

**a.list**

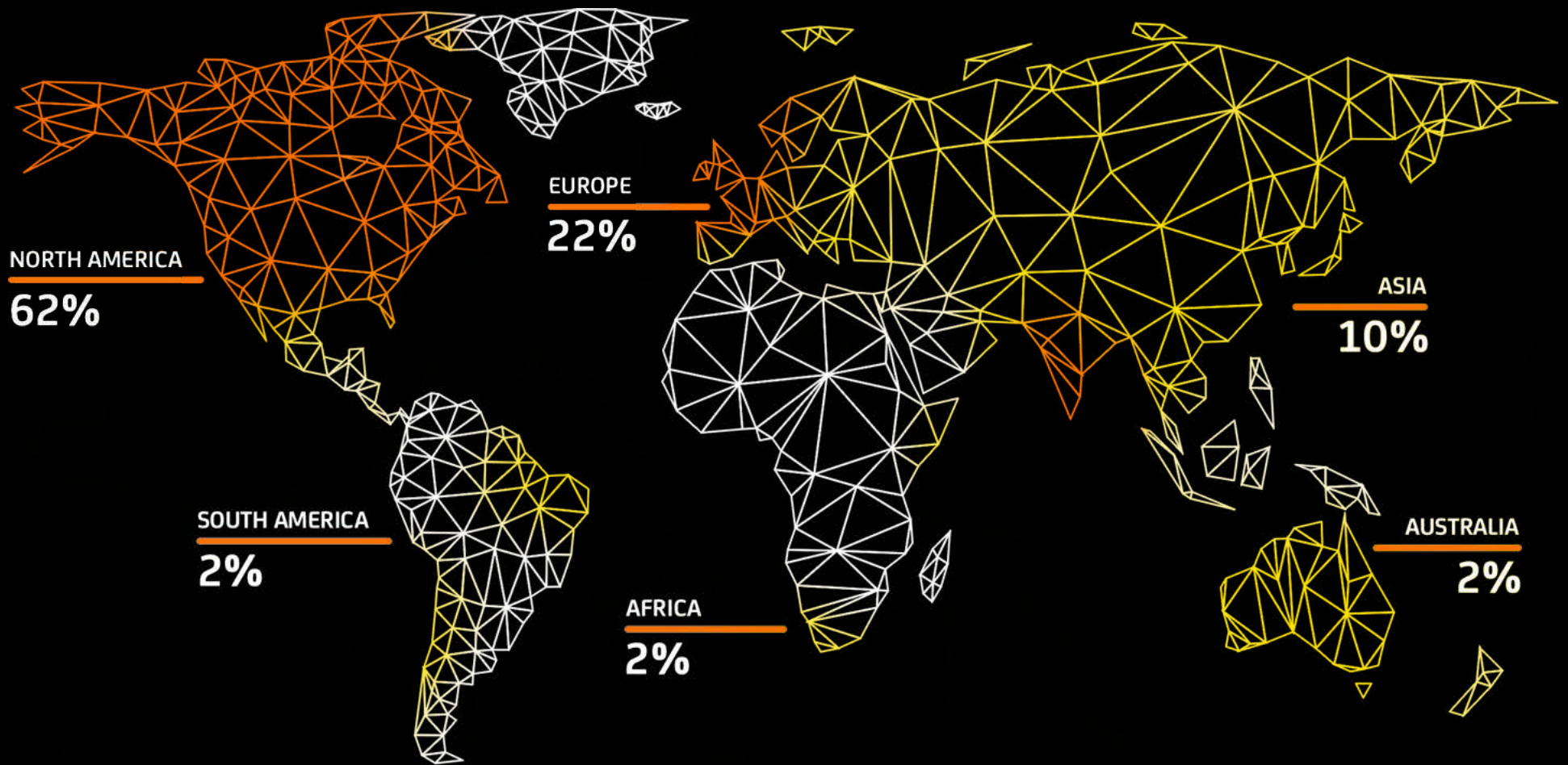
**a.list**

**THE LARGEST GROUP OF  
MARKETING DECISION-MAKERS  
FOUND ANYWHERE ONLINE.**

ALIST REACHES  
**1.3 MILLION**

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MEMBERS OF THE MEDIA AND MARKETING  
COMMUNITY WORLDWIDE.



