



MEDIA KIT 2014

Revised: 5/22/2014

About SEJ

Ranked #11 in Technorati's Business Blogs, and #10 in the AdAge Power150, SEJ covers the marketing world daily with in-depth subject guides, news reports, argumentative and observational articles by expert guest contributors.

We focus on digital marketing, SEO, social media, content marketing, paid search as well as entrepreneurial and agency life. Our audience of 700K+ monthly visitors are hardcore marketers who are hungry for the best tools, tips and strategies.



750K
VISITORS



130K
MOBILE VISITORS



20K
NEWSLETTER SUBSCRIBERS



1M
PAGEVIEWS



600K
UNIQUES



2:38
MINUTES - AVG. SITE
DURATION FOR
RETURNING VISITORS

SEJ is about community.



180K
TOTAL SOCIAL FOLLOWERS



100K
LIKES



66K
FOLLOWERS



42K
VIEWS



1.4K
FOLLOWERS



3.1M
PAGEVIEWS

Audience Persona



INTERNET MARKETER



WILLING TO LEARN

31

MEDIAN AGE



64%

MALE



36%

FEMALE

Over half of SEJ visitors identify as **Marketers**.



47%
Internet Marketers



10%
IT Developers



22%
Others



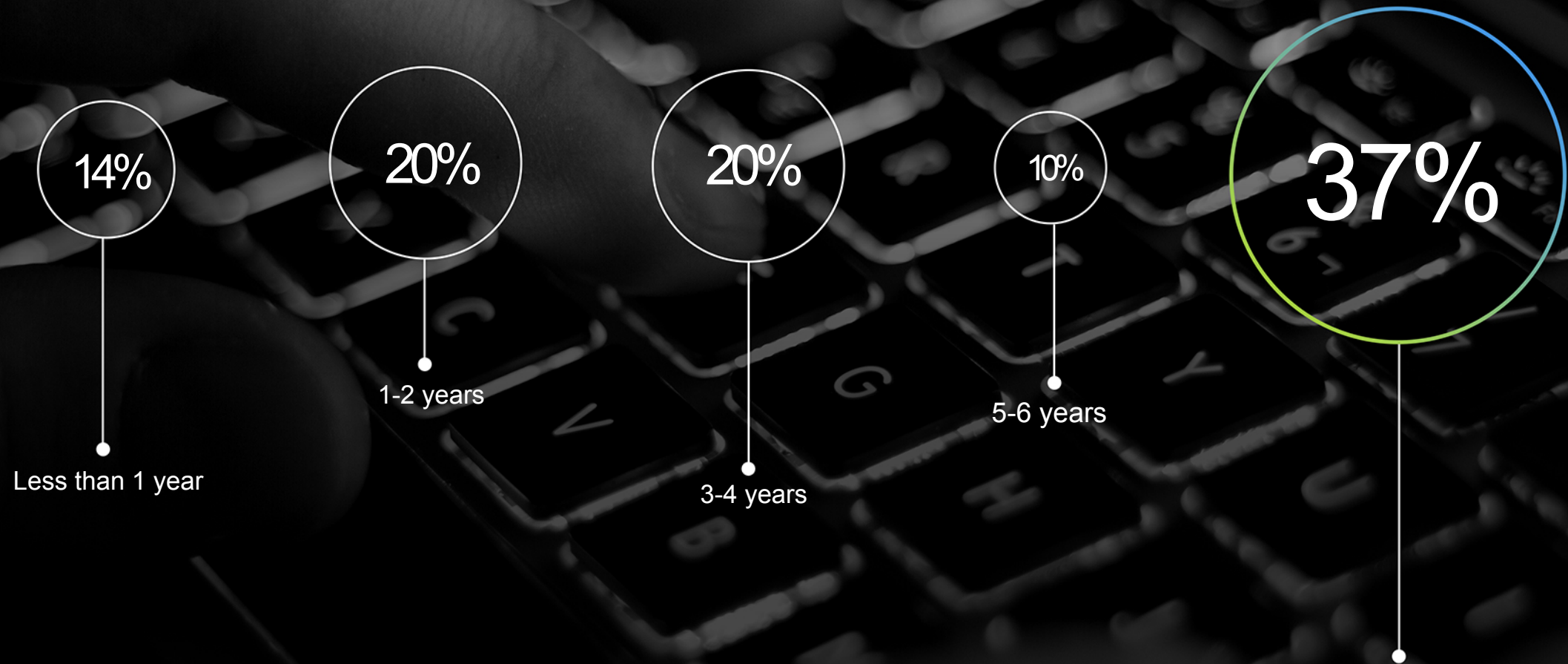
10%
Other Marketers



9%
Writers



3%
Graphic Design

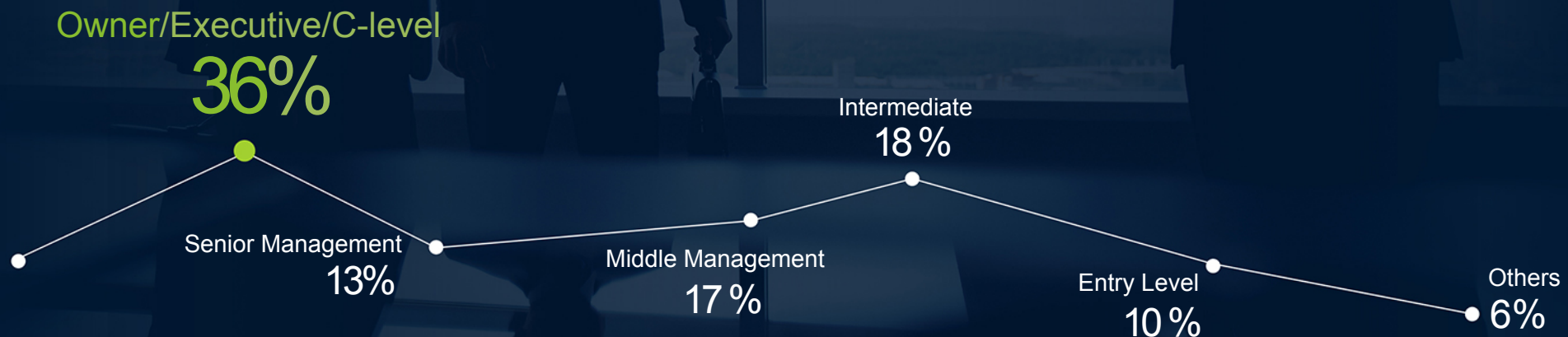


Most SEJ visitors have **6+ years** experience in their current field.

