

PR WEEK
July 2016

POWER LIST 2016

THE 50 MOST INFLUENTIAL PEOPLE IN PR

RICHARD EDELMAN
by Maria Diamant

JENNIFER PALMIERI
by Stephanie Cutler

D'ARCY RUDNAY
by Brian Roberts

DONNA IMPERATO
by Martin Sorrell

DEIRDRE LATOUR
by Beth Constante

STUART SMITH
by Mike Young

JIM MAHONEY
by Brian Moynihan

SALLY SUSMAN
by Richard Edelman

tagmarket

PR WEEK
April 2016

HALL OF FEMME

**STORYTELLERS
RISK-TAKERS
LEADERS
WOMEN**

This powerful cadre of talented women challenge the status quo, push for the big idea, and strive to make a difference.

tagmarket

PR WEEK
May 2016

GLOBAL AGENCY BUSINESS REPORT 2016

tagmarket

PR WEEK 2017 MEDIA KIT



PR WEEK
June 2016

**LIGHTS.
CAMERA.
BRANDS!**

Honest.
Heart wrenching.
Inspiring.
Funny.
Films.

Connecting with a customer near you

tagmarket



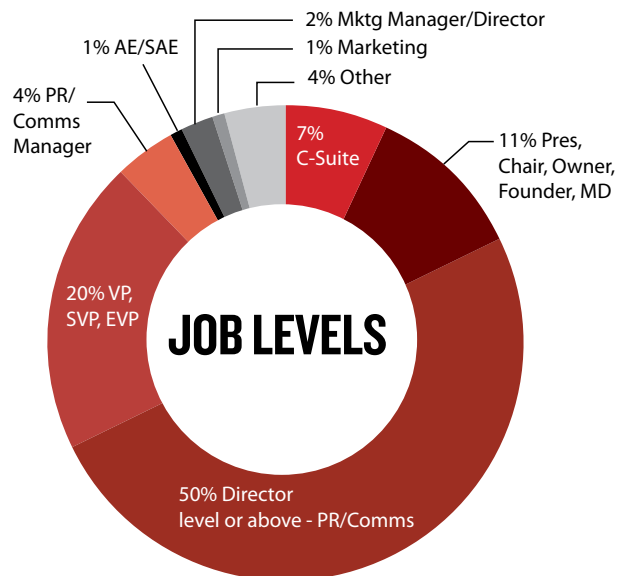
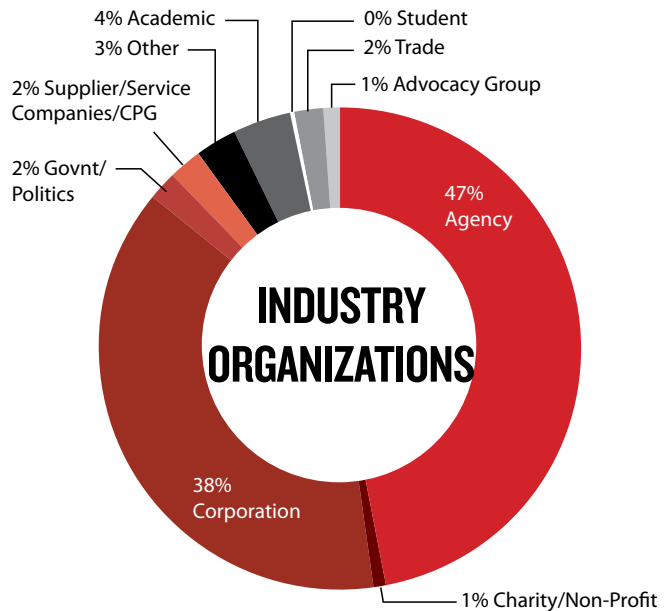


CORE READERSHIP

PRWeek content is delivered daily across online, print, events, and social media. Full content is only available to subscribers, making the PRWeek audience the most qualified and high-level community in the market. Launched in November 1998, it is the essential title for PR professionals in the US.

PRWeek has evolved in concert with the changing industry, with balanced and exciting coverage spanning the marketing suite to the boardroom, from the CMO to the CEO.

In the transparent world dominated by social media, corporate reputation is crucial. Executives need timely, authoritative, insightful content to navigate this dynamic landscape - that's what PRWeek delivers.



