



mediamaxnetwork

PREMIUM MEDIA • LOCAL SOLUTIONS

2017 DIGITAL MEDIA KIT

GO LOCAL

Hundreds of local markets.
Best-in-class media.
One partner.

Businesses rely on MediaMax to target their audience and leverage world-class media to deliver their message — locally.

WE HELP:

- > National companies with local marketing initiatives
- > Regional marketers who need sophisticated solutions
- > Emerging brands with big goals but limited budgets

SOME OF THE BUSINESS CATEGORIES WE LOVE TO WORK WITH:



FINANCIAL SERVICES



TRAVEL & TOURISM



REAL ESTATE



PACKAGED GOODS



RETAIL



SHELTER



HEALTHCARE



EDUCATION

100+

LOCAL U.S. MARKETS
PLUS CANADA

26

OF BRANDS WE OFFER
FROM CONDÉ NAST AND
MEREDITH PARENTS
NETWORK

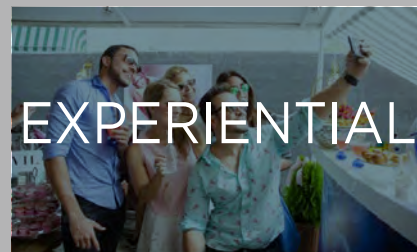
ACCESS. IMPACT. INFLUENCE.



PRINT SOLUTIONS



DIGITAL PROGRAMS



EXPERIENTIAL

MAX DIGITAL

Reach Your Audience When,
Where & How You Want

MediaMax knows that reaching your audience at every touch point is critical. We deliver a multi-channel, multi-market approach that drives results for our customers... across categories, across brands, and across markets.

BEST-IN-CLASS DIGITAL | EXCLUSIVE CONDÉ NAST PARTNER | HIGH PERFORMING CAMPAIGNS



DISPLAY

Leverage the full potential of digital by integrating standard and high-impact custom ad units.



SOCIAL

Social ad programs with Native Facebook News Feed ads, Twitter sponsored tweets, and LinkedIn advertising.



MOBILE

Access inventory on every major mobile exchange & marketplace.



NATIVE

Your ad will appear alongside relevant content in ways that encourage consumer engagement.



VIDEO

Leverage pre, mid and post-roll placements for truly cutting-edge takeovers and overlays.

Serving millions of impressions daily allows us to capture deep insights into your ideal target audience, layering in behavior metrics that help identify characteristics to expand your targeted pool.



BEHAVIORAL TARGETING

Combine third party data with network analytics and enormous scale to define custom audience channels that are optimized for sites with high brand engagement.



GEO TARGETING

Determine your audience's geolocations based on residential cluster, proximity to retail locations, campaign level DMAs, geo-fencing and more.



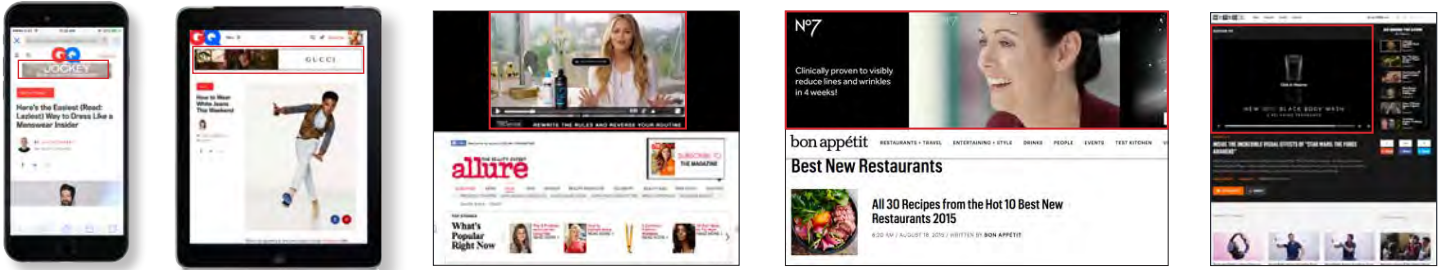
DEMOGRAPHIC TARGETING

Reach the right audience based on demographic characteristics such as age, gender and income.