## KEY STATS

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**60%**

FOUND US VIA  
WORD-OF-MOUTH

**52%**

WANT TO LEARN MORE  
ABOUT DATA-DRIVEN  
MARKETING

**50%**

WANT TO KNOW ABOUT  
NEW TECHNOLOGIES  
LIKE AI, IOT, AR/VR

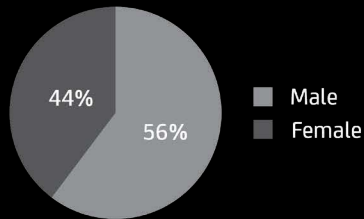
**52%**

WANT TO UNDERSTAND  
USER EXPERIENCE AND  
CUSTOMER ENGAGEMENT

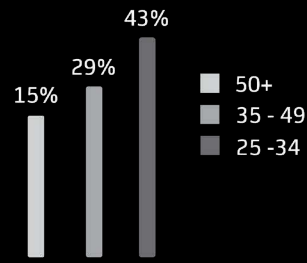
**89%**

OF THE ALIST COMMUNITY  
USES US AS A RESEARCH  
TOOL FOR PLANNING  
MARKETING STRATEGIES

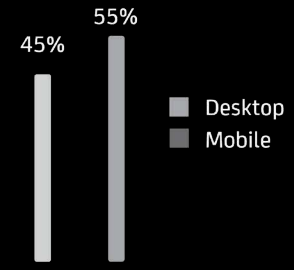
# DEMOGRAPHICS



**GENDER**



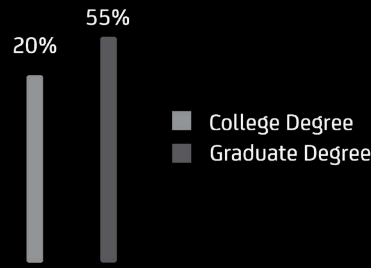
**AGE**



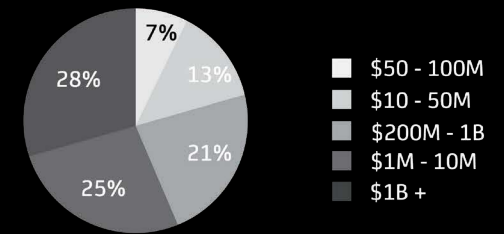
**MOBILE-ORIENTED**



**HIGHLY AFFLUENT (HHI)**



**HIGHLY EDUCATED**



**COMPANY REVENUE**

**IN-MARKET FOR:**

- EMPLOYMENT, CAREER CONSULTING
- BUSINESS SERVICES, ADVERTISING AND MARKETING SERVICES
- FINANCIAL AND INVESTMENT SERVICES
- BUSINESS AND PRODUCTIVITY SOFTWARE

- TRAVEL, HOTEL AND FLIGHTS
- APPAREL
- CONSUMER ELECTRONICS
- POST-SECONDARY EDUCATION

WE REACH OVER **1000+** UNIQUE BRANDS.





AN ALIST READER ON AVERAGE IS  
RESPONSIBLE FOR MANAGING OVER

**\$173 MM**

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IN MEDIA SPENDING\*

\*Based On Publicly Available Data.



# HOW CAN YOU REACH THEM

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## SPONSORED CONTENT

ARTICLES, VIDEO

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## DISPLAY

VERTICAL, TOPIC,  
TAKEOVERS, RUN OF SITE,  
PRE-ROLL

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## NEWSLETTER SPONSORSHIPS

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## WEBINARS

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## CONTENT STRATEGY

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## EVENT PARTNERSHIPS

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## CUSTOM RESEARCH + REPORTS

# 2019 EVENT CALENDAR

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Date	Format	Location	Deadline
February 26th	AList Salon @ Mobile World Congress	Barcelona, Spain	12/31/2018
March 9th - 14th	AList House @ SXSW	Austin, Texas	01/15/2019
March 10th	AList Sessions @ SXSW	Austin, Texas	01/15/2019
March 10th	AList Salon @ SXSW	Austin, Texas	01/15/2019
April 12th - 21st	AList House @ Coachella	Coachella, California	02/15/2019
June 17th - 21st	AList House @ Cannes Lions	Cannes, France	04/15/2019
June 19th	AList Sessions @ Cannes Lions	Cannes, France	04/15/2019
June 18th	AList Salon @ Cannes Lions	Cannes, France	04/15/2019
July 18th	AList Sessions Los Angeles	Los Angeles, California	05/15/2019
TBD	AList Salon @ Advertising Week NY	New York, New York	TBD
TBD	AList Salon @ Web Summit	Lisbon, Portugal	TBD
December 12th	AList Sessions @ San Francisco	San Francisco, California	10/15/2019



