

EContent Mag.com

Digital Content, Media, and Publishing Strategies, Tips, Trends

MEDIA KIT



2012

www.econtentmag.com

ABOUT ECONTENTMAG.COM

ECONTENTMAG.COM TOPIC CENTERS

Content Commerce	Digital Marketing	Sci-Tech, Medical, Academic Publishing
Content Creation	Digital Publishing	Search, SEO, and SEM
Content Delivery	Media Business News and Trends	Social Media and Communities
Content Distribution	Mobile Content, Tablets, Apps	Web Services
Content Management	Online Video	
Content Marketing	Premium Content Services	
Content Security	Privacy Issues	

Produced by the editorial team of *EContent* magazine, **EContentMag.com** is the go-to destination for content professionals and executives to perform industry research and to gain insight into the latest content technologies, tools, and trends. In addition to providing a digital outlet for content produced for our monthly print magazine, the site features daily blog updates as well as breaking news, weekly analytical news features, and guest columns by content industry thought leaders.

EContent Xtra is our biweekly newsletter that offers breaking M&A, investment, tool, and trend news as well as analysis and trend features. *ECXtra* is delivered to 12,500 subscribers as well as 12,000 opt-in subscribers to our exclusive HTML bulletins who are eager to stay up-to-date on the latest content news and events shaping the industry.

Site Overview

EContentMag.com is a critical source for strategies and resources for the digital content industry. The site is posi-

tioned as essential reading for mid- to senior-level executives involved in strategic issues related to content creation, acquisition, organization, and distribution in B2B or B2C environments or within their own organizations.

EContentMag.com offers daily blog posts; breaking news; news analysis; product, company, and executive profiles; case studies; feature articles; and regular columns analyzing the latest industry trends—all available throughout the site and also offered in highly focused channels through the **EContentMag.com** Research Topic.

EContentMag.com is pure play. **EContentMag.com** targets the creators, managers, buyers, and sellers of digital content. Focused on content creation, management, delivery, and search, *EContent* magazine and **EContentMag.com** keep CIOs, CTOs, CMOs, business managers, content strategists, and information and knowledge professionals ahead of the curve so that they can maximize their investment in digital content.

Schedule your EContentMag.com exposure today!

Contact: Walter McQuillan • National Sales Manager • (609) 654-6266 ext. 201 • walter.mcquillan@infotoday.com



DEMOGRAPHICS

Rate the value of EContent magazine & EContentMag.com

Important source of information, I can't find anywhere else**83.8%**

Helps me professionally**95.5%**

Authoritative and unbiased ..**96.3%**

EContent readers are optimistic about future spending!

36% report budget increases for 2011.

Involvement in content-related initiatives

Make final decision**44.7%**

Involved in decision**54.1%**

20,000 visitors per month

Traffic Sources

Direct Traffic.....**27.84%**

Referring Sites**25.39%**

Search Engines**46.62%**

Visitors from 137 countries

North America**63%**

Europe**21%**

Asia/Pacific**12%**

Other**4%**

Reader Job Titles

Executive Management (CEO, CFO, COO, VP) **17.00%**

Senior Management (CMO, VP, Director, Manager) **17.00%**

Technical Management (IT/IS/MIS/Developer/Programmer) **14.30%**

Content Professional (Editor, Writer, Producer) **14.30%**

Information/Knowledge Professional **20.50%**

Consultant/Integrator **9.80%**

Public Relations/Advertising Executives..... **7.10%**

September 2011 EContent Reader Survey and Google Analytics Data October 2010–October 2011

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Products & services subscribers personally specify, recommend, or approve the purchase of:

Content Delivery Tools/Services**89.2%**

Content Usage/Analysis Tools ..**86.4%**

Web Content Management**91.4%**

Content Distribution/Aggregation Services**86.6%**

Search Engines & Technologies**79.5%**

Collaboration/Elearning Tools .. **83.8%**

Enterprise Content Management**79.5%**

Online Community Tools**79%**

Content Commerce Tools/Services**75.9%**

Business Intelligence Tools....**79.2%**

Digital Asset Management Solutions**77.6%**

Intranet/Extranet/Portal Solutions**74.6%**

Taxonomy/Classification**69.6%**

Streaming Tools**62.6%**

Digital Rights Management ..**76.5%**

Fee-Based Info Services**70.1%**

Mobile Content Technologies/Services**73.1%**



ECONTENT XTRA ENEWSLETTER



The **EContent Xtra** weekly email newsletter keeps subscribers informed of changing events and trends that are driving the content industry. Twice each week, **EContent Xtra** delivers news and analysis specially tailored to those whose jobs revolve around content, acquisition, syndication, pricing, and aggregation, as well as digital content creation, management, delivery, findability, and more.

Not available in concentrated form like this anywhere else, **EContent Xtra** arrives with fresh and accurate news compiled and written by **EContent's** editorial team and industry thought-leaders.

Circulation: 12,500 subscribers

Frequency: Tuesday/Thursday

Audience Profile: Digital content professionals and business managers

COST: \$950 per sponsorship

FREQUENCY SAVINGS: 6X – \$855 per sponsorship, 12X – \$808 per sponsorship

42% of **EContent Xtra** subscribers also subscribe to the print publication.

Sponsor Advertising Specifications:

- 468x60 pixels web banner with URL link in email body (GIF format)
- 75-word text description and URL link in email body
- Report of emails broadcasted and click-throughs at the end of sponsored week

EContent Xtra sponsorships are first come, first served.