DIGITAL PROGRAMS

CONDÉ NAST DIGITAL PROGRAMS



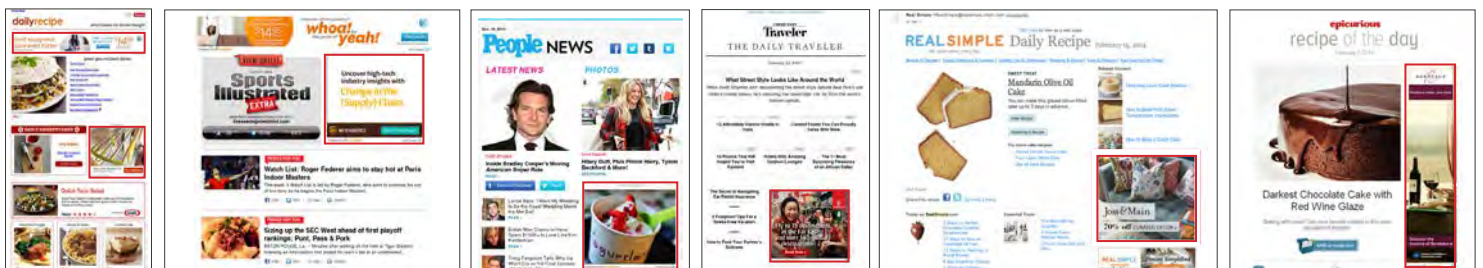
Reach fashionable women on **Glamour**, C-suite executives on **Wired**, or foodies on **Bon Appétit** and **Epicurious** with our geo-targeted programs using Condé Nast digital properties. Leverage a contextually relevant environment, along with positive brand association in world-renowned and engaging digital content.

CROSS-PLATFORM



A blend of digital targeting will drive awareness among your target audience online, reaching consumers based on their browsing habits and contextually relevant content. These tactics will generate exposure to consumers who are at home or on-the-go, and are likely to be interested in your brand. Targeting sites include **The New York Times**, **Cosmopolitan**, **The Wall Street Journal**, **Redbook**, **The Onion**, **Bloomberg**, **The Atlantic**, **GQ**, **Elle**, and many more.

NEWSLETTER DISPLAY



Targeted display ads within publisher email newsletters will allow your message to reach relevant consumers in the content they have opted-in to receive. Publisher inventory includes **Condé Nast**, **Hearst**, **Time Inc.**, **Priceline**, **New York Times**, **Popsugar**, **Stylecaster**, **CNET**, **DailyBeast** and many more.

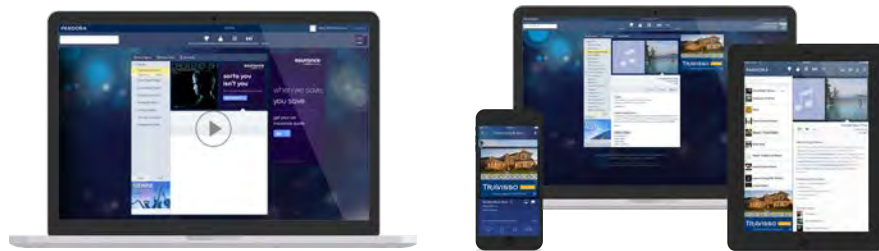
DIGITAL PROGRAMS

PREMIUM SITES



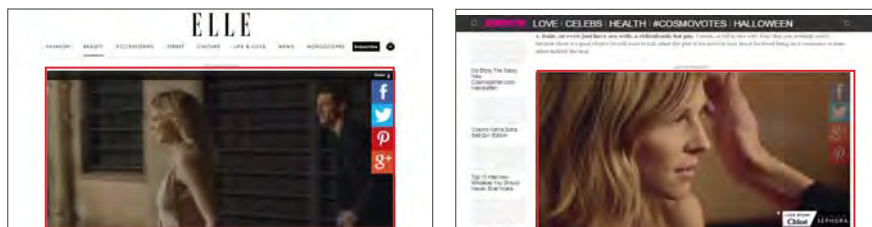
A collection of top, premium websites or a single-site program will provide contextually relevant alignment for your brand — reaching consumers in the premium environments that interest them most. A cross-platform program will ensure you reach your targets on mobile and desktop devices.

