



**IBT MEDIA**



2015 Media Kit



# IBT MEDIA OVERVIEW



## Who we are

Founded in 2006, IBT Media is a fast-growing, digital news organization that delivers global news to an audience of over 90 million monthly readers worldwide through its numerous digital publishing platforms and editions. IBT Media includes its recent acquisition of Newsweek, its flagship property International Business Times and other deep vertical consumer sites. IBT Media continues its growth through new product and platform launches as well as strategic acquisitions.

IBT Media produces original content and owns and operates all of its properties.

## What we provide

- Business Sites
- Consumer Sites
- IBTimes Including 7 Country Editions
- Video IBTimes.TV
- Mobile iPad App And Responsive Mobile Websites
- Social & Native Programs Available
- Email Newsletters And Dedicated E-Blasts
- All OPA & IAB Ad Units And Rich Media Capabilities
- Full Targeting Capabilities

## Why choose IBT MEDIA?

- 90 Million, Highly-Engaged, Monthly Unique Visitors Worldwide
- 20 Million Mobile Monthly Unique Visitors
- National And Global Capabilities
- Business & Consumer Titles
- 6 Million+ Social Media Followers
- Audience Of Buyers That Consists Of: Affluent Consumers, C-Level Executives, Frequent International Travelers, High Net Worth Investors, Decision-Makers, Tech Influencers, Small Business Owners And Much More...

# **IBTIMES** **OVERVIEW**



## **What is IBTimes**

International Business Times, the main business unit of IBT Media, is a digital global news publication that delivers international business news to an audience of over 55 million people every month. At IBTimes, we take a country-agnostic approach to business news, providing in-depth coverage and analysis that is relevant and specific to each global market. We do so via a growing network of 7 country editions in 4 languages.

## **Why do we exist?**

International Business Times aims to help the development of the global economy through global business news coverage. We desire to create new economic opportunities and development by closely following market trends and key events that are not necessarily covered by mainstream media, and connecting the dots. Our aim is to paint a truly un-biased and global economic picture for our readers, so they could make better informed decisions. At a time when globalization forces are increasingly prevalent, we realize the importance and value of homogenous business news coverage to global audiences.

## **Editorial philosophy**

International Business Times provides the global audience context and intelligence, analysis and insight for the most critical and complex global business stories that impact their lives. As a granular news source, IBTimes focuses on the intersection of global business and geopolitics, covering topics that matter to readers around the world with intelligence and depth.

# IBTIMES OVERVIEW



## Traffic

We now have **55MM Monthly Global Unique Visitors** and **35MM Monthly U.S. Unique Visitors** in all editions and we're ranked as a **top 10 business news site** in comScore.

## Geography

Top 10 Countries – Based on Monthly Uniques	
1.	U.S.
2.	Great Britain (UK)
3.	Australia
4.	Canada
5.	Italy
6.	India
7.	China
8.	Philippines
9.	Germany
10.	Malaysia

## Demographics

Gender	
Male	70%
Female	30%
Age	
18-24	16%
25-34	29%
35-44	25%
45-54	16%
55+	14%
HH Income (US)	
Less than \$74,999	42%
\$75k-\$99,999	16%
\$100k+	42%

## 7 Global editions in 4 languages

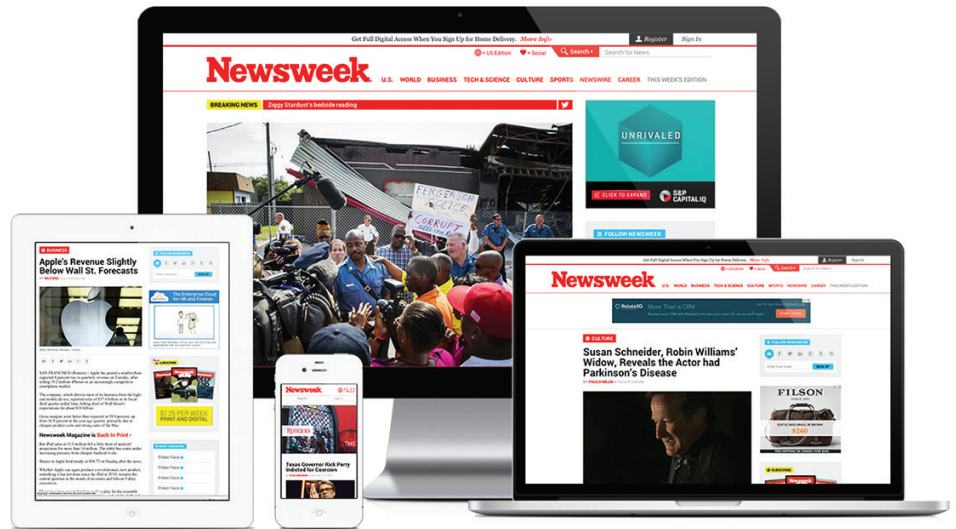
Each edition of the International Business Times is tailor-made for the country it serves. Each edition has the ability of selecting relevant stories produced in other countries for its own market. All editions' editorial focus has a bias towards international stories.