Reserve your EContent Xtra sponsorship schedule now for the entire year!

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ECONTENT BULLETIN:

Send your exclusive HTML advertisement to the subscribers of the **EContent Xtra** newsletter. Your company provides the HTML and the subject line, we handle the broadcast!

Circulation: 12,000

Cost: \$1,900 per Bulletin

Frequency Savings:

6X – \$1,600 per

12X – \$1,400 per

**Reserve your
broadcast dates
today!**

SPONSORED GUEST COLUMNS

We recognize that our readers and vendor community can provide valuable thought leadership. We will work with you to develop a sponsored guest column to run in our newsletter and on our site.

Pricing: ECXtra/Online Guest Column: 750 to 850 words—\$650 Net



WHITE PAPERS & CASE STUDIES

Publish your White Paper or Webinar on EContentMag.com

White papers and **webinars** are the perfect tell-and-sell communication tools. But they need to be promoted to be effective. Why not publish your white paper or webinar date on **EContentMag.com**? Distribution on **EContentMag.com** offers you immediate access to motivated content professionals at the time when they are researching new product and service solutions.

When you publish your white paper or webinar on **EContentMag.com**, you will receive:

- Company Name**
- White Paper or Webinar Name**
- 25-Word Description**
- Linking URL**

Published on the homepage and within all research topic categories.

Frequency: Monthly (start dates may begin anytime)

Cost: \$1,900 per month

\$1,700 per month – (3) months

\$1,500 per month – (6) months

EContent Solution Directory:

Here, you'll find the premier vendors offering products and services to serve your content creation, management, delivery, and search needs, as well as those providing content resources to inform better business decisions. Only \$600.00 per month

Your White Paper or Webinar will be showcased in the following topic centers on EContentMag.com

- Content Commerce
- Content Creation
- Content Delivery
- Content Distribution
- Content Management
- Content Marketing
- Content Security
- Digital Marketing
- Digital Publishing
- Media Business News and Trends
- Mobile Content, Tablets, Apps
- Online Video
- Premium Content Services
- Privacy Issues
- Sci-Tech, Medical, Academic
- Publishing
- Search, SEO, and SEM
- Social Media and Communities
- Web Services

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ECONTENTMAG.COM RATE CARD

ad size	description	minimum	cost
468x60	Bottom Position	20,000	\$40 CPM
336x280	Large Rectangle	10,000	\$60 CPM
130x600	Skyscraper	20,000	\$40 CPM
728x90	Leader Board	20,000	\$55 CPM
300x600	Half-Page Ad	20,000	\$55 CPM
180x150	Rectangle	20,000	\$20 CPM
Text ads (30 words)	Within Articles	3,000	\$55 CPM

Topic Center Category Sponsorships

Available upon request. Pricing based on the complete impression inventory of specific category.
 Exclusive: 728x90 (\$65 CPM) 130x600 (\$55 CPM) text ad (\$65 CPM)

EContent Xtra weekly newsletter sponsorships

1 issue (exclusive)	\$950 ea.
6 issues (exclusive)	\$855 ea.
12 issues (exclusive)	\$808 ea.
ECXtra/Online Guest Column (750 to 850 words)	\$650 per

White Papers or Webinar Promotion

	per month
1 Month	\$1,900
3 Months	\$1,700
6 Months	\$1,500

EContent Bulletin Opt-In Email Rental

Circulation: 12,000	Exclusive HTML advertorial message	\$1,900
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Sponsored Text Link (Homepage + ROS)

69 character max length	\$800 ea.
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EContent Solution Directory Listing

\$600

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ECONTENTMAG.COM FACT SHEET

The **EContentMag.com** site offers a variety of banner size options, as well as rich media advertising opportunities.

The site utilizes DoubleClick (DFP) Ad Manager serving technology.

All Banners Must Conform to the Following Specifications:

standard creative units	max file size	banner location
468x60	39K	Top Position
728x90	39K	Leader Board
336x280	39K	Articles/Homepage
130x600	39K	Skyscraper
180x150	39K	Articles/Homepage
300x600	39K	Half-Page Ad
text ad	30 words	Inside articles

Maximum file size is the same for either static, animated, or rich media creative.

All ads are served up through Google Ad Manager. We accept the following creative units: [GIF](#), [GIF 89](#), [Rich Media](#), [HTML](#)

Flash: Linking URL must be embedded in the .swf file.

Targeting

The new DoubleClick for Publishers (DFP) from Google combines intuitive design, sophisticated algorithms, unprecedented insight, and greater platform openness to bring a new level of intelligence and usability to ad serving.

Testing

EContentMag.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

Reporting

Reports detailing campaign performance are available on a weekly basis.

Submission Instructions

Submit banner creative to walter.mcquillan@infotoday.com.

Include live linking URL and ALT text. (ALT text may not exceed 25 characters, including spaces.)

Creative Limits

EContentMag.com recommends no more than four looping frames on animation gifs.

Creative Modifications

When necessary, **EContentMag.com** may make the following modifications to a creative:

- Change the name of the file.
- Add a redirect to our servers via the click-through URL so that our ad server can count clicks (*EContent Xtra*).
- Add a command to open a new browser window when user clicks.
- Add a 1 x1 pixel to all HTML banners to allow our ad server to count impressions.

Counting Impressions & Clicks

DoubleClick for Publishers (DFP) Ad Manager counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment the redirect is written to the system. We employ aggressive detection methods for both impressions and clicks.

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