



# PR WEEK 2019 MEDIA KIT





# THE PRWEEK BRAND

PRWeek is the media property of record for U.S. PR and communications professionals working in-house, at agencies, and tech vendors. As the industry's most trusted name, PRWeek has evolved with a rapidly changing market over the past 20 years, serving the PR community with balanced, informative, and exciting coverage stretching across the marketing suite and into the boardroom.

The brand reflects the modern media mix of paid, earned, shared, and owned and provides content and convening opportunities that keep readers informed of everything they need to know and helps them do their jobs better.

In our complex, evolving market the PRWeek brand has never been more vital, and it delivers its mission via a multitude of channels:

- The print magazine offers the in-depth analysis readers have come to depend on for two decades
- PRWeek.com covers breaking news, case studies, opinion, and insights from across the industry
- Our fast-growing social media platforms are the venues where we continue conversations
- Newsletters give readers everything they 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 convene the most-sought-after thought leaders and influencers in the same room

# 8,500

**PRINT  
SUBSCRIBERS**

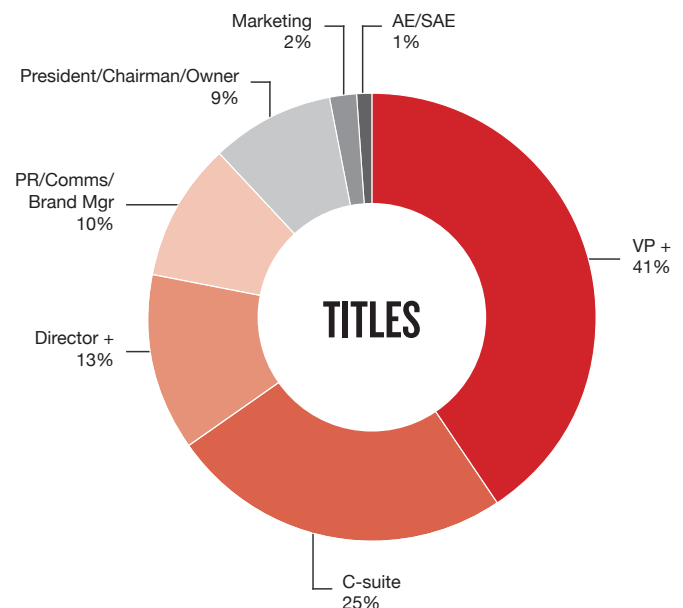
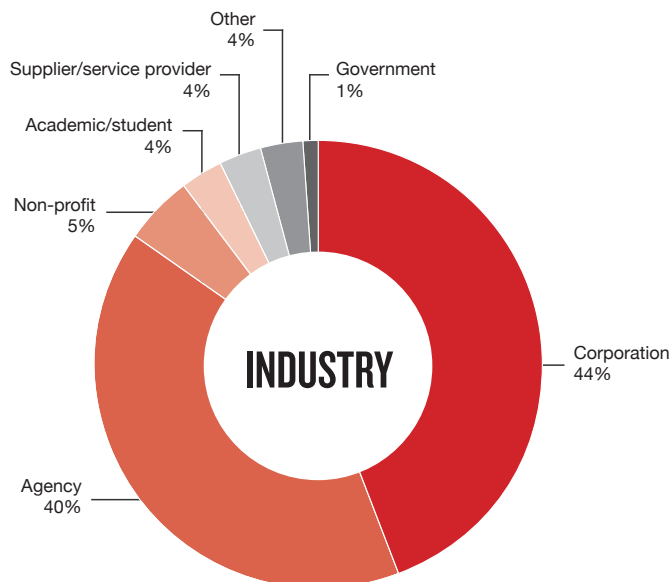
# 118k

