



EMARKETER

EMARKETER

2024 Media Kit



25+ Years of Trusted Insights

With a rich history spanning over 25 years, EMARKETER has been a beacon for credible forecasts and benchmarks that empower strategic decisions for revenue-driving teams.

EMARKETER's data-centric forecasts and rigorous analysis empower strategic decisions. We are the go-to resource for marketing, advertising, and commerce insights that maximize and optimize revenue-driving teams. Our forecasts, reports, and benchmarks enable our readers to anticipate tomorrow's market trends for confidence today.

Empowering Insights. Performance Marketing.

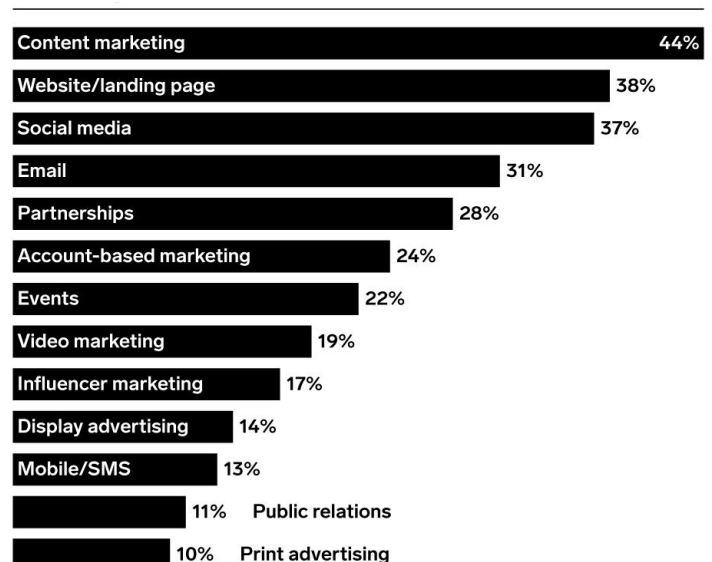
Our subscribers rely on EMARKETER to understand key trends, gain competitive intelligence, and shape their strategic priorities. This makes EMARKETER an indispensable resource for influential brand marketers, agency executives, and publishers.

Your Opportunity to Lead

From content and video sponsorships to email, display, and live webinars, top B2B marketers rely on EMARKETER as an *exceptional* performance marketing vehicle.

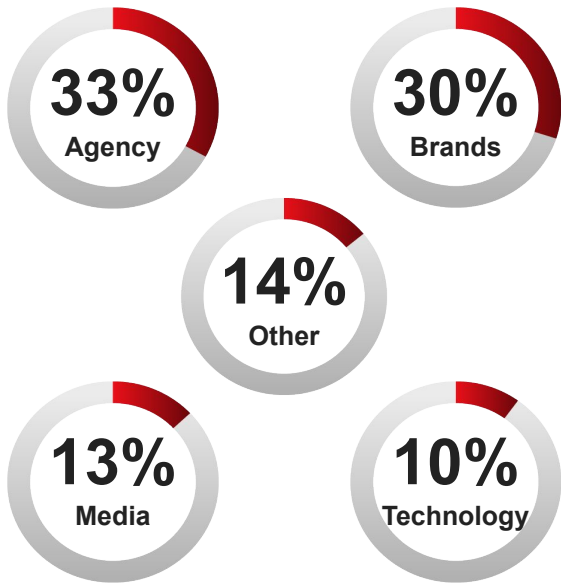
Our programs are more than just advertising opportunities. They are a partnership, shaping the conversation to help you reach, engage, and influence your ideal audience.

Channels/Tactics US B2B Marketers Feel Will Contribute Most to Business Growth
% of respondents



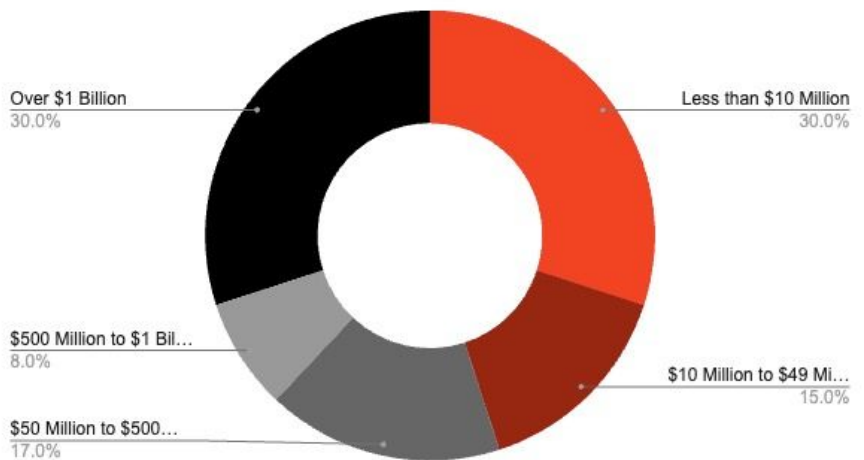
Audience Demographics

The Marketers That Matter to You Rely on EMARKETER



DOLLARS TO INVEST

Readership by Annual Company Revenue



Demographics and Firmographics based on first party audience data.

