

PR WEEK **2018 MEDIA KIT**





THE PRWEEK BRAND

PRWeek is the media brand of record for PR and comms professionals in the U.S. As the industry's most trusted name, PRWeek has evolved with a rapidly changing market, and has served the PR community with balanced, informative, and exciting coverage spanning the marketing suite to the boardroom.

The rise of social media and demand for transparency has made corporate reputation evermore crucial. Executives need timely, authoritative, insightful content to navigate this dynamic landscape. PRWeek delivers this through a multitude of channels: the print magazine offers the in-depth analysis that readers have come to depend on for two decades; PRWeek.com covers breaking news and insights from around our industry; our growing social media platforms are the venues in which we continue conversations; newsletters give our readers the need-to-know to start their day; podcasts and webcasts present the chance to skill up with essential tools and tips; live events and awards get the most sought-after thought leaders and influencers in the same room.

In our complex, evolving market, the PRWeek brand has never been more vital.

8,500

PRINT SUBSCRIBERS

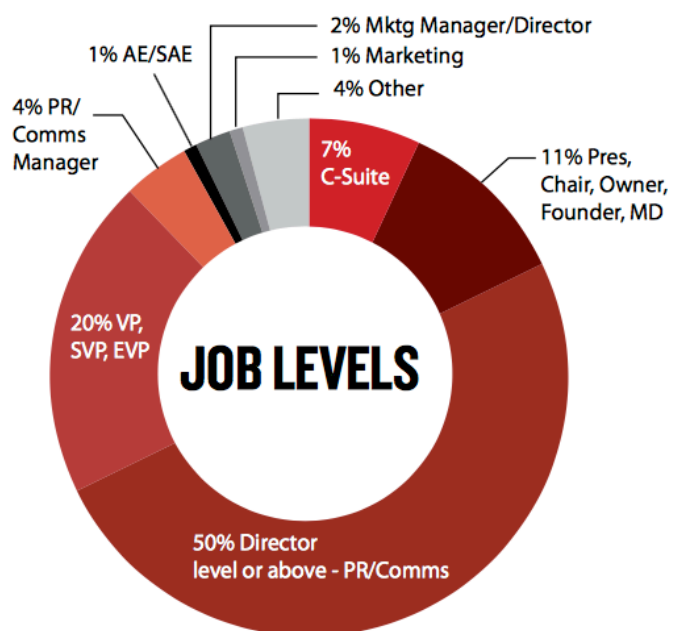
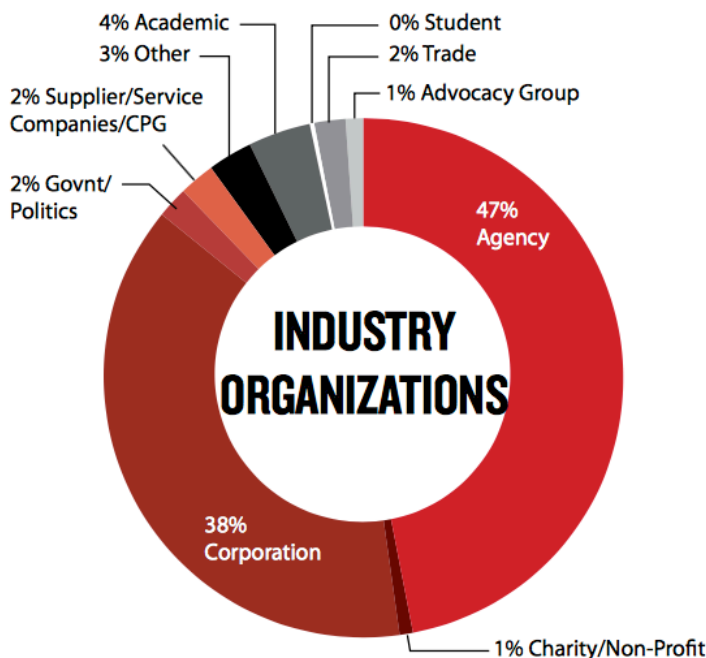
95k

AVERAGE MONTHLY ONLINE VISITORS

130k

SOCIAL MEDIA FOLLOWERS

THE PRWEEK AUDIENCE:





PRINT

With senior PR and comms executives as our cover stars and in-depth analysis on every page, PRWeek's print magazine is regarded as the industry's go-to resource. Each edition features the best in reporting around the brands, agencies, media owners, and tech companies that matter and the people behind them.

