

2019 MEDIA KIT



Reach — Engage — Influence

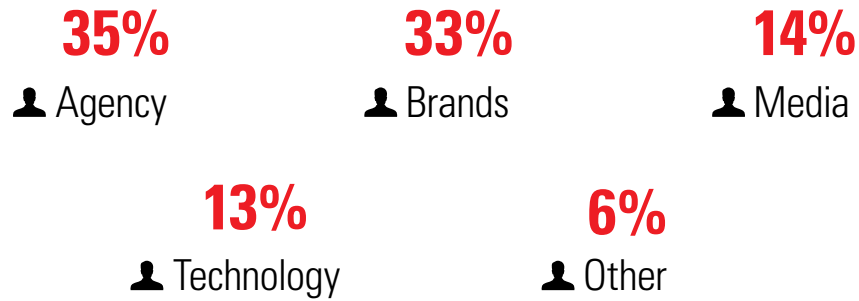
eMarketer is an indispensable resource for influential brand marketers, agency executives and publishers. They visit eMarketer regularly to help them make sense of the shifting media and marketing landscape, and for quick and easy access to the objective information they need to make better, more informed business decisions.

eMarketer is also relied upon as a top performing advertising vehicle for generating awareness, distributing thought leadership and driving demand. In this increasingly competitive and noisy business environment, it's vital for companies to differentiate and position their offerings and quality of service from the competition and keep their brand top of mind with purchase influencers.

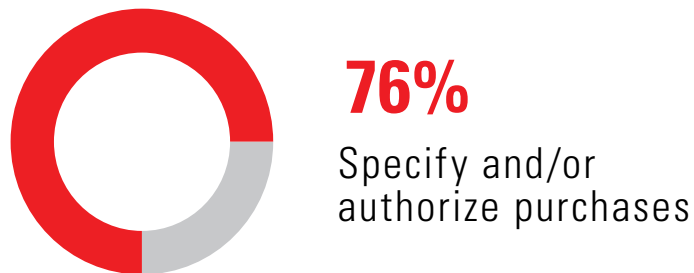
eMarketer excels at helping advertisers accomplish their goals by delivering:

- Trusted and relevant content — 100% focused on marketing in a digital world
- An exceptional content marketing environment
- High impact exposure – uncluttered pages and significant share of voice
- Extensive reach among brand marketers, agency executives, publishers
- Low audience duplication with other industry trade media
- Decision-makers who are actively seeking solutions
- Industry-leading engagement

Marketers That Matter to You Rely on eMarketer



Have Buying Power



Budget Authority to Purchase Your Solutions



Engage in Commerce

65%

Advertising and Sponsorship Programs

WEBSITE

eMarketer.com

235,000+ monthly unique visitors. Home to eMarketer articles and webinars.

Category targeting - Advertising & Marketing, Artificial Intelligence, B2B, Retail & Ecommerce, Demographics, Email, Marketing Technology, Media Buying, Mobile, Social Media, Video and Industries (Automotive, Consumer Electronics, CPG, Financial Services, Healthcare & Pharma, Media & Entertainment, Politics & Campaigns, Real Estate, Restaurants & Dining, Small Business, Sports, Technology, Telecom, Travel).

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NEWSLETTERS

eMarketer Daily

Daily briefing on digital marketing and media trends. Data-driven and timely for decision-makers who need to keep up with the shifting media and marketing landscape. Articles, interviews and industry updates along with eMarketer signature charts. Includes a Sunday, Week in Review edition. 175,000+ subscribers.

[View Today's Issue](#)

eMarketer Retail

Daily dose of data, news and insight essential to keep pace in this new world of commerce—online, in stores and on mobile. A must-read for the entire retail sector. Includes a Sunday, Week in Review edition. 70,000+ subscribers.

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DEDICATED EMAILS

Deliver your message directly to eMarketer's audience of influential marketers, media and agency execs. eMarketer FYI mailings are extremely effective for lead generation, especially for whitepaper and webinar promotions. Advertisers benefit from 100% share of voice along with strong brand association with eMarketer.

Advertisers have the ability to choose from three distinct opt-in lists or the option to hone in on unique audience segments with targeting capabilities to include: Company Name, Company Size, Industry, &/or Region.

eMarketer FYI

160,000+ subscribers

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eMarketer Retail FYI

66,000+ subscribers

[View Sample](#)

eMarketer Marketing Technology FYI

50,000+ subscribers

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NEW! eMarketer Spotlights

eMarketer FYI Spotlight 160,000 subscribers. eMarketer RETAIL FYI Spotlight 100,000 subscribers.

Shared voice alongside three other sponsors.

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Thought Leadership Opportunities

eMarketer Native Placements

A sponsored byline within eMarketer's editorial environment. Submit recent or timely whitepapers, thought leadership pieces, case studies, etc. to eMarketer's editors, who will assist to ensure your content resonates with our audience.

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eMarketer Content Sponsorships

eMarketer Reports, Roundups, Quizzes, StatPacks and Snapshots are exclusive, turn-key programs that utilize eMarketer editorial content, covering topics of interest to the advertiser and target audience. 100% share of voice.

Reports

Unlock eMarketer's latest information, including charts and qualitative insights.

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Roundups

Customized collection of eMarketer articles, charts and interviews.

[View Sample](#)

Quizzes

Packed with industry data, volumes of branding, and social share stickiness.

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StatPacks

Collection of eMarketer stats, charts, and forecasts.

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Snapshots

Collection of eMarketer infographics of industry leading data.