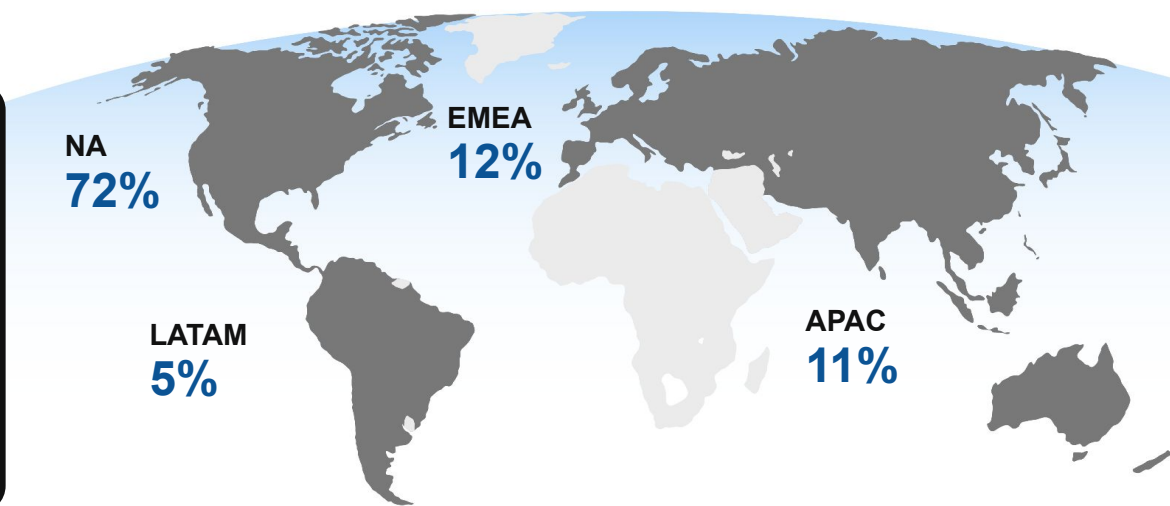
450,000+
monthly unique site visitors

420,000+
total newsletter subscribers

71,000+
average total podcast listens per month

SOCIAL MEDIA FOLLOWERS

- X** 290.4K
- f** 83.1K
- in** 31.9K



Audience Demographics

The Marketers That Matter to You Rely on EMARKETER



BUYING AUTHORITY

82%

Specify and/or authorize purchases



SENIORITY

83%

Top executives and management

TOP CONTENT INTERESTS:

- Advertising and Ad Tech
- Content Marketing
- Customer and Digital Experience
- Data Management
- Demographics and Consumer Behavior
- Ecommerce
- Email Marketing
- Generative AI
- Influencer and Creator Marketing
- Marketing Technology
- Measurement and Analytics
- Media Buying
- Mobile, App, and Gaming Marketing
- Payments Technology
- Retail Marketing
- Retail Media
- Search Marketing
- Social Media Marketing
- TV/CTV/OTT and Streaming
- VR/AR/Metaverse
- Video



INTENT to INVEST:

Top areas of investment in 2024

82%

Analytics	Customer Data Management
Attribution/Measurement	CDM/DAM
AI Tools	Customer Experience
Influencer Platforms	Identity Resolution
CRM Tools	ECommerce & MCommerce
Marketing Automation	

Interest, Intent, and Authority.

Our audience embodies a highly influential demographic, positioned at the forefront of strategic investment decisions within their companies.

Their top content interests further illustrate their pivotal role in shaping the future of marketing and technology landscapes. Their interests and investments indicate a readiness to explore and adopt innovative solutions to propel their companies forward.

Sample Readers: Engage the most influential brands

CPG



RETAIL



FINANCE



HEALTHCARE



AGENCIES



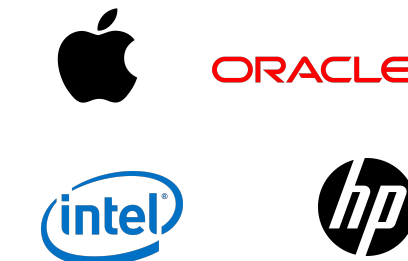
MEDIA



AUTO



TECHNOLOGY



TRAVEL & HOSPITALITY



Solution-Driven Programs

From content and video sponsorships to email, display, and live webinars, top B2B marketers rely on EMARKETER as an exceptional performance marketing vehicle. Each offering is meticulously designed to effectively meet your unique goals and objectives.

Explore a diverse range of solution-driven programs. Together, we complete the educational journey for our audience.

Types of Content That Produce the Best Results for B2B Marketers Worldwide, July 2023

% of respondents

Case studies/customer stories	53%
Videos	53%
Thought leadership e-books/white papers	51%
Short articles/posts	47%
Research reports	43%

Source: Content Marketing Institute (CMI) and MarketingProfs, "B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2024" sponsored by Brightspot, Oct 18, 2023