Investing in your brand through PRWeek's print edition offers your company access to 8,500 influential PR, marketing, and comms professionals from every sector of the industry. Units available include quarter, half, and full-page placements, premium cover positions, and opportunities such as custom content, inserts, belly bands, cover gatefolds, and double-page spreads.



SOME OF THE YEAR'S BIGGEST FEATURES

MARCH 2018 | SALARY SURVEY

The Salary Survey provides insight on this and more, including job security, average for bonuses, and what motivates employees to change jobs.

APRIL 2018 | HALL OF FEMME

Celebrating a powerful group of trailblazing women who are challenging the status quo, pushing for the big idea, and striving to make a difference

MAY 2018 | THE AGENCY BUSINESS REPORT

The Agency Business Report, a comprehensive analysis of the agency world ranging from the top multimillion-dollar firms to niche public affairs outfits.

AUGUST 2018 | 40 UNDER 40

The top innovators in creativity and influence who are ideally positioned to guide the industry toward a new horizon.

SEPT / OCT 2018 | 20TH ANNIVERSARY

Celebrate the 20th anniversary of PRWeek's U.S. presence as the top-tier media brand for the fast-paced, ever-changing worlds of PR, communications, and marketing.

NOV / DEC 2018 | HEALTH INFLUENCER

With sister title MM&M this list honors 50 professionals across the health spectrum for their passion, determination, and innovative thinking that has helped guide the industry through two turbulent and exciting decades.



DIGITAL AND MOBILE

PRWeek.com serves the PR and Comms community with daily news, analysis, opinion and insight through a vibrant, growing digital platform. And with 45% of PRWeek's readers accessing content via their mobile devices, there has never been more choice on how and where to target your desired digital audience.

Leaderboard
728x90

IMU
300x250

213k
AVERAGE MONTHLY PAGE VIEWS

95k
AVERAGE MONTHLY UNIQUE VISITORS

Site Skin

Partner Content

Prestitial
640x480

Pushdown
980x418

Page Peel
640x480



NEWSLETTERS

The industry starts their day and ends their week with PRWeek's newsletters. Of our total audience, one third engages with at least one of our dispatches and 79% consider the content to be "very valuable."



BREAKFAST BRIEFING

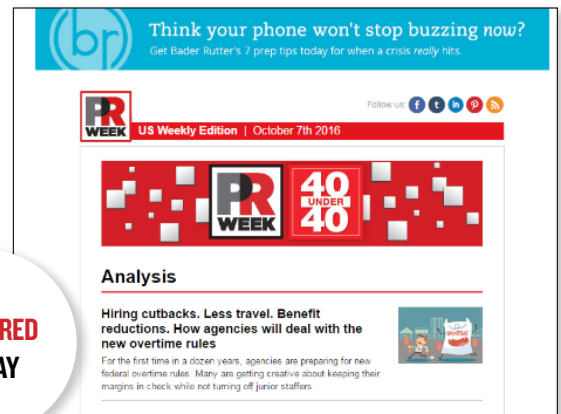
A reader favorite, PRWeek's daily newsletter provides news, features and campaigns delivered straight to the inboxes of 6,000 PRWeek paid subscribers.

DELIVERED
MONDAY-FRIDAY

OPEN RATE
22%

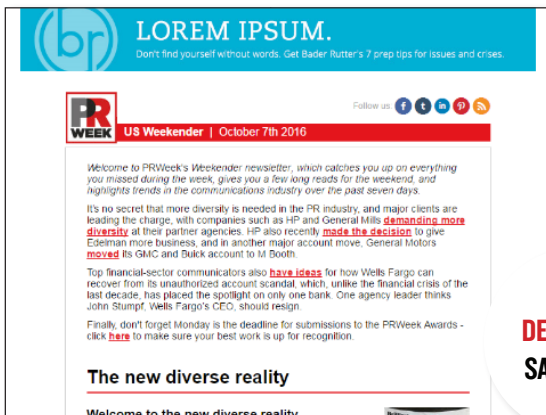
WEEKLY ONLINE EDITION

This weekly email publication provides 6,500 subscribers with an overview of top news stories and special features such as campaigns, analyses, techniques, and opinion pieces from PRWeek's editors and industry thought leaders.



