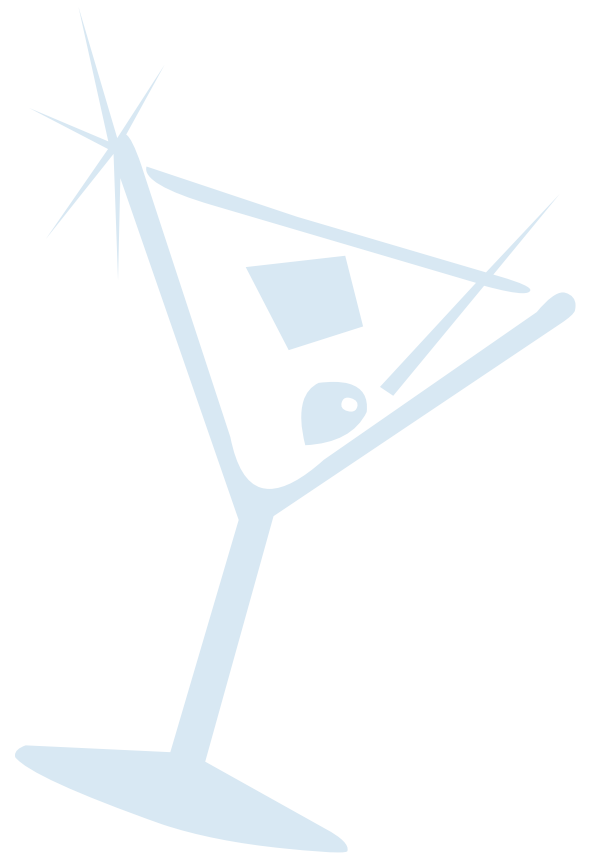# AdRANTs

2012 Media Kit

www.**adrants**.com

AdRANTs

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
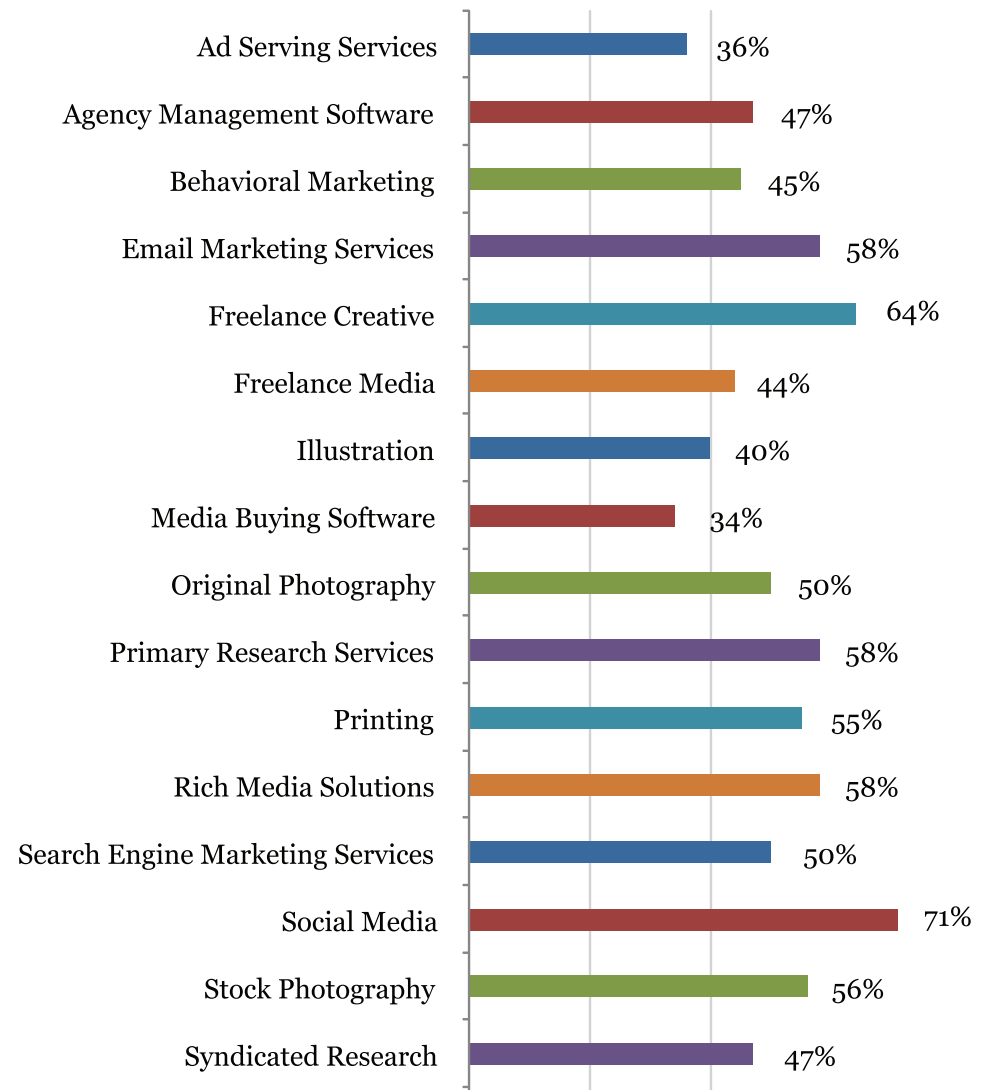
AdRANTs