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Digital Display

450,000+ MONTHLY UNIQUE VISITORS

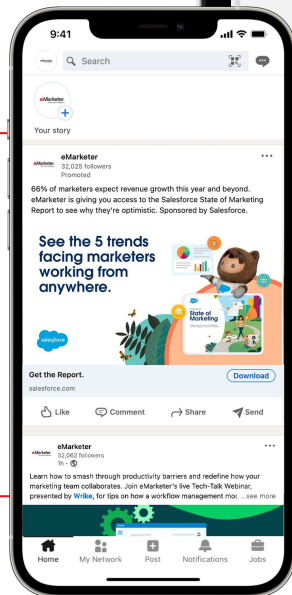
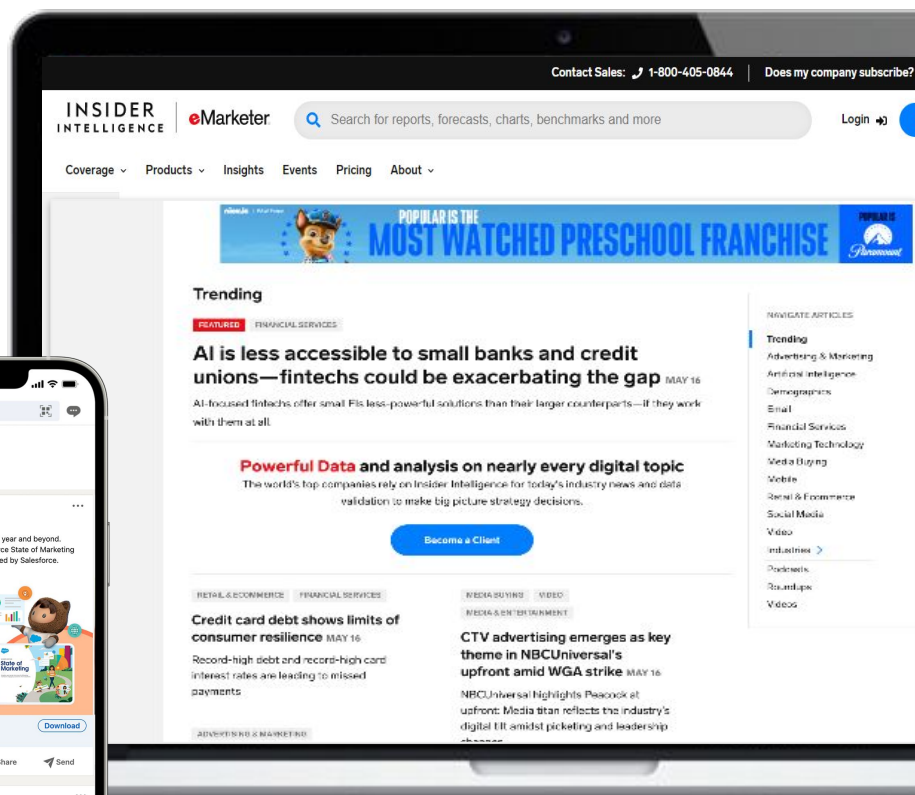
Leverage our digital display advertising to elevate your brand's presence among an engaged audience of over 450,000 unique monthly visitors. Benefit from extensive visibility

on a platform that readers rely on for insightful research, forecasts, charts, and articles.

Position your message alongside editorial known for credibility and insight.

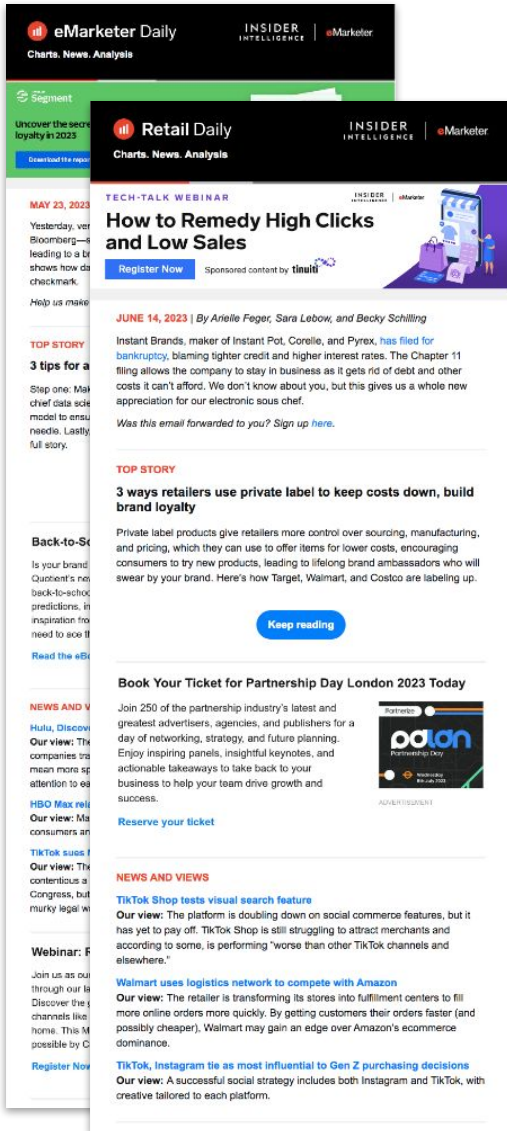
Available tactics include:

RoS, Geography, Category, and Domain/ABM targeting across both the site and social channels.



“The EMARKETER audience is exactly who we need to engage senior-level brand marketers. The content quality as well as the leads generated via EMARKETER programs help us stand out in a sea of industry noise.”

Newsletters



EMARKETER Daily

121,000+ SUBSCRIBERS

Industry-leading daily newsletter on digital marketing, advertising, and media trends across all major channels. Data-driven and timely for decision-makers who need to keep up with the latest news, trends, and analysis.

EMARKETER Retail Daily

54,000+ SUBSCRIBERS

Must-read for decision-makers in the retail sector. Daily dose of data, news, and insights on the rapid transformation of retail and ecommerce. This subscription newsletter provides quick and actionable insights to our readers.

Banking & Payments

57,000+ SUBSCRIBERS

Weekly newsletter that leaders in the finance industry rely on to stay ahead of digital transformation in banking, fintech, payments, and more with leading insights from our research team.

Retail Media Weekly Newsletter

176,000+ SUBSCRIBERS

Weekly newsletter that offers unique coverage of retail media developments and trends, with industry-leading data, charts, and analyst perspective.

