



Online Lead Generation & Branding

**Media
Kit 2012**

Econsultancy
Digital
Marketers
United™

About Econsultancy

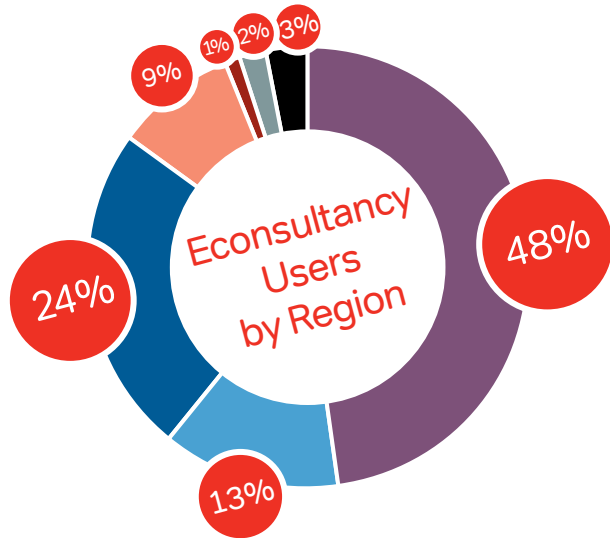
Econsultancy is an online publisher and community where the world's digital marketing and e-commerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do everything better online.

Founded in London in 1999, Econsultancy has grown to become the leading source of independent advice and insight on digital marketing and e-commerce with offices in New York, Dubai and Australia. Our reports, events, online resources and training programs help our 110,000+ members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

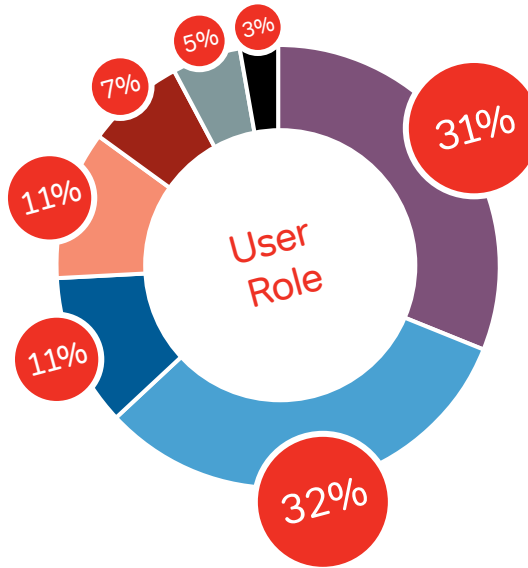
Our community of buyers helps suppliers to source new leads, launch products, gain important PR coverage and meet buyers at our established and innovative events. Find out more [here](#).



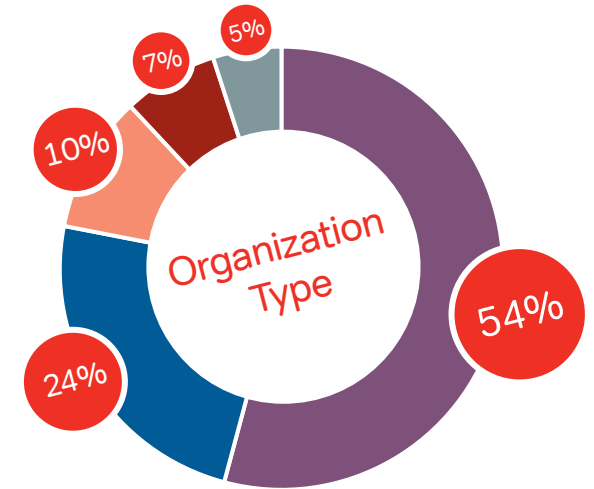
Audience



- UK
- Rest of Europe
- North America
- APAC
- South America
- MENA
- Other



- CEO/VP/CMO/Director/Partner
- Sales/Marketing/Advertising/PR
- Strategy/Consulting/Commercial
- Operational/Project Management
- Creative/Editorial
- Technical
- Other (e.g. Legal, Administrative, Research)



- Client/End User Organizations
- New Media Agencies
- Technology/Software Companies
- Academic
- Journalists and other media

Who advertises with Econsultancy?