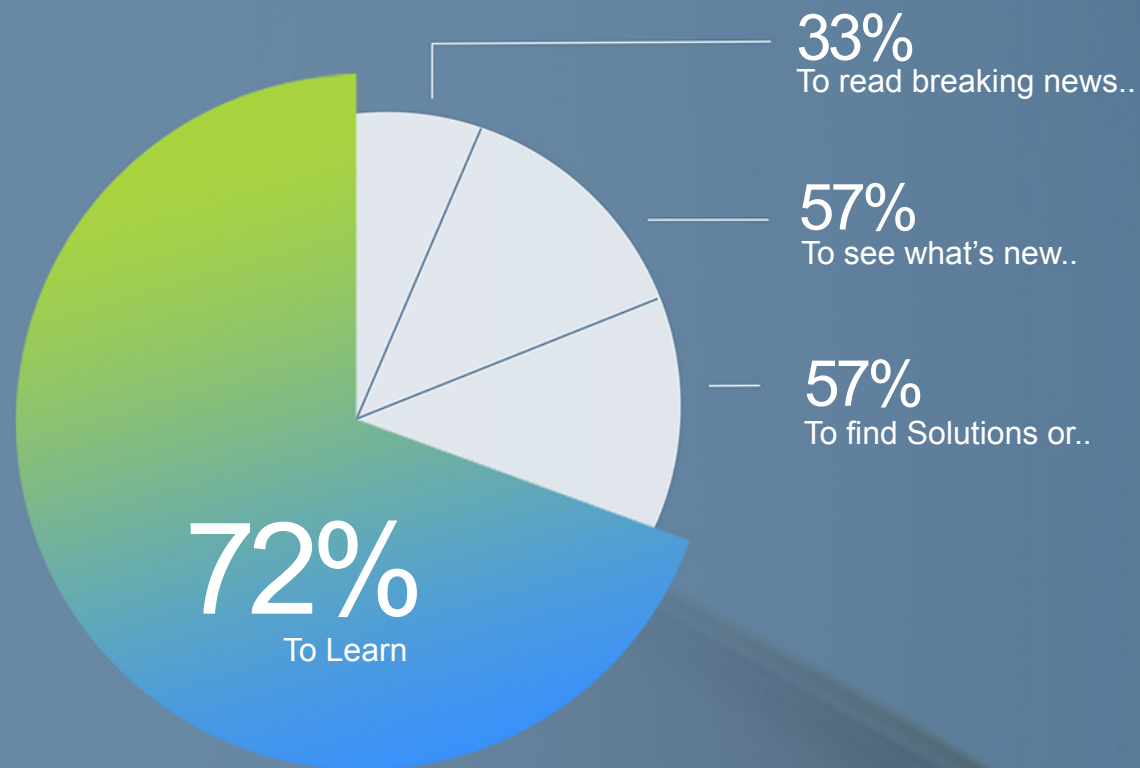
In-house consultants are #1



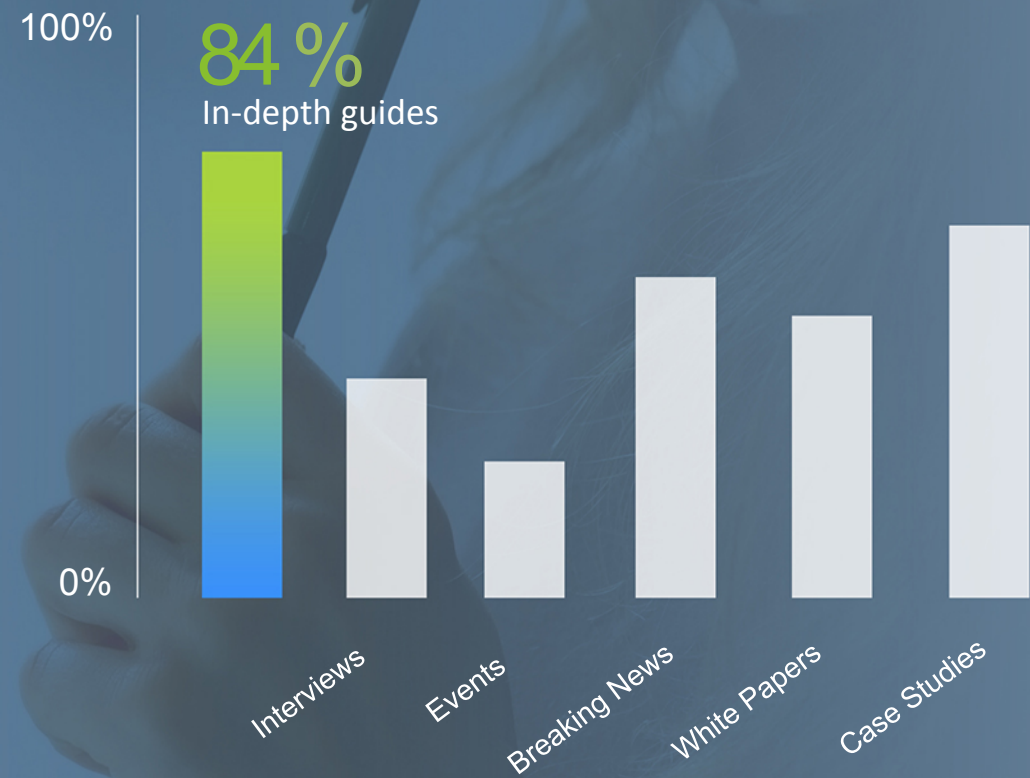
Many SEJ visitors are in leadership roles