- United States - [www.ibt.com](http://www.ibt.com)
- United Kingdom - [www.ibtimes.co.uk](http://www.ibtimes.co.uk)
- Italy - [it.ibtimes.com](http://it.ibtimes.com)
- India - [in.ibtimes.com](http://in.ibtimes.com)
- China - [cn.ibtimes.com](http://cn.ibtimes.com)
- Japan - [jp.ibtimes.com](http://jp.ibtimes.com)
- Australia - [au.ibtimes.com](http://au.ibtimes.com)

## IBTimes TV

- Politics
- Economy
- Markets/Finance
- Companies
- Tech/Science
- Media & Culture
- Sports
- Entertainment

# NEWSWEEK OVERVIEW



## About Newsweek

Newsweek doesn't just report the news. It helps set the news agenda.

Newsweeklies have always been good at curating the news -- long before there was an Internet. And among the newsweeklies, Newsweek has been seen as smarter, more creative, more innovative than its rivals. Add that DNA to today's hyper-metabolic news cycle and you have an unbeatable formula for success.

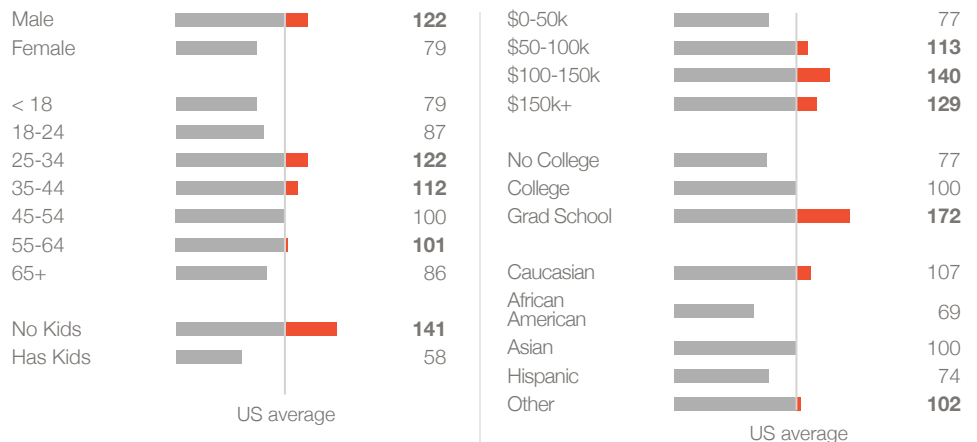
Newsweek is about deep dives on topical subjects. It's about pitching the story forward. It's about putting the news in context. It's about being first with the best take on the news.

For media inquiries email us at [media@newsweek.com](mailto:media@newsweek.com)

## Newsweek Audience

- 15MM+ Global Unique Visitors
- 10MM+ U.S. Unique Visitors
- 400K+ Tablet Distribution
- 2.5MM+ Twitter Followers
- 670K+ Facebook Likes

## US Statistics



# NEWSWEEK OVERVIEW



## Newsweek Magazine: 80 years of history

A global news organization operating across all major platforms.

No matter where you read or what you read on, Newsweek has a product for you. From a Twitter feed followed by millions to mobile apps across devices to a responsive website to a print magazine, get the news that reaches and influences decision makers anytime and anywhere. Newsweek.com is in sync with the 24/7 news cycle, giving readers a destination for breaking news, exclusives, and commentary on the issues of the day. Newsweek Magazine is a powerful combination of news, culture and ideas with a clear point of view: we get the first and final say on major stories of the day. Newsweek Magazine is edited for the voracious consumer of information, and designed to surprise, educate and delight. In the print component of a modern news ecosystem, Newsweek delivers thought-provoking content to smart, successful readers. Both the digital and print platforms are the authoritative news outlets of choice for the sought-after thought-leader audience.

**Dec. 2014 - Newsweek Magazine Won Relaunch of the Year by Media Industry Newsletter (MIN).**

## Newsweek Audience

- U.S. Audience: 464,000
- Median Age: 43.4
- Professional/Managerial 43% Comp.
- Influentials 15% Comp.
- HHI \$150k+: 245 Index
- Average HHI: \$110,984
- Average HH Net Worth: \$426,173
- Top Management: 268 Index

## Global Circulation

Countries	Global Circulation
U.S.	100,000
EMEA	100,000
<b>Total Global Circulation</b>	<b>200,000</b>

## VERTICAL SITES

# Medical Daily

## Medical Daily

Medical Daily strives to provide timely, coherent, and accurately sourced information about breaking health news, scientific trends, and innovations. Our mission is to contribute to our readers' personal health empowerment by helping make sense of the complex and constantly changing field of medical knowledge.

We intend to deliver news you can use about the latest developments in medicine, with thorough analysis and no ambiguity about its validity or accuracy. We value honesty, balance, and credibility in our reporting, and aim to present all developments in scientific research clearly, succinctly, factually, and in context, with interpretations that include diverse perspectives and expert commentary.

Medical Daily determines coverage based on relevance, clinical significance, and editorial integrity. We give no priority to commercial considerations, and will always clearly distinguish between factual content, commentary, and opinions to avoid misleading readers with institutional propaganda and speculation.

# International Digital Times

## iDigital Times

iDigitalTimes is a site dedicated to gaming, comics, gadgets and digital culture. Its mission is to offer breaking news and long-form features about technology businesses, products and media convergence.

"Geeky news from newsy geeks."

# LATIN TIMES

## Latin Times

The Latin Times is an online publication that strives to serve the needs of the ever growing and changing Latin audience.

Our focus is based on the passion points that move the bilingual Latinos in the US: Immigration news, Soccer, Entertainment, Music, Movies, Culture, Food, Lifestyle, as well as the stories that are currently happening our country of origin.

The mission of The Latin Times is to empower Latinos with quality journalism, credibility and opinions from experts in each field.

We want to become the only destination por ti y para ti.

# SEGMENT TARGETING



Using data collected across our website, we are able to create specialized segments of viewers who fit the specific characteristics to target your campaign to when running on our site.

Your ad will only be seen by those in the segments that are agreed to in order to maximize audience target reach and improve success rates.

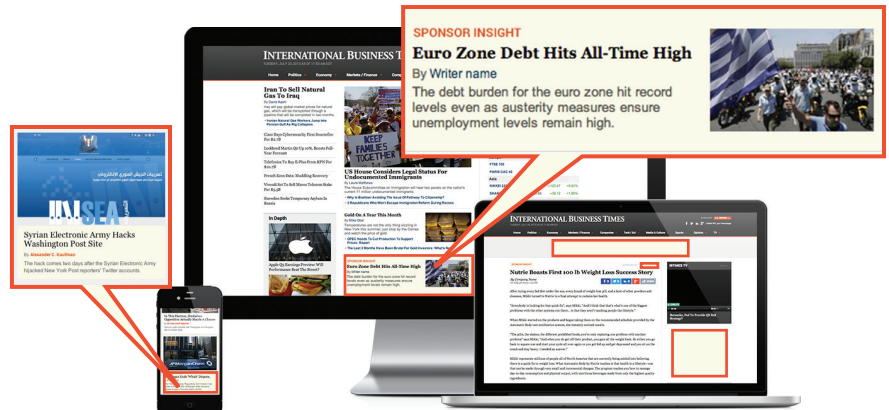
## Segments Include

- Company Size
- Business Industry
- C-Suite Functional Area
- IT Functional Area
- Finance Functional Area
- Executives Seniority
- Mid-Management Seniority
- Small Business Professional Group
- IT Professional Group



# Sponsor Insight – Native Advertising

**CREATIVE SOLUTIONS**



IBT Media now allows marketers to connect directly with our premium audience by providing their own content. Every Sponsor Insight is produced by the marketer and is designed to blend in to the site aesthetics. It offers a content-rich experience that encourages engagement.

## This package includes:

- 100% Viewable (located on homepage and within the relevant channel) Investing
- Incorporates content, links, contact information, and more
- All ads on Sponsor Insight article page

## Benefits of Sponsor Insight program:

- Out of the banner experience
- Engages readers through posting interesting and relevant content that has full social sharing and commenting capabilities
- Articles are posted for maximum search results which helps to increase exposure and visibility

# Responsive Advertising



Responsive Design: Content and ads that resize, reformat, and reposition based on the users' screen size.

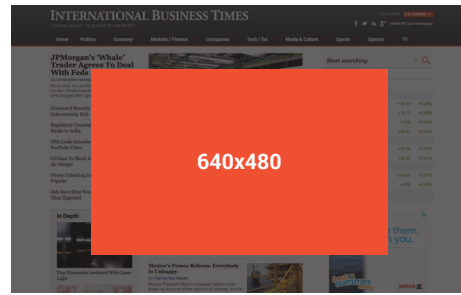
IBT Media's responsive advertising program will allow your ad to be seen wherever and whenever business executives engage with our content across any and all devices. We provide a responsive experience across all screens.

## This package includes:

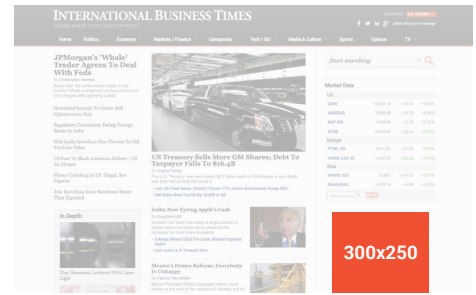
- 3 screen impact: High-impact, automatic pushdown ad on the desktop, high-impact, automatic pushdown ad on all tablets and full page ad with a leave behind on all smartphones.
- Option for custom video in the desktop placement
- Creative designed and built by the IBT Media team

# CREATIVE SOLUTIONS

## Homepage

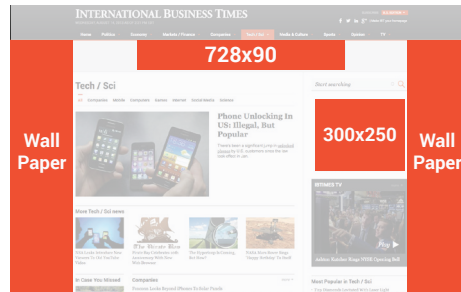


Welcome page



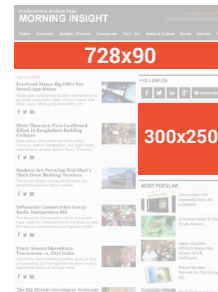
300x250

## Category Pages



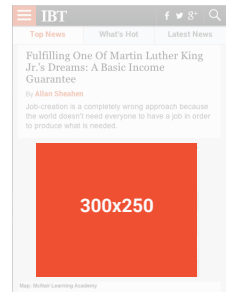
Wall paper, 300x250, 728x90

## Newsletter



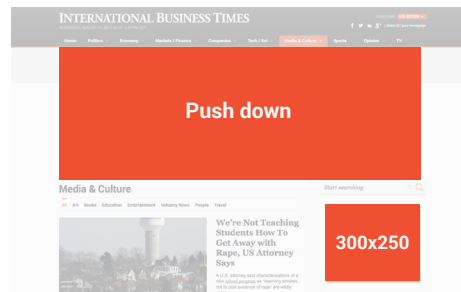
728x90, 300x250

## Mobile

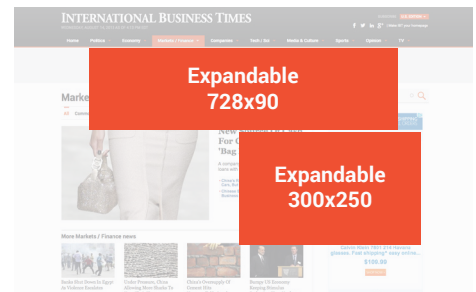


300x250

## Run of Site

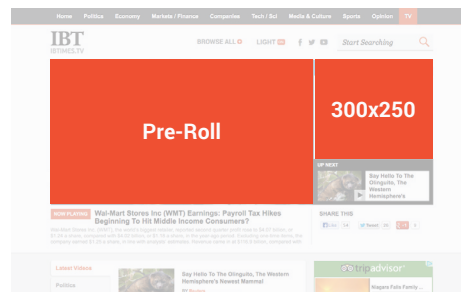


Push down, 300x250



Expandable 300x250, Expandable 728x90

## Video Offering



Pre-Roll, 300x250

# IBT MEDIA SPECS

## STANDARD BANNERS/RICH MEDIA

Size	Gif/jpg max file size	Flash file size	Rich media polite download	Expansion direction	Expanded size
728x90	30k	40k	100k	down	728x315
300x250	30k	40k	100k	left	600x250
300x600	40k	50k	100k	left	600x600
640x480	40k	50k	n/a	n/a	n/a

### Common characteristics to all

1. Animation time is 15 sec
2. Audio requires user initiation
3. Expansion
  - Panels limited to 1
  - Prominent close button
  - Expansion area recommended at 33%
  - Expansion generated by click with prominent close button or mouse on and mouse off
  - Previews of 3 sec are authorized.
4. Frames per sec 24
5. Looping is limited to 1 loop
6. Video in-banner 40k initial 100k polite download
7. Z-index for in page units 2,500, for expansion panels 1,100,000

Rising Stars	Size	Initial	Polite download	Expansion direction	Expanded size	Panels / segments
Billboard	970x250	60k	1MB	n/a	n/a	n/a
Film Strip	300x600	60k	110k	n/a	n/a	5
Portrait	300x1050	80k	350k	n/a	n/a	n/a
Pushdown	970x90	60k	110k	down	970x415	1
Sidekick	300x250/600	60k	110k	right	850x550	1
Slider/twig	100% pg width x90	60k	110k	up	970x550	1
Super Leaderboard	970x90	40k	n/a	n/a	n/a	n/a

Responsive/ Adaptive	Size	Initial	Polite download	Expansion direction	Expanded size	Panels / segments
Desktop	970x90	100k	100k	down	970x500	1
Tablet	768x90	50k	50k	down	768x500	1
Smartphone	320x60	25k	50k	down	320x300	1

### Common characteristics to all

1. Animation time is 15 sec
2. Audio requires user initiation
3. Frames per sec 24
4. Looping is limited to 1 loop
5. Video in-banner 40k initial 100k polite download
6. Z-index for in page units 2,500, for expansion panels 1,100,000

# IBT MEDIA SPECS

## MOBILE

Size	Gif/jpg max file size	Rich media polite download	Expansion direction	Expanded size
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### Tablet

728x90	jpg,gif,html5	35k	35k	down	728x315
300x250	jpg,gif,html5	35k	35k	left	600x250
640x480	jpg,gif,html5	50k	n/a	n/a	n/a

### Mobile

320x50	jpg,gif,html5	15k	35k	down	320x300
300x250	jpg,gif,html5	15k	15k	n/a	n/a
Rich Media Float	html5	25k	35k	up	320x300
Interstitial 300x250	jpg,gif,html5	35k	n/a	n/a	n/a

## Common characteristics to all

1. Animation time is 15 sec
2. Audio requires user initiation
3. Expansion panels limited to 1; click to open with a prominent close button.
4. Frames per sec 24
5. Looping is limited to 1 loop
6. Z-index for in page units 2,500, for expansion panels 1,100,000
7. Video in-banner 40k

## MISCELLANEOUS UNITS

### Pre-Roll Video

Size	Max file size	Type	Length	Audio	Companion
640x360	2m	Flv,Mp4, vast1, vast2, vpaid	30sec	audio on	300x250

### Page Skins

Size
General Requirements
2000x1000

### Sponsorship Logos

	Size	max file size	type
Market Data Chart Homepage Logo	90x15	5k	gif, jpg

## EMAIL RELATED UNITS

### Email Blast

Size	Max file size	Type	Additional
Full Page	200k	html + jpg,gifs	max file size 200k No JavaScript.

### Morning Insight Newsletter

Size	Max file size	Type	Additional
728x90	25k	gif, jpg	Standard tags accepted, no javas file size 40k animation 15sec
300x250	25k	gif, jpg	

# PARTNERSHIP CONTACTS



Please contact us for advertising rates and questions.  
We look forward to working with you!

## Sales

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