ACXIOM

Adobe

Agillic

ALTERIAN

aprimo

Bazaarvoice

BUDDY MEDIA

CITRIX

dialog
precision e-mail marketing

ELOQUA

Emailvision
On-Demand Marketing Software

BEHIND EVERY GREAT WEBSITE...
EPISERVER

epsilon
international

ExactTarget

Experian

FORESEE

Google

GUAVA

IBM

Marketo

RedEye

Responsys

tealeaf

webtrends

Online display advertising

The Econsultancy website is home to the largest community of digital marketing and e-commerce professionals in the world. We serve our advertising across the busiest areas of the website, including the homepage, Econsultancy blog, member and supplier Directories, Forums and Jobs pages.

All advertising is in MPU format (see right) and can incorporate images, animated files and flash ads. See the **specifications page** for full details.

Targeting

If you sell to digital marketing and e-commerce professionals, advertising your products and services via Econsultancy means you are already hitting the right people. If you have specific targeting criteria to really refine a campaign then we can:

- Target ads to a specific country and region within that country
- Target ads to specific domain names (e.g. target a list of domains for specific brands)
- Limit the number of times a user views an ad during the same session or timeframe
- Rotate and optimize various creatives to see which messages generate the best response
- Serve advertising at certain times of day to test and maximize response

If you have any other criteria, let us know and we will do our best to help.



Display Advertising Rates

	UK/EMEA	US/APAC
MPU	£75 CPM	\$75 CPM

MPU
300 x 250px

Daily Pulse sponsorship

About the Daily Pulse Email

The Daily Pulse is the essential email digest for anyone working within digital marketing and e-commerce. Containing the latest top news, blog articles and other award winning content from Econsultancy, it also includes personalized content based upon each subscriber's preferences, ensuring an engaging experience for every reader.

Circulation

The Daily Pulse is an editorial update of our site content and is localized to specific regions. We have an EMEA Daily Pulse subscriber list and a US subscriber list. This allows an advertiser to target the right region with the right message. We send 60,000 EMEA and 30,000+ US Daily Pulse emails per week.

Ad Placements

Within each Daily Pulse email, there are three ad placements; two premium and one below the fold. The premium slots consist of one leaderboard and one MPU. The Sponsored Whitepaper slot is just below the fold and is a text and logo format. See **specification page** for details. Each ad placement is bought on a weekly basis. E.g. if you choose to take the leaderboard in the Daily Pulse, your ad will be in that slot for every email that is sent to every subscriber for that whole week (Monday to Friday).

Email Advertising Rate Card

	UK/EMEA	US/APAC
Leaderboard	£2,500	\$1,750
MPU	£2,500	\$1,750
Whitepaper Sponsor	£1,500	\$1,050

The screenshot shows the Daily Pulse email interface. At the top, there is a header with the Econsultancy logo, the title 'The Daily Pulse', and the date 'WEDNESDAY 22 JULY 2012'. Below the header, there is a Leaderboard ad for Adobe SocialAnalytics, which is highlighted with a red box and labeled 'Leaderboard 728 x 90px'. The main content area features a 'TOP STORY' section with the headline 'What can big brands learn from bloggers' and a 'CHART OF THE DAY' section with two pie charts showing 'Online Advertising Spending Share of Total Media Advertising Spending Worldwide, 2009 & 2014'. On the right side, there is a 'Do the survey, get the report for free!' section and an MPU ad for ExactTarget titled 'Facebook Messages: The End Of Email?', which is highlighted with a red box and labeled 'MPU 300 x 250px'.

Content licensing

Econsultancy's content is widely regarded as the best within the digital marketing and e-commerce industry.

Reports can be licensed for a set timeframe to be used for lead generation and content marketing purposes under these terms:

- Agreement on which Econsultancy report to use. Reports must be live for at least one month before licensed to third parties.
- Econsultancy will modify the introduction and some other details of the report to highlight that it is being used by a third party
- The report must be kept behind a registration page and should not be accessible to visitors without filling in a form with an email verification process.
- The duration of the license will be determined in advance and must be removed from the website completely after this time.
- The report can be promoted to your own database, third party lists and on other media sites but not on Econsultancy.com or in any Econsultancy emails.

Report Licensing Fees

	EMEA	US	APAC
30 days	£4,000	\$6,200	\$6,100
60 days	£6,400	\$9,900	\$9,750
90 days	£8,400	\$13,000	\$12,800

Other packages are available upon request.