DELIVERED
FRIDAY

OPEN RATE
19%



WEEKENDER

Over 18,500 opt-in subscribers receive this wrap-up of the week's essential news and learnings, long reads for the week-end, and biggest trends from the past seven days.

DELIVERED
SATURDAY

OPEN RATE
18%

NATIVE ADVERTISING

Present your brand as a true thought leader with PRWeek's native platform. We give you the spotlight.

Your content will live alongside PRWeek's outstanding editorial, in premium positions on-site, and in front of an engaged audience always looking for the best business solutions. Packages include prominent fixed placement on the PRWeek homepage and amplification across our site and social media platforms.



CAMPAIGN DETAILS

Labeled "Partner Content" and highlighted in gray

- Day 1-2: Feature in Slot 3 on homepage under "Latest" section
- Two week presence on PRWeek homepage, featured in Slot 9 under "Latest" section and "From Our Partners" section
- Content will be accessible on PRWeek indefinitely

AMPLIFICATION

Promoted through:

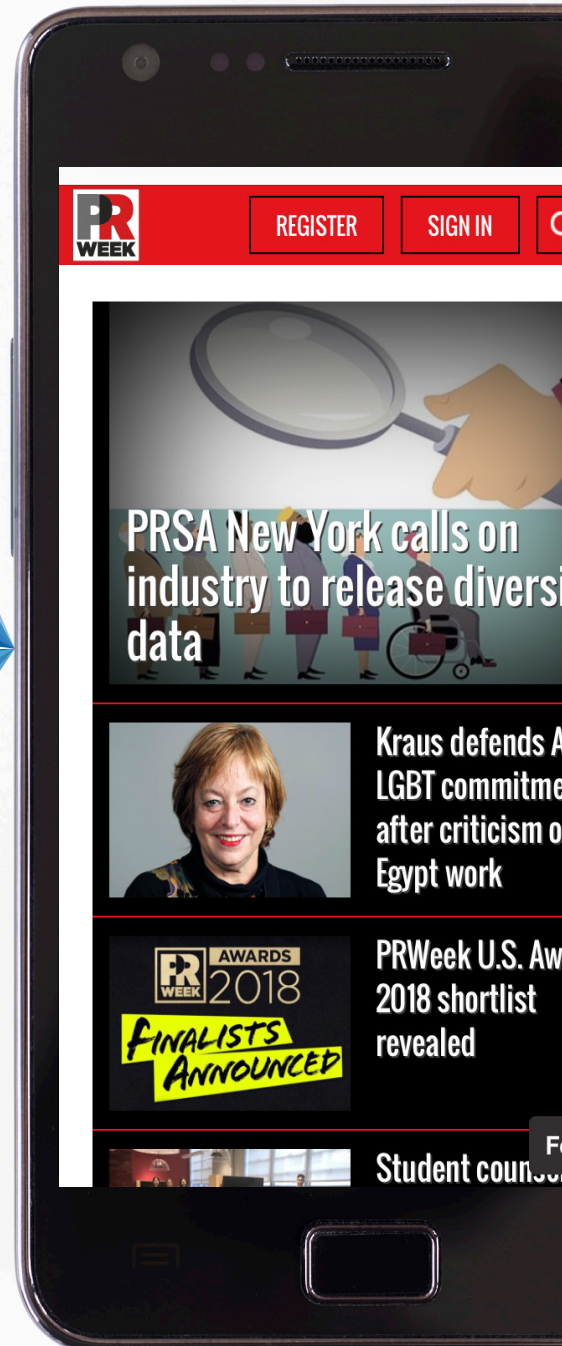
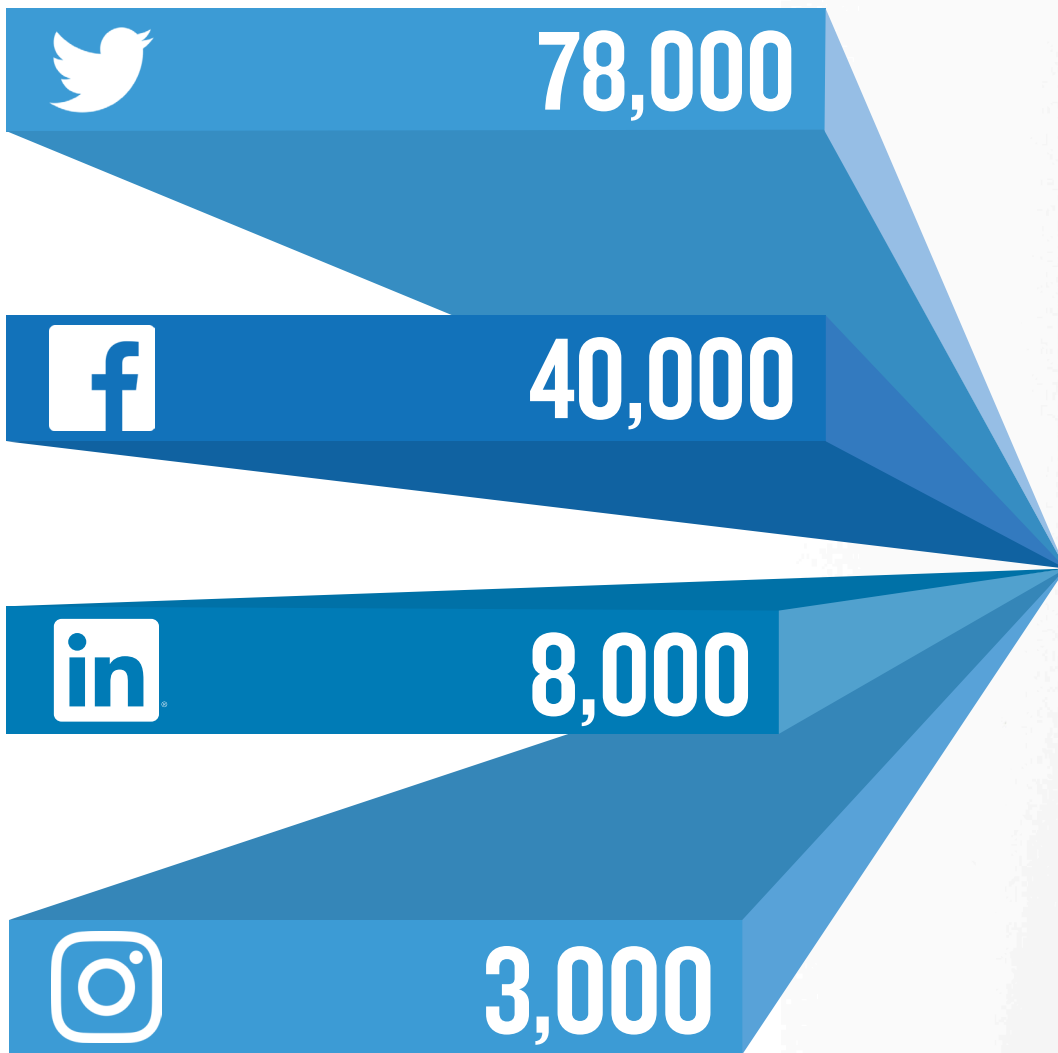
- Breakfast Briefing newsletter (6k subscribers)
- 2 tweets on @PRWeekUS Twitter (78k followers)
- 1 post on PRWeekUS' Facebook page (40k followers)
- 1 post on PRWeekUS' LinkedIn page (8k followers)



SOCIAL MEDIA

Make a serious impression. Spread your message far and wide through PRWeek's thriving social platforms. PRWeek will connect your brand with our engaged followers across Facebook, Twitter, Instagram, and LinkedIn.

Created around a specific topic of your choice, social posts allow you to engage directly with top-level public relations, marketing, and communications professionals. Whether singular and straightforward or scaled-up and customized, we'll help your brand develop a highly effective content and amplification plan.





