



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

654.871 Unique users

991.627 Page views

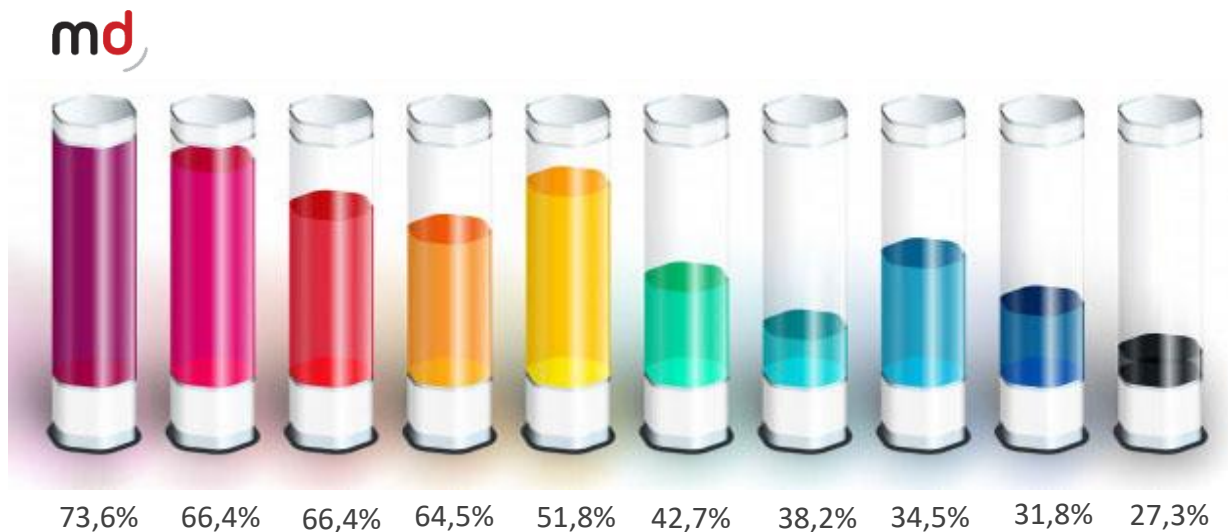
787.409 Visites



*Updated data October 2020
Audit by OJD Interactive

MarketingDirecto.com, medium preferred by advertisers in Spain, according to the "Trade Media Score 2020"

Number of unique users in Spain



Fuente **SCOPEN**

Medios	Usuarios únicos Septiembre 2020
MarketingDirecto.com	78.929
Reason Why	58.544
MarketingNews	38.004

Fuente  comscore

NEWSLETTER

25.867 Daily Readers

PUSH ALERTS

83.600 Daily Readers



SOCIAL MEDIA DATA

Follow us!



392.388



371.082



68.485

28.013

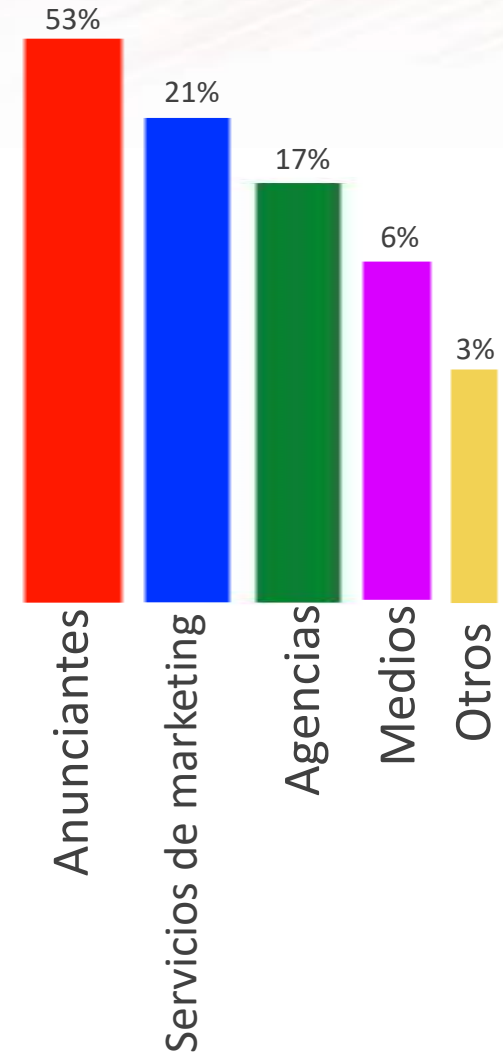
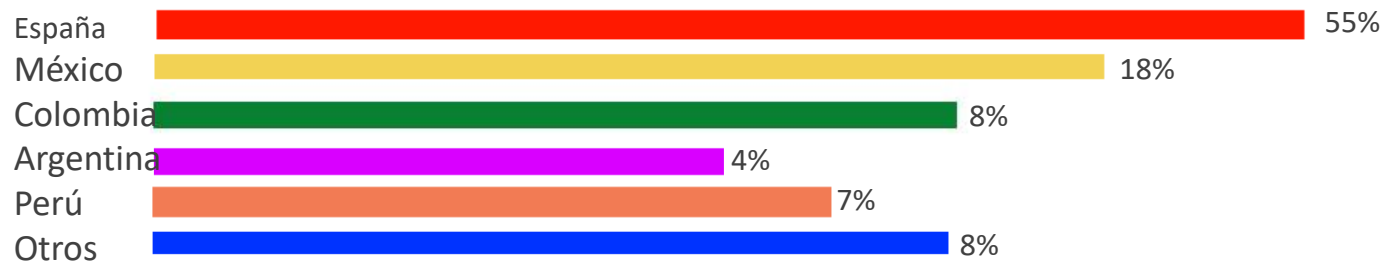




20.445.164 reproductions

35.992 subscribers

PROFILES OF OUR USERS



PROFILES OF OUR USERS

Between 22 and 44 years

46%



54%



Medium - High

Status

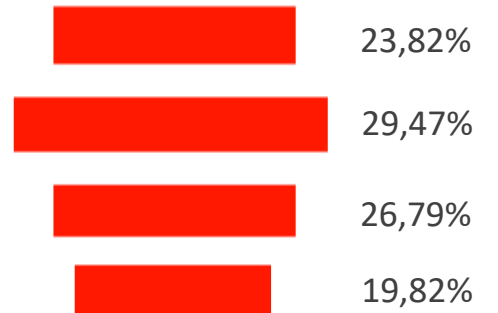
High

Owners - Partners - CEOs - General Managers

Department directors - Positions with decision-making power

Other employees with responsibility

Others (students, creative, technical ...)



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	24	1.200€
✓ 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		+8.000/day	190	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	60.000	33,33	2.000€
✓ 2nd position daily banner	550x90 Pixels, 55kb, foto o Gif	55.000	32,73	1.800€
✓ 3rd position daily banner	550x90 Pixels, 55kb, foto o Gif	50.000	32,00	1.600€
✓ 4th position daily banner	550x90 Pixels, 55kb, foto o Gif	45.000	31,11	1.400€
✓ Email Marketing	HTML 500KB			1.500€
✓ Send push notification	More than 60.000 contacts			100€

We work together?

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