8,500

TOTAL CIRCULATION

PRINT

Investing in your brand through PRWeek's print edition offers your company exclusive access to 8,500 influential PR, marketing, and communications professionals from every sector of the industry.



Align your brand with targeted content to further emphasize your message. Quarter, half, and full-page placements are available as well as premium cover positions. Ask your account manager about custom print opportunities such as advertorials, inserts, belly bands, cover gatefolds and, double-page spreads.

CONTACT: Liz Bilash, 646.638.6141, liz.bilash@prweek.com

PRWEEK PROMOTION

General Motors Chairman and CEO Mary Barra introduces the game-changing Bolt EV at the Consumer Electronics Show 2016; above left, Bolt GM does more than make cars, the company is creating solutions to safely people's changing preferences in transportation.

Made For More GENERAL MOTORS

Safer, simpler, and better solutions

At General Motors, our culture is centered on being made for more. It's a concept reflecting our constant pursuit and confident expectation for **more out of life**—for our company, for our planet, for our customers, and for ourselves. Because our work goes beyond making cars, it's about allowing people greater access to more **meaningful interactions** with the world around them.

Being made for more means always pressing onward. It's a concept that reflects GM's constant pursuit of fresh ideas and groundbreaking solutions. The automotive industry is quickly evolving and we're determined to be at the **forefront of change**, leveraging our creativity to define the new era of mobility.

This is a prime opportunity to effect real change. Boldly asking "what if?" and knowing our discoveries will help shape mobility for the increasingly connected, tech-savvy, and environmentally conscious consumer. You acquire new skills, build your professional network, and learn more about the company. Best of all, there's always a challenge ahead.

A communications career with GM isn't a single ladder to climb. It's **multi-dimensional**. Cross-disciplinary. A never-ending network of challenges to discover.

Everyone has something valuable and unique to contribute. **Your unique perspective** informs our innovation. **Your voice counts.** Your ideas are enabling broader, more fulfilling lives for yourselves, your co-workers, and our customers.

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Rachel hops a flog. Rohit never misses a geek beat.

Nobody understands forging unique connections to achieve powerful results better than the 240 employee owners at PadillaCrut.

padillaCrut
CREATING AND MANAGING YOUR BRAND

MINNEAPOLIS NEW YORK CHICAGO RICHMOND WASHINGTON D.C. SAN FRANCISCO LOS ANGELES padillaCrut.com

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PRINT ADVERTISING RATES

DISPLAY ADVERTISING

Frequency	Full	Half	Quarter
1x	\$9,320	\$6,090	\$3,960
3x	\$8,915	\$5,790	\$3,840
6x	\$8,470	\$5,500	\$3,590
12x	\$7,625	\$4,960	\$3,225

These rates are for 4- color. Additional charges may apply for 5-color. All rates are gross.

DISRUPTIVE/ PREMIUM POSITIONS

Mock Cover	Custom Price
Cover Tip	Custom Price
Belly Band	Custom Price
Inside Front Cover	Add 15%
Inside Back Cover	Add 15%
Back Cover	Add 20%

PRINT SCHEDULE

	Jan/Feb	March	April	May	June	July	Aug.	Sept./Oct.	Nov.	Dec.
Materials Due	12/12	2/9	3/13	4/10	5/10	6/12	7/12	9/12	10/10	11/8

*All print are gross

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PRINT ADVERTISING SPECS

AD TRIM SIZE SPECIFICATIONS

(in inches)

Ad size	Width	Height
2 Page Spread*	16.5	10.875
Full Page*	8.25	10.875
½ Page Spread*	16.5	5.375
½ Page (vertical)	3.5	9.675
½ Page (horizontal)	7.175	4.6
¼ Page (vertical)	1.675	9.675
¼ Page (square)	3.5	4.6
¼ Page (strip)	7.187	0.9

PROOFS

SWOP certified color proofs should be provided for color and content: 100% of finished size. We cannot be responsible for final printed color or content without a proof that accurately represents the submitted digital file.

SEND ADVERTISING PROOF TO:

Kathleen Millea Grinder

Production Director

Haymarket Media, Inc.

