

# AdvertisingAge's

## DIGITAL MARKETING FACT PACK

Since 1994, *Advertising Age* has reported on digital media and how it's transformed the marketplace. With the exponential growth of media options for consumers – blogs, podcasts, streaming video, texting, video games and more – it is harder than ever for marketers to reach their audience. **Ad Age's 2<sup>nd</sup> Annual Digital Marketing Fact Pack, in association with eMarketer**, will provide critical data on these new media and the consumers that use them to help marketers get on top of their game in the digital arena.

The Digital Marketing Fact Pack is a special section available in our data center on AdAge.com for 12 months, supplemented with a digest-sized print publication distributed to all *Ad Age* print subscribers.



### WHAT'S INSIDE\*

- Top online spending categories with a cross-reference on what sites users visit most often, both to research and to buy products
- Breakdown of how consumers use the Web, from shopping to research to paying bills
- How consumers access the Web (broadband, wireless, etc.)
- What matters to consumers in their Web experience (speed, screen size, etc.)
- The influence of blogs and blog aggregators on consumers
- Plus a load of useful top-line data on consumer usage of the Web, including time spent on sites, repeat visits, most bookmarked, usability versus style, and a whole lot more



### DISTRIBUTION

- Special section in data center on AdAge.com for 12 months – **454,364 monthly unique users**
- Digest-sized print publication distributed with *Ad Age's* 4/23 print issue – **257,960 weekly readers**
- **eMarketer customers – 3,500 copies**
- Ad:Tech San Francisco (April 24-26 • San Fran, CA)
- iMedia Agency Summit (May 20-23 • Austin, TX)
- IAB Leadership Forum: Digital Video (May 7 • New York, NY)
- Ad:Tech Chicago (Jul 31-Aug 1 • Chicago, IL)
- iMedia Brand Summit (September 9-12 • Coronado, CA)

### RATES

All ads are 4-color and also appear in the PDF posted on AdAge.com

|                  |          |
|------------------|----------|
| <b>Full page</b> | \$11,120 |
| <b>1/2 page</b>  | \$6,795  |

### CLOSING DATES

|                  |          |
|------------------|----------|
| <b>Available</b> | April 23 |
| <b>Closes</b>    | March 15 |



### FOR MORE INFORMATION OR TO ADVERTISE, CONTACT

Suzanne Hermalyn, Director, Custom Programs, Tel: 508.497.8688 • [shermalyn@crain.com](mailto:shermalyn@crain.com)

\*Editorial content subject to change