Chart of the Day

127,000+ SUBSCRIBERS

Each day, the EMARKETER team assembles a chart packed with data and key statistics on the biggest trends in today's most disruptive industries.

→ **ALSO AVAILABLE**

Special Edition Newsletters

Align your message and make your brand top of mind during industry events with EMARKETER's special-edition newsletters.

Dedicated Emails: FYIs & Spotlights

Directly engage your desired audience and convey your message with precision and impact. Optimize your lead generation and secure immediate responses with our tailored email marketing solutions.

EMARKETER FYI

311,000+ Worldwide SUBSCRIBERS

182,000+ USA/NA SUBSCRIBERS

FYI Spotlight

Multi-sponsor promotion. 25% SOV.

316,000+ Worldwide SUBSCRIBERS

Retail FYI

84,000+ Worldwide SUBSCRIBERS

47,000+ USA/NA SUBSCRIBERS

Retail FYI Spotlight

Multi-sponsor promotion. 25% SOV.

108,000+ Worldwide SUBSCRIBERS

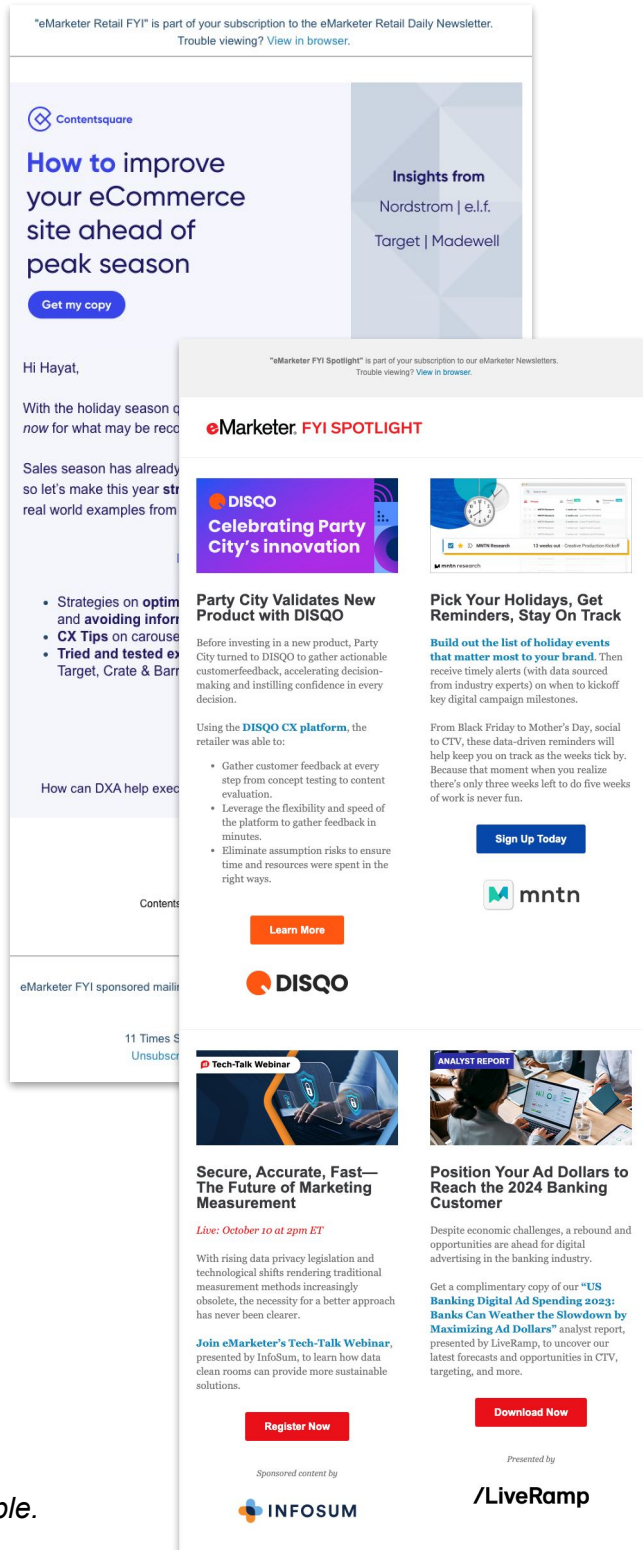
Financial Services FYI

107,000+ Worldwide SUBSCRIBERS

26,000+ USA/NA SUBSCRIBERS

Region, country, industry, or ABM targeting also available.

Contact: advertising@emarketer.com
EMARKETER, Media Solutions & Strategy



Native Placements

Native Article

Showcase your thought leadership: feature your content seamlessly in EMARKETER's editorial space with a sponsored byline. Elevate your brand by submitting a relevant white paper, case study, or article, and connect with your audience.

Native Video

Enhance your thought leadership with a sponsored video interview, integrated into EMARKETER's editorial landscape. Provide 4-5 questions, and our content studio team will collaborate with you to create a compelling expert or executive interview that resonates with our audience.

Podcasts

Behind the Numbers

59,000+ MONTHLY LISTENS

This daily podcast helps listeners make sense of the ever-changing worlds of digital media, commerce, advertising, and technology with thought-provoking analysis ... and a little fun along the way.



[Marcus Johnson](#)
Producer and Host

Reimagining Retail

9,000+ MONTHLY LISTENS

A weekly podcast that delves into retail's convergence with every part of our lives and every part of the digital media ecosystem—from retail media and social commerce to the relationship between digital and physical commerce.



[Sara Lebow](#)
Moderator,
Senior Newsletter
Analyst

Banking & Payments

1,300+ MONTHLY LISTENS

A twice-monthly podcast covering the landscape of digital banking, cryptocurrency, fintech, payments, insurance, and more.