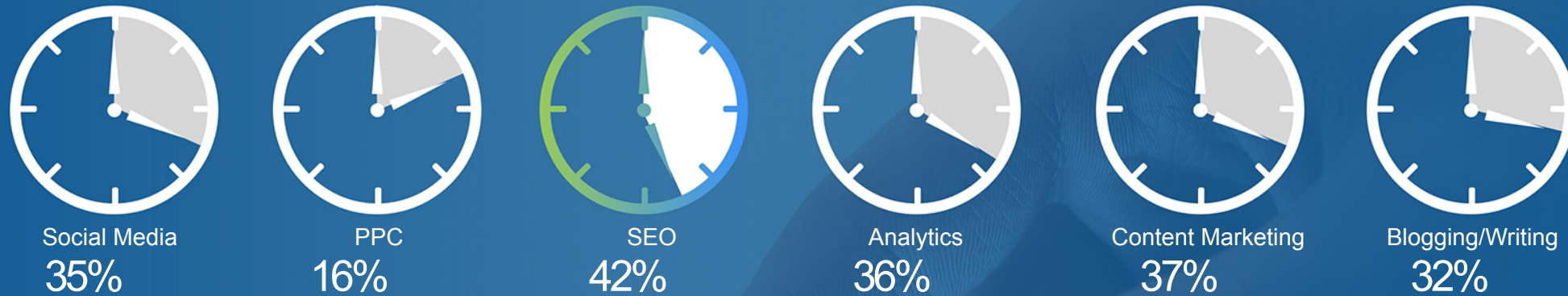
People visit SEJ because they want **to LEARN.**



Our audience is interested in **in-depth guides.**



Our audience is interested in SEO and most aspects of marketing.



Our audience is interested in SEO more than other topics.



SEJ has been featured in

CNN Entrepreneur TechCrunch Alltop

INVESTORS.com PCWorld Mashable THE HUFFINGTON POST

DRUDGE REPORT Forbes





Banner Advertising

You can buy SearchEngineJournal.com direct advertising via an easy, self-service platform provided by our partner BuySellAds.com.

- 1 Go to <https://buysellads.com/buy/detail/3534>
- 2 Pick the ad option you wish to purchase
- 3 Check date availability
- 4 Place your order: register, pay, upload your creative

Branded Category

Sponsoring a category on SEJ allows you to showcase your brand message to targeted audiences.

Categories include: SEO, Content Marketing, Social Media, Paid Search, Agency and Entrepreneur.



Branded Category

Three month minimum commitment. Creatives to be provided by sponsor. Exclusive to your brand for the life of the sponsorship.

Category header ad	Your 96x96 brand logo, link with tracking URL, and one line of text displayed at top of every post in your category	
Right sidebar ad	300x250 ad above the fold, displayed at top of right sidebar in every post in your category. 100K impressions monthly.	
Item	Description	Value
SEO	Includes SEO main category and sub-categories: SEO 101, Local Search, Google, Matt Cutts, and Bing	\$5000/month
Content Marketing	Includes Content Marketing main category and sub-categories: Content Marketing 101, Blogging, and Infographics	\$5000/month
Social Media	Includes Social Media main category and sub-categories: Social Media 101, Facebook, Twitter, Google+, Pinterest, and LinkedIn	\$5000/month
Paid Search	Includes Paid Search main category and sub-category: Paid Search 101	\$5000/month
Agency + Entrepreneur	Includes both main categories and all sub-categories: Agency, Agency 101, Client Management, Entrepreneur, Entrepreneur 101, Productivity	\$5000/month



Takeover

Showcase your brand by taking over Search Engine Journal. SEJ Takeover Sponsorship is a custom, integrated experience that reaches users through a variety of formats including social media, content, email, and online display ads.