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*

Services Purchased

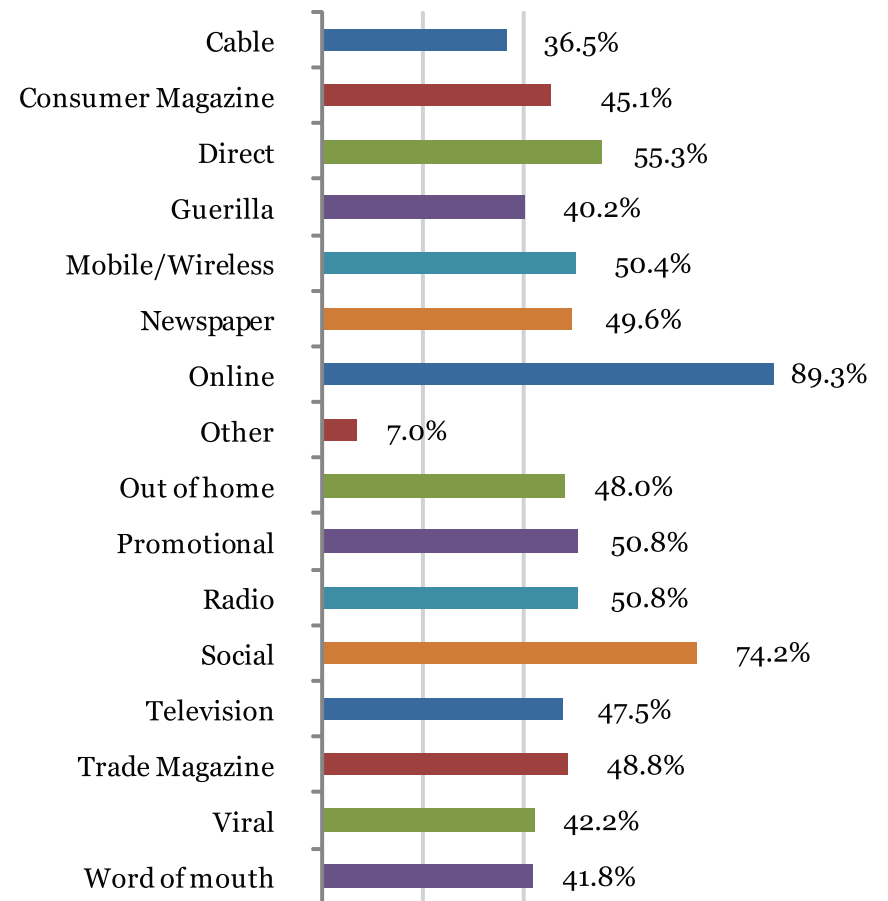| Service	Percentage
Ad Serving Services	36%
Agency Management Software	47%
Behavioral Marketing	45%
Email Marketing Services	58%
Freelance Creative	64%
Freelance Media	44%
Illustration	40%
Media Buying Software	34%
Original Photography	50%
Primary Research Services	58%
Printing	55%
Rich Media Solutions	58%
Search Engine Marketing Services	50%
Social Media	71%
Stock Photography	56%
Syndicated Research	47%

AdRANTs

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

Adrants readers are active in...

