



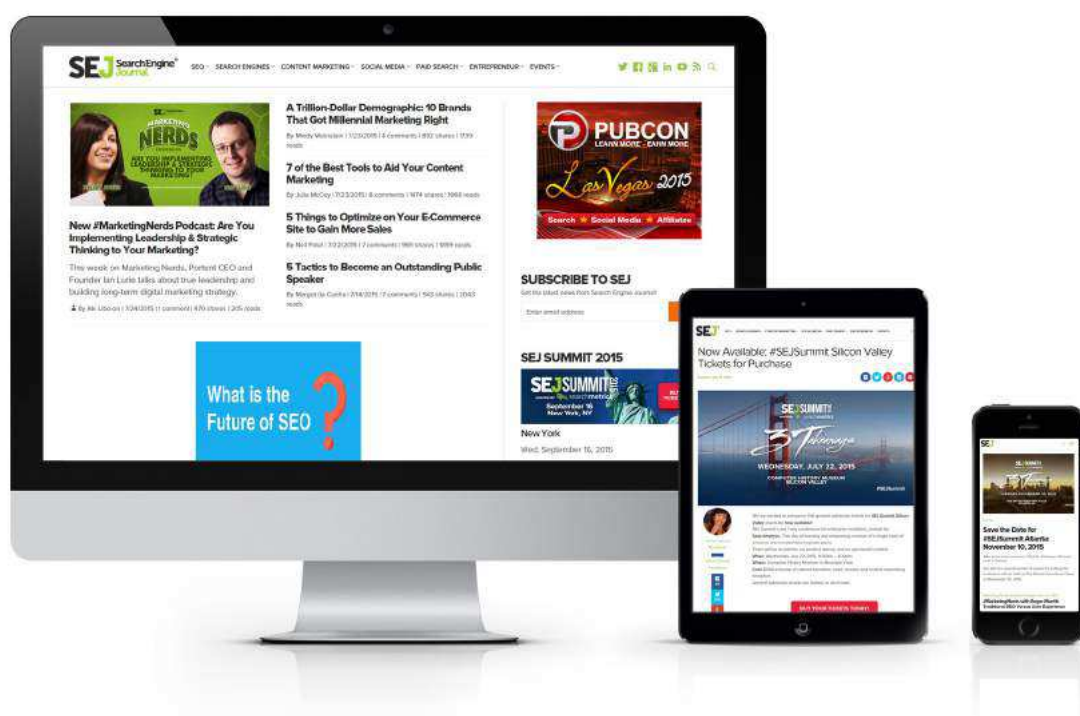
**MEDIA KIT 2016**

SEJ MEDIA KIT 2016

# About SEJ

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, and paid search, as well as entrepreneurship and events. Our audience of 600K unique monthly visitors are hardcore marketers who are hungry for the best tools, tips, and strategies.



