



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.



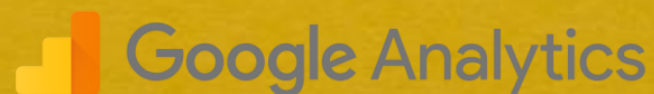


# AUDIENCE

605.256 Unique users

991.773 Page views

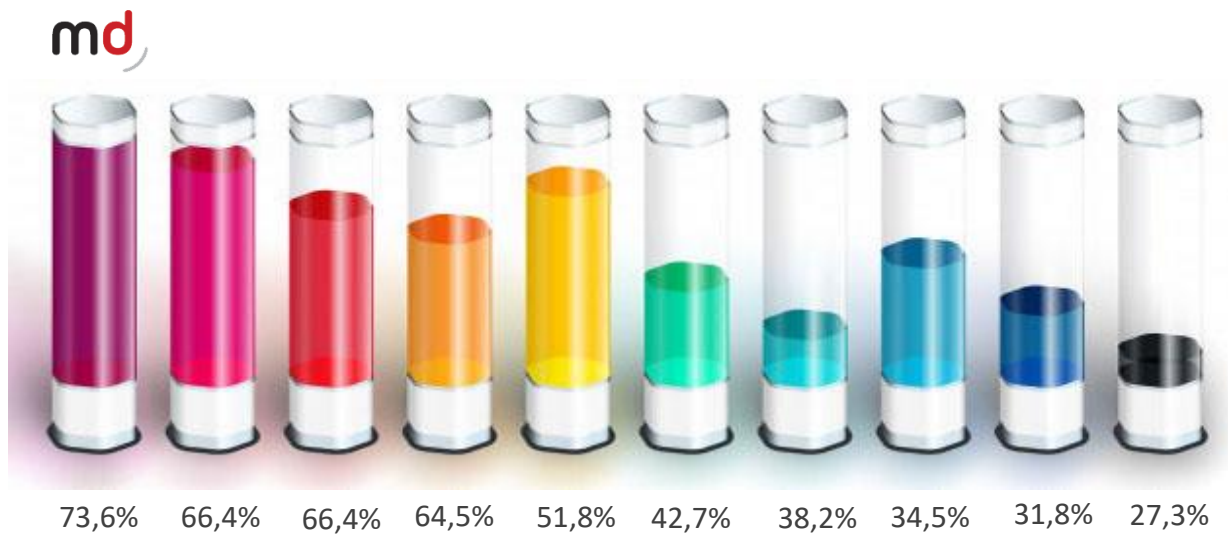
729.253 Visites



\*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

**26.219** Daily Readers

# PUSH ALERTS

**83.600** Daily Readers



# SOCIAL MEDIA DATA

Follow us!



391.983



376.812



89.721

34.679

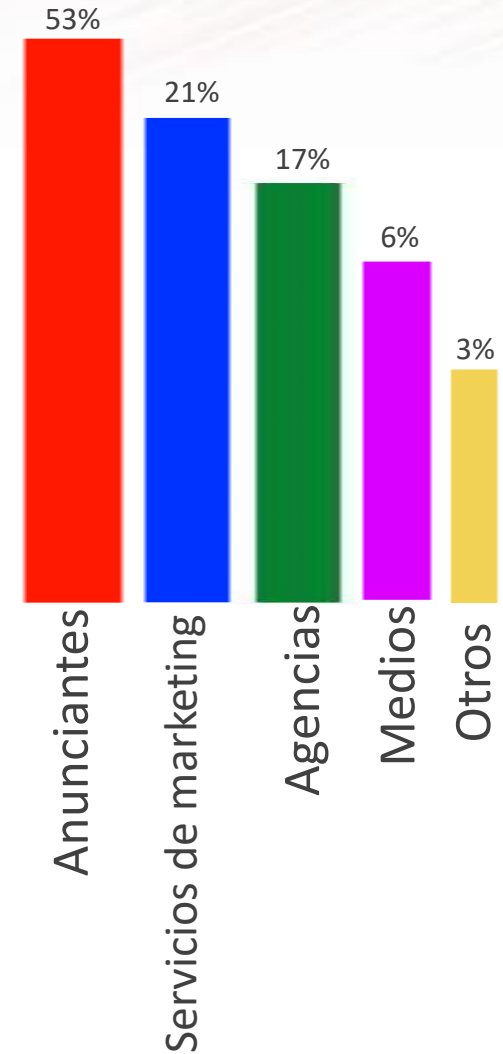
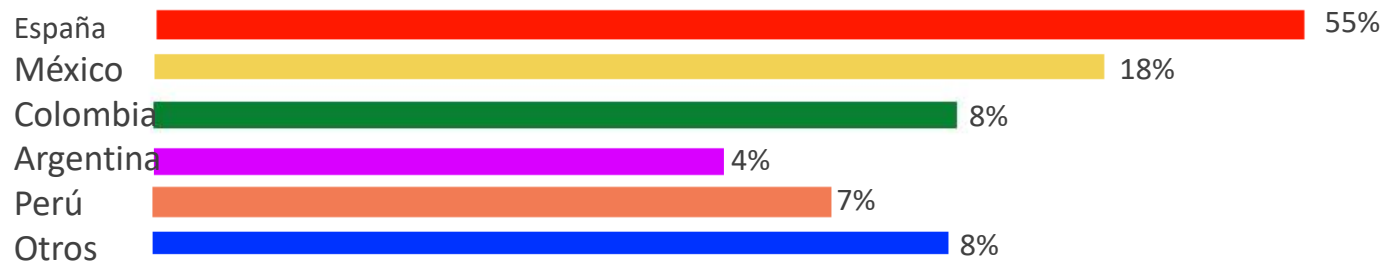




