



**IBT** MEDIA



2014 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 50 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, along with an award-winning video platform Bizu.tv 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 11 country editions
- Video IBTimes TV and Bizu.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?

- 50 million, highly-engaged, monthly unique visitors worldwide
- 8 million mobile monthly unique visitors
- National and Global Capabilities
- Business & Consumer titles
- 4 million+ social media followers
- Award Winning Business Video Portal
- 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 16 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 11 in-language country editions.

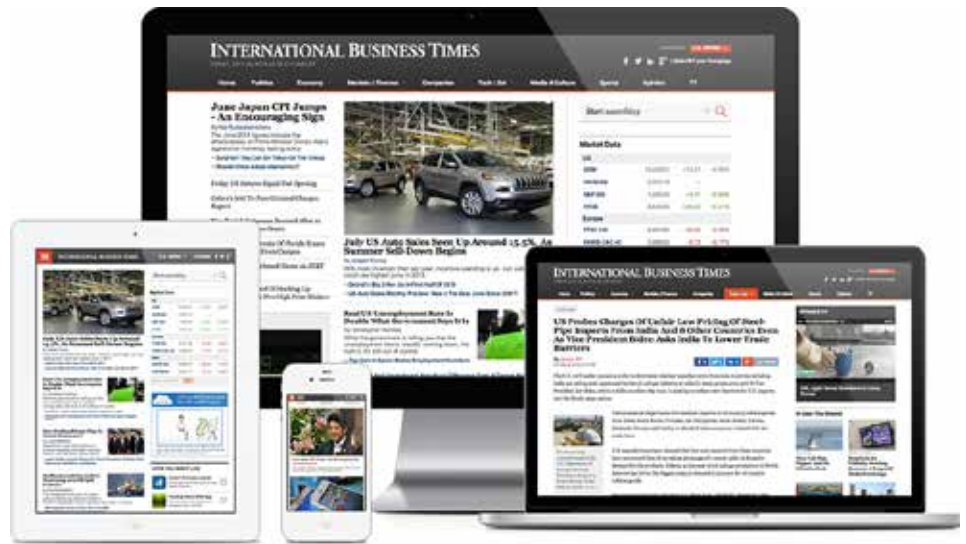
## **Why do we exist?**

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 **26 million global UVs** 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. Canada
4. India
5. Australia
6. Singapore
7. Malaysia
8. Germany
9. Philippines
10. Italy

## Demographics

### Gender

Male	65%
Female	35%

### Age

18-24	16%
25-34	29%
35-44	25%
45-54	16%
55+	14%

### HH Income (US)

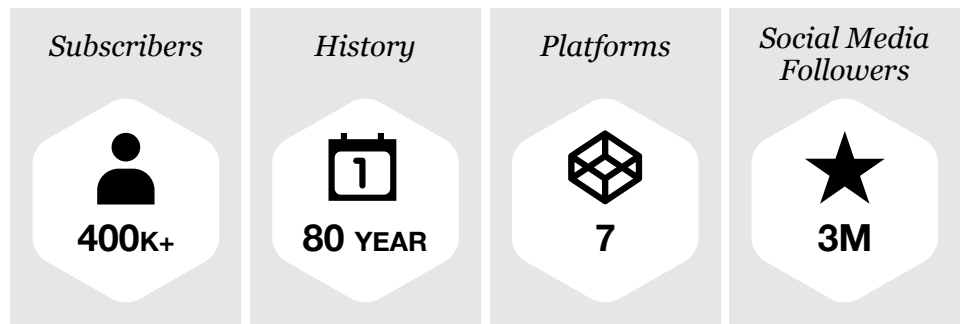
Less than \$74,999	32%
\$75k-\$99,999	26%
\$100k+	42%

## 11 Global editions in 7 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)
- Germany - [de.ibtimes.com](http://de.ibtimes.com)
- Italy - [it.ibtimes.com](http://it.ibtimes.com)
- India - [in.ibtimes.com](http://in.ibtimes.com)
- Canada - [ca.ibtimes.com](http://ca.ibtimes.com)
- China - [cn.ibtimes.com](http://cn.ibtimes.com)
- Korea - [kr.ibtimes.com](http://kr.ibtimes.com)
- Japan - [jp.ibtimes.com](http://jp.ibtimes.com)
- Mexico - [mx.ibtimes.com](http://mx.ibtimes.com)
- Australia - [au.ibtimes.com](http://au.ibtimes.com)