**620K**  
DESKTOP SESSIONS



**170K**  
MOBILE SESSIONS



**31K**  
NEWSLETTER SUBSCRIBERS



**1M+**  
PAGEVIEWS

# SEJ is about community.

 **270K** TOTAL SOCIAL FOLLOWERS

 **137K** FANS

 **122K** FOLLOWERS

 **115K** VIEWS

 **2K** FOLLOWERS

 **6.8M** VIEWS

## Audience Persona



INTERNET  
MARKETER



WILLING TO  
LEARN

**31** MEDIAN  
AGE

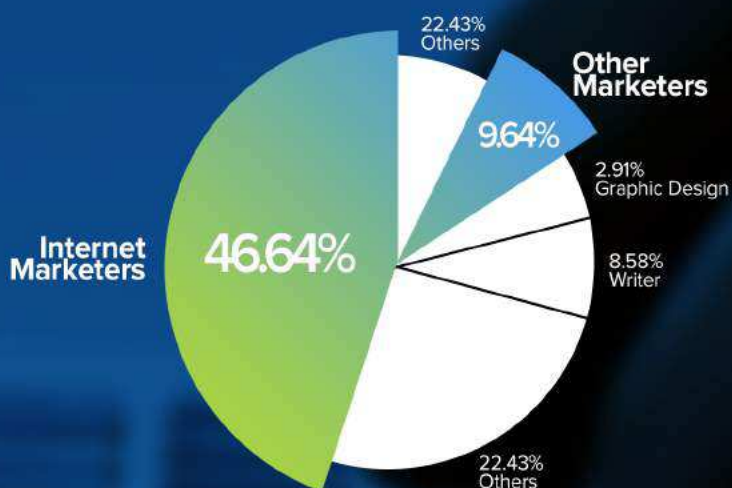


**64%**  
MALE

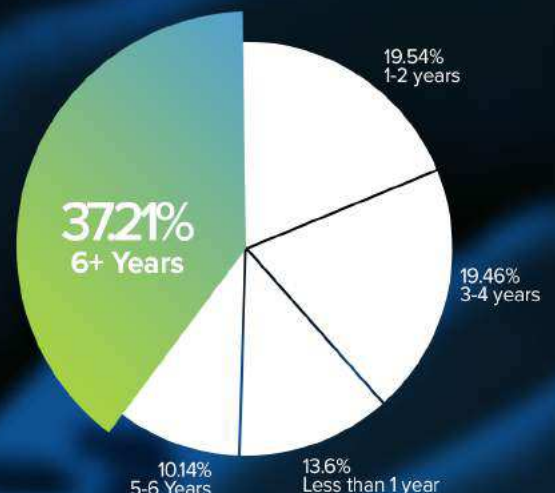


**36%**  
FEMALE

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



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



In-house consultants are #1



...and over a third are **Owners, Executives**, or in **C-level** position.



## CLIENT TESTIMONIAL

# SEO PowerSuite

We've been advertising at Search Engine Journal since November 2013, and it has turned out to be a remarkable long-run experience for us. We've been advertising on quite a number of other SEO boards, but the ROI and the quality of leads we get from SEJ are incomparable to anything else in the industry.

The clear advantages for us as SEJ advertisers are the following ones:



- Extremely responsive, helpful and flexible team, with a mission to serve advertisers' best interests. Loren and Jessica, our Account Managers, are always there for us to brainstorm new ideas for our brand and put together long-term schedules.
- Highly-targeted SEO audience.
- Multiple advertising options, stretching far beyond standard display banner ads.
- Flat fee instead of CPM payments.
- An opportunity to test various creatives and messages to find the ones that fit the audience best.
- Lower cost per lead compared to AdWords or any other advertising board of that level in the SEO industry.
- The SEJ team's commitment to keep improving their website, which means a chance to get on the eyes of more SEO professionals every month.

**We're looking forward to many more months and years of advertising at SEJ!**

**Aleh Barysevich**

Marketing Director, SEO PowerSuite



**SEO PowerSuite is the all-in-one SEO toolkit for websites.** It is the world's most feature rich software that has helped over 1,000,000 websites get rankings on Google & other search engines.

# Branded Category

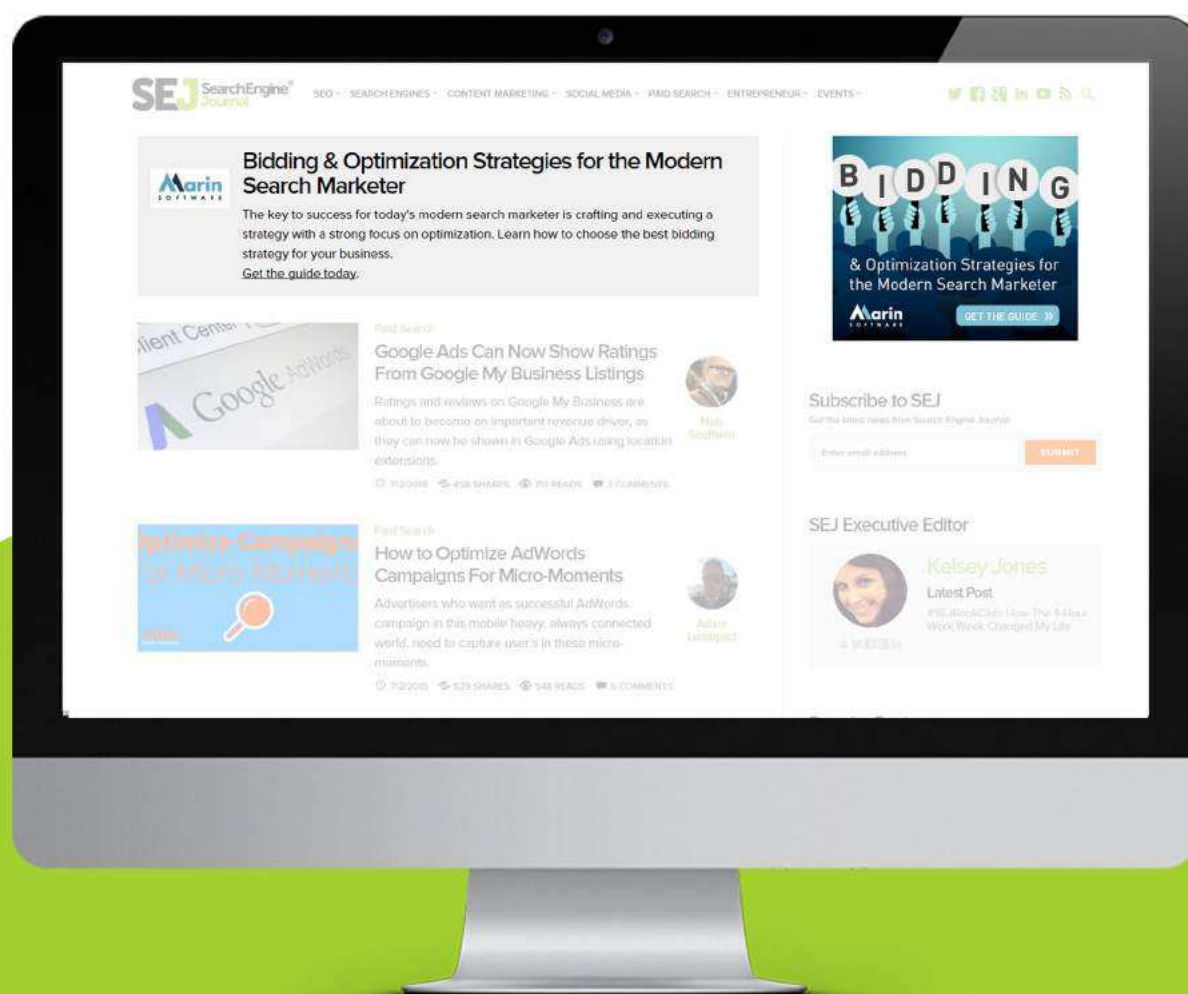
Cater your brand message to core communities across multiple channels. Sponsorship is exclusive and includes your banner and rectangle ad showcased in the category of your choice.

