



For Information and Specific Proposals  
 Sarah Roberts  
 +1-646-233-0126 ext. 4  
 sarah@marketingcharts.com

*“Always great information that other publications don’t feature as prominently. Great for sharing socially.”*

*“I’ve used it for years. It’s concise and straight to the point using facts and figures.”*

# About Us

Marketing Charts is the one-stop source for marketing data and trends, analyzing the latest research, news and developments within the industry from thousands of sources. The Marketing Charts website, which garners in excess of 100,000 unique visitors per month, produces several original research-based articles daily, as well as a series of weekly and monthly datasets considered an invaluable resource by marketers and industry specialists. Marketing Charts also offers a high-reach daily newsletter delivered to more than 20,000 marketing decision-makers active across all media.



# Marketing Charts

120,000 Unique Monthly Visitors

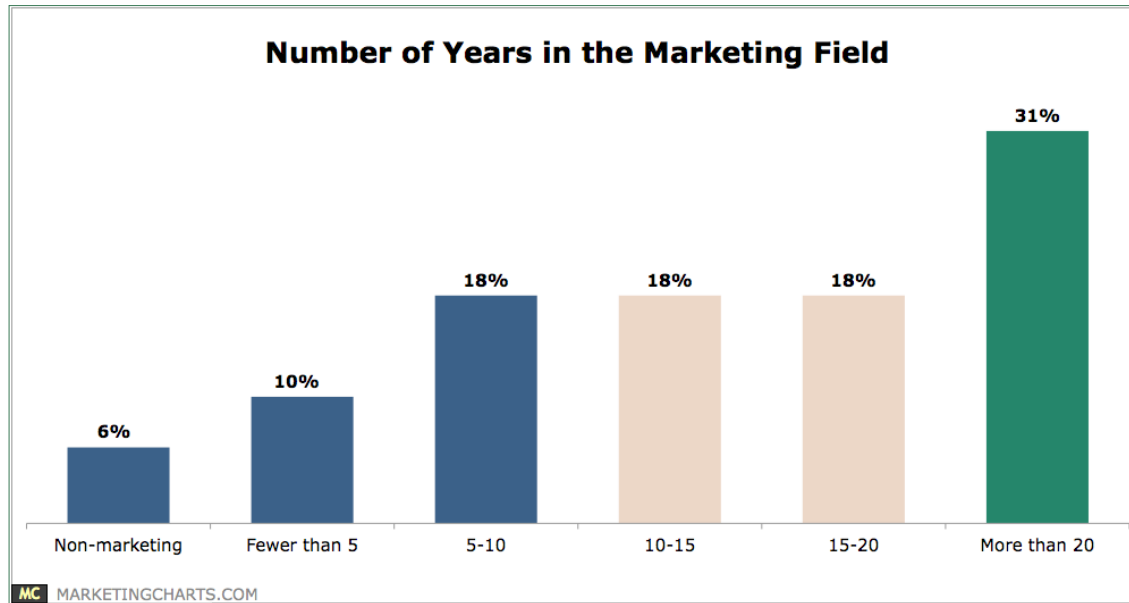
20,000 Daily Newsletter Subscribers

*“Love when you insert a little humor around the data!”*

*“Daily newsletter gives good summaries on the topic.”*

*“DATA! It’s Awesome!”*

# Audience Composition

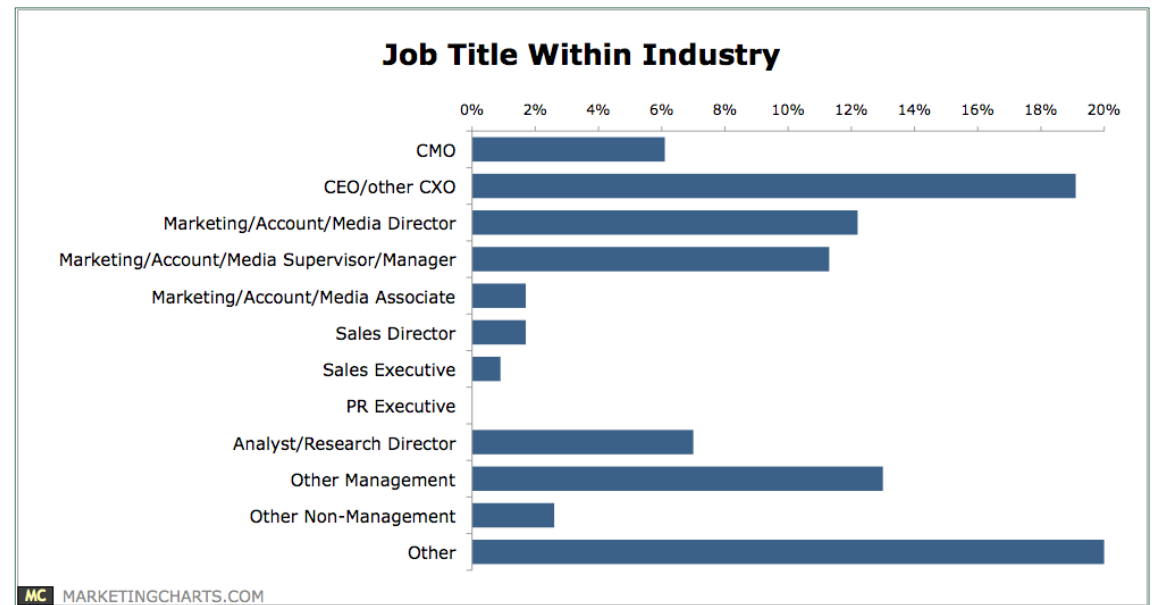


*“I like the ease of reading and understanding the charts. Appreciate the visual and the ability to enlarge it if I want to study it.”*

*“Great breadth of coverage across marketing topics.”*

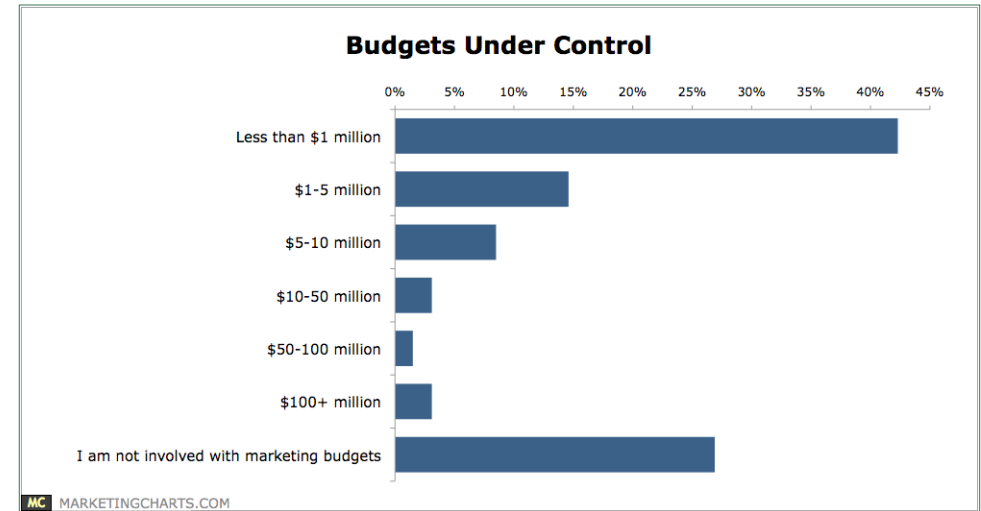
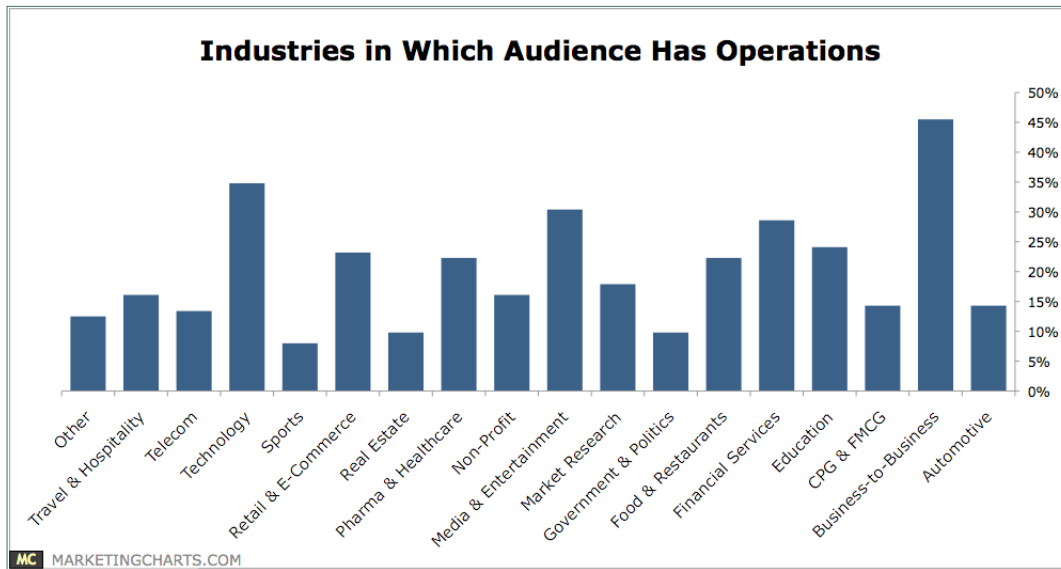
*“Quick and easy, relevant marketing data told in pictures. What’s not to love?”*