# 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)

# CRUXIALCIO OVERVIEW



## About CruxialCIO

**Cruxial:** Involving an extremely important decision or result. Decisive. Critical.

**CruxialCIO** is a service for top business and technology leaders worldwide, delivering ongoing professional education in the form of practical information, analysis and advice on how to best use information systems to achieve organizational goals.

**CruxialCIO** delivers usable information and instruction to senior business and technology executives who crave reporting and analysis that they can act on, immediately.

**CIOs and other senior-level technologists who have to think like CEOs and business executives.** These include CIOs, CTOs, System Managers, Project Managers, Data Center Managers, Vice Presidents of IT and IT Directors.

**CEOs and other senior-level business executives who have to specify, purchase and then use information systems to achieve organizational strategies and goals.** These include CEOs, COOs, CFOs, strategic business unit heads, vice presidents and leaders of core business functions such as manufacturing, distribution, sales and marketing.

Sponsorship and advertising opportunities allow you to put your brand front and center before the current and next generation of Cruxial players in both business and technology in organizations which recognize digital systems are the engines of their results.

**CruxialCIO** launched in September 2013 and is offering charter rates and discounts through the end of the year.

# VIDEO OPPORTUNITY



IBT Media's key video offering is Bizu.tv. Bizu.tv is the destination site for business & lifestyle video on the web. Aimed at business professionals, investors, traders, small business owners, consumers, travelers and anyone wanting to improve their career & manage their personal finances, Bizu.tv is a repository of the internet's best and most informative video content.

In addition to Bizu.tv's videos, IBT Media can partner with you to create custom video content and offers pre-roll, sponsorships, custom video development and network syndication opportunities.

We deliver over 50 million video streams per month.

## IBTimes TV

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

## Bizu.tv

### Business

- News
- Investing
- Personal Finance
- Small Business
- Leadership
- Career
- Marketing

### Health

- News
- Diet
- Women's Health
- Conditions

### Tech

- News
- Science
- Apps
- Reviews
- Disruptive ideas
- Enterprise Software
- Social Media For Business
- Green Business

### Travel

- Destinations
- Travel Tips

### Lifestyle

- Celebrity
- Fashion
- Food & Drink
- Sport

# 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.

## International Digital Times

### iDigital Times

iDigital Times is a website dedicated to covering everything digital. It brings readers the latest trends in gadgets, software, gaming, social media, online privacy and more.

## LATIN TIMES

### Latin Times

Latin Times provides breaking news on politics, sports, world, science, financial, technology, travel, economy, and entertainment news.

## INTERNATIONAL SCIENCE TIMES

### iScience Times

iScience Times is dedicated to the advancement of science and spreading of useful scientific knowledge to everyone. Our editorial team is dedicated to covering varied topics such as Space, Environment, Health, Tech, Nature by providing important news, breaking stories and deep analysis pieces.

## iSPORTS TIMES

### iSports Times

iSports Times covers the Major Leagues, College Sports and International Sports, through short news briefs, longform analysis and comments as well as video.

## *iMotor Times*

### iMotor Times

iMotor Times covers everything that matters and that is related to the automotive industry. iMotorTimes features breaking stories, industry trends and data, analytic pieces, comparative reviews, car and motorbike reviews.

# 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
- Looks and feels like editorial content
- 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.

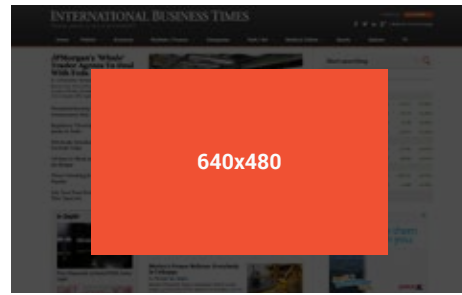
IBT Media's responsive advertising program will allow your ad to be seen wherever and whenever business executives engage with our content across any and all devices. We provide a responsive experience across all screens.