275 7th Avenue, 10th Floor

New York, NY 10001

Tel: 646.638.6180

Email compressed file to:

kathleen.grinder@haymarketmedia.com

FILE FORMATS ACCEPTED

PDF or PDF-x1a's

High resolution 300 dpi

CMYK

Please name file : Client_Name_PRWeek_Issue_Date
(If providing a double page spread, a single file should be provided for each page)

For additional information on creating PDF files contact the PRWeek Magazine production department. All ads supplied must have all fonts either made into outline or embedded within, no True Type fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and / or unauthorized use of font software. A read-me file should be saved in any specific instruction about how the file should be opened.

FTP

Host: us1-1.hostedftp.com

Port:22

Username: Advertising

Password: kg@Z}V=3D

Place in incoming PRWeek Magazine folder

PUBLICATION TRIM AND BLEED SPECIFICATIONS:

Trim: 8 ¼" by 10 7/8". Keep all live matter a minimum of ¼" in from trim. All bleed ads should allow 1/8" of bleed. Line Screen: 175-line screen. Min and Max dot size: 5% to 95% (Overall printing density of all colors cannot exceed 280%).



NEWSLETTERS

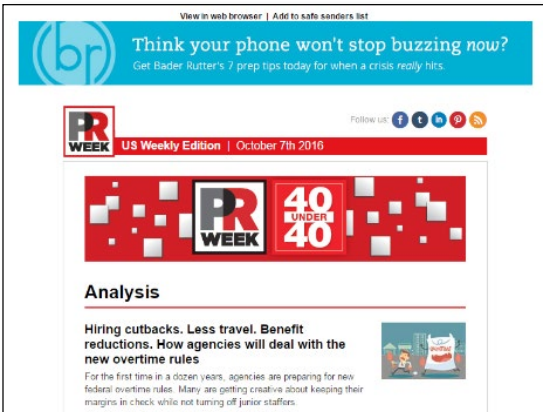
The following editorial newsletters are published by PRWeek and are available for sponsorship, which include a leaderboard display ad.



PRWEEK BREAKFAST BRIEFING

The PRWeek US daily newsletter delivered Monday - Friday provides news, features and campaigns delivered straight to your inbox. This bulletin is part of a portfolio of products delivered to over 6,000 paid PRWeek subscribers.

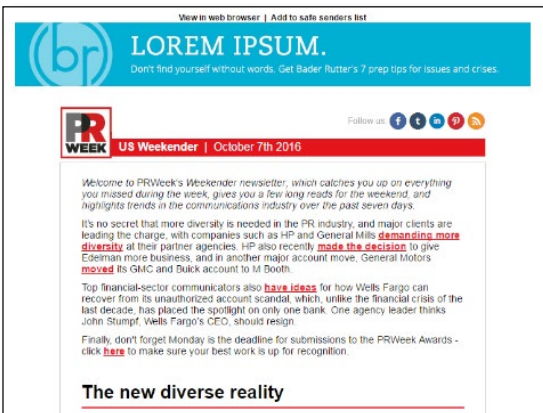
21%
OPEN RATE



PRWEEK WEEKLY ONLINE EDITION

This weekly email publication sent every Friday to 6,500 subscribers, features an overview of the top news stories, plus special features such as campaigns, analyses, techniques, and opinion pieces from PRWeek's editors as well as industry thought leaders.

15%
OPEN RATE



PRWEEK WEEKENDER

PRWeek's Weekender newsletter, delivered on Saturday mornings to over 14,000 opt-in subscribers, catches you up on everything you missed during the week, gives you a few long reads for the weekend, and highlights the biggest trends in the communications industry over the past seven days.

16%
OPEN RATE



WEB PLACEMENTS

Leaderboard
(728x90)

IMU
(300x250)

208k

AVERAGE MONTHLY
PAGE VIEWS

90k

AVERAGE MONTHLY
UNIQUE VISITORS



Site Skin

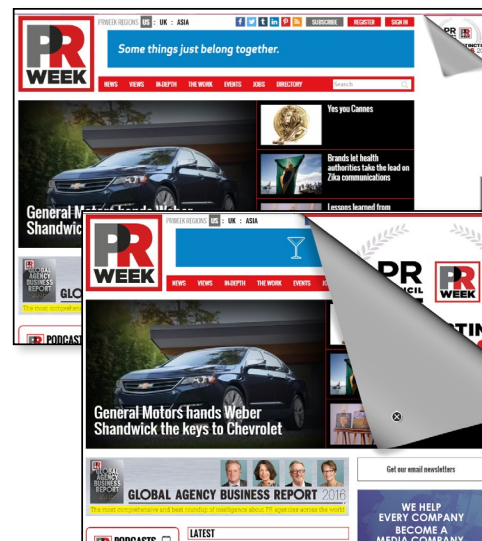
Partner Content



Half page Ad
(300x600)