Sponsored Research

We offer a limited number of companies the opportunity to sponsor specific Econsultancy research reports which we market extensively to our global user base of internet professionals.

Our survey-based reports are aimed at uncovering the latest trends, opportunities and challenges in the digital marketplace, and can be focused on topics which are of strategic importance for your business and key interest to your customers and prospects.

By becoming a research partner, you'll enhance your brand through close association with Econsultancy's world-renowned research, as well as being able to use the research for generating strong leads.

Our analysts typically present research findings at events and webinars organized both by research partners and third parties.

Sponsored research reports are based on surveys of businesses within our user base, but we also carry out interview-based studies and consumer research.

UK – from £15,000

US – from \$20,000

The Econsultancy magazine

Econsultancy's quarterly magazine will be circulated for free to all Econsultancy premium members (around 10,000) and other key influencers within the digital marketing and e-commerce industry.

The magazine will contain editorial content from Econsultancy including trend briefings, innovation supplements, news and best practice information.

The magazine will cover:

- Industry news
- Product reviews
- Report summaries
- Best practice info
- Market trends
- Interviews
- Guest columns
- Innovation insight
- Many other features

This is a great opportunity to align your brand with what is sure to become the magazine on every marketers desk.

Advertising Rate (UK only)

One page full color advert	£1,950
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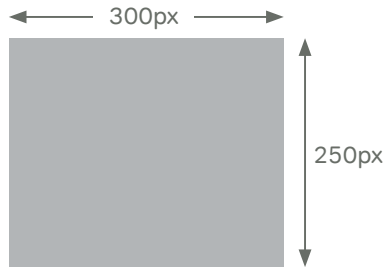
Packages available on request.



For more information call +1 (302) 415 5355 or email

Advertising specifications

Display Advertising – MPU



Accepted Formats:

- .GIF (animated .GIFs are also acceptable)
- Third party Tags
- Flash (.swf files)

Flash Guidelines

- Up to Flash version 8 only - more recent versions are not compatible
- Please ensure that the Flash file is using ActionScript 2.0 – ActionScript 3.0 is NOT compatible with our system
- The clickTag variable is an industry standard method of tracking flash creative clicks. Please ensure that the clickTag variable is properly implemented in the action of the button
- Please send through desired landing page URLs
- The actionscript should read exactly as follows:

```
On(release){  
  getURL(clickTag,"_blank");  
}
```

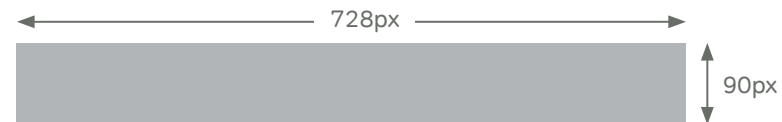
Email Sponsorship Advertising Specs

MPU

The MPU dimensions are 300 x 250 (as opposite) but please note that the only formats accepted for this are static images (.GIF or .JPEG)

Leaderboard

The dimensions for the leaderboard are 728 x 90. This must be a static image banner (.GIF or .JPEG format).



Whitepaper Sponsor

The 'Sponsored Whitepaper' slot is custom ad unit and all you need to do is send us the following.

- Whitepaper title - maximum 30 characters
- Short description of the content – maximum 50 words
- Company Logo – 150 x 80 in size (.GIF or .JPEG)
- Link to where the whitepaper can be downloaded

Econsultancy Magazine

- One page full colour advert (CMYK)
- Width 210mm height 258mm
- 5mm bleed
- Printed on Silk 150gsm stock

Get in touch

For more details about advertising, branding and lead generation opportunities please contact a member of our team who will be happy to assist you.

EMEA

Mark Thompson, Commercial Manager

+44 (0)20 7269 1461

Adam Candlish, Senior Account Manager

+44 (0)20 7269 1460

Fouzia Butt, Account Manager

+44 (0)20 7269 1458

APAC

Charlie Salter, COO

+44 (0)20 7269 1463

US

David St. John Tradewell, Commercial Director

+1 (212) 699 3640

Danielle Mackie, Member Services Manager

+1 (302) 415 5355

Steven Berg, Business Development Manager

+1 (949) 858 7626