While over half of our audience has worked for at least 10 years in the industry - almost a third of our audience has at least 20 years in the business. Marketing Charts is unique in that it provides, along with editorial content, spreadsheet documents for people to employ in their own analyses and charts. The audience is very highly engaged with our content.



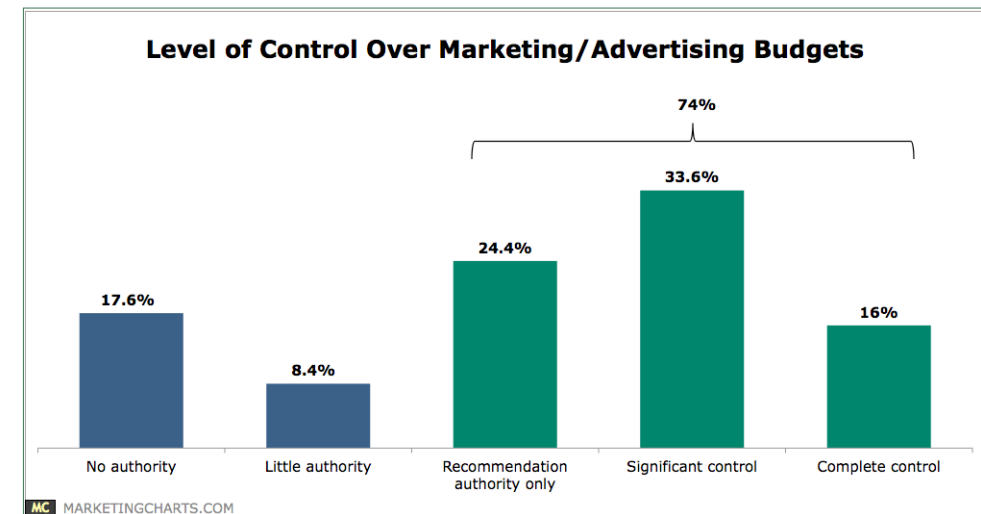
# Purchasing Decisions

Almost three-quarters of our audience have at least recommendation authority over their marketing/ advertising budgets.



*“Keeping track of trends when it comes to digital adoption among consumers and brands.”*

*“I like the content and consistency of information presented.”*




Data based on web analytics and an online reader survey from January 2014. Reader comments from same reader survey.


