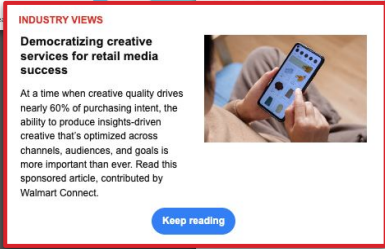
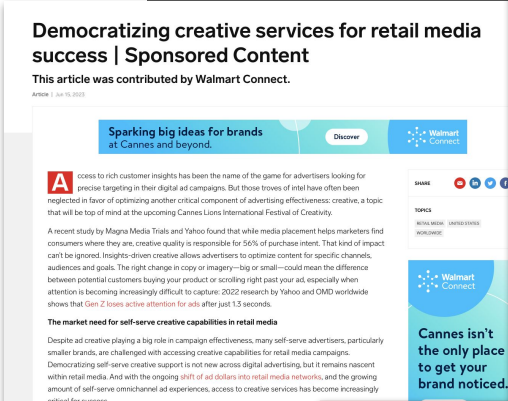
Native Video

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



“EMARKETER is my starting point to identify trends in media channels and audiences. I leverage the research to build business cases for innovation and have for almost two decades.”

— Erica Hawthorne
The People People

EMARKETER MEDIA KIT

Dedicated Emails: FYIs & Spotlights

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

275,000+ WORLDWIDE SUBSCRIBERS
210,000+ USA/NA SUBSCRIBERS

FYI Spotlight

Multi-sponsor promotion. 25% SOV.
280,000+ WORLDWIDE SUBSCRIBERS

Retail FYI

75,000+ WORLDWIDE SUBSCRIBERS
52,000+ USA/NA SUBSCRIBERS

Retail FYI Spotlight

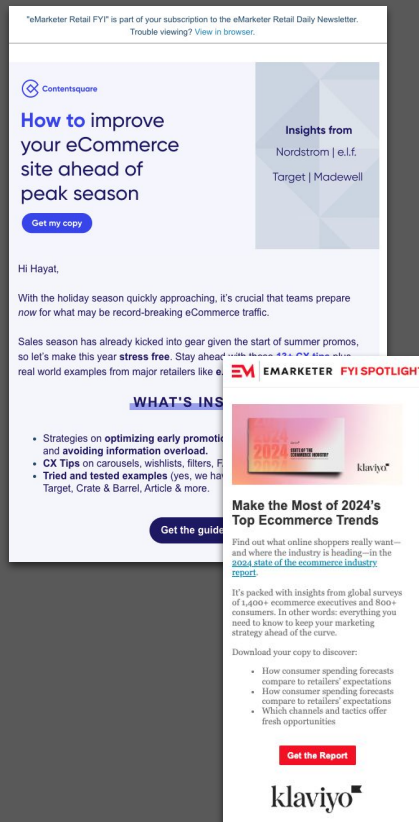
Multi-sponsor promotion. 25% SOV.
95,000+ WORLDWIDE SUBSCRIBERS

Financial Services FYI

82,000+ WORLDWIDE SUBSCRIBERS
23,000+ USA/NA SUBSCRIBERS

ALSO AVAILABLE:

Region, country, industry, or ABM targeting



Behind the Numbers Podcast

This popular podcast helps listeners make sense of the ever-changing worlds of digital media, marketing, advertising and technology. EMARKETER analysts cover a wide range of topics impacting digital marketers.



[Marcus Johnson](#)

*Producer and Host
Behind the Numbers*



[Sara Lebow](#)

*Host
Reimagining Retail
Every Wednesday*



[Rob Rubin](#)