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Industry Insights

Gain mindshare and tie your advertising message to thought provoking editorial during key industry events.

eMarketer Live Sponsorships

With a multimedia approach to include video and audio, eMarketer's live presentations gives advertisers a direct connection to our audience. eMarketer's fast-paced exclusive-sponsorship products are a unique performance marketing vehicle for brands looking to reach an engaged and highly qualified audience that is hungry for guidance.

Meet the Analyst Webinars

Timely and relevant content, packed with data. Opportunity to join eMarketer live from our Times Square studio and present yourself on an equal playing field as industry analysts and experts.

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Tech Talk Tuesday Webinars

Moderated by eMarketer, the webinar content is created and presented by the sponsor. Option to present live video from eMarketer's studio.

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Tech Talk On Demand

Have your existing, already recorded webinar, broadcast with an introduction from eMarketer. We will package, market, and host as popular Tech Talk Tuesday On-Demand Webinar.

Behind the Numbers Podcast

Brief and breezy conversations featuring eMarketer analysts as well as occasional guests from the worlds of digital marketing and commerce. Exclusive monthly sponsorships. 85,000+ monthly listens.

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eMarketer Recent Advertisers

4C Insights	Deloitte Digital	Lotame	SheerID
Acxiom	DialogTech	MapD Technologies	Shopkick
Adobe	Disney	Marin Software	Shoptalk
AdRoll	DISQO	Marketo	Shutterstock
AdTheorent	Drawbridge	Marketplace Strategy	Signal
AffinityX	Dun & Bradstreet	Medallia	Sitecore
Akamai Technologies	Dynamic Yield	Media IQ Digital	Soasta
Amazon Payments	Eft	Merkle	Software AG
App Annie	Emarsys	Metapack	Sprinklr
Appier	Engagio	Motista	Stackla
AskNicely	Epsilon	Moxie Software	SweetIQ
Astound Commerce	ERIC MOWER and ASSOCIATES	mParticle	Sysomos
Attentive Mobile	Exponea	MyEmma	Tableau Software
Bazaarvoice	Facebook	National Public Radio	Teads.tv
Beeswax	Fedex	NetBase Solutions, Inc.	Tealium
BigCommerce	Feedvisor	NetElixir	The Shipyard
Blueconic	FFW Agency	Neustar	ThinkNear
Bounce Exchange	FitforCommerce	Nielsen	Torchlite Marketing
Brand Networks	ForeSee Results	Nosto Solutions	TrafficGuard
Brandlive	Four51	Nuance Communications	Transunion
BrandMaker	Fresh Relevance	NYU School of Professional Studies	Trustpilot
Braze	Full Contact	Optimizely	Tune
Bread Finance	gen.video	Oracle	Urban Airship
Bynder	GlobalWebIndex	Pandora	UserReplay
CallPage	GS1 USA	Parsely	Valassis
Cedato	GumGum	Pathmatics	Verizon Media
ChannelAdvisor	GutCheck	Pattern89	Verve
ChannelSight	HERE Technologies	Pixalate	Viant
Cheetah Digital	Hitwise	Profitero	Vibes
Clarion Events	HKTDC	Quantcast	Viral Gains
Comcast Spotlight	Hong Kong Airport	Receptiv	Visual IQ
Contentsphere	IBM	Resonate	WD Partners
ContentSquare	Impact	Response Mine	WGBH
Corp-Agency	Infutor Data Solutions	RetailMeNot	WhatCounts
CPC Strategy	Iterable	Return Path	WebDAM
Cranfield Management	Jebbit	RTL Ad Connect	Wistia
Criteo	Jumpshot	Sailthru	Wpromote
Crowdtwist	Linknexus	Salesforce	Yes Lifestyle Marketing
Cuebiq	Liquidus	Salsify	Yotpo
Cvent	Listrak	SessionM	Yottaa
DataXU	Localytics	SharpSpring	

TESTIMONIALS

“eMarketer’s regional segmentation capabilities allow us to tailor our content strategy and speak directly to AdRoll’s target prospects around the world with localized messaging, resulting in higher open rates, CTRs, MQLs and ultimately ROI.”

— Jonathan Koo, Head of Global Demand Generation, [AdRoll](#)

“AdTheorent works with eMarketer because the audience is exactly who we need to engage: senior level brand marketers. The quality of their content, as well as the leads generated using eMarketer programs, help AdTheorent stand out in a sea of industry noise. Even better, their team is always professional and helpful, making doing business with them a pleasure.”

— Paul Severini, Executive Vice President, Digital Media Sales, [AdTheorent](#)

“What I love about working with eMarketer on programs is they are extremely transparent about their reach and audience. You know what you are investing in and the return reflects the premium value they drive. It’s nice to get what you pay for - often much more.”

— Lana McGilvray, Principal, [Blast Public Relations & Marketing](#)

“Reaching and engaging with brand marketers has become exceedingly difficult. At Localytics we have tested many publishers and find eMarketer to be among our top performers every time we run. The quality and quantity of qualified leads exceeds what others provide.”

— Lisa Skinner, Senior Director, Demand Generation, [Localytics](#)

“Live, interactive video with respected analysts from eMarketer was an effective way for us to connect with our marketer, publisher and agency audiences, about a hot and timely topic. The best part was that the webinar yielded a substantial amount of qualified leads, while positioning ourselves as thought leaders.”

— Cathy Novelli, Global Head of Marketing, [Quantcast](#)

“I am impressed with the ad performance - it’s far above what I’ve seen with other partners. It’s the right content going to the right audience, at the right time. Total win for Sailthru’s results.”

— Jason Grunberg, VP Marketing, [SailThru](#)