For Information and Specific Proposals  
 Sarah Roberts 1-646-233-0126 x4 sarah@marketingcharts.com

# Content (Site & Newsletters)

With fresh, relevant and continually updated content appearing each weekday, Marketing Charts is widely respected in the industry. Our readers range from analysts to CMOs.

 **Steve Deckert** @stevdeckert 20m  
 Awesome website for marketing & ecomm statistics: [marketingcharts.com](http://marketingcharts.com) @marketingcharts  
 Expand

 **Allen Gannett** @Allen 33m  
 What would I do without marketingcharts.com?  
 Expand

 **Mark Brill** @brillthings 52m  
 @BCUFutureMedia If you haven't come across this before, here's a very useful source of marketing stats: [marketingcharts.com](http://marketingcharts.com)  
 Expand


## Site



The screenshot shows the Marketing Charts website interface. At the top, there's a navigation bar with 'MC MARKETING CHARTS' and a search bar. Below that, there are several featured articles and charts. One prominent article is titled 'NFC Use Remains Limited; Higher Among Males' with a sub-headline 'Mobile Owners Use Near Field Communications (NFC) Technology'. Another article is 'Small-Tube Interest on Marketing and Strategy in Reasonable 5-mo Growth' with a sub-headline 'launched in Gmail Tab's functionality, many marketers have been grabbing at quick-to-the-table unlikely to provide the desired results'. There are also several charts and graphs displayed, including a 'Top 10 Brand Movers on Facebook' chart. The bottom of the page features a 'MailChimp for Agencies' advertisement.

Our content is divided into a multiplicity of categories, allowing for efficient targeting opportunities including content matching, geo-targeting, and custom content sponsorships geared to delivering just the right readers for your campaign.

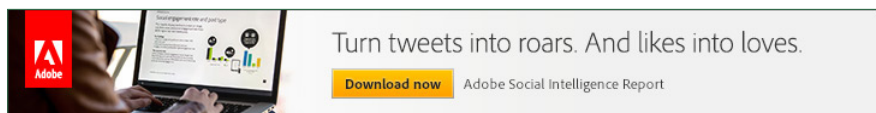
## Newsletter



The screenshot shows the Marketing Charts newsletter content. At the top, there's a header with 'MC MARKETING CHARTS' and a 'DOWNLOAD NOW' button. Below that, there's a section titled 'THE DEFINITIVE GUIDE TO LEAD GENERATION' with a 'Marketo' logo. The main content area features several charts and graphs, including 'Top 10 Brand Movers on Facebook', 'Top 10 Brand Movers on Twitter', and 'Top 10 Brand Movers on LinkedIn'. There's also a section titled 'What America's Mass Affluent Are Up To Online' with a sub-headline 'America's "Mass Affluent" represent 12% of US households but enjoy an outsized 26% of the nation's total wealth'. The newsletter includes a 'Boost your Social IQ' section with a 'Download now' button and a 'MORE RESEARCH BY MEDIA' section with links to 'Interaction', 'Technology', 'Email', 'Social', and 'Display'. The bottom of the newsletter features a 'MailChimp for Agencies' advertisement.

# Advertising Options

## Leaderboard 728x90



## Skyscraper 160x600

**Confidence  
in the Buy.™  
That's  
Specific  
Media.™**

Get **75% reach**, and **lower GRP costs** with online video campaigns!

[Learn How >>](#)

 **specificmedia**

## Rectangle 336x280



(Ads not shown to scale)

*“Every topic is super useful, and the initial synopsis of each article is excellent. They make me look like I know what I am talking about.”*

## Run of Site and Targeted Banner Advertising:

For banner advertising, we offer standard IAB sizes as depicted. Other sizes may also be available for custom content creation, so please ask.

With our base rate at \$65 CPM (cost-per-thousand ad impressions) for both site and newsletter banner campaigns, significant discounts may be given for longer term run of site buys.

Accepted ads follow IAB standards with exceptions upon approval. We are happy to work with most ad types. Rich media, third party served creative, flash ads, and expandable and/or audio/video units are all accepted for site campaigns, while email newsletters require static graphics.