LEAD GENERATION

Want leads? Connect your innovative business solutions with our audience of PR and comms professionals through customized lead generation 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, 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, congratulatory messages

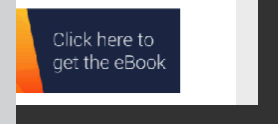
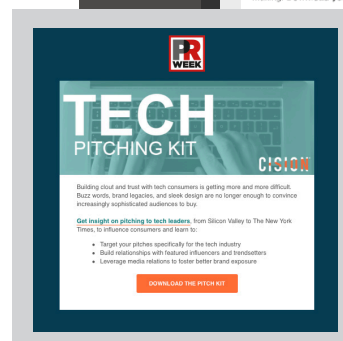
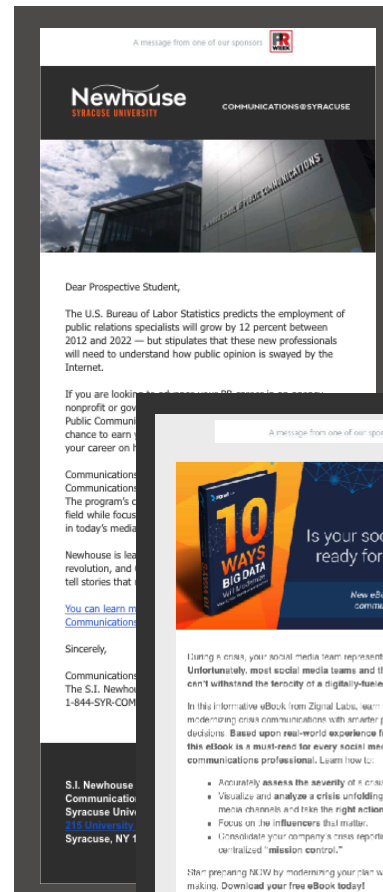
FLAT RATE: \$4,725

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, thought leadership

FLAT RATE: \$3,700





WEBCAST

Your content, our marketing and delivery. PRWeek Webcasts provide the space for interactivity while our audience skills up. Share thought leadership, research, or case studies with an engaged audience.

WEBCASTS

Sponsoring a webcast delivers leads mined from the PRWeek audience, each exposed to your brand through this educational and informative platform.

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.

500-750 average registrants



CHOOSE YOUR FORMAT

Client-Driven Webcast

Optimize your lead generation efforts by efficiently reaching engaged PR and comms leaders on an industry topic that showcases your expertise.

- Partner-produced content on selected topic
- Partner arranges presenter and presentation
- 45 minute audio/slide presentation and 15 minute live/or pre-recorded Q&A with attendees
- 12-month on-demand archived event on PRWeek.com
- Partner receives brand recognition in all promo material
- Partner's speaker introduced by PRWeek
- Partner receives webcast file post event

RATE: \$14,175 NET

Editorial Webcast

Enhance your visibility and efficiently reach PR and comms professionals with timely content and discussion. This webcast allow your executive to be featured alongside PRWeek editorial and industry leaders. Showcase expertise and thought leadership through an engaging panel discussion. Maximum 3 people on panel including partner (not including moderator).

- PRWeek editorial team creates content, recruits industry expert, and moderates a 45 minute webcast on a partner-selected topic
- PRWeek editorial member hosts panel discussion with industry expert and partner expert and moderates audience Q&A
- 12-month on-demand archived event on PRWeek.com
- Partner receives brand recognition in all promo material
- Partner receives webcast file post event

RATE: \$19,500 NET



EBOOKS

Current. Digestible. Useful. PRWeek sponsored eBooks feature content curated from across our channels, or produced uniquely for a brand. Focused on a specific theme, eBooks are designed to target a specific market by providing content that is highly relevant to that audience.

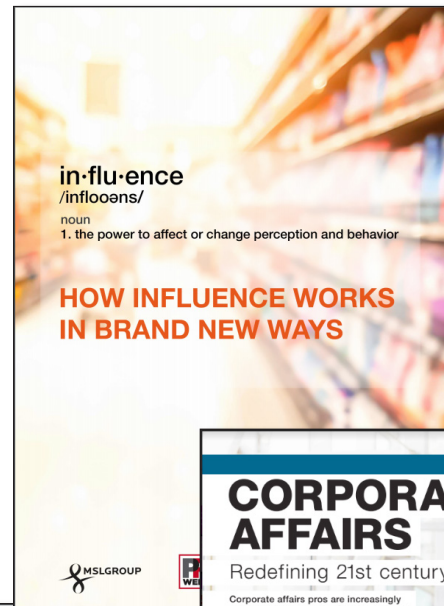
Our sponsored eBooks generate leads for partners by aligning them with the topics that drive results. The download of the eBook is free for users with registration and PRWeek will handle all aspects of promotion and tracking.

