



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.





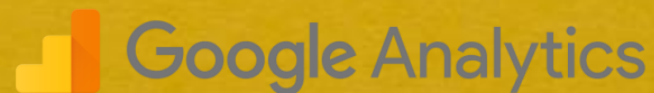


# AUDIENCE

571.022 Unique users

861.706 Page views

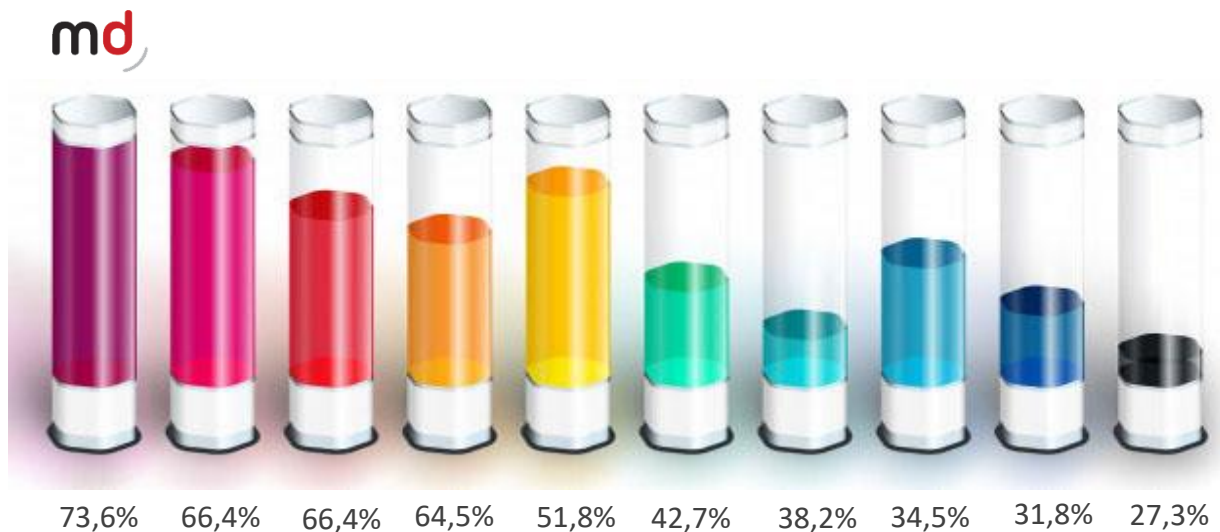
687.434 Visites



\*Updated data September 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 Julio 2020
MarketingDirecto.com	58.590
Anuncios	9.281
MarketingNews	22.949
Reason Why	56.105

Fuente  comscore

# NEWSLETTER

**25.867** Daily Readers

# PUSH ALERTS

**83.600** Daily Readers





# SOCIAL MEDIA DATA

Follow us!



392.239



370.034



64.117

26.215

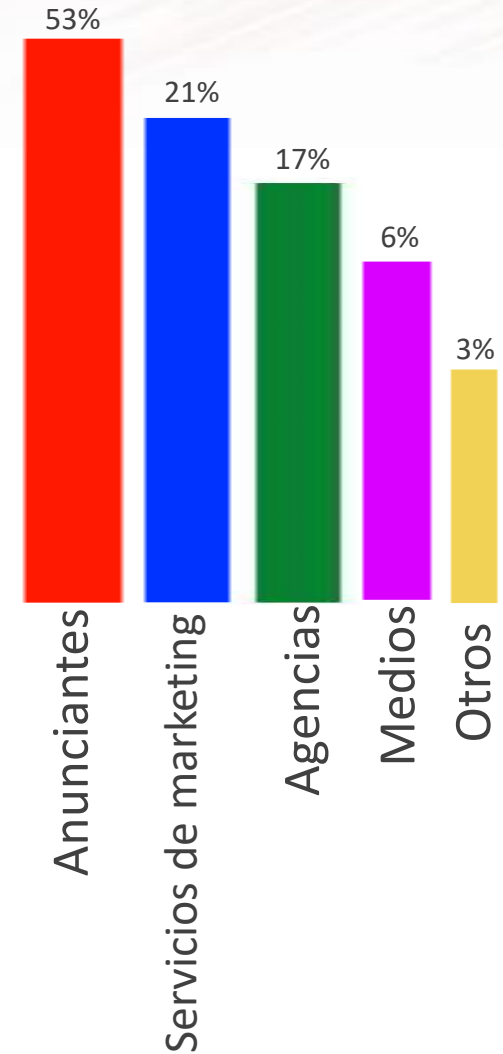
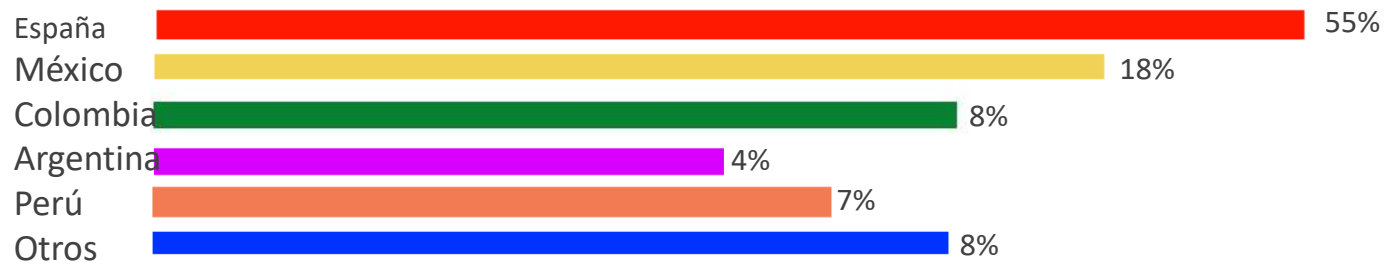




20.271.524 reproductions

35.464 subscribers

# PROFILES OF OUR USERS





# PROFILES OF OUR USERS

Between 22 and 44 years

46%



54%



Medium - High

Status

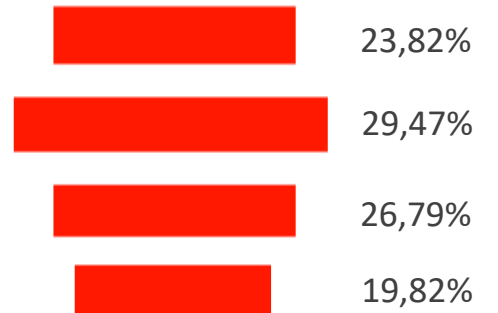
High

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	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		+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?

# md,

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