Marketing Charts monitors its reader experience. Ads with too many flashing parts or other elements that readers may find annoying—determined at the sole discretion of Marketing Chart’s ad manager—will be rejected.

Please give us a call or drop us an email to discuss your campaign, as we are happy to work with you to suggest specific targeting options to help you achieve your goals.

**Text Advertising (“Text Plus Graphic” Ads, available on site and in newsletters):**

- Maximum of 50 words, one exclamation point
- Max logo graphic size: 120x60; max file size 4K

**Download listing (available on site - appears on every pageview):**

- Maximum of 50 words plus headline

**Custom Opportunities:**

We have worked with numerous clients to design out of the box custom opportunities to help target their desired audience and meet their campaign goals. Some things we have done include event sponsorships, webinars, topical whitepapers and microsites and custom units. What can we create for you?

# Marketing Charts is used as a resource by large business publications and its content is widely shared by influencers (just a few of whom are included here):



**Bryan Eisenberg** ✓  
@TheGrok FOLLOWS YOU

Marketing Optimization & use the Data expert (small or big data), keynote speaker & New York Times best selling author.  
Austin, TX · bryaneisenberg.com

10,661 TWEETS | 6,977 FOLLOWING | 34,913 FOLLOWERS

Following



**Jordan Zimmerman** ✓  
@JZspeaks

Who is Jordan Zimmerman? Maverick ad man. Philanthropist. Self-made madman. Visionary. Father. Alpha Dog. Motivator. Teacher. Leader. Huge success.  
Ft. Lauderdale, FL · yousleepwhenyoudie.com

7,810 TWEETS | 14,490 FOLLOWING | 454,852 FOLLOWERS

Follow



**SAP CRM**  
@sapcrm

The official SAP CRM Twitter channel. Tweets by @mhelligman and @shallinimitha  
sap.com/crm

8,573 TWEETS | 5,615 FOLLOWING | 18,018 FOLLOWERS

Follow



**Gail Goodman**  
@Gail\_Goodman

CEO of Constant Contact, small business advocate. Author of Engagement Marketing: How Small Business Wins in a Socially Connected World  
Waltham, MA · engagementmarketing.com

1,509 TWEETS | 3,836 FOLLOWING | 6,903 FOLLOWERS

Follow



**Publicis USA**  
@PublicisUSA

Publicis Worldwide is the largest global network within Publicis Groupe including U.S. offices in NY, Dallas, Seattle, San Francisco, Indianapolis & Boise  
NYC · publicis-usa.com

1,674 TWEETS | 225 FOLLOWING | 26,223 FOLLOWERS

Follow



**Ekaterina Walter**  
@Ekaterina

Co-founder and CMO @BRANDERATI | Author, WSJ bestseller Think Like Zuck | Trendsetter | Intl Speaker | Connector | Social Coco Chanel and yes, I tweet w European accent  
USA · ekaterinawalter.com  
<http://www.ekaterinawalter.com>

17,622 TWEETS | 42,018 FOLLOWING | 46,968 FOLLOWERS

Follow



**Pew Research Center** ✓  
@pewresearch

Nonpartisan, non-advocacy data and analysis on the issues, attitudes and trends shaping America and the world.  
Washington, DC · pewresearch.org

14,225 TWEETS | 26 FOLLOWING | 125,462 FOLLOWERS

Follow



**Conductor** ✓  
@Conductor FOLLOWS YOU

Conductor is the most widely-used SEO technology company empowering enterprise marketers to manage and improve their SEO efforts.  
New York · conductor.com

3,597 TWEETS | 2,867 FOLLOWING | 58,047 FOLLOWERS

Follow



**Richard Florida** ✓  
@Richard\_Florida

Director, @MartinProsperIT University of Toronto, Global Research Professor NYU, Editor at Large @AtlanticCities  
Global · richardflorida.com

37,513 TWEETS | 968 FOLLOWING | 170,247 FOLLOWERS

Follow