**a.list summit**



**a.list sessions**



**a.list salons**



**a.list@**



ALISTDAILY.COM

1.3MM

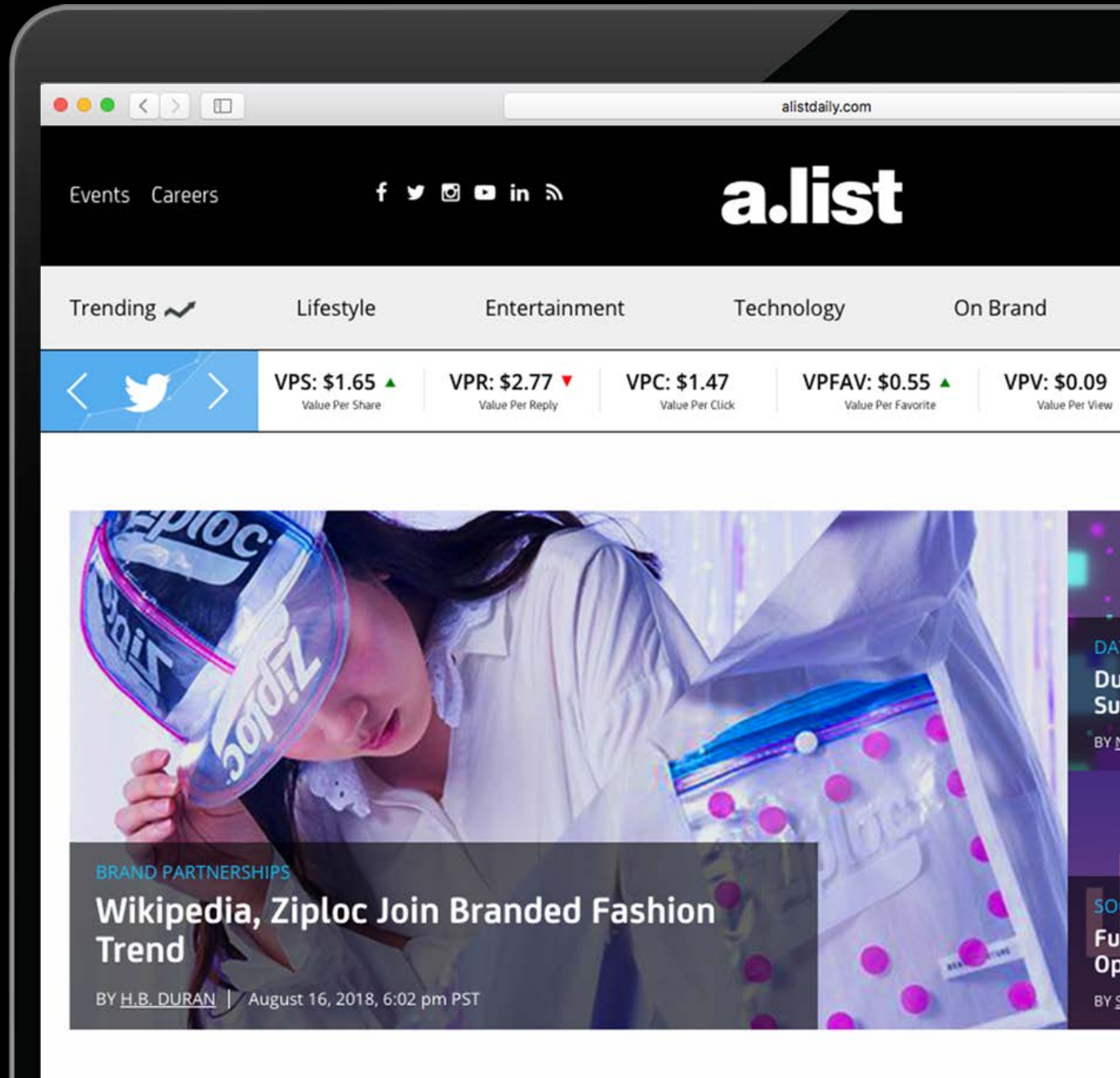
READERS

47%

INCREASE IN UVM YEAR-OVER-YEAR AND GROWING

7:55

DWELL TIME



\*According To 2016 Benchmark Report, Polar

# NEWSLETTER

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REACHING THOUSANDS OF  
SUBSCRIBERS EVERYDAY

**35%**

OPEN RATE

**4%**

CLICK THROUGH RATE



# VIDEO CONTENT

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**4.8%**  
ENGAGEMENT RATE

Versus 0.45% Industry Average\*

**1.7+ MM**

VIDEO VIEWS ACROSS  
ALL CHANNELS



**ON BRAND**  
**WITH** Niels Schuurmans  
CMO, Paramount Network

**a.list**

On Brand: Paramount Network's Niels Schuurmans Discusses Strategy



**BLOCKCHAIN  
EXPLAINED**

**a.list**

Blockchain Explained

\*According To 2017 Social Media Industry Benchmark Report, Rival IQ

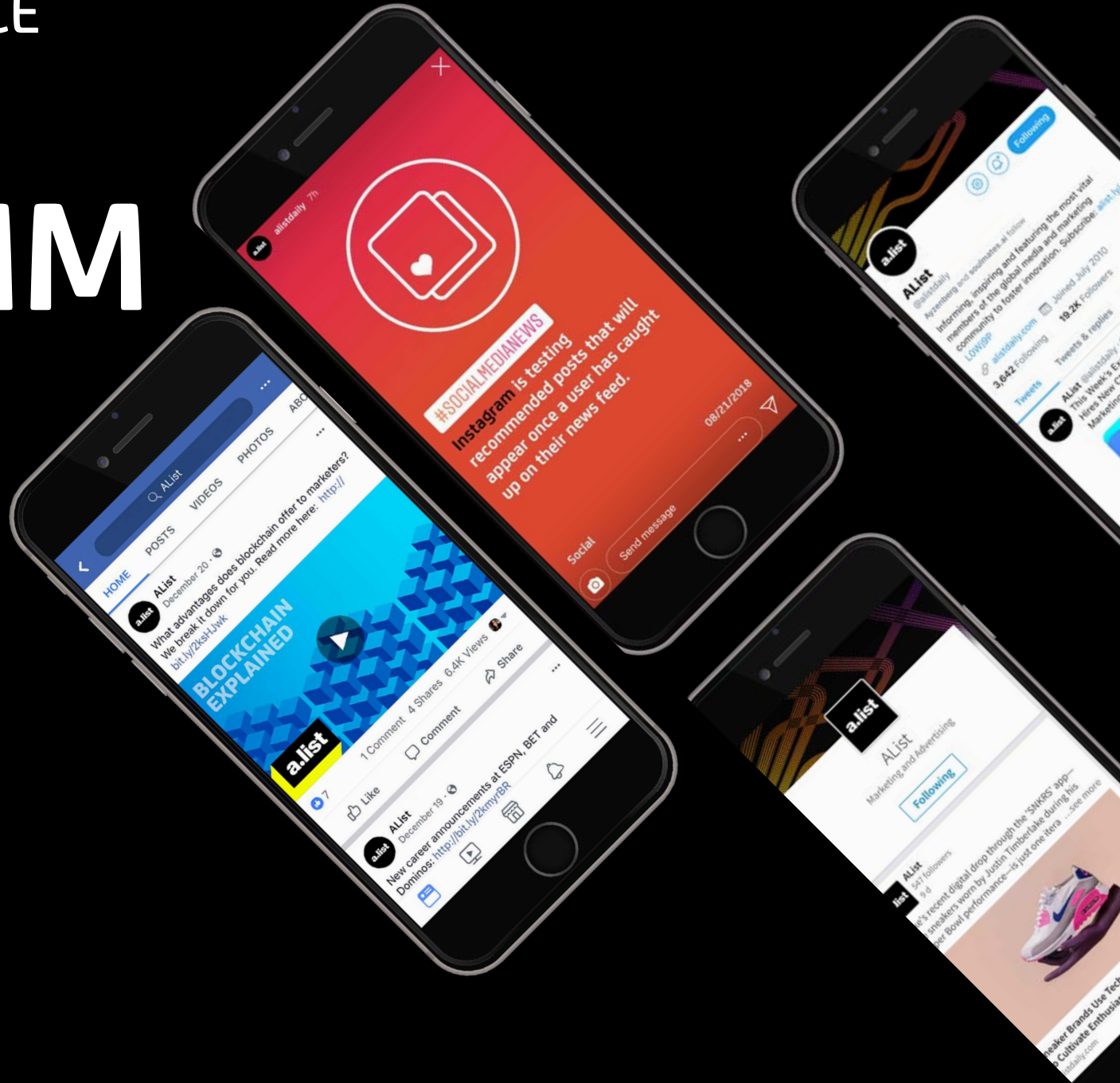
# SOCIAL AUDIENCE

# 26.8MM

REACH

# 2.2%

Versus 0.46% Industry Average\*



\*According To 2017 Hubspot Report

# RATE SHEET

Type	Placement	Description	Cost Structure	Rate	Minimum Buy
<b>Standard Display</b>	ROS Display - Standard Ad Sizes	728x90, 300x250, 160x600 (skyscraper)	CPM	\$90	\$5,000
<i>Max Size: 150KB</i>	ROS Mobile/Tablet	300x250 (mobile)	CPM	\$100	\$5,000
<i>Formats: GIF, PNG, JPG, HTML5</i>	Vertical/Event Coverage Sponsorship	728x90, 300x250, Weekly sponsorship of vertical or event page (options below)	CPM	\$120	\$5,000
	Trending Vertical Sponsorship	Weekly sponsorship of Trending vertical	Flat Fee	\$8,000 - \$10,000	