*Host Banking &
Payments Episode
1x per month*

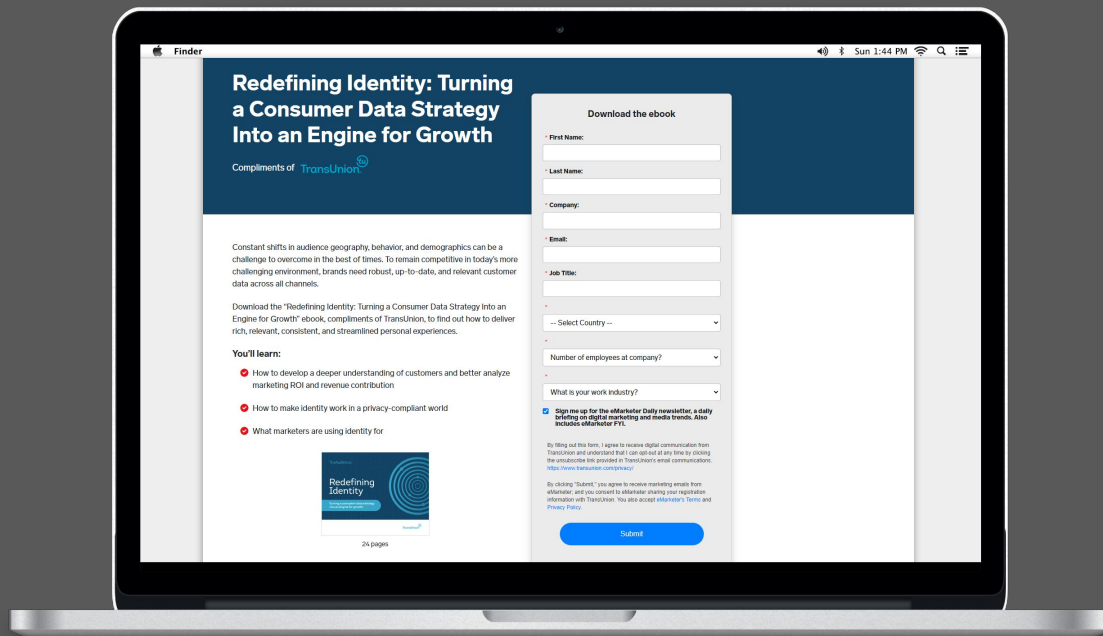
Exclusive Sponsor Benefits:

- **Elevate your brand's influence** and feature your executive as a thought leader on one of our episodes. **Your guest episode is guaranteed at a minimum of 5,000 listens / downloads.**
- **Gain premium exposure** with your brand recognized at the beginning and end of each episode.
- **Enhance brand recall** with a dedicated commercial read in every episode.
- **Broaden your reach** with cross-promotion in the EMARKETER Daily newsletter, website, and social platforms, credited as "made possible by [your brand]."
- **Consistently engage** with your audience through five sponsored episodes each week

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.



“EMARKETER helps my team get more qualified leads and fill out our pipeline.”

— **Serena Colak Gencler**

Global Lead, Enterprise Sales Development, Smartly

Align with best in class EMARKETER editorial

Analyst Reports

The iconic,
most trusted source
of marketing research



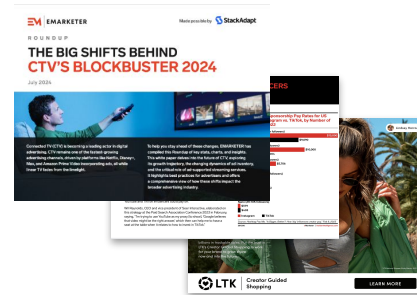
Snapshots

Custom, curated collection
of industry-leading data.



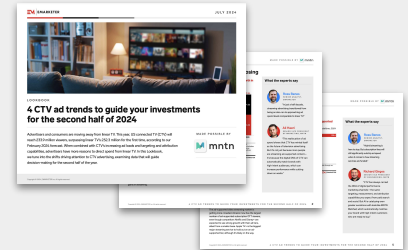
Roundups

Articles, charts, and interviews
built around specific topic



Lookbooks

Visually driven prediction update,
featuring sponsor
and analyst commentary



NEW

EMARKETER Field Guides + Webcast

Generate demand and deliver your perspective,
while our readers research vital solutions to propel their
organizations forward.

Custom Reports By **EM** STUDIO

**Deliver exclusive insights.
Establish your leadership**

EMARKETER Custom Reports allow you to gain and own exclusive industry insights. You will further position your brand as a thought leader, provide your prospective customers with valued data, and generate guaranteed lead flow.



Your voice, our analysis

Our projects combine:

- Original data
- Executive insights
- EMARKETER analyst commentary
- Co-branded design
- Video and webinar options



"Partnering with EMARKETER on their Custom Research and Content program has been a great win for our marketing strategy. The ability to incorporate original data with their forecasts created an insightful resource that resonated with our target audience."