**AVERAGE MONTHLY  
ONLINE VISITORS**

# 147k

**SOCIAL MEDIA  
FOLLOWERS**

## THE PRWEEK AUDIENCE:

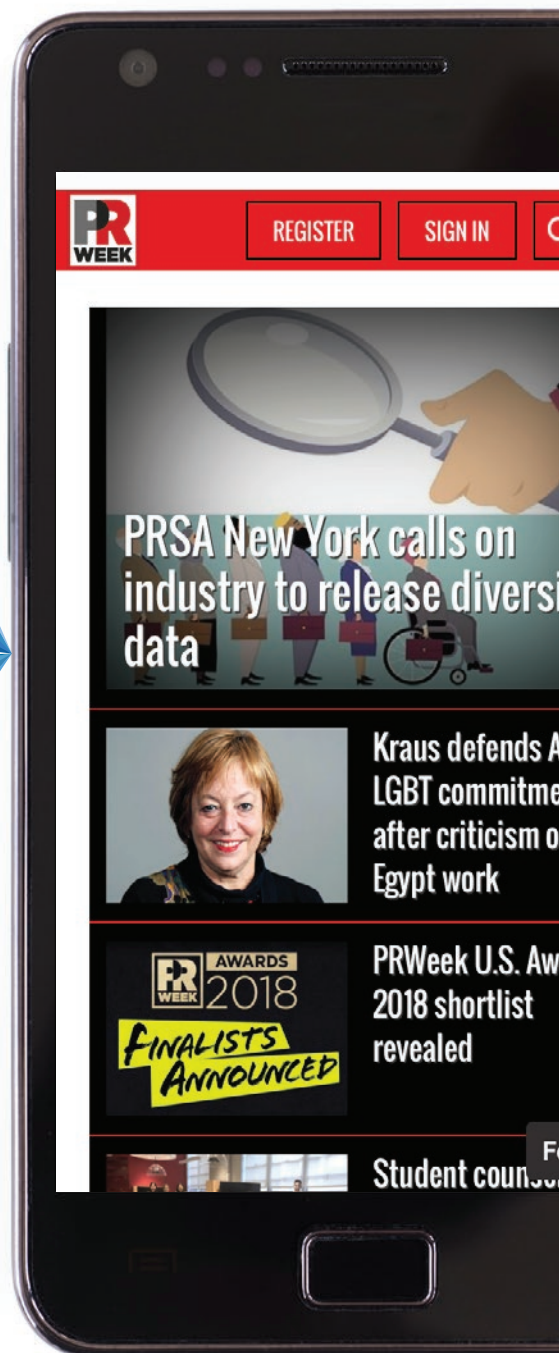
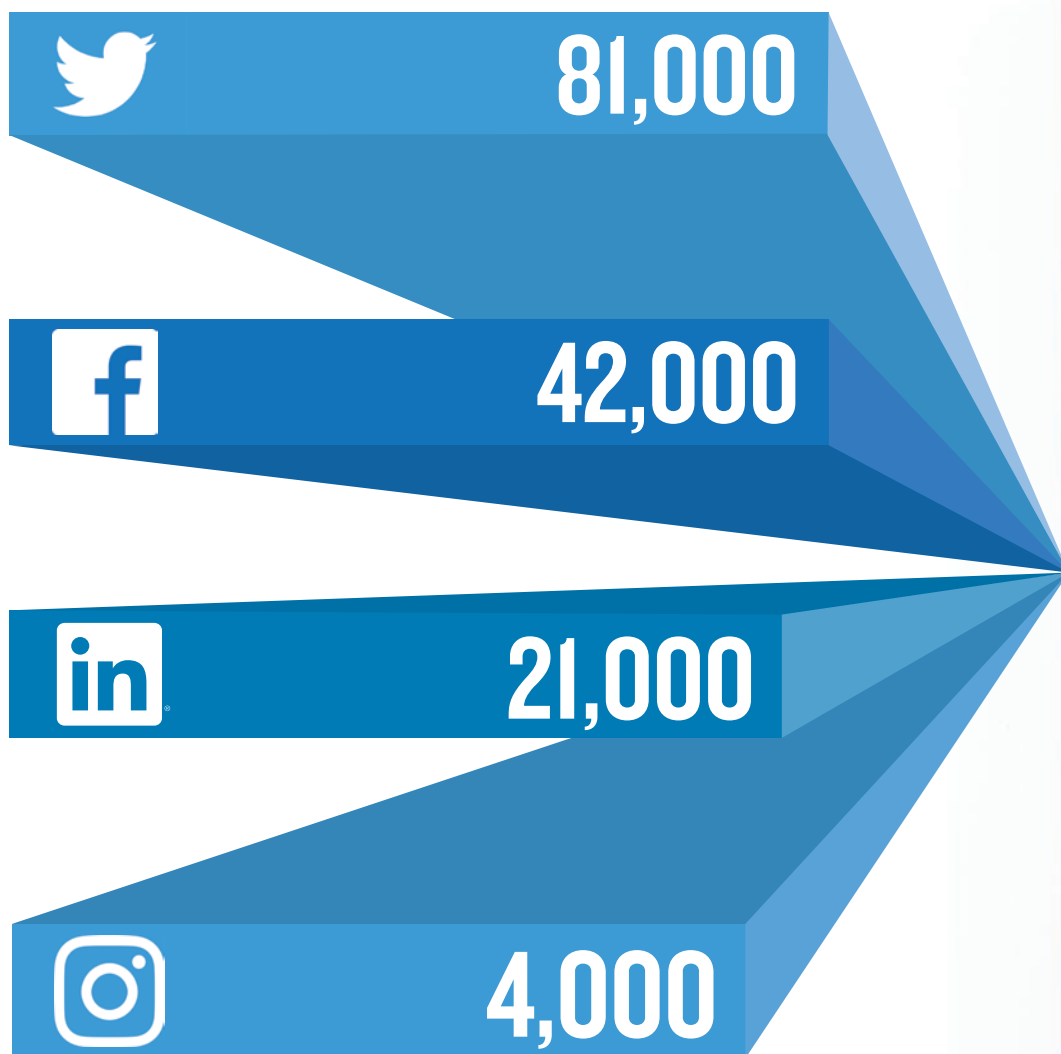