## Categories

- **SEO**
- **Content Marketing**
- **Social Media**
- **Paid Search**
- **Work Life**

## This sponsorship includes:

- **Banner ad:** your logo, link, and text displayed ATF at the top of every post within the category
- **300x250 right sidebar ad:** displayed ATF on all pages within the category (100K IMP per month)
- *See page 14 for special rate sheet.*





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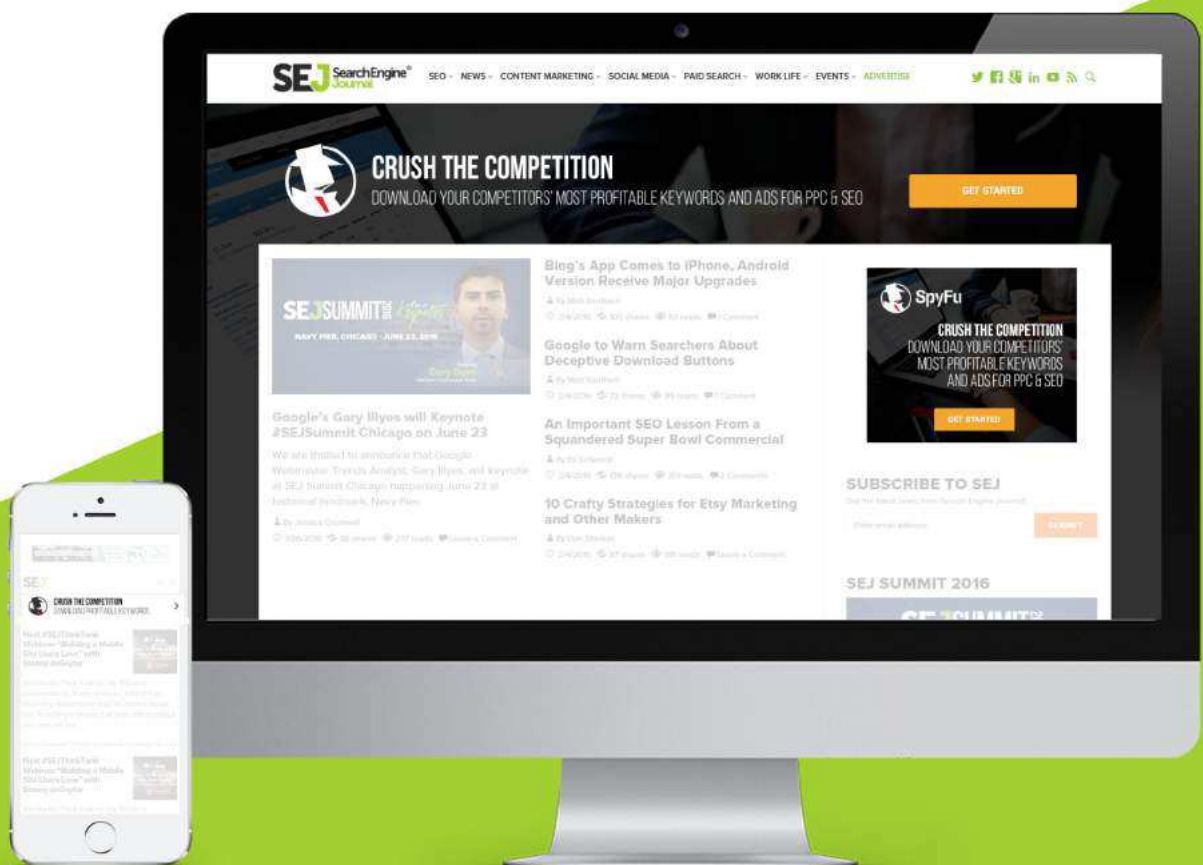
# Takeover Package