21.810.816 reproductions

38.314 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%

# 2021 DISPLAY PRICES

<u>Display</u>	<u>Format</u>	<u>Impressions</u>	<u>CPM</u>	<u>Monthly Prices</u>
✓ Half Banner H1	225x90 px Image, Gif or Flash	150.000	26,66	4.000€
✓ Half Banner H2	225x90 px Image, Gif or Flash	65.000	30,76	2.000€
✓ Half Banner H3	225x90 px Image, Gif or Flash	45.000	22,22	1.000€
✓ Megabanner H1	728x90 px Image, Gif or Flash	55.000	36,36	2.000€
✓ Megabanner H2	728x90 px Image, Gif or Flash	45.000	33,33	1.500€
✓ Megabanner H3	728x90 px Image, Gif or Flash	35.000	28,57	1.000€
✓ Page Stealer	300x250 px Image, Gif or Flash	45.000	33,33	1.500€
✓ Floating Sky	235x1000 px Image, Gif or Flash	35.000	42,86	1.500€
✓ Horizontal Rectangle	350x90 px Image, Gif or Flash	20.000	25,00	500€
✓ Maxibanner Section	842x115 px Image, Gif or Flash	25.000	32,00	800€
✓ Rectangle Vertical Section	350x550 px Image, Gif or Flash	25.000	40,00	1.000€

# 2021 CONTENT PRICES

<u>Content</u>	<u>Format</u>	<u>Price</u>
✓ Sponsored News on newsletter	Text (60 words) + image	450€
✓ Case Study/ In-depth reporting	Text + images/video/links + Home direct access for 2 days	1.800€
✓ Video in-depth reporting	Video	2.500€
✓ Publication of a press release	Text+image	200€
✓ Publication of a press release + social media	Text+image	300€
✓ Written interview	Text+image	600€
✓ Video interview	Video	1.000€
✓ Social media post	Text+image	300€
✓ Sponsored Tweet	140 characters + image	200€
✓ Sponsored Section + display	To consult	To consult
✓ Ad hoc Events	To consult	To consult

# PRICES 2021 NEWSLETTER

<u>Display</u>	<u>Format</u>	<u>Impressions</u>	<u>CPM</u>	<u>Monthly price</u>
✓ Daily fixed banner 1st position	550x90 Px, Image, Gif or Flash	60.000	33,33	2.000€
✓ Daily fixed banner 2nd position	550x90 Px, Image, Gif or Flash	55.000	32,73	1.800€
✓ Daily fixed banner 3rd position	550x90 Px, Image, Gif or Flash	50.000	32,00	1.600€
✓ Daily fixed banner 4th position	550x90 Px, Image, Gif or Flash	45.000	31,11	1.400€
✓ Fixed banner on Director Letter	120x260 Px, Image, Gif or Flash	20.000	50,00	1.000€
✓ Emailing	HTML 500KB			1.500€
✓ Push notification Sending	More than 60.000 contacts			100€

# Do we work together?

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