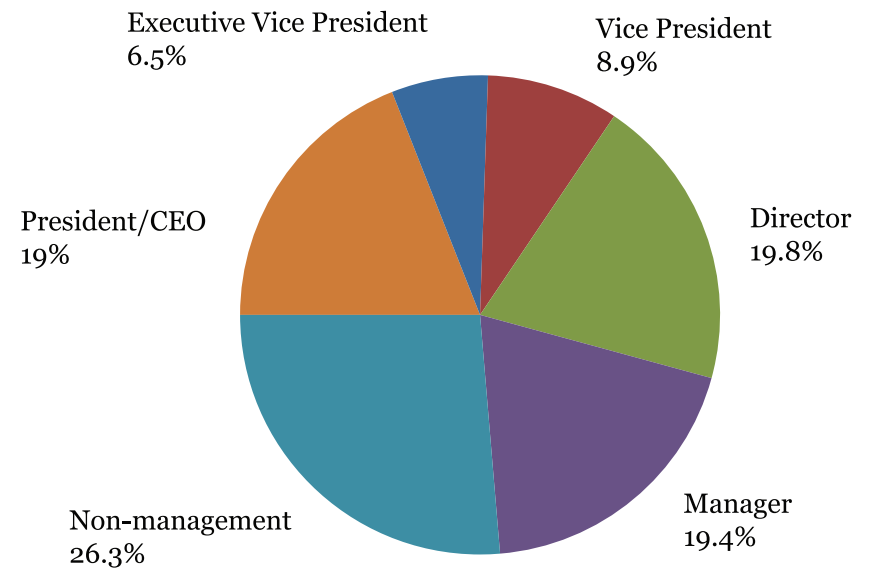| Category	Percentage
Cable	36.5%
Consumer Magazine	45.1%
Direct	55.3%
Guerilla	40.2%
Mobile/Wireless	50.4%
Newspaper	49.6%
Online	89.3%
Other	7.0%
Out of home	48.0%
Promotional	50.8%
Radio	50.8%
Social	74.2%
Television	47.5%
Trade Magazine	48.8%
Viral	42.2%
Word of mouth	41.8%

AdRANTs

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.

" *Reading Adrants is like eating your vegetables and getting dessert, too.* "

~Fast Company

Management Responsibility

Executive Vice President
6.5%

Vice President
8.9%

Director
19.8%

President/CEO
19%

Manager
19.4%

Non-management
26.3%

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.

> " *There's a wicked glee in a lot of the reviewed ads, a slightly subversive edge to their admonishments.* "
>
> *~Maxim*