SEJ Takeover Package is an integrated experience that reaches users through a variety of formats including social media, content, email, and online display ads.

**\$9,000**  
PACKAGE PRICE

This package includes:

- **Background skin**
- **1200x200 banner ad**
- **300x250 right sidebar ad (250K IMP)**
- **Mobile banner ad**
- **1 SEJ AdNouncement**
- **1 Dedicated email blast**
- **Social media promotion**
- *See page 13 for ad specifications.*



## CASE STUDY

Client: SEO Tool  
Advertisement Period: 14 Days

IMPRESSIONS **420K** CTR **2%**

# AdNouncement

AdNouncements are DIY sponsored posts. They are featured in the newsfeed, on the homepage, in our newsletter and shared on social, just like the rest of our posts.

To avoid oversaturation, we limit AdNouncement publications to 4 per month.

**\$1,000**  
(Limit 4 per month)

Each SEJ AdNouncement includes:

- **A 500 word post, marked as sponsored. See [example](#).**
- **One 760×400 featured image** (provided by you)
- **Two no-follow tracking links**
- **Featured placement in SEJ's weekly Wrap-up newsletter sent to 31K subscribers**
- **Social promotion on SEJ's Twitter, LinkedIn, & Facebook channels** (includes your handle/hashtag)

SEJ AdNouncements are perfect for:

- **Tool companies**
- **Ebooks/White Papers**
- **Product announcements**
- **Promotional offers**
- **Service offerings**



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# AdNouncement + Marketing Nerds Podcast

Marketing Nerds is a weekly podcast brought to you by Search Engine Journal. Each week we interview one of the world's leading experts in SEO, paid media, social, entrepreneurship, and content marketing.

Enhance your AdNouncement purchase with an SEJ Marketing Nerds Podcast sponsorship - perfect for positioning thought leadership and getting in touch with marketers who want to learn.

**\$1,500**

**ADNOUNCEMENT +  
PODCAST PACKAGE  
PRICE:**

**(Limit 1 per month)**

**\$750**

**PODCAST PACKAGE ONLY**

This sponsorship includes:

- **1 SEJ AdNouncement post about your company**
- **Your company featured as a guest on 1 podcast episode (hosted by an SEJ owner or Executive Editor)**
- **Pre, mid, and post-roll mentions about your company in 4 consecutive episodes, 10-15 seconds each**
- **1 recap post about your guest episode published on SEJ, includes your call-to-action with no-follow link**
- **Guest episode MP4 license**
- **Promotion on SEJ social media communities (Facebook, Twitter, LinkedIn)**



TOTAL  
DOWNLOADS **119,855**

AVERAGE UNIQUE  
DOWNLOADS PER  
EPISODE

**535**

SUBSCRIBERS **1,408**



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# Social Media Enhancements

## Give your AdNouncement a boost!

Drive more traffic to your site and increase lead generation opportunities by boosting your SEJ AdNouncement to our audience of 138K Facebook fans.

**Price:** \$10/CPM + cost of boost

## Pin your post on SEJ's Facebook and Twitter channels!

Stay top-of-mind with a pinned post on our Facebook and/or Twitter channels - more than 260K fans and followers combined.