One Sponsored Blogpost



One sponsored email
sent to SEJ newsletter
subscribers



Social media
promotion

Takeover

Takeover creatives to run for a two week period. Custom periods can be negotiated.

Item	Description	Value
Takeover skin	1200x200 ad below nav bar; left/right margins visible on screens wider than 1200px	\$3000
ATF right sidebar ad	300x250 rectangle ad displayed in homepage right sidebar ATF with up to 200K monthly impressions at \$15 CPM; to be provided by sponsor	\$3000
Mobile leaderboard ad	Two week run of your 350x50 mobile leaderboard ad	<i>included</i>
Sponsored Blog Post	One sponsored blog post that includes sponsor message ("Sponsored by <your brand/link and one line of text>" with no-follow tracking URL)	\$1250
Email Newsletter	One custom HTML message dedicated to your brand and sent to SEJ email newsletter subscribers; to be provided by sponsor	\$750
Social media promotion	Social sharing of all posts across SEJ Facebook, Twitter, and Google+; includes your brand @mention	<i>included</i>
A la Carte Total		\$8000
Bundled Package Price		\$7500

Event Coverage

Intelligent marketers do whatever it takes to hear the latest, which is why they go to conferences, but for those unable to step out of cyberspace into the real world, SEJ is here to deliver all that valuable content that's being missed. While present at some of the biggest marketing conferences in the industry, SEJ works to interview insiders, influencers, and speakers in attendance on the hottest topics related to marketing.



Youtube Video

Five filmed interviews with your brand watermark uploaded to SEJ YouTube channel



Photo Gallery

20-25 event photos with your brand watermark published in SEJ event recap post and as an album on SEJ Facebook



One Sponsored Blogpost

Five sponsored blog posts each featuring one watermarked video to be written by a SEJ writer



Social Media Promotion

All posts shared across SEJ Facebook, Twitter, and Google+



Event Coverage

Item	Description	Value
YouTube Videos	Five filmed interviews uploaded to SEJ YouTube channel, includes preroll ad and your brand watermark	<i>included</i>
Photo Gallery	20-25 event photos watermarked with your brand logo and published in SEJ event recap post and as an album on SEJ Facebook	<i>included</i>
Sponsored Blogpost	Five sponsored blog posts each featuring one watermarked video to be written by a SEJ writer	\$6250
Social Media Promotion	Social sharing of all posts across SEJ Facebook, Twitter, and Google+; includes your brand @mention	<i>included</i>
A la Carte Total		\$6250
Bundled Package Price		\$5000



Loren Baker

Founder

Founding editor-in-chief Loren Baker is a managing partner in Alpha Brand Media, publisher of SEJ. Loren has been involved in the internet marketing field since 1998 with a background in paid search and search engine optimization. In 2003, he began blogging his research and thoughts on the industry, which blossomed into the current Search Engine Journal. He currently resides in the Los Angeles area.

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Jenise manages SEJ's revenue strategy and publication direction. She is CEO of Alpha Brand Media, publisher of Search Engine Journal, where she leads operations, publishing and process management. She resides in the San Francisco bay area.

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Deputy Editor

Murray spearheads SEJ's media coverage of conferences, meetups and industry events. He founded The Mail in 2013, an angel-funded startup publication covering performance marketing and mobile marketing. Murray lives in San Francisco and is an advisor to a number of bay area startups including VigLink. In 2011, Wiley published his book Online Marketing: A User's Manual.

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