PROMOTED WITH A MULTICHANNEL APPROACH

- Email:** Exclusive email blasts
- Newsletters:** In PRWeek's Breakfast Briefing, Weekly Online edition, and Weekender
- Social:** Sponsored posts on Twitter, Facebook, and LinkedIn

THE BENEFITS

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





EVENTS

PRWeek convenes audiences through live events that celebrate great work, tackle the biggest topics, and give leaders an opportunity to network and learn from each other.

Our brand partners are seamlessly integrated into the right conference, the right industry celebration, the right content session. Whether in the market for a traditional activation or an out-of-the-box idea, we will pair your brand's objectives with a memorable event experience.

PRWEEK SIGNATURE EVENTS

March | PRWeek Awards

May | The Brand Film Festival

June | PRWeek Hall of Femme

August | PRWeek Awards Uncovered

October | PRWeek Conference

October | PRWeek 40 Under 40

December | PRWeek Hall of Fame





CUSTOM PROGRAMS

Through Haymarket Media's Content Lab, PRWeek gives its partners an opportunity to benefit from deep expertise and an unparalleled global network for crafting the perfect custom program. Our interdisciplinary teams collaborate with you to shape the idea and create the right forum to share your thought leadership and attract a targeted audience.

CHOOSE THE FORMAT

From ideation to execution and everything in between, PRWeek's custom team has you covered.

- Partner content in issue of your choice
- Partner content on PRWeek.com
- Curated eBook
- Video
- Podcast
- Custom newsletter
- Key takeaways one-sheeter
- Surveys
- Live events
- And more!

WE'LL HANDLE THE REST

Using our deep reach in the industry, PRWeek will curate your custom experience, program it with content and talent, and deliver it to the right audience. Our editorial team will also support and amplify your custom activation, of which you'll maintain a full marketing license to distribute.



eBay, San Francisco



Cision, nationwide



Pfizer, New York



DIGITAL RATES

Online Display		
Impressions per month	Leaderboard (728x90)	IMU (300x250)
0-30k	\$88 CPM	\$84 CPM
31k-50k	\$86 CPM	\$82 CPM
51k+	\$84 CPM	\$80 CPM

Interactive/Rich Media				
Frequency	Prestitial (640x480)	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 (incl. 728x90)	Custom
1 Native Ad	\$4,520	\$7,520	\$4,520 + production cost
2 Native Ads	\$4,340	\$7,340	\$4,340 + production cost
6 Native Ads	\$4,180	\$7,180	\$4,180 + production cost

Webcast	
Client-Driven	Editorial
\$14,175	\$19,500

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.

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

Deployment:
 Breakfast Briefing: Monday-Friday (morning)
 Weekly: Friday (afternoon)
 Weekender: Saturday (morning)

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

Mobile Advertising	
Impressions per month	320x50
0-30k	\$70 CPM
31k-50k	\$65 CPM
51k+	\$60 CPM



PRINT 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

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%
Native Advertising	Custom Price

PRINT SCHEDULE

	Jan/Feb	March	April	May	June	July	Aug	Sept/Oct	Nov/Dec
Materials Due	12/14	2/9	3/13	4/13	5/14	6/14	7/12	9/11	10/12

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



PRINT 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

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.

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.

FTP

Host: us1-1.hostedftp.com

Port:22

Username: Advertising

Password: kg@Z}V=3D

Place in incoming PRWeek Magazine folder

SEND ADVERTISING PROOF TO:

Brian Wask

Operations Manager

Haymarket Media, Inc.

275 7th Avenue, 10th Floor

New York, NY 10001

Tel: 646.638.6066

Email compressed file to:

brian.wask@haymarketmedia.com

PUBLICATION TRIM AND BLEED SPECS:

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%).

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? Enhance your content with custom reprints. 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

E-MARKETING AND 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 License (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				



PARTNER WITH PRWEEK

For two decades, PRWeek has been the most trusted and leading source for news, trends and information for the public relations, marketing and communications field. Get in touch to learn how we can put PRWeek to work for your brand.

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

CONTACT

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