Written by industry practitioners, Adrants provides insightful, informed no-holds-barred commentary on the state of marketing and advertising.

Editorial is designed to inform and educate through the analysis of campaign effectiveness, the strategy behind it and the tactics used to execute it.

Adrants provides and audience of senior level professionals with a high level of personal authority over purchase decisions for marketing services and products.

Adrants readers work across both offline and online media on both the agency and client side of the business.

475,000
Unique Monthly Visitors

12,000
Daily Newsletter Subscribers

24,000
RSS Subscribers

26,500
Twitter Followers

To contact sales, email advertising@adrants.com or call Justin Martin at 406-371-5687
Our Audience

AdRants readers are active in the purchase process for a wide variety of marketing and advertising-related products and services.

"One of the best ways to keep up on Madison Avenue’s up’s and down’s."

~Wall Street Journal

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Our Audience

Adrants readers are actively involved in all forms of media with heavy concentration in online, social, direct and mobile.

Readers are also active in traditional forms of media including television, radio, newspaper and out of home.

“Brief, savvy hits on innovative campaigns, industry news and research, and a little dish.”

~Media Magazine

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Our Audience

Over 74% of Adrants readers hold management level or higher positions within their organizations.

Almost 20% are President or CEO of their organization.

Management Responsibility

- Executive Vice President: 6.5%
- Vice President: 8.9%
- President/CEO: 19%
- Director: 19.8%
- Manager: 19.4%
- Non-management: 26.3%

“Reading Adrants is like eating your vegetables and getting dessert, too.”

~Fast Company

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AdRANTS

Audience Composition

Adrants serves a broad cross section of advertising and marketing professionals who are involved with all types of media. Over 75% of readers are active in both online and traditional media.

Audience Composition

Online only 18.8%

Traditional only 4.5%

Traditional and Online 76.7%

“
There’s a wicked glee in a lot of the reviewed ads, a slightly subversive edge to their admonishments.

~Maxim

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AdRANTs

**Audience Composition**

Adrants readers are senior level executives. **82%** have more than five or more than ten years of experience in the business with **74%** holding management level positions.

In addition, **17%** hold creative management positions, **55%** have more than 10 years experience, **43%** earn more than $100,000 per year.

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**Audience Type of Firm**

- At an ad agency: 45.5%
- For an advertising-related service company: 4.1%
- For a media company: 10.7%
- In corporate public relations: 0.4%
- In a corporate marketing department: 16.0%
- For a public relations agency: 3.3%
- For a creative-only agency: 2.9%
- Other: 11.5%

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**Years in Business**

- Less than 5
- 5 to 10
- Over 10

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**Audience’s Client Verticals**

The AdRants audience develops marketing and advertising in many different verticals including retail, consumer packaged goods, healthcare, automotive and finance.

About **42%** of readers have complete or significant control over multimillion dollar marketing budgets. One out of five readers control a budget worth more than $10 million.

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Ad Units (Site and Newsletter)
Adrants offers four graphic ad units; a leaderboard across the top of the site, a rectangle (two sizes) that runs inline with content and a wide skyscraper which appears in the right hand column of the site.

Text ad placements are available in various places on the page.

A sponsored editorial unit, the AdverPost, appears as the second story on the home page and within individual story pages on a rotational basis.

Dedicated Email
Solo mailings with custom creative are available on a limited basis to the 12,000 newsletter subscribers.

Adrants Twitter Feed
Sponsored tweets are available on a limited basis, are written by Adrants and submitted to client for approval.

Website Ad Views

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adverpost</td>
<td>$55</td>
</tr>
<tr>
<td>Display Ad Unit</td>
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</tr>
<tr>
<td>Text Ad Unit</td>
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</table>

Newsletter Email Drops

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Twitter Feed

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<thead>
<tr>
<th>Ad Unit</th>
<th>Cost</th>
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<tbody>
<tr>
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</table>
AdRANTs

Technical Specifications
Adrants runs the most popular IAB standards, as well as a custom text-ad format. We run rich media formats, 3rd-party, and expandable and sound units that are user initiated. The file size limit for graphic ads is 40K.

Adrants accepts third-party serving, although we offer free ad serving and tracking. Flash ads must have designated URLs hard-coded into the SWF file.

For email campaigns, please provide JPG or GIF files, as Flash does not play in many email readers.

Text Ads
Text ads can contain a maximum of 50 words and one exclamation point. The logo can be up to 120x60 with a maximum file size of 4K.

Adverpost
The AdverPost is a paid editorial unit written by Adrants and approved by the advertiser. It appears as the second story on the homepage and on each individual story page.

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