
Online & Digital Media Kit

AUGUST - 2014

Our office hours are Monday-Friday, **9:00 AM - 5:00 PM EST**. You can generally expect a response within **3** hours.

Overview of Publicity Magazine

- **www.publicitymag.com** is a popular website that covers Features, Lifestyle, Culture, Men And Women Fashion, Travel, International, Politics and Entertainment.
- This media kit describes opportunities for advertisers to reach this unique, valuable audience.

Audience & Demographics

PUBLICITY MAG has an audience of well-informed: **Influencers, Advocates, Affluents, Philanthropists, Trendsetters, Progressives, and Consumers.**

Household Income	
\$50,000+	30%
\$60,000+	37%
\$75,000+	48%
\$100,000+	62%

WWW.PUBLICITYMAG.COM has seen traffic grow considerably since its launch on **May 1, 2014**. Visitors to **www.publicitymag.com** are highly targeted, and arrive mainly via browser bookmarks, targeted search engine queries, social media interactions, and highly relevant inbound links. In short, our website is uniquely positioned to offer an audience that is receptive to *your* advertising message.



Audience Metrics:

The following information describes the size and scale of www.publicitymag.com audience.

Monthly Uniques	Monthly Pageviews	Pageviews Per Visit
5000	65000	7.3

Social Media Metrics:

Here is a breakdown of the www.publicitymag.com presence on major social media platforms. We just launched so we are using the combine stats of our affiliate sites for now as we engage in content promotion

Twitter Followers	Twitter Mentions	Facebook Likes
3774	1270	1174

Demographics:

Here is a breakdown of the demographics of www.publicitymag.com audience.

Age	
18-24	20.4%
25-34	26.3%
35-44	29%
45-54	48.4%

Education

No College 10%

Some College 95%

College 98%

Graduate School 35%

Gender

Male 46%

Female 54%

Has Children

Yes 44%

Browsing Location

Home 46%

School 10%

Work 65%

The above traffic and demographic information was sourced via our reader poll and surveys. Twitter, and TCA Google analytics on 8/17/2014.



Rates & Opportunities

PUBLICITYMAG.com offers numerous advertising opportunities for advertisers to reach this valuable, targeted audience.

Standard Advertising Opportunities

Ad prices are listed in flat rate. Our site refers to the **Interactive Advertising Bureau** for standard ad sizes and file size limits. Please refer to <http://www.iab.net/guidelines/508676/508767/displayguidelines> for additional information on ad specifications.