	Entertainment Vertical Sponsorship	Weekly sponsorship of Entertainment vertical	Flat Fee	\$8,000 - \$10,000	
	Lifestyle Vertical Sponsorship	Weekly sponsorship of Lifestyle vertical	Flat Fee	\$8,000 - \$10,000	
	Technology Vertical Sponsorship	Weekly sponsorship of Technology vertical	Flat Fee	\$8,000 - \$10,000	
	Event (ex: SXSW, Cannes) Sponsorship	Weekly sponsorship of *Event* coverage	Flat Fee	\$25,000 - \$30,000	
	Pre-roll video on Brightcove	15-second unit	CPM	\$150	\$5,000
	Topic Sponsorship	Sponsorship of Topic page (Topic rotates based on calendar) on a monthly/quarterly basis	Quarterly/Monthly	\$45,000 - \$50,000	\$20,000
<b>Takeovers</b>	Homepage Hero Pushdown / Homepage Takeover	970x90, 728x90, 300x250 (mobile) *100% SOV of homepage per day (must be part of larger package)	Flat Fee		\$15,000
<b>Social Media</b>	Sponsored Facebook	Sponsored Post featured on AList's Facebook	Flat Fee	\$3,000	\$3,000
	Sponsored Twitter	Sponsored Post featured on AList's Twitter	Flat Fee	\$3,000	\$3,000
	Sponsored LinkedIn	Sponsored Post featured on AList's LinkedIn	Flat Fee	\$3,000	\$3,000
<b>Newsletters</b>	Dedicated Email Blast	Blast goes out to opt-in subscribers (must be part of larger package)	Flat Fee	\$20,000	\$20,000
	Daily/Weekly Newsletter Sponsorship	300x250 - One (50% SOV) or two (100% SOV) placements on a daily or weekly basis	50/100% SOV	\$5,000	50% SOV



Type	Placement	Description	Cost Structure	Rate	Minimum Buy
<b>Sponsored Content</b>	Article	Integrated sponsored article featured on homepage	Project-Based	\$10,000/article	\$30,000