STREAMING RADIO



Use the most effective and cost-efficient way to reach your target audience across all of **Pandora's** touchpoints with a cross-platform dynamic program with display, audio, and/or video. Pandora's first-party registration data can be leveraged to reach the exact desired audience. Your creative will be woven seamlessly into the listening experience of Pandora's native environment and will grab the listener's attention during key transitional moments.

NATIVE HIGH-IMPACT VIDEO



Native high-impact video inventory on 500+ premium publishers, including **Condé Nast, Entertainment Weekly, Bauer Publishing, NY Times**, and many more. High-impact format is embedded in editorial content. As the layout of the page changes, the player adjusts, making the user experience seamless. CPCV guarantees 100% viewability and most importantly an opt-in user. You only pay for the viewers who are actively interested in learning more about your brand.

DIGITAL PROGRAMS

STREAMING TV: HULU



A cross-platform program on **Hulu** will provide exposure to your target audience through pre-roll video, branded slates, and companion banners. Ads are non-skippable and video impressions are guaranteed. Being able to target locally with these programs is a huge selling factor as there is a 95% - 100% completion rate!

STREAMING TV: CONNECTED TV



A cross-platform program on Connected TV will provide exposure to your target audience through pre, mid and end-roll video and ads are non-skippable. Capture TV audiences within brand safe, broadcast quality environments online. Being able to target locally with these programs is a huge selling factor as there is a 95% - 100% completion rate!

MEREDITH DIGITAL PROGRAMS



Connect with women online through display, mobile, tablet, and newsletter platforms in the content that matters most through an industry-leading collection of parenting sites or a single-site parenting program. By leveraging inspiring and engaging content from **Meredith Digital**, you'll reach women at every life stage with whatever she needs, whenever she wants, wherever she is.

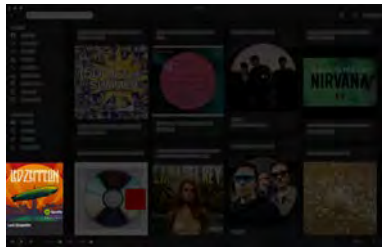
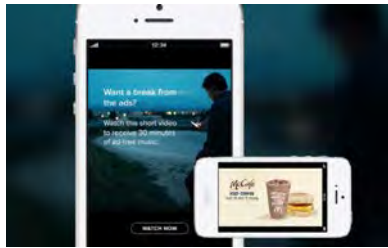
DIGITAL PROGRAMS

FLIPBOARD



A cross-platform program via the **Flipboard** app allows users to view content in an uncluttered, premium mobile/tablet environment. The elegant canvas captures users during moments of discovery, allowing them to share and save content on all social networks. 100% viewable full-screen ads are served as users flip through select Condé Nast premium content, both in layout view and full-article view.

SPOTIFY



Use content targeting to reach users with particular habits, mindsets, and tastes that align with your target audience. Leverage first-party data to identify user-generated and **Spotify**-curated playlists aligned with popular activities and moods. With a 100% logged-in user base, all-day connectivity, and one ID across mobile, tablet, desktop, and connected devices, your message will be delivered at the right time and on the right platform.

CATEGORY-SPECIFIC SITES PMP PACKAGES

Our private marketplace packages (PMP) allow advertisers to target segments of inventory within specified verticals. Each package is built with a custom site list to align with relevant content and audiences. All participating publishers are hand-selected to provide guaranteed brand safe, premium environments.

- Career
- Dating
- Entertainment
- Finance
- Games
- Health & Wellness
- Hobbies & Special Interests
- Home Improvement
- Men's Lifestyle
- Moms
- Music
- News & Weather
- Portals & Education
- Real Estate
- Reference
- Retail & Shopping
- Social Media
- Sports
- Tech
- Travel
- Women's Lifestyle

A top-down view of a person's hands typing on a laptop keyboard. The scene is overlaid with a semi-transparent red filter. The laptop is silver, and the keyboard is black with white Cyrillic characters. To the right of the laptop is a black mouse. In the bottom right corner, there are several pens and markers. The overall composition is clean and professional, emphasizing the act of working or creating.

HUNDREDS OF
LOCAL MARKETS.

BEST-IN-CLASS MEDIA.

ONE PARTNER.



GO LOCAL