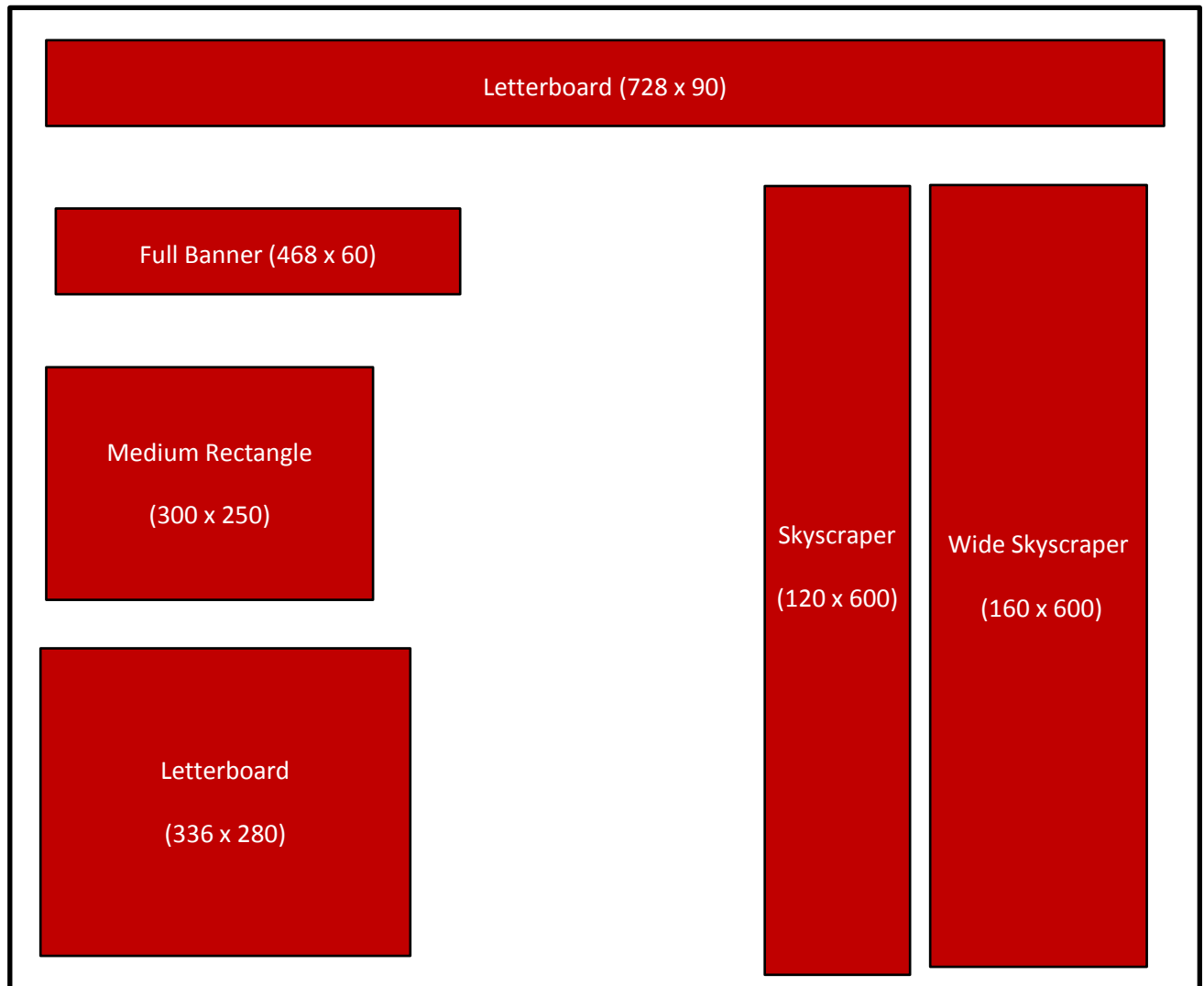
Ad Unit	Dimensions	Pricing	Rate
Leaderboard	728x90	Weekly	\$250
Medium Rectangle	300x250	Weekly	\$125
Skyscraper	160x600	Weekly	\$250
Other Ad Unit	300x600	Weekly	\$125

Premium Advertising Opportunities

Premium Ad Specs.	Size	One Time	2X	3X
Top Letter board	728 x 90	\$185	10% off	15% off
Letter board	336 x 280	\$75	10% off	10% off
Full Banner	468 x 60	\$45	10% off	10% off
Medium Rectangle	300 x 250	\$65	10% off	10% off
Skyscraper	300 x 600	\$95	10% off	10% off
Wide Skyscraper	300 x 600	\$105	10% off	10% off
Full Page	1190 x 320	\$2000	\$1500	\$275








Rates are subject to change without notice and are increased during August, September, and November





Other Opportunities

In addition to standard website banner advertising, www.publicitymag.com also offers the following:

-  **Mobile App Sponsorship**
-  **Youtube Channel Sponsorship**
-  **Interstitial Ad Promoted Content**
-  **Live Remote Interviews**
-  **Promoted Content**
-  **Wallpaper Banner**
-  **Email Advertising**

These additional opportunities allow you to reach our targeted audience through non-traditional media. Often, the audience is more engaged when watching video or when on a mobile device. Contact us for additional information on how you can take advantage of these unique opportunities.

Contact Us

For more information, please contact:

**Media Relations at [media \[at\] tcapr \[dot\] com](mailto:media@tcapr.com)
800.956.4514 extension 222.**

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You can also Tweet to [@publicitymag](https://twitter.com/publicitymag) or [@tcapr](https://twitter.com/tcapr)