# SOCIAL MEDIA

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.







# 2019 MEDIA KIT

# 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.



## 231k

**AVERAGE MONTHLY  
PAGE VIEWS**

## 118k

**AVERAGE MONTHLY  
UNIQUE VISITORS**



Source: Google Analytics, Jan-Nov 2018 average



# 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](#)





2019 MEDIA KIT

# CUSTOM PROGRAMS

Through Haymarket Studio, 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

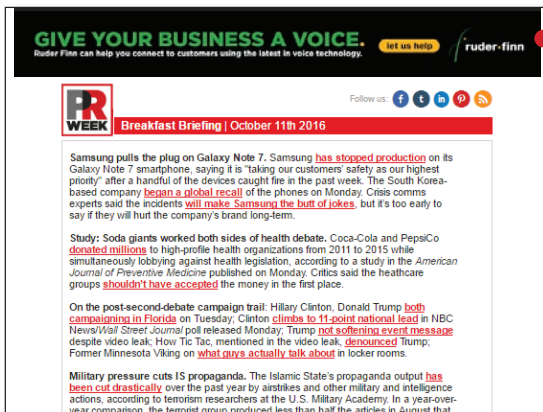
\*Ask your Account Manager for Haymarket's custom media kit and case studies





## 2019 MEDIA KIT

# NEWSLETTERS

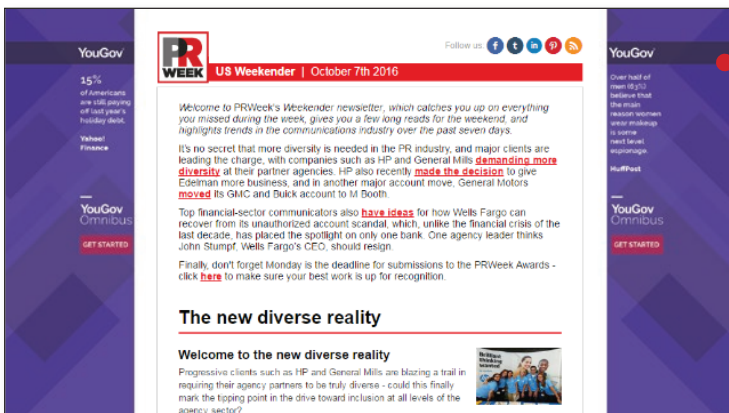
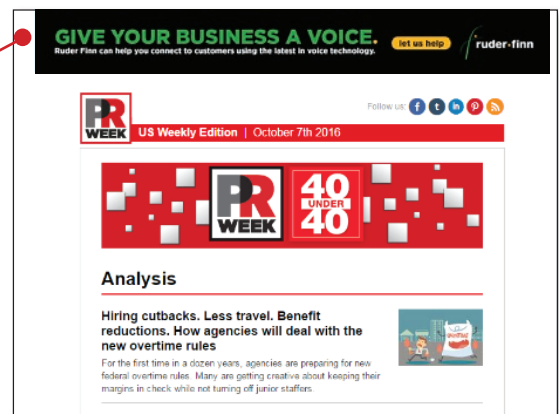


### BREAKFAