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.
**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.**

- **46.64%** Internet Marketers
- **9.64%** Graphic Design
- **8.58%** Writer
- **22.43%** Others

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

- **37.21%** 6+ Years
- **19.54%** 1-2 Years
- **19.46%** 3-4 Years
- **10.14%** 5-6 Years
- **13.8%** Less than 1 Year

**In-house consultants are #1**

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-House Consultant</td>
<td>44.07%</td>
</tr>
<tr>
<td>Independent Consultant</td>
<td>34.98%</td>
</tr>
<tr>
<td>Agency Consultant</td>
<td>20.34%</td>
</tr>
</tbody>
</table>

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

- **35.74%** Owner/Executive/C-level
- **32.70%** Senior Management
- **17.21%** Middle Management
- **13.11%** Intermediate
- **10.46%** Entry Level
- **5.74%** Others
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

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**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.
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.

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

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.**

**$9,000 PACKAGE PRICE**

**CASE STUDY**

Client: SEO Tool
Advertisement Period: 14 Days

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

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)

$1,000 (Limit 4 per month)

SEJ AdNouncements are perfect for:

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

CASE STUDY
Client: SEO Tool
2.7K READS 435 SHARES
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.

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)

**$1,500**

AdNouncement + Podcast Package

Price: (Limit 1 per month)

**$750**

Podcast Package Only

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AdNouncement + Marketing Nerds Podcast

TOTAL DOWNLOADS 119,855

AVERAGE UNIQUE DOWNLOADS PER EPISODE 535

SUBSCRIBERS 1,408
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)
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**Dedicated Email**

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.

$1,750

(Limit 1 per week)

CASE STUDY

Client: PPC Company

**UNIQUE OPENS**

13.2%

**UNIQUE CTR**

18%

**BOUNCES**

0.3%
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:

- 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)

$5,000
Per Webinar
(1 per month)

CASE STUDY
Client: Link Building Company
REGISTRANTS 1022
ATTENDEES 251
AVERAGE INTEREST RATING 52
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.

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)

$2,500

(Limit 1 event per month)
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 to learn more.
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
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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

**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

**Dedicated Email Blast**
*Rate:* $1,750  
*Specifications:*  
- Sent from 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

**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 Announcement ($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)

**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

**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 Announcement; Client to select publish date according to availability  
- 1 month featured listing on SEJ Events page: [http://www.searchenginejournal.com/marketing-events/](http://www.searchenginejournal.com/marketing-events/)

**Announcement**
*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 to learn more.

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[https://buysellads.com/buy/detail/3534](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
# SEJ MEDIA KIT 2016

## Branded Category Rates

Each sponsorship requires a 3 month minimum commitment.

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

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  
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.

jessica@alphabrandmedia.com  
www.linkedin.com/in/jessicacromwell

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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