**Price for pinned post on Facebook:** \$10/CPM

**Price for pinned post on Twitter:** \$8/CPM

## Sponsor a Tab, or CTA button on SEJ's Facebook page!

Increase conversions by embedding your purchase CTA, newsletter, or home page in our tab-bar. Perfect for events, product sign-ups, and

**Price:** \$500 per month (Limit 1)



TOTAL SOCIAL  
MEDIA FOLLOWERS 270K

FACEBOOK  
FANS 137K

TWITTER  
FOLLOWERS 122K

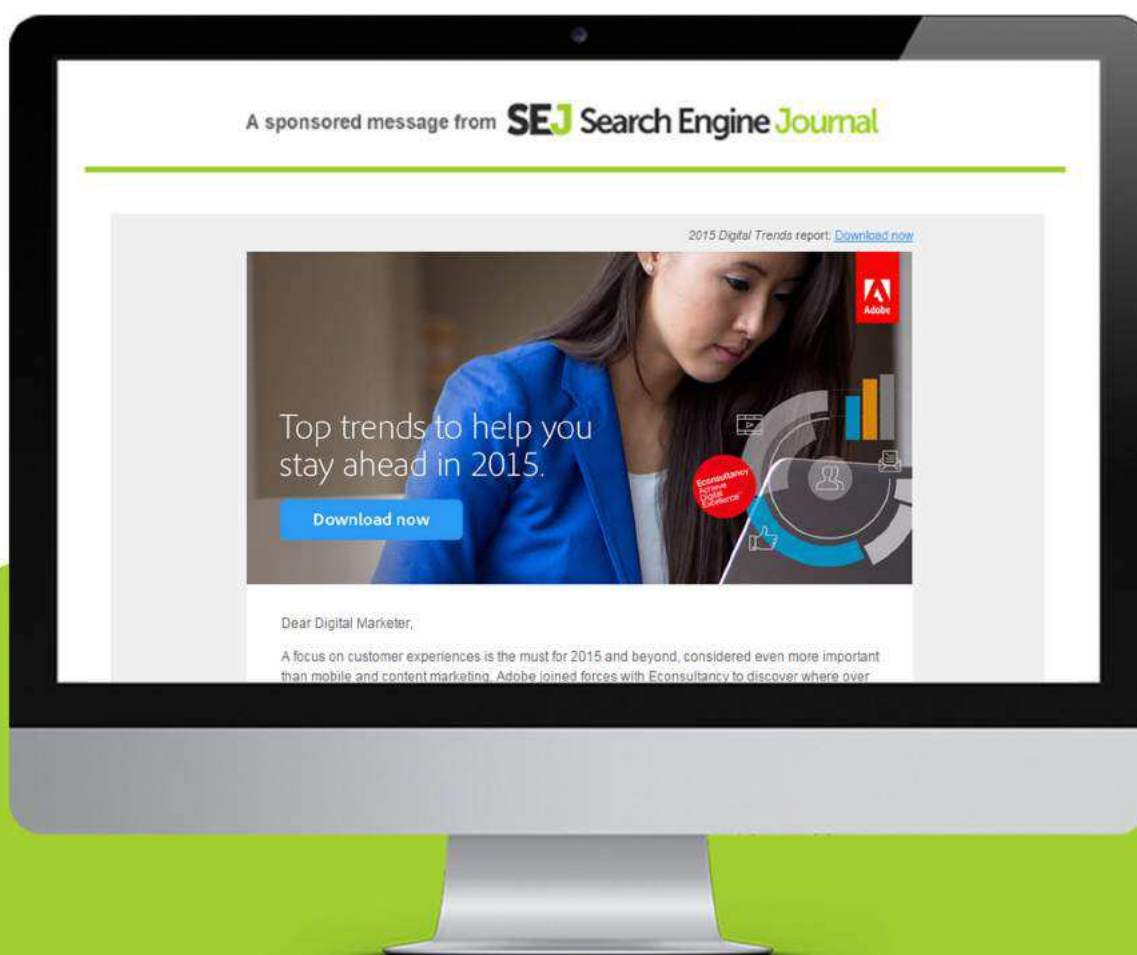
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# Dedicated Email

\$1,750  
(Limit 1 per week)

Advertise to Search Engine Journal's 31K newsletter subscribers.

Promote your tool, service, or next big event in a custom HTML message dedicated entirely to your brand.



**CASE STUDY**  
Client: PPC Company

UNIQUE OPENS  
**13.2%**

UNIQUE CTR  
**18%**

BOUNCES  
**0.3%**

# Co-Branded Webinar

SEJ Marketing ThinkTank now offers a unique way to integrate lead generation, branding and exposure for your tool or service.