— **Diana Illiano**

Vice President, Marketing, TripleLift

Live Video Webinars

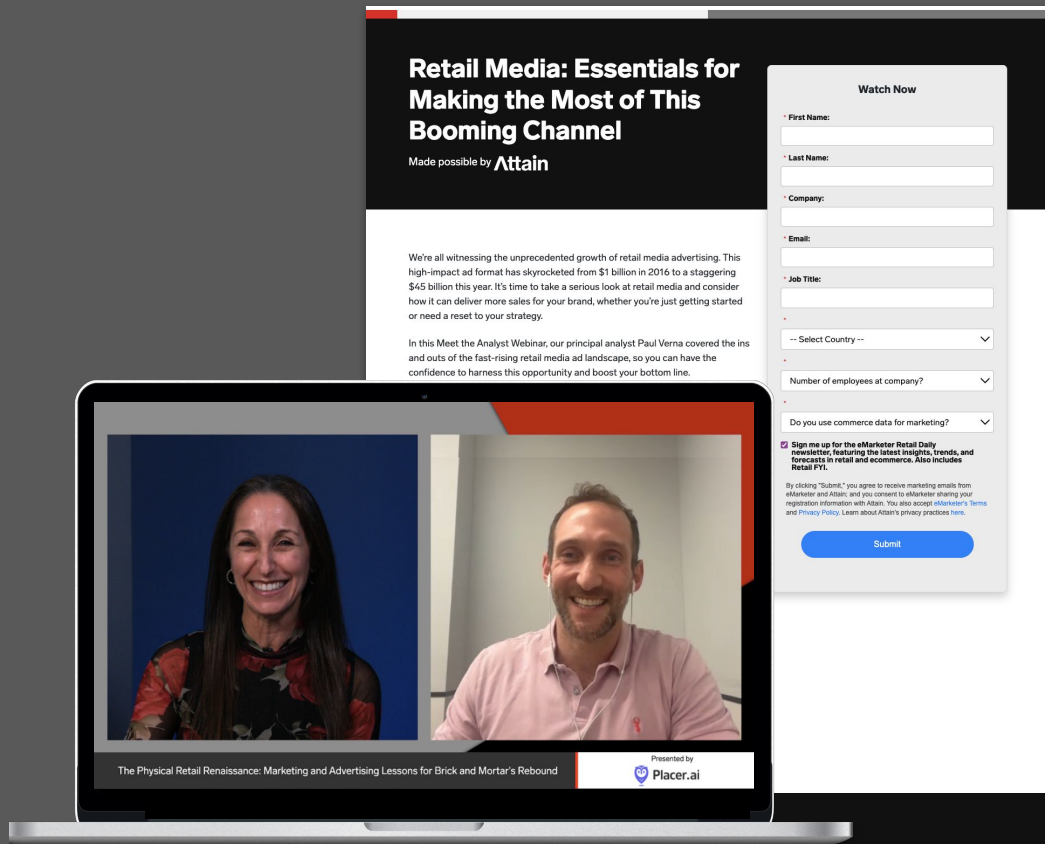
Meet the Analyst Webinar

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.



»»» EMARKETER LIVE

Full-day events, bespoke presentations and intimate networking sessions. Leverage exceptional locations to deliver your thought leadership, our insights and engage directly with potential clients.

The Future of Digital

September 2025 | NYC | venue TBA

An exclusive, **in-person** exploration of the future of digital marketing, media, advertising and commerce.

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:

February: Creator Economy

May: The Commerce Media Revolution

November: Full Stream Ahead

To view a recent summit, see content from our November 2024 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*



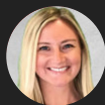
Ina Gottinger

*Vice President,
Media Solutions & Strategy*



Elizabeth O'Connor

*Senior Director,
Media Solutions & Strategy*



Kristen Riebesell

*Senior Director,
Media Solutions & Strategy*



Adrienne Skinner

*Vice President,
Media Solutions & Strategy*



Hayat Adem

*Customer Success,
Media Solutions & Strategy*



Jacqueline Grace

*Associate,
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 of Marketing, MNTN