Audience Composition

Online only
18.8%

Traditional only
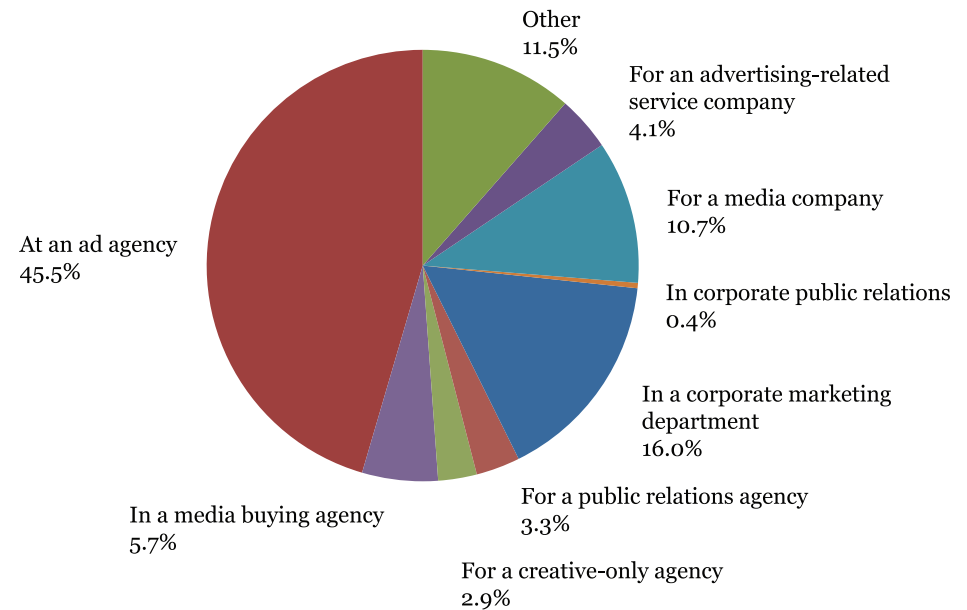4.5%

Traditional and Online
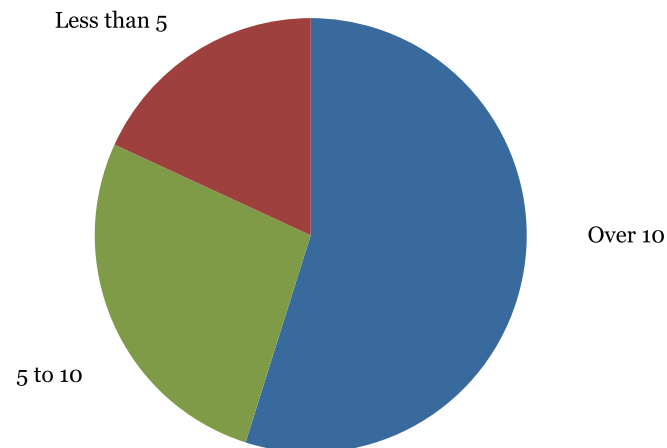76.7%
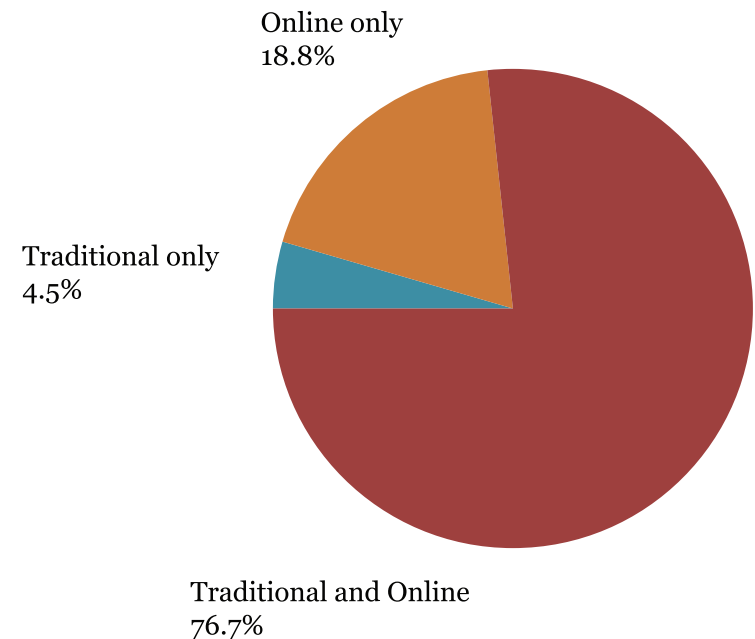
AdRANTs

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.