Our 30-40 minute webinar includes Q&A and audience polling (the format can be altered to suit your needs). You select a topic and a presenter. SEJ takes care of the rest- from production to promotion to delivery including:

**\$5,000**  
Per Webinar  
(1 per month)



- **Registration management**
- **Custom slide design**
- **Moderator services**
- **Webinar recording**
- **Full attendee list**
- **Engagement metrics and interest factors**
- **2 sponsored blog posts: 1 pre-event and 1 recap**
- **1 co-branded email blast to 31K newsletter subscribers**
- **1 co-branded followup email to attendees and registrants**  
(includes your offer/discount/call-to-action)
- **Promotion on SEJ social media communities**  
(Facebook, Twitter, LinkedIn, YouTube, SlideShare)



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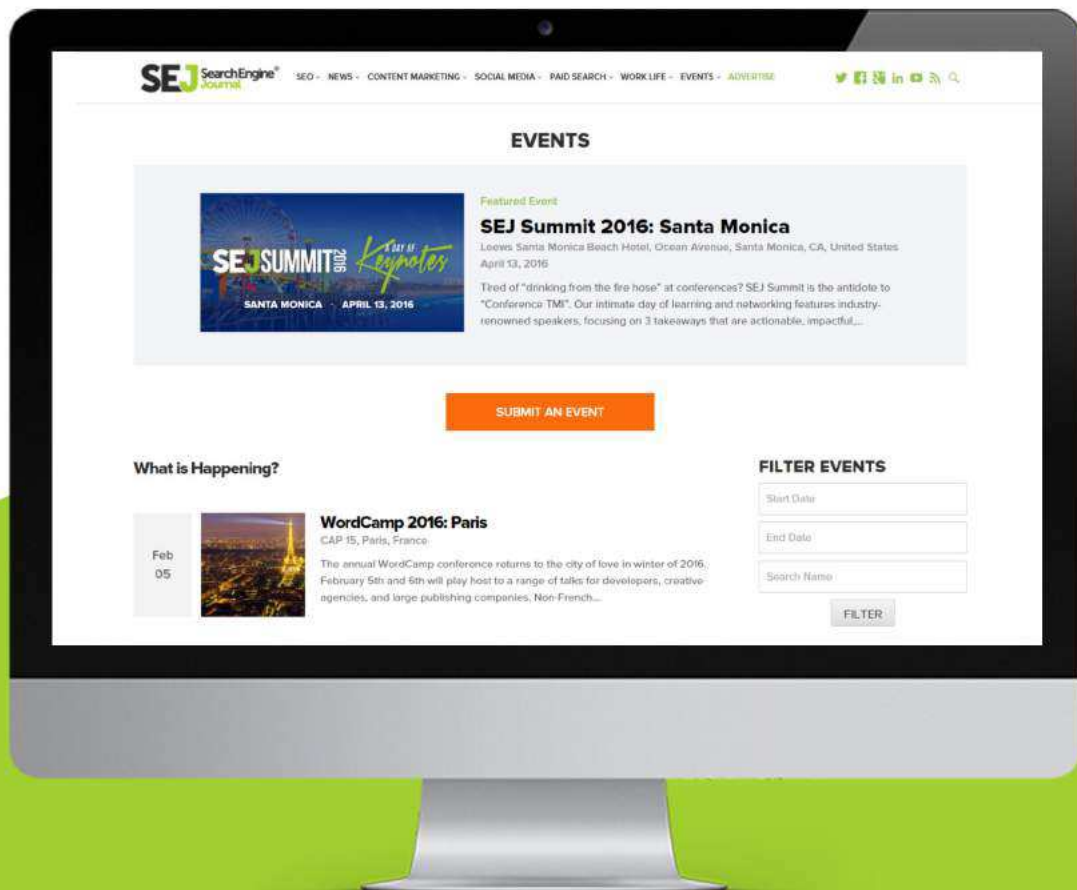
# Event Promo Sponsorship

Search Engine Journal's Event Promo Sponsorship is for events in the digital marketing space, ranging from virtual conferences to major exhibitions, that are looking for promotion, attendees, and leads from an audience of die-hard marketers.

\$2,500  
(Limit 1 event per month)

This sponsorship includes:

- **1 co-branded email blast sent to subscribers of SEJ's monthly events newsletter**  
(your event gets top billing and includes a call-to-action button)
- **1 AdNoucement** (Example)
- **1 month featured listing on our Events page** (Example)
- **Social media promotion on Facebook, Twitter & LinkedIn**  
(4 shares per month)



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# Hosted Events

SEJ Hosted Events are for companies looking to engage and interact with desirable customers.

As a partner, SEJ will provide you with integrated event planning solutions to that meet your specific marketing objectives, increase awareness of your brand, and drive sales.

