If you do not know us, you must know that we are a specialized media in marketing, advertising and technology news. Today is vital to keep abreast of developments and changes in the sector and, therefore, we want to offer it every day.
AUDIENCE

783,749 Unique users

1,181,361 Page views

923,607 Visites

*Updated data October 2019
Audit by OJD Interactive
Most frequently read media sector marketing

Number UNIQUE USERS in Spain

<table>
<thead>
<tr>
<th>Medios</th>
<th>Usuarios únicos Diciembre 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>MarketingDirecto.com</td>
<td>190,964</td>
</tr>
<tr>
<td>Anuncios</td>
<td>171,835</td>
</tr>
<tr>
<td>Reason Why</td>
<td>140,143</td>
</tr>
</tbody>
</table>

Source SCOPEN

Source comscore
NEWSLETTER
25,887 Daily Readers

PUSH ALERTS
83,600 Daily Readers
SOCIAL MEDIA DATA
Follow us!

389.279
368.605
16.095
41.378
19.405.970 reproductions

28.620 subscribers
PROFILE OF OUR USERS

Source: Registered Users in MarketingDirecto.com
PROFILES OF OUR USERS

Between 22 and 44 years

75% Between 22 and 44 years

Status
- Owners - Partners - CEOs - General Managers: 23.82%
- Department directors - Positions with decision-making power: 29.47%
- Other employees with responsibility: 26.79%
- Others (students, creative, technical ...): 19.82%

46% Female
54% Male
<table>
<thead>
<tr>
<th>DISPLAY</th>
<th>FORMAT</th>
<th>Approx impressions per month</th>
<th>CPM</th>
<th>Monthly price</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Megabanner</td>
<td>728x90 Pixels, 55kb, Photo or Gif</td>
<td>45.000</td>
<td>26,6</td>
<td>1.200€</td>
</tr>
<tr>
<td>✓ Skyscraper</td>
<td>120x600 Pixels, 55kb, Photo or Gif</td>
<td>50.000</td>
<td>22</td>
<td>1.100€</td>
</tr>
<tr>
<td>✓ Fix banner</td>
<td>350x90 Pixels, 55kb, Photo or Gif</td>
<td>40.000</td>
<td>20</td>
<td>800€</td>
</tr>
<tr>
<td>✓ Robapáginas</td>
<td>300x250 Pixels, 55kb, Photo or Gif</td>
<td>50.000</td>
<td>30</td>
<td>1.500€</td>
</tr>
<tr>
<td>✓ 2º Fix Sky in the site</td>
<td>120x600 Pixels, 55Kb, Photo or Gif</td>
<td>150.000</td>
<td>18,67</td>
<td>2.800€</td>
</tr>
<tr>
<td>✓ Floating Sky</td>
<td>235x1000 Pixels, 55kb, Photo or Gif</td>
<td>700.000</td>
<td>20</td>
<td>3.000€</td>
</tr>
<tr>
<td>✓ Brand Day</td>
<td>+30.000/day</td>
<td>5</td>
<td>5</td>
<td>1.500€</td>
</tr>
</tbody>
</table>
## TARIFAS 2019 CONTENT

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>FORMAT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Main note at newsletter</td>
<td>60 words + photo</td>
<td>450€</td>
</tr>
<tr>
<td>✓ Case Study</td>
<td>Text + photo + videos + links/ Direct access to the portal (15-20 days)</td>
<td>1.800€</td>
</tr>
<tr>
<td>✓ Reportaje a fondo en vídeo</td>
<td>Video</td>
<td>2.500€</td>
</tr>
<tr>
<td>✓ Nota de prensa simple</td>
<td>Text + photo</td>
<td>200€</td>
</tr>
<tr>
<td>✓ Note + Social media diffusion</td>
<td>Text + photo</td>
<td>300€</td>
</tr>
<tr>
<td>✓ Interview</td>
<td>Text + photo</td>
<td>600€</td>
</tr>
<tr>
<td>✓ Interview + video</td>
<td>Video</td>
<td>1.000€</td>
</tr>
<tr>
<td>✓ Post Facebook</td>
<td>Text + photo</td>
<td>300€</td>
</tr>
<tr>
<td>✓ Sponshored tweet</td>
<td>Video</td>
<td>200€</td>
</tr>
<tr>
<td>✓ Sponshoring a section + display</td>
<td>140 characters + photo</td>
<td>A definir</td>
</tr>
<tr>
<td>✓ Events ad hoc</td>
<td>To define</td>
<td>A definir</td>
</tr>
</tbody>
</table>
## TARIFAS 2019 NEWSLETTER

<table>
<thead>
<tr>
<th>DISPLAY</th>
<th>FORMAT</th>
<th>Approx impressions per month</th>
<th>CPM</th>
<th>Monthly price</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 1st position daily banner</td>
<td>550x90 Pixels, 55kb, foto o Gif</td>
<td>120.000</td>
<td>16,67</td>
<td>2.000€</td>
</tr>
<tr>
<td>✓ 2nd position daily banner</td>
<td>550x90 Pixels, 55kb, foto o Gif</td>
<td>120.000</td>
<td>15</td>
<td>1.800€</td>
</tr>
<tr>
<td>✓ 3rd position daily banner</td>
<td>550x90 Pixels, 55kb, foto o Gif</td>
<td>120.000</td>
<td>13,33</td>
<td>1.600€</td>
</tr>
<tr>
<td>✓ 4th position daily banner</td>
<td>550x90 Pixels, 55kb, foto o Gif</td>
<td>120.000</td>
<td>11,66</td>
<td>1.400€</td>
</tr>
<tr>
<td>✓ Email Marketing</td>
<td>HTML 500KB</td>
<td></td>
<td></td>
<td>1.500€</td>
</tr>
<tr>
<td>✓ Send push notification</td>
<td>More than 60.000 contacts</td>
<td></td>
<td></td>
<td>1.000€</td>
</tr>
</tbody>
</table>
We work together?

marketingdirecto.com

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