Pushdown
(980x418)



Page Peel
(640x480)

NATIVE ADVERTISING

Native advertising on prweek.com gives your brand a platform for thought leadership content that will live alongside PRWeek’s outstanding editorial stories. The position and control combine to bring your unfiltered message to PRWeek’s premium audience. Packages include prominent fixed placement on the PRWeek home page, for 7-days, and a total of 21-days in high-profile promo spots.



		Tier 1	Tier 2
Content	Creation	Client	Client
	Calendar	3 Week Consecutive Rotation	3 Week Consecutive Rotation
Distribution	Media Type	Article, Video, and /or Infographic	Article, Video, and /or Infographic
	Native	Slot 3/Slot 10/ Need to Know/ From our Partners	Slot 3/Slot 10/ Need to Know/ From our Partners
	Social	Facebook/Twitter Share	Facebook/Twitter Share
	Display Placements	—	ROS 3 Weeks/Fixed Placement
	Display Creative	—	728x90 and 300x250



2017 MEDIA KIT

MOBILE ADVERTISING

Some 40% of PRWeek's audience access content via mobile devices, such as phone or tablet. That's a significant - and highly engaged - audience to target with your marketing messages.

PRWEEK REGIONS US : UK : ASIA

KEEPING small business DOIN' is BIG BUSINESS. **DOERS.com**

NEWS VIEWS IN-DEPTH THE WORK EVENTS JOBS DIRECTORY

Survey: New mothers don't see themselves in 'airbrushed' ads

Tokyo 2020 Olympics reveals new logo after plagiarism row

Polansky: Mid-single-digit growth for Int'l firms

CLICK HERE TO SEE THE WINNERS

48k

AVERAGE MONTHLY IMPRESSIONS



CONTACT: Liz Bilash, 646.638.6141, liz.bilash@prweek.com



SOCIAL MEDIA

Want to make a serious social impression? A sponsored tweet or Facebook post is one way to do it. Created around a specific topic of your choice, these posts allow you to engage directly with top-level public relations, marketing and communications professionals who follow PRWeek, while also spreading awareness of your brand and increasing your social footprint.



72k
TWITTER FOLLOWERS



36k
FACEBOOK FOLLOWERS

PRWeek can also work with you on content and event amplification programs across our social channels. Ask for a consultation with the PRWeek team to develop these and other ideas.



EMAIL PROGRAMS

WANT LEADS?

Connect your innovative business solutions with our engaged audience of PR and communications professionals through customized lead gen opportunities.

From content syndication programs that highlight your thought leadership to sponsored emails that feature your product offers or announcements, we tailor each program to the objectives and goals of our partners.

Our dedicated campaign team will target your messaging across PRWeek's extensive network, turning your preferred audience into valuable leads.

PRWEEK SPOTLIGHT

Showcase your expertise in the industry using segmented and targeted content syndication with guaranteed lead goals. Ideal for research papers, ebooks, white papers, and thought leadership.

Rates start at: \$63 CPL

PRWEEK SPONSORED PROMOTION

Promote product offers, promotions, and new solutions directly to decision-makers and influencers with a sponsored email (or series of emails) to 44k opt-in subscribers. Ideal for educational programs, webcasts, trade show participation, special announcements, product launches, new business wins, and congratulatory messages.