### This package includes:

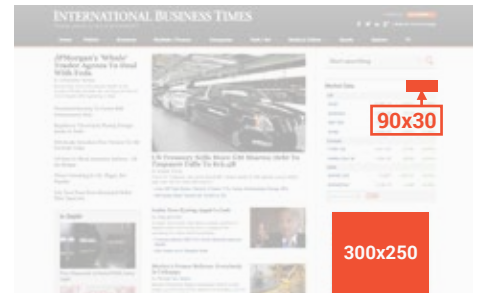
- 3 screen impact: High-impact, automatic pushdown ad on the desktop, high-impact, automatic pushdown ad on all tablets and full page ad with a leave behind on all smartphones.
- Option for custom video in the desktop placement
- Creative designed and built by the IBT Media team

# CREATIVE SOLUTIONS

## Homepage

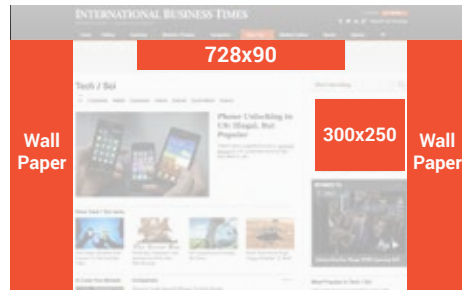


Welcome page



Sponsored Logo 90x30, 300x250

## Category Pages



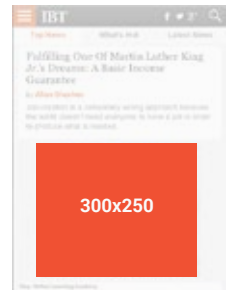
Wall paper, 300x250, 728x90

## Newsletter



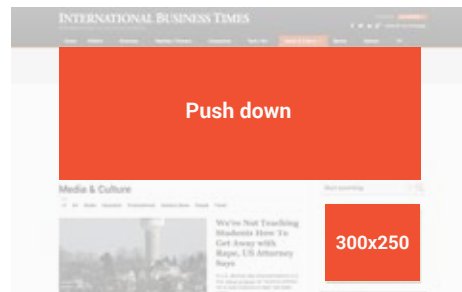
650x90, 300x250

## Mobile

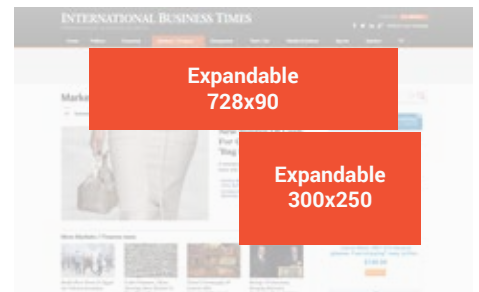


300x250

## Run of Site

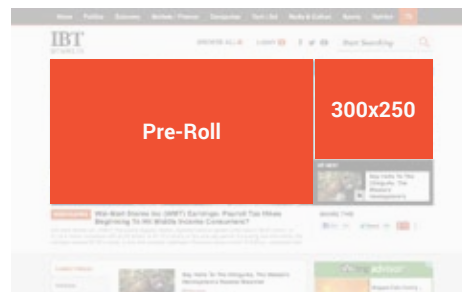


Push down, 300x250

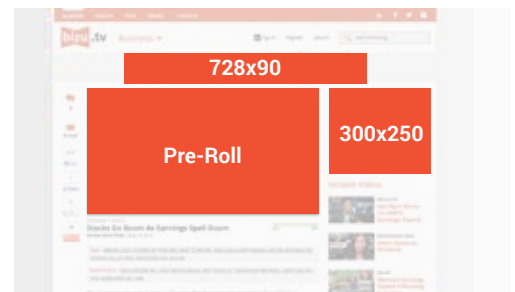


Expandable 300x250, Expandable 728x90

## Video offering



Pre-Roll, 300x250



Pre-Roll, 300x250, 728x90

# 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
Sponsored by Logo	90x30	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
650x90	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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