



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

605.256 Unique users

991.773 Page views

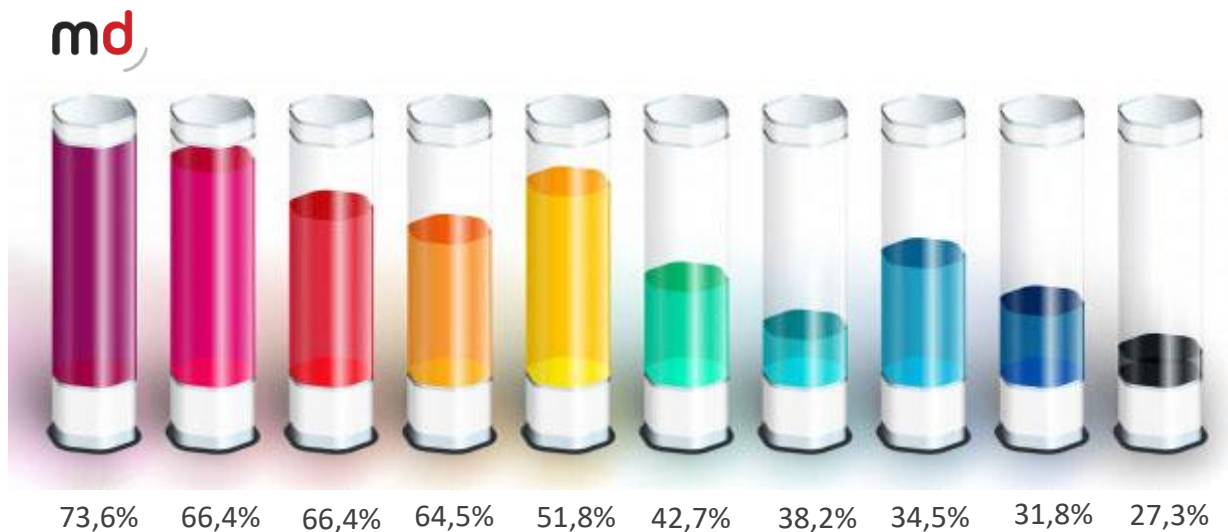
729.253 Visites



*Updated data November 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

25.910 Daily Readers

PUSH ALERTS

83.600 Daily Readers



SOCIAL MEDIA DATA

Follow us!



392.449



371.798



29.959



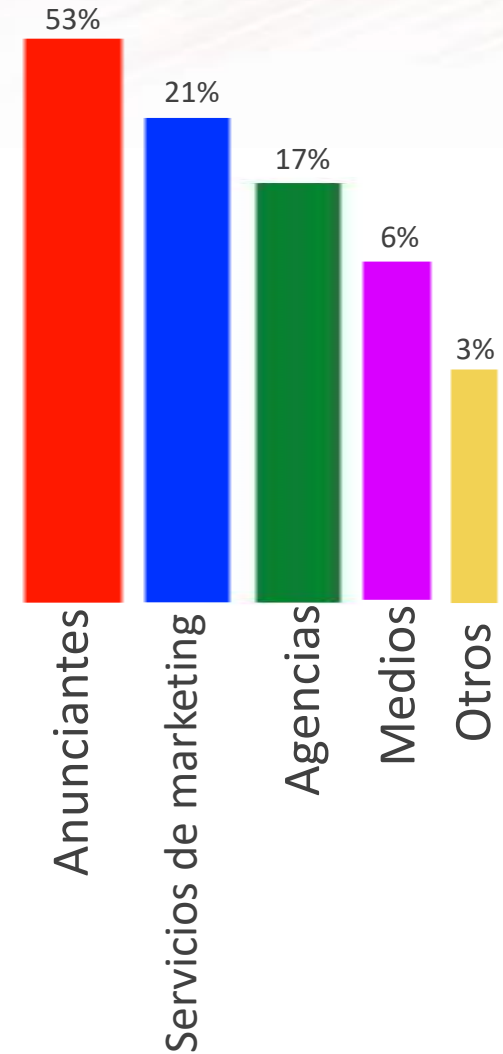
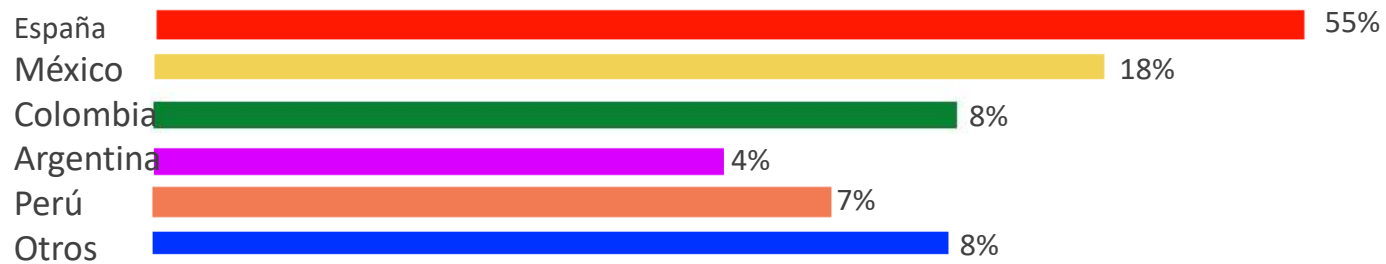
73.505



20.560.403 reproductions

36.236 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%

PRICES 2021 DISPLAY

<u>DISPLAY</u>	<u>FORMAT</u>	<u>Impressions</u>	<u>CPM</u>	<u>Monthly Prices</u>
✓ Half Banner H2	225x90 px Gif Animado o Flash	45.000	22,22	1.000€
✓ Half Banner H3	225x90 px Gif Animado o Flash	35.000	20,00	700€
✓ Megabanner H1	728x90 px Gif Animado o Flash	55.000	36,36	2.000€
✓ Megabanner H2	728x90 px Gif Animado o Flash	45.000	33,33	1.500€
✓ Megabanner H3	728x90 px Gif Animado o Flash	35.000	28,57	1.000€
✓ Banner Mobile Superior	320x100 px Gif Animado o Flash	35.000	34,29	1.200€
✓ Robapáginas	300x250 px Gif Animado o Flash	45.000	33,33	1.500€
✓ Sky Flotante	235x1000 px Gif Animado o Flash	35.000	34,29	1.200€
✓ Rectángulo Horizontal	350x90 px Gif Animado o Flash	20.000	25,00	500€
✓ Maxibanner Sección	842x115 px Gif Animado o Flash	25.000	32,00	800€
✓ Rectángulo Vertical Sección	350x550 px Gif Animado o Flash	25.000	40,00	1.000€

PRICES 2021 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

PRICES 2021 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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