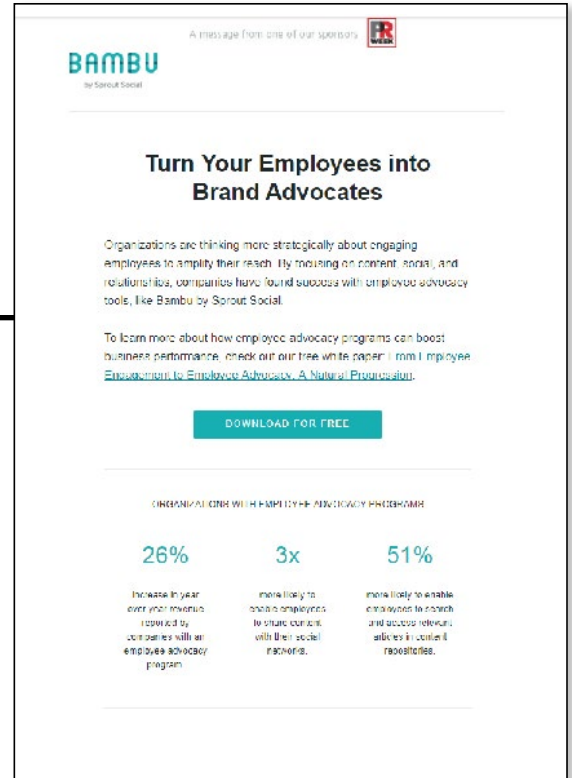
Flat rate: \$4,725

PRWEEK INSIGHT

Highlight your organization's thought leadership and business solutions with a dedicated email to 25k opt-in subscribers. Ideal for research papers, ebooks, white papers, and thought leadership.

Flat rate: \$3,700

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WEBCASTS

PRWeek Webcasts are an authoritative and interactive marketing opportunity for advertisers, allowing you to share thought leadership, research, or case studies with an engaged audience. Moderated by an editor, webcast packages may include options for recruiting external speakers from the highest levels of the profession. Sponsoring a webcast delivers leads mined from the PRWeek audience, each exposed to your brand through this educational and informative platform.

300
AVERAGE REGISTRANTS

YOUR CONTENT, OUR MARKETING AND DELIVERY

PRWeek takes responsibility for all webcast promotions, registrations, and on demand promotions afterwards. Your webcast is available on demand for a year after it runs. You will receive all registrant contact information and receive a personalized link to promote and host on demand.

The screenshot shows a registration page for a PRWeek webcast. At the top, it says "Time to Grow Up: A Guide to Communicating Like a Business Built to Last" on Wednesday, June 22 at 1pm ET. The page includes a "Register Now" button, a "Login" section with email and password fields, and a "Sponsor" section. A list of speakers is provided, including Thomas M. Ryan, Michael Fox, Leigh Ann Schultz, and Theodore D. Lithgow. The main content area features a paragraph about communications efforts and a "Register Now" button.

Format	Content Creation	Moderator	Speaker Recruitment	Sponsors with Speaking Opportunity	Option to Purchase Webcasts File
Partner	PRWeek & Sponsor	PRWeek	PRWeek & Sponsor	Yes	Yes
Dashboard	Sponsor	PRWeek	Sponsor	Yes	Yes

EBOOKS

WHAT IS AN EBOOK?

PRWeek sponsored eBooks feature content curated from across our content channels, or produced uniquely for the product. Focused on a specific theme, eBooks are designed to help target a specific market by providing content that is highly relevant to that audience. As a result they generate leads for partners, as well as alignment against topics that are appropriate and help drive meaningful results. The audience may download the eBooks for free with registration, and many individuals do just that because they find these products to be digestible, relevant, and hugely useful.

PRWEEK EBOOKS ARE PROMOTED WITH A MULTICHANNEL APPROACH

Email: Exclusive email blasts

Newsletters: Breakfast Briefing, Weekly Online edition, & Weekender

Social: Twitter and Facebook.

THE BENEFITS:

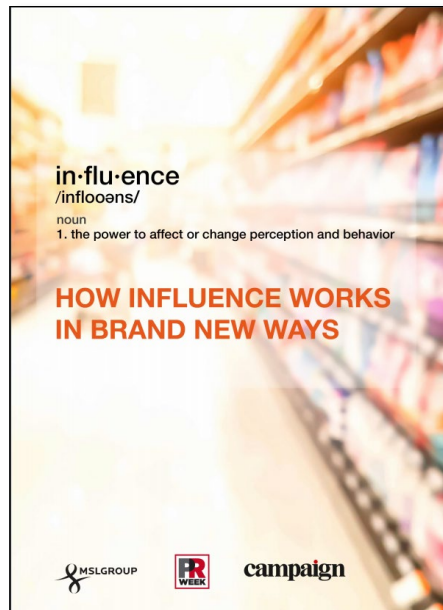
Thought Leadership: Show your expertise and educate our audience in your chosen field.

