



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

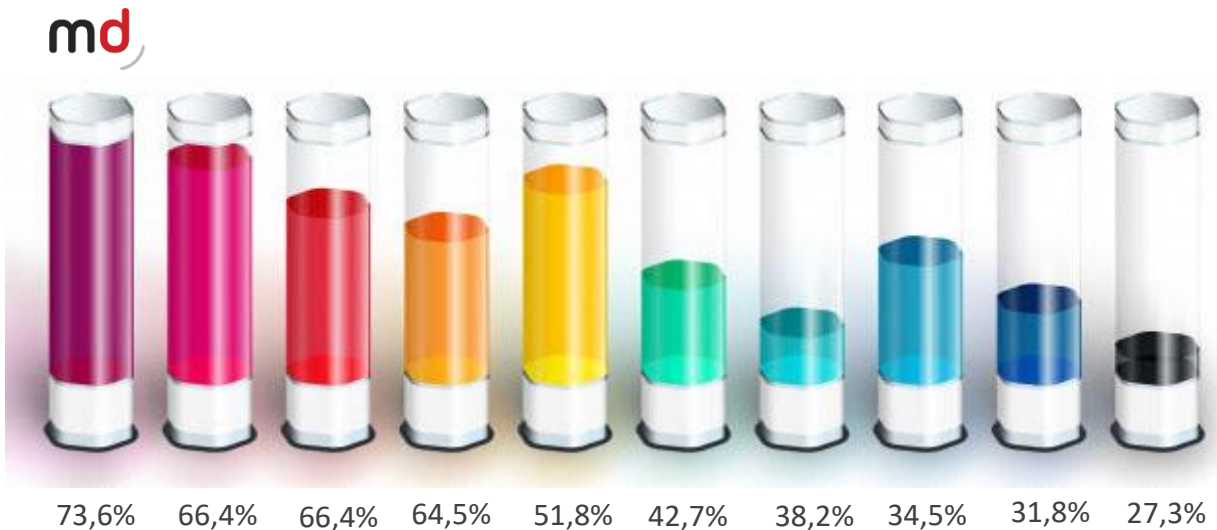
991.773 Page views

729.253 Visites



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 Abril 2021
MarketingDirecto.com	66.813
Reason Why	62.009
MarketingNews	47.629

Fuente  comscore

NEWSLETTER

26.219 Daily Readers

PUSH ALERTS

83.600 Daily Readers



SOCIAL MEDIA DATA

Follow us!



391.487



375.546



95.407

35.962

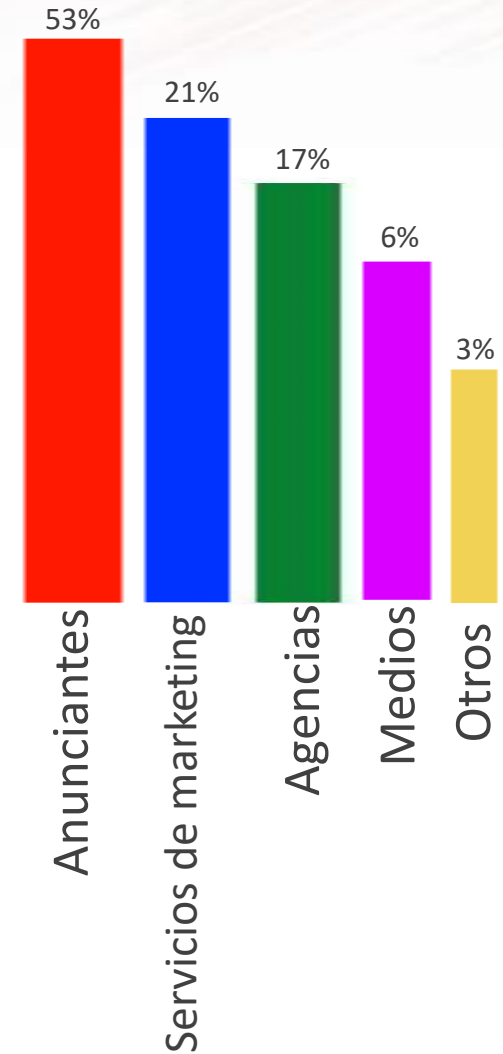
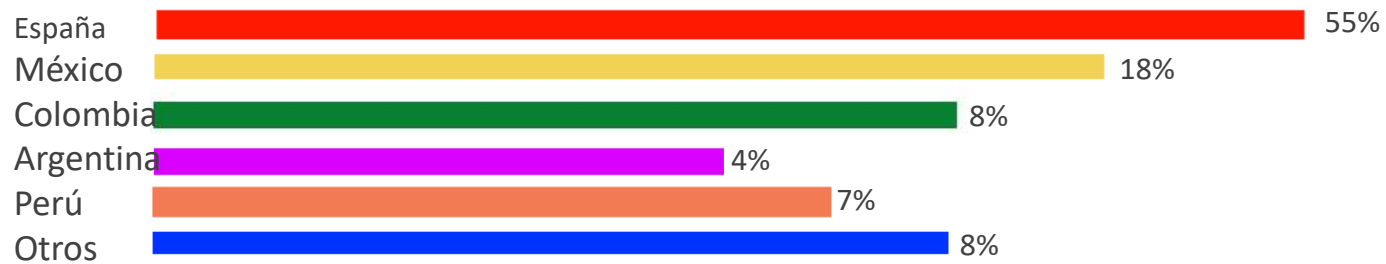




21.997.484 reproductions

38.651 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	600€
✓ 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	70.000	42,86	3.000€
✓ Daily fixed banner 2nd position	550x90 Px, Image, Gif or Flash	60.000	41,67	2.500€
✓ Daily fixed banner 3rd position	550x90 Px, Image, Gif or Flash	50.000	40,00	2.000€
✓ Daily fixed banner 4th position	550x90 Px, Image, Gif or Flash	40.000	37,50	1.500€
✓ 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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marketingdirecto.com

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