



md

marketingdirecto.com

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

687.941 Unique users

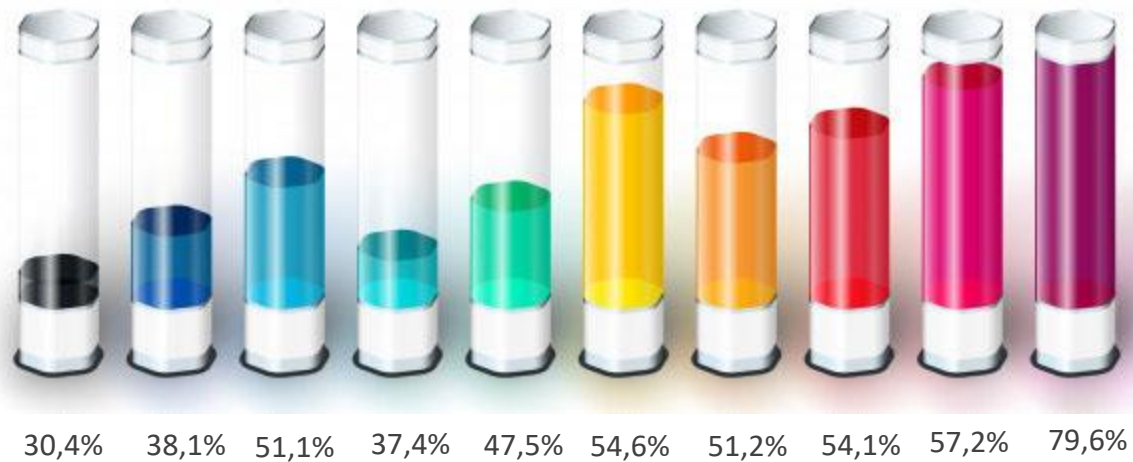
1.073.003 Page views

825.514 Visites



*Updated data February 2020
Audit by OJD Interactive

Most frequently read media sector marketing



Source **SCOPEN**

Number UNIQUE USERS in Spain

Medios	Usuarios únicos Diciembre 2019
MarketingDirecto.com	190.964
Anuncios	171.835
Reason Why	140.143

Source  comscore

NEWSLETTER

25.910 Daily Readers

PUSH ALERTS

83.600 Daily Readers



SOCIAL MEDIA DATA

Follow us!



389.828



369.636



18.192



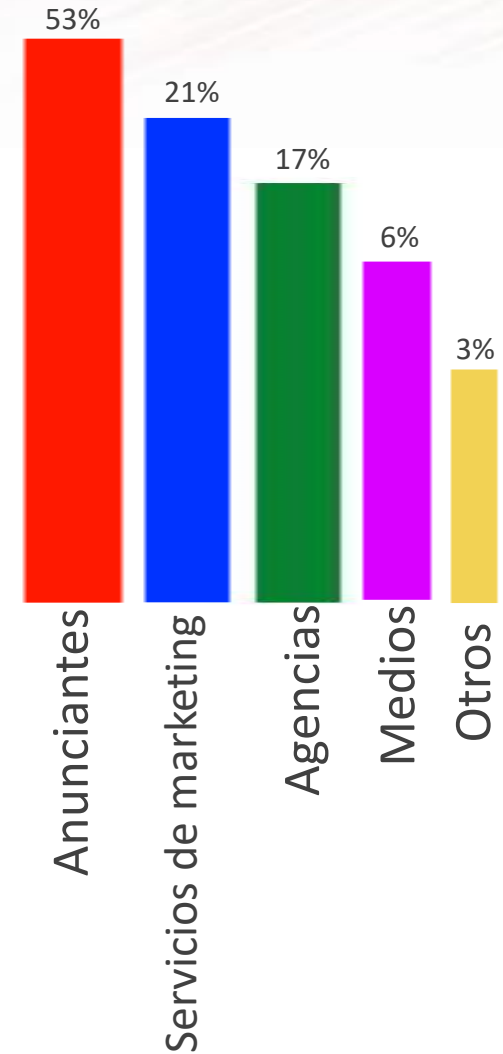
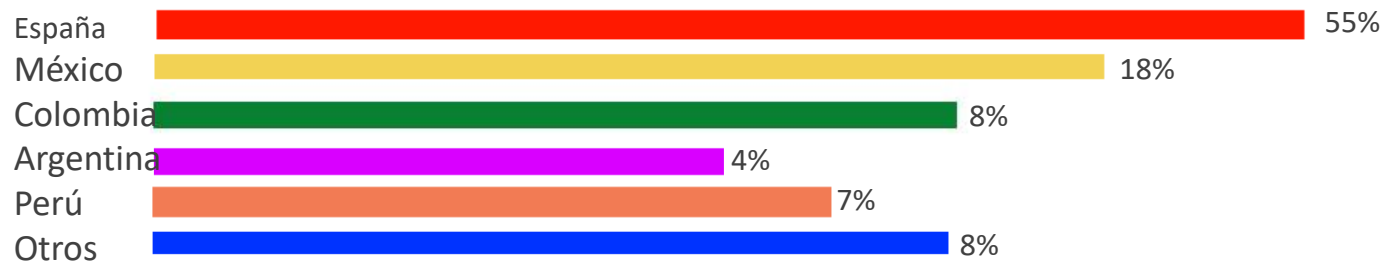
50.051



19.545.187 reproductions

28.858 subscribers

PROFILES OF OUR USERS



PROFILES OF OUR USERS

Between 22 and 44 years

46%



54%



Medium - High

Status



High

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%

TARIFAS 2020 DISPLAY

<u>DISPLAY</u>	<u>FORMAT</u>	<u>Approx impressions per month</u>	<u>CPM</u>	<u>Monthly price</u>
✓ Megabanner	728x90 Pixels, 55kb, Photo or Gif	45.000	26,6	1.200€
✓ Skyscraper	120x600 Pixels, 55kb, Photo or Gif	50.000	22	1.100€
✓ Fix banner	350x90 Pixels, 55kb, Photo or Gif	40.000	20	800€
✓ Robapáginas	300x250 Pixels, 55kb, Photo or Gif	50.000	30	1.500€
✓ 2º Fix Sky in the site	120x600 Pixels, 55Kb, Photo or Gif	150.000	18,67	2.800€
✓ Floating Sky	235x1000 Pixels, 55kb, Photo or Gif	100.000	20	3.000€
✓ Brand Day		+30.000/day	5	1.500€

TARIFAS 2020 CONTENT

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

TARIFAS 2020 NEWSLETTER

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

We work together?

md,

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