	Infographic	Accompanied with sponsored article - not sold separately	Starts at \$5,000		N/A
	Report	Accompanied with sponsored article - not sold separately	Starts at \$10,000		N/A
	Video	Accompanied with sponsored article - not sold separately	Starts at \$20,000		N/A
	Op-Ed	Integrated sponsored article featured on homepage	Flat Fee		\$10,000
	Podcasts	Episode Sponsorship	Flat Fee		\$10,000
	<b>Supplied by Sponsor/Advertiser</b>	<p><b>Tracking Links:</b> We recommend providing a UTM tracking link for each creative iteration, using the following structure for populating fields:</p>			
		<p><b>Website URL:</b> This is the CTL (click-through-link) to which the specific ad unit, event listing or social post is driving.</p> <p><b>Campaign Source:</b> This is the name of the sponsor/advertiser related to a specific campaign. <i>Ex: PromaxBDA</i></p> <p><b>Campaign Medium:</b> This is the medium through which people are receiving your ad collateral, social posts, etc. Include size/type + platform within this area. <i>Ex: Newsletter_300x250, Banner_728x90, Social_Facebook, etc.</i></p> <p><b>Campaign Name:</b> This is used to differentiate between different campaigns from the same sponsor/advertiser. <i>Ex: 'PromaxBDA' might be the Campaign Source of the campaign, but 'PromaxGAMES' might be the Campaign Name to differentiate it from a previous event.</i></p> <p><b>Campaign Term:</b> Can be used to distinguish 18Q1, 18Q2, etc. <i>Note: Might be redundant based on Campaign Name, but determine usefulness on a case-by-case basis</i></p>			
		<i>Advertisers supply display creative unless otherwise discussed.</i>			