Leads: Leads guaranteed from downloads.

Branding: Company name and logo on cover along with full page ad.

Shelf-Life: Sponsor receives full marketing license to distribute at own will.

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PRWEEK JOBS

Top public relations professionals turn to PRWeek to get an insider's view on the latest and greatest in the industry. Narrow your search and hone in on the perfect candidate by publishing the job opportunities at your company with the industry heavyweight.

The screenshot shows the PRWeek Careers website. At the top left is the PR WEEK logo. To its right is the word "CAREERS" in orange. Further right are social media icons for Facebook, Twitter, Tumblr, LinkedIn, Instagram, and RSS, followed by a red "POST A JOB" button. Below this is a red navigation bar with "EMPLOYERS" and "JOBSEEKERS" in white. The main content area features a large image of a smiling woman in a grey blazer. To the right of the image is the text "Career Center" and "Connecting talent with opportunity". Below the image is a search bar with the placeholder "Enter Keyword or Job Title", a dropdown menu set to "All States", and a "Find a Job" button. Below the search bar is a section titled "Featured PR Jobs" with a red underline. It lists three job openings: "PR Director - Lifestyle" at Purple in New York, NY; "VP, Media Relations" at Seventwenty Strategies in Washington, DC; and "Sr. Regional Public Relations Leader" at T-Mobile in New York, NY. To the right of the job listings is a section titled "Create a Job Alert" with a red underline, featuring a photo of a man in a suit looking at his phone.



DIGITAL ADVERTISING RATES

Online Display			
*Frequency	Half Page (300x600)	Leaderboard (728x90)	IMU (300x250)
1 month	\$4,340	\$4,180	\$3,980
3 months	\$4,210	\$4,020	\$3,825
6 months	\$4,050	\$3,860	\$3,670
12 months	\$3,700	\$3,520	\$3,350
CPM	\$110	\$110	\$110

Interactive/ Rich Media				
Frequency	Sidekick (300x250)	Billboard (970x250)	Pushdown (980x418)	Site Skin (home page only)
1 day	\$2,760	\$2,760	\$2,760	\$2,760
1 week/ 5 days	\$11,160	\$11,160	\$11,160	\$11,160

Native Advertising			
Frequency	Tier 1	Tier 2	Custom
1 Native Ad	\$4,390	\$7,390	\$4,390 + Custom surcharge
2 Native Ads	\$4,215	\$7,215	\$4,215 + Custom surcharge
6 Native Ads	\$4,055	\$7,055	\$4,055 + Custom surcharge

Email Promotion			
Sponsorship	Spotlight	Sponsored Promotion	Insight
Rates	CPL \$63*	\$4,725	\$3,700

*CPL subject to change based on required filters. Standard filters include First Name, Last Name, Email, Phone Number, Title, Company.

Webcast

Partner Webcast	Dashboard Partner
\$13,500	\$12,500

Newsletters	
Principal Sponsorship	Breakfast Briefing, Weekly Online, & Weekender
1 month	\$9,790
3 months	\$9,275
6 months	\$8,895
12 months	\$8,120

*Breakfast Briefing deploys daily Monday-Friday Mornings. / Weekly Online deploys Friday Afternoons / Weekender deploys Saturday Mornings

Social Media (sponsored Facebook and Twitter)	
Frequency	
1	\$1,970
3	\$5,625

Mobile Advertising	
Frequency	320x50
3x	\$600
6x	\$350
12x	\$215



EVENTS

PRWeek convenes audiences large and small in face-to-face events that celebrate great work, tackle the biggest topics and challenges facing professionals, and give leaders an opportunity to network and learn from each other.