- **Corporate events**
- **Seminars**
- **Speaking engagements**
- **Intimate meet-ups**

Contact [jessica@searchenginejournal.com](mailto:jessica@searchenginejournal.com) to learn more.



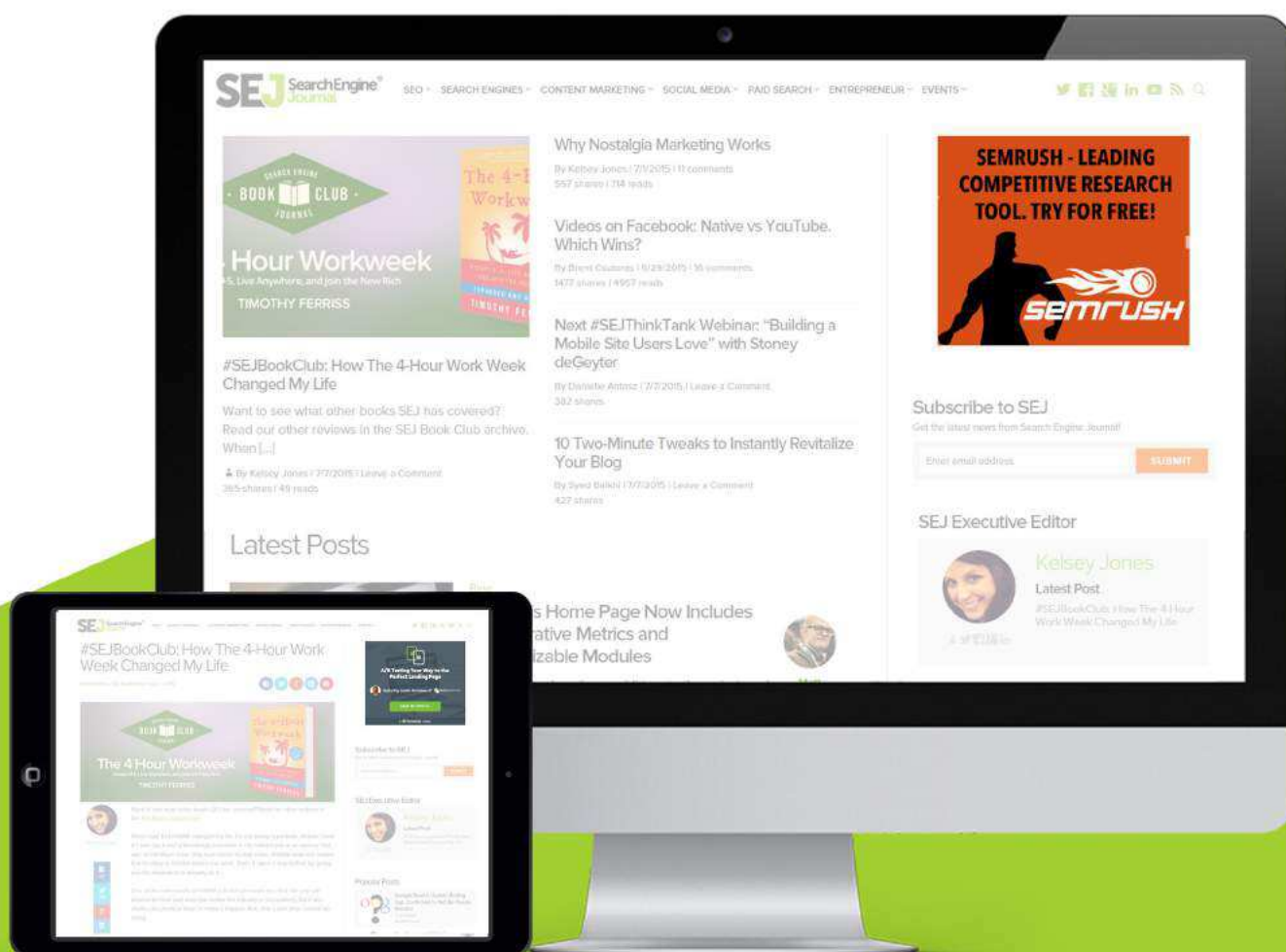


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# Banner Advertising

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



# Advertisement Rate Card

## Takeover Skin

Rate: \$4,500

Specifications:

- Advertisement period: 14 days (Mon - Sun)
- 1200x200 banner ad displayed below nav bar across the site
- Background pattern displayed on screens wider than 1200 pixels
- Banner ad & background pattern include your tracking URL
- Client to provide creative; acceptable format; PNG