Audience Type of Firm

Other
11.5%

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%

In a media buying agency
5.7%

At an ad agency
45.5%

Years in Business

Less than 5

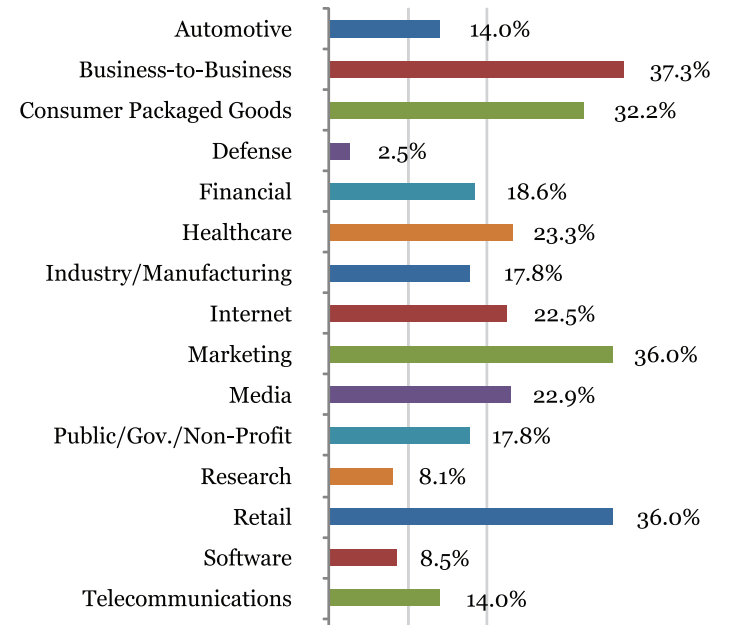Over 10

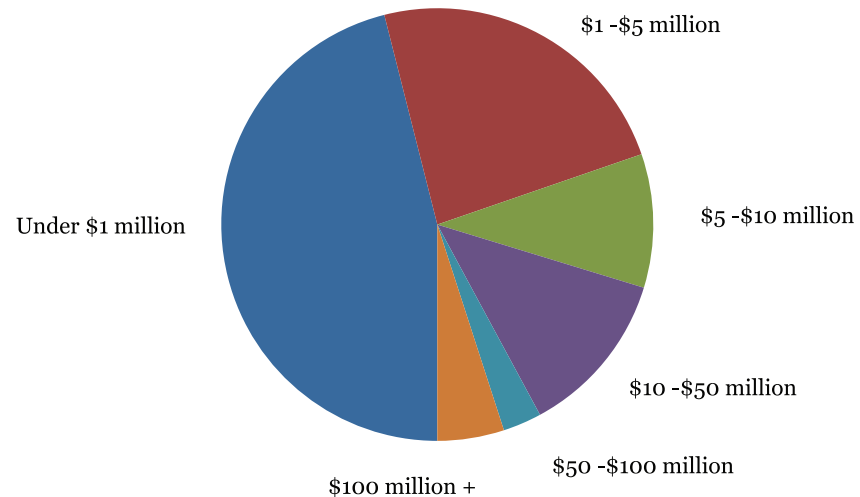5 to 10

AdRANTs

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.

Audience's Client Verticals

Vertical	Percentage
Automotive	14.0%
Business-to-Business	37.3%
Consumer Packaged Goods	32.2%
Defense	2.5%
Financial	18.6%
Healthcare	23.3%
Industry/Manufacturing	17.8%
Internet	22.5%
Marketing	36.0%
Media	22.9%
Public/Gov./Non-Profit	17.8%
Research	8.1%
Retail	36.0%
Software	8.5%
Telecommunications	14.0%

Value of Budgets Controlled

Pie chart segments: Under $1 million, $1 -$5 million, $5 -$10 million, $10 -$50 million, $50 -$100 million, $100 million +

AdRANTs

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

Ad Unit	CPM
Adverpost	$55
Display Ad Unit	$45
Text Ad Unit	$35

Newsletter Email Drops

Ad Unit	CPM
Adverpost	$55
Display Ad Unit	$45
Text Ad Unit	$35

Twitter Feed

Ad Unit	Cost
Tweet	$360

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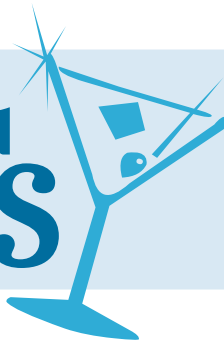
AdRANTs

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.