- PRWeek Conference & 40 Under 40 Dinner
- PRWeek Hall of Fame
- PRWeek Awards
- PRWeek Brand Film Festival
- PRWeek Hall of Femme

*inquire with your sales rep for more details



PRWeek Hall of Femme



PRWeek Conference



PRWeek Brand Film Festival



PRWeek Hall of Fame



PRWeek Hall of Fame



40 Under 40 Dinner



PRWeek Conference

CUSTOM EVENTS

PRWeek's Custom Events give our partners an opportunity to benefit from Haymarket's deep expertise in producing first-rate face-to-face events for our audiences. Our custom and events teams, in partnership with editorial leaders, will collaborate with you to create an ideal forum to share your thought leadership, in a great venue, with an audience targeted to your objectives.



Nissan, Japan



FeleishmanHillard, Washington, D.C.



Burrelles Luce, New York

EVENT EXPERIENCE

PRWeek has hosted a number of events around North America and the world including:

- NYC
- Chicago
- Minneapolis
- Columbus, Ohio
- San Fran
- Japan
- Cannes
- SXSW
- Detroit Auto Show



Pfizer, New York

FORMAT

Typically, events are scheduled around breakfast time period with PRWeek overseeing logistics from soup to nuts. These events can take on various formats:

- Closed Door Roundtable
- Live Panel

- Workshops (Half day or full day)
- Alternative Programming Formats

- Key takeaways sheet
- Sponsor will receive full marketing license to all content to distribute at its own will

EDITORIAL AMPLIFICATION

Examples include:

- Print feature in pre-selected PRWeek issue
- Online feature on PRWeek.com
- eBook
- Video
- Custom newsletter

SPEAKER + LIVE AUDIENCE RECRUITMENT

PRWeek will oversee/manage recruitment of influential speakers and a targeted audience, with input from partner.

REPRINTS

ENHANCE YOUR CONTENT - WITH PRWEEK'S CUSTOMER REPRINTS

Was one of your executives covered in an issue of PRWeek? Did your company make the Agency Business Report, Power List, or 40 under 40? Obtain the commercial license to your PRWeek coverage, allowing you to distribute content and enhance your internal marketing media.

HARD COPY REPRINTS

- 4-color, 100lb stock
- Single or double-sided reprints can be customized to include your company logo and contact details
- Minimum Quantity: 200

ELECTRONIC MARKETING & WEB LICENSE

- PRWeek produces and delivers a printable, ready-to-use PDF of the article, which the purchasing company can host on its website, send to clients via e-mail, disk or on a CD.
- This option is ideal for e-mail marketing and PR campaign

FULL MARKETING LICENSE

- PRWeek produces and delivers a non-printable, ready-to-use PDF of the article, which the purchasing company can host on its website, send to clients via e-mail, disk or on a CD
- Includes a minimum of 500 hard copy reprints. Desired quantity should be stated in a single order.



PLAQUE

- 12"x15" (Cherry, Oak, or Black Matte-base) plaque with personalized engraving
- Includes proofing, formatting, production and shipping.

License & Reprints	Half-Page	1-Page	2-Page	4-Page	6-Page	8-Page	10-Page
Hard Copy Reprints (200 hard copies)	\$1,210	\$1,510	\$1,875	\$2,235	\$2,495	\$3,660	\$5,200
Electronic Marketing & Web Licence (printable)	\$1,690	\$1,740	\$2,160	\$2,589	\$2,940	\$4,360	\$6,140
Full Marketing License (includes e-print & 500 hard copies)	\$730	\$1,370	\$1,435	\$2,270	\$2,380	\$3,085	\$4,535
Full Marketing License (includes e-print & 1,000 hard copies)	\$1,785	\$2,415	\$2,485	\$3,320	\$3,430	\$4,135	\$5,585
Plaque	\$830	\$865	\$970				



COMPLETE MARKETING PARTNER

For 18 years, PRWeek has been the most trusted and leading source for news, trends and information for the public relations, marketing and communications field. Ask your sales rep how PRWeek can be your complete marketing partner by aligning your brand within this historically trusted environment.

Product	Brand Building	Lead Generation	Thought Leadership	Relationship Building
Print Display Advertising Advertorials	✓		✓	
Lead Generation White Paper Sponsored Promotion	✓	✓	✓	
PRWeek.com Display & Interactive Ads Native Advertising Social	✓		✓	
Newsletters Breakfast Briefing Weekly Online Edition Weekender	✓			
Webcasts	✓	✓	✓	
PRWeek Events Custom Events	✓	✓	✓	✓
Reprints	✓		✓	