# 2019 CONTENT CALENDAR

Month	Topics	Deadline Date	Run Window
Jan	DMP's And Data Consolidation	12/28/18	1/7 - 1/11
	Logomania	1/4/19	1/14 - 1/18
	Data-Driven Decision-Making	1/11/19	1/21 - 1/25
	Super Bowl Marketing	1/14/19	1/28 - 2/1
Feb	"Attention"	1/25/19	2/1 - 2/28
	AR Goes Beyond Novelty	1/25/19	2/4 - 2/8
	Data-Protection	2/1/19	2/11 - 2/15
	Internet-Of-Things	2/8/19	2/18 - 2/22
	Voice Search Marketing	2/15/19	2/25 - 3/1
	Mobile World Congress	2/28/19	2/25- 2/28
March	Branded Events	2/22/19	3/1 - 3/8
	Consultancies Do Battle	3/1/19	3/11 - 3/15
	Gen Z Marketing	3/1/19	3/8 - 3/18
	SXSW Coverage	3/8/19	3/18 - 3/22
April	OTT Marketing	3/22/19	4/1 - 4/5
	Evolving DTC	3/29/19	4/8 - 4/12
	Non-Creepy Personalization	4/5/19	4/15 - 4/19
	Coachella Activation Coverage	4/22/19	4/12 - 4/22
May	Entertainment-As-Marketing	4/26/19	5/6 - 5/10
	The Death Of Display	5/3/19	5/13 - 5/17
	Out Of Home Comeback	5/10/19	5/20 - 5/24
June	Cannes Coverage	5/31/19	6/3 - 6/28
	Meme Marketing	5/31/19	6/10 - 6/14

Month	Topics	Deadline Date	Run Window
June	Owned Media Channels	6/7/19	6/17 - 6/21
	Marketing As Innovation	6/17/19	6/17 - 6/21
	Pride Coverage	6/14/19	6/24 - 6/28
July	Customer Experience	6/28/19	7/1 - 7/12
	Supporting Creators	7/5/19	7/15 - 7/19
	Role Of CMO In C-Suite	7/12/19	7/22 - 7/31
August	Fashion Marketing & Activations (Fashion Week)	7/26/19	8/6 - 8/9
	Globalization Of Brands	8/2/19	8/12 - 8/23
	Omnichannel Case Studies	8/9/19	8/19 - 8/30
September	DMEXCO	9/6/19	9/10 - 9/12
	Podcasts (IAB Podcast Upfronts)	8/30/19	9/2 - 9/20
	Sports Marketing	9/13/19	9/16 - 9/27
October	Advertising Week Coverage	9/27/19	10/1 - 10/11
	Brand Partnerships	10/4/19	10/14 - 10/31
November	Web Summit Coverage	10/25/19	11/4 - 11/8
	Leading Digital Transformation	11/1/19	11/11 - 11/15
	Holiday Marketing	11/8/19	11/18 - 11/29
December	Looking Back, Looking Ahead	11/22/19	12/2 - 12/13
	Best Of	11/29/19	12/16 - 12/20

# SPECS

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HOMEPAGE TAKEOVER
<b>Sizes</b>
Desktop Collapsed State: 970px x 90px
Desktop Expanded state: 970px x 415px
Mobile Collapsed State: 300px x 50px
Mobile Expanded State: 300px x 415px
<b>Format</b>
GIF, PNG, JPG
<b>Max Size</b>
150 KBS

RUN OF SITE & NEWSLETTER
<b>Sizes</b>
- 300x250 px
- 728x90 px
- 160x600 px
<b>Format</b>
GIF, PNG, JPG
<b>Max Size</b>
150 KBS

# CONTACT

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