## Dedicated Email Blast

Rate: \$1,750

Specifications:

- Sent from [loren@searchenginejournal.com](mailto:loren@searchenginejournal.com) each Tuesday
- Sent to 31K subscribers
- Client to provide message in both HTML and TXT format
- Message width limited to 600-800 pixels

## Co-Branded Webinar

Rate: \$5,000

Specifications:

- Full attendee & registrant contact list, including poll data
- Custom slides designed by SEJ
- Event landing page co-branded with your logo
- 2 blog posts: 1 pre-event and 1 post-event recap
- 1 co-branded email blast to 31K subscribers
- Webinar recording uploaded to SEJ YouTube
- Social media promotion on SEJ Facebook, Twitter, LinkedIn, & SlideShare

## AdNouncement

Rate: \$1,000

Specifications:

- Sponsored post on SEJ, 500 words max
- Includes 760x400 featured image to be provided by Client
- To be written by Client or SEJ writer
- SEJ obtains all editorial authority
- Featured placement in Wrap Up newsletter
- Social media promotion on SEJ Facebook, Twitter & LinkedIn

## Hosted Events

Contact [jessica@alphabrandmedia.com](mailto:jessica@alphabrandmedia.com) to learn more.

## ATF Right Sidebar Ad

Rate: \$35/CPM

Specifications:

- Advertisement period: 14 days (Mon - Sun)
- 300x250 rectangle ad displayed ATF in the right sidebar across the site
- Capped at 250K impressions
- Client to provide the creative; acceptable formats: JPEG, PNG, or GIF

## Takeover Package

Rate: \$9,000

Cost savings: \$7,900

Specifications:

- Takeover skin (\$4,500 value)
- ATF right sidebar ad, 250K IMP (\$8,750 value)
- Mobile leaderboard ad, 90K IMP (\$900 value)
- 1 AdNouncement (\$1,000 value)
- 1 Dedicated email blast (\$1,750 value)
- Social media promotion on SEJ Facebook, Twitter, and LinkedIn (capped at two shares per channel)

## Event Promo

Rate: \$2,500

Cost savings: \$1,470

Specifications:

- Featured placement in monthly SEJ Events Newsletter sent to 31K subscribers; includes CTA button and your tracking URL
- 1 AdNouncement; Client to select publish date according to availability
- 1 month featured listing on SEJ Events page- <http://www.searchenginejournal.com/marketing-events/>
- Social media promotion on SEJ Facebook, Twitter & LinkedIn; capped at 4 shares per channel

## Banner Advertising

Book at <https://buysellads.com/buy/detail/3534>

300x250 Homepage Top Right	\$35 per 1K IMP
300x250 Featured Right Sidebar	\$13 per 1K IMP
300x250 Under Post Content	\$8 per 1K IMP
Mobile header leaderboard	\$10 per 1K IMP
Mobile in-post	\$8 per 1K IMP
728x90 Footer Leaderboard	\$6 per 1K IMP

# Branded Category Rates

Each sponsorship requires a 3 month minimum commitment.

CATEGORY	DESCRIPTION	RATE
<b>SEO</b>	Includes: All SEO, SEO 101, Mobile Search, Local Search, International Search, Tools & Analytics	<b>\$6,000/ month</b>
<b>Content Marketing</b>	Includes: All Content Marketing, Content Marketing 101, Email Marketing, and YouTube	<b>\$1,500/ month</b>
<b>Social Media</b>	Includes: All Social Media, Social Media 101, Facebook, Twitter, Google+, Pinterest, and LinkedIn	<b>\$4,000/ month</b>
<b>Paid Search</b>	Includes: All Paid Search, All Search Engines, Paid Search 101, and Digital Advertising	<b>\$1,000/ month</b>
<b>Work Life</b>	Includes: All Work Life, Productivity, Agency, and Client Management	<b>\$1,000/ month</b>

This branding opportunity includes:

- **Banner ad: your logo, link, and text displayed ATF at the top of every post within the category**
- **300x250 right sidebar ad: displayed ATF on all pages within the category (100K IMP per month)**



## 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.

[loren@alphabrandmedia.com](mailto:loren@alphabrandmedia.com)

[www.linkedin.com/in/lorenbaker](http://www.linkedin.com/in/lorenbaker)



## Jessica Cromwell

**Dir. Sales & Events**

Jessica facilitates the planning, scheduling, and oversight of various projects and relationships across Search Engine Journal, including event marketing and sales. She currently resides in Greensburg, PA.

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## Jenise Henrikson

**Publisher**

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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