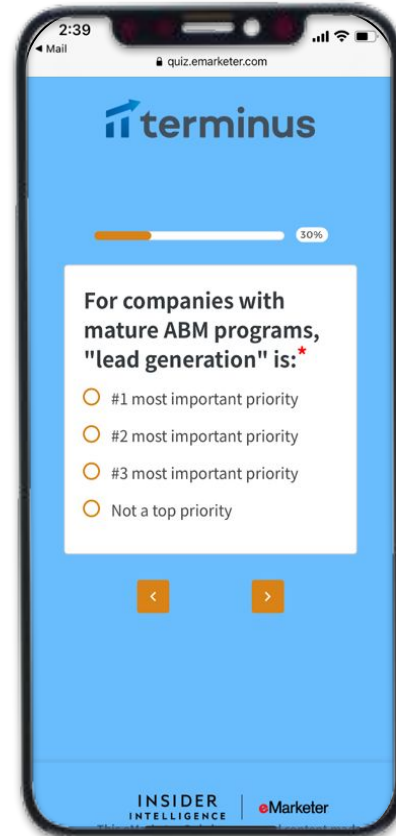
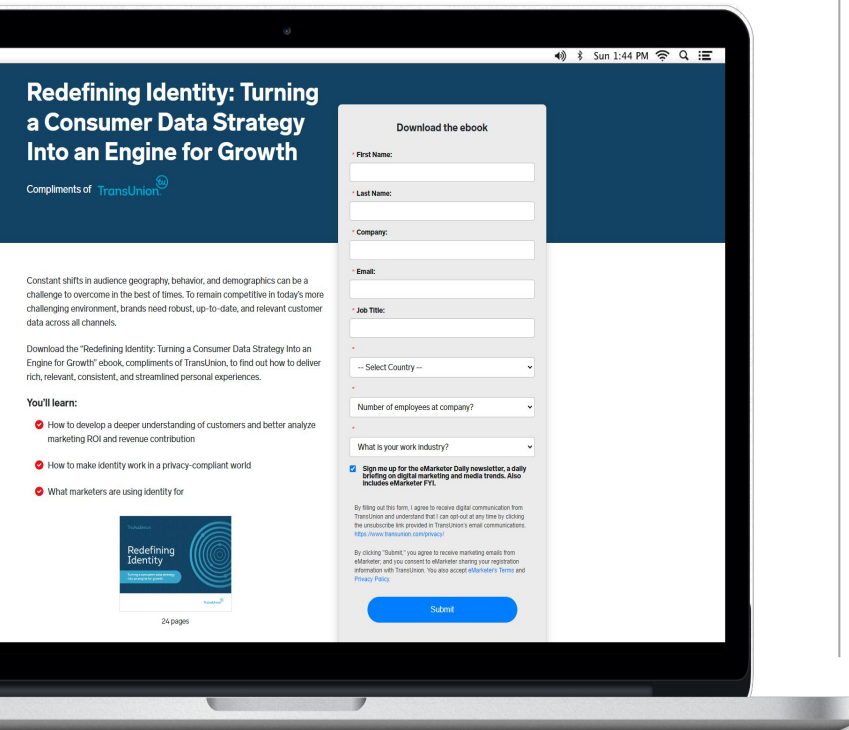
[Rob Rubin](#)
Host, GM of
Financial Services

“I like the way the content is segmented into digestible, informative bits, with sprinkles of random data points/facts. The hosts are great.”

Lead Guarantee Programs

Content Syndication

Amplify your reach and bring prospective customers into your sales and marketing funnel. Promote an exclusive, downloadable asset and generate guaranteed leads through our content syndication services.



Interactive Quizzes

EMARKETER quizzes are designed to optimize engagement, encourage social sharing for maximum visibility, and deliver insightful snippets of market knowledge.

**“What I love about working with EMARKETER ...
You know what you are investing in and the
return reflects the premium value they drive.”**

— Lana McGilvray

Co-Founder and CEO, Purpose Worldwide

Content Sponsorships

Align with best-in-class editorial via EMARKETER's content sponsorships, covering critical topics, with 100% SOV and guaranteed lead performance.

Analyst Reports [see example](#)

Generate demand from EMARKETER's influential audience while associating your brand with the most trusted source of digital marketing information and research.

Snapshots [see example](#)

A custom, curated collection of EMARKETER infographics of industry leading data and research.

Roundups [see example](#)

A custom collection of EMARKETER articles, charts, and interviews built around a specific topic.

Lookbooks [see example](#)

Align with visually driven content that revisits annual predictions and analyzes how the year is shaping up.

What's Behind Connected TV's \$21 Billion Ad Spending Boom?

US households that don't pay for linear TV will outnumber those that do in 2023. Streaming services like Hulu, YouTube, and Roku are experiencing their ad growth from new. And our hearts and Disney are getting in on the act. In this infographic, we look at the rapidly growing connected TV (CTV) space and what's fueling this \$21 billion ad spending boom.

Streaming video races ahead as linear TV looks on

The ad spending gap between CTV and linear TV continues to close as more Americans choose to stream video content on their smart TV sets.

What we expect

By 2026, we anticipate ad spend will reach \$37.7 billion on CTV, compared to \$25.5 billion on linear TV. CTV ad spend will be 59% the size of linear TV ad spending by the end of 2026.

Did you know? - What's the Difference Between CTV and Linear TV?

CTV refers to all video that is streamed to the screen through an internet connection. The content is delivered over the internet and can be accessed on any device with an internet connection. Linear TV refers to traditional TV programming that is broadcast through a cable, satellite, or antenna connection. The content is delivered through a dedicated channel and is not accessible on-demand.

Advertisers are bullish on programmatic ads on CTV

big picture

Advertisers are bearing an increased purchasing premium, about half that of CTV ad dollars through programmatic. In the past several months, the (D)emand of CTV spending will contract percentage.

at we expect

By 2026, we anticipate programmatic spending on CTV will reach \$3.6 billion.

Booker bidding, which has ad auctions on the side before calling an ad server, just to see what the CTV is.

Third-party identifiers are on their way out for other ad channels, which may force CTV publishers and advertisers to actively look toward other means.

CTV Programmatic Display Spending

2022: \$17.97B
2023: \$28.86B

INFLUENCER MARKETING IN 2023

June 2023

As brands look to stretch their dollars amid an overall US slowdown, influencer marketing is one area ripe for exploration. eMarketer has created this roundup of insights, articles, and interviews to help marketers understand how to find influencers, how generative AI will affect the creator economy, and the impacts of potential TikTok bans on advertising.

Will Reynolds, CEO and co-founder of Star Republic, elaborates on his strategy at the Star Republic Conference 2023 in February. The transcript is available on the Star Republic website. Simply follow the link below for the full transcript, which also includes the full text of the slide when it slides show to view in full.

Average Brand Sponsorship Pay Rates for US Creators on Instagram vs. TikTok, by Number of Followers, Q4 2022

Followers	Instagram	TikTok
More than 10M (million followers)	\$1,000	\$1,000
1M - 10M (million followers)	\$1,000	\$1,000
500K - 1M (million followers)	\$1,000	\$1,000
100K - 500K (thousand followers)	\$1,000	\$1,000
10K - 100K (thousand followers)	\$1,000	\$1,000
1K - 10K (thousand followers)	\$1,000	\$1,000
100 - 1K (thousand followers)	\$1,000	\$1,000
10 - 100 (thousand followers)	\$1,000	\$1,000
1 - 10 (thousand followers)	\$1,000	\$1,000

LTK Creator Guided Shopping

US Ad Spending 2023

Amid Deceleration, CTV and Retail Media Are Silver Linings

Digital ad spending growth has not been as low as 7.8% in the US since 2009, when spending contracted. Consider the impact of 2023, which has contracted the new revenue. This ad revenue report outlines the latest outlook across all major channels and formats, including high-growth opportunities in retail media and connected TV (CTV).

US Ad Spending in 2023

US ad spending is projected to reach \$222 billion in 2023, up from \$207 billion in 2022. This represents a 7.3% increase over 2022, which is the lowest growth rate since 2009.

Key insights:

- Linear TV ad spending is projected to decline 1.5% in 2023.
- CTV ad spending is projected to grow 15.5% in 2023.
- Retail media ad spending is projected to grow 25.5% in 2023.
- Search ad spending is projected to grow 5.5% in 2023.
- Display ad spending is projected to grow 3.5% in 2023.
- Video ad spending is projected to grow 8.5% in 2023.
- Audio ad spending is projected to grow 10.5% in 2023.
- Native ad spending is projected to grow 12.5% in 2023.
- Out-of-home (OOH) ad spending is projected to grow 14.5% in 2023.

Off-Minute Opportunities. Essential With Data Collaboration.

Unlocking Partnerships With Your Suppliers

- Secure Ad Revenue From Your Media Network
- Drive Brand Value and Business Growth

[GET THE GUIDE](#)

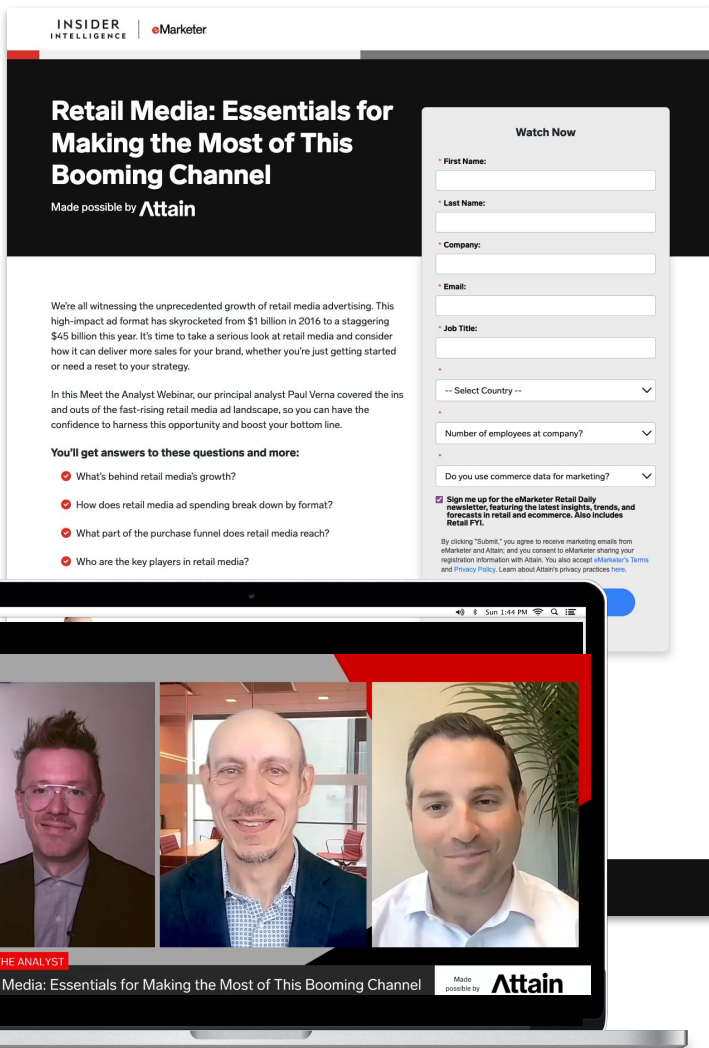
➔ **ALSO AVAILABLE**
Custom Content
Immersive Storytelling

Live Video Webinars

Meet the Analyst Webinar

[see example](#)

Content created and presented live by an EMARKETER analyst and featuring an executive representative of your brand. The webinar covers industry-leading research and insights on a subject area of interest to the sponsor and their target audience.



INSIDER INTELLIGENCE | **eMarketer**

Retail Media: Essentials for Making the Most of This Booming Channel

Made possible by **Attain**

We're all witnessing the unprecedented growth of retail media advertising. This high-impact ad format has skyrocketed from \$1 billion in 2016 to a staggering \$45 billion this year. It's time to take a serious look at retail media and consider how it can deliver more sales for your brand, whether you're just getting started or need a reset to your strategy.

In this Meet the Analyst Webinar, our principal analyst Paul Verna covered the ins and outs of the fast-rising retail media ad landscape, so you can have the confidence to harness this opportunity and boost your bottom line.

You'll get answers to these questions and more:

- What's behind retail media's growth?
- How does retail media ad spending break down by format?
- What part of the purchase funnel does retail media reach?
- Who are the key players in retail media?

Watch Now

First Name:

Last Name:

Company:

Email:

Job Title:

-- Select Country --

Number of employees at company?

Do you use commerce data for marketing?

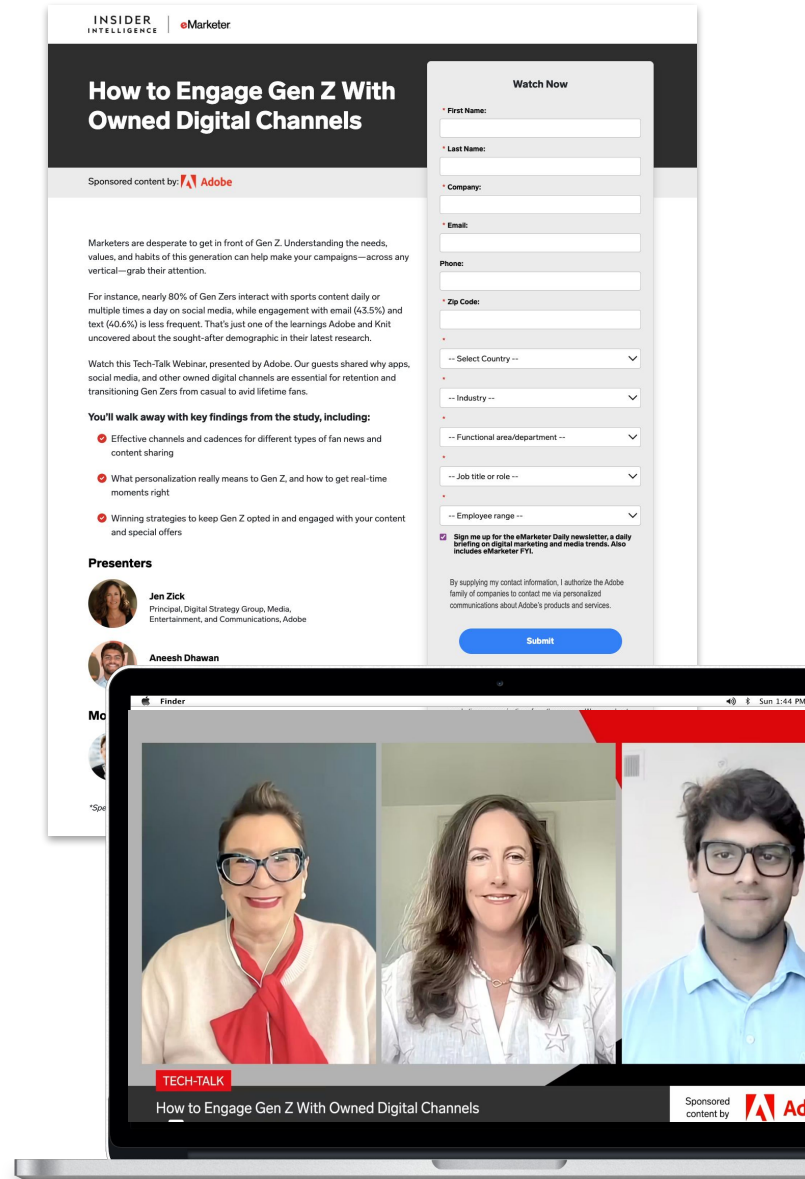
Sign me up for the eMarketer Retail Daily newsletter, featuring the latest insights, trends, and forecasts in retail and ecommerce. Also includes eMarketer FYI.

By clicking "Submit," you agree to receive marketing emails from eMarketer and Attain, and you consent to eMarketer sharing your registration information with Attain. You also accept eMarketer's Terms and Privacy Policy. Learn about Attain's privacy practices here.

MEET THE ANALYST

Retail Media: Essentials for Making the Most of This Booming Channel

Made possible by **Attain**



INSIDER INTELLIGENCE | **eMarketer**

How to Engage Gen Z With Owned Digital Channels

Sponsored content by **Adobe**

Marketers are desperate to get in front of Gen Z. Understanding the needs, values, and habits of this generation can help make your campaigns—across any vertical—grab their attention.

For instance, nearly 80% of Gen Zers interact with sports content daily or multiple times a day on social media, while engagement with email (43.5%) and text (40.6%) is less frequent. That's just one of the learnings Adobe and Knit uncovered about the sought-after demographic in their latest research.

Watch this Tech-Talk Webinar, presented by Adobe. Our guests shared why apps, social media, and other owned digital channels are essential for retention and transitioning Gen Zers from casual to avid lifetime fans.

You'll walk away with key findings from the study, including:

- Effective channels and cadences for different types of fan news and content sharing
- What personalization really means to Gen Z, and how to get real-time moments right
- Winning strategies to keep Gen Z opted in and engaged with your content and special offers

Presenters

Jen Zick
Principal, Digital Strategy Group, Media, Entertainment, and Communications, Adobe

Aneesh Dhawan

Watch Now

First Name:

Last Name:

Company:

Email:

Phone:

Zip Code:

-- Select Country --

-- Industry --

-- Functional area/Department --

-- Job title or role --

-- Employee range --

Sign me up for the eMarketer Daily newsletter, a daily briefing on digital marketing and media trends. Also includes eMarketer FYI.

By supplying my contact information, I authorize the Adobe family of companies to contact me via personalized communications about Adobe's products and services.

Submit

TECH-TALK

How to Engage Gen Z With Owned Digital Channels

Sponsored content by **Adobe**

Tech-Talk Webinar [see example](#)

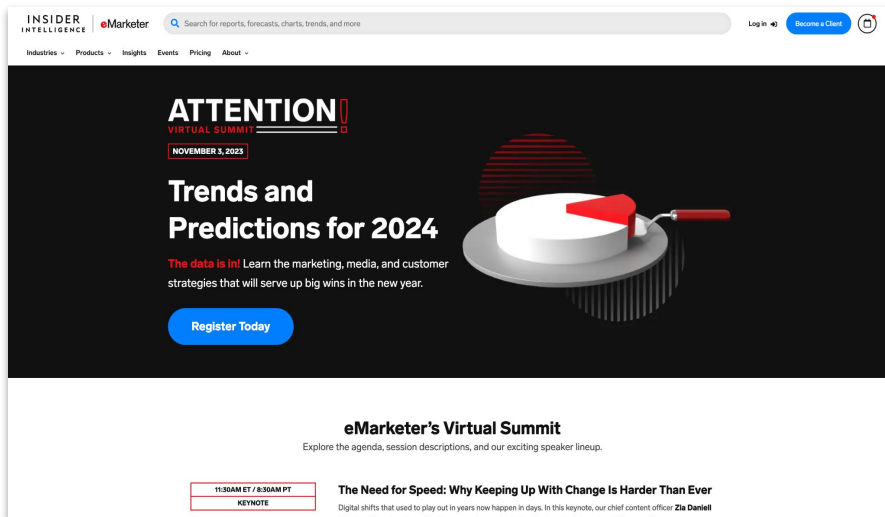
Moderated by EMARKETER, the webinar features content created and presented by sponsor.

EMARKETER Webinars guarantee registration performance.

Events

In-Person Events

Hosted at EMARKETER's office or an agreed-upon location of your choice. Events feature analysts and industry experts, either as presenters or panelists.

ATTENTION
VIRTUAL SUMMIT
NOVEMBER 3, 2023

Trends and Predictions for 2024

The data is in! Learn the marketing, media, and customer strategies that will serve up big wins in the new year.

[Register Today](#)

eMarketer's Virtual Summit
Explore the agenda, session descriptions, and our exciting speaker lineup.

11:30AM ET / 8:30AM PT
KEYNOTE

The Need for Speed: Why Keeping Up With Change Is Harder Than Ever
Digital shifts that used to play out in years now happen in days. In this keynote, our chief content officer **Zia Daniel**

Virtual Summits

The latest insights on marketing and commerce trends from EMARKETER's renowned analysts, as well as first-hand perspectives from leading marketing and commerce executives.

Upcoming Summits:

- May 3, 2024
- November 1, 2024

To view a recent summit, see content from our November 2023 summit [here](#).



ALSO AVAILABLE

Bring an Expert to Your Event

EMARKETER analysts are available to present at your in-person or virtual industry events.

Your Dedicated Team

Results-driven team of seasoned digital media experts committed to designing and delivering successful solutions using EMARKETER's powerful multimedia channels.



Aaron Kern
SVP, Global Media Sales
Media Solutions & Strategy



Ina Gottinger
Vice President,
Media Solutions & Strategy



Adrienne Skinner
Vice President,
Media Solutions & Strategy



Kristen Riebesell
Senior Director,
Media Solutions & Strategy



Elizabeth O'Connor
Senior Director,
Media Solutions & Strategy



Jacqueline Grace
Associate,
Media Solutions & Strategy



Hayat Adem
Customer Success,
Media Solutions & Strategy

**FOR MORE INFO,
CONTACT:**

advertising@emarketer.com

→ **CUSTOM PROJECTS**

Just ask!

We thrive on service and creativity

**“We can't live without
EMARKETER.**

As a company, we constantly rely on EMARKETER research for our internal training and external presentations. And as a marketing team, EMARKETER has been one of our best and most reliable partners in helping us reach a large, well-informed, and engaged community of marketers.”



Ali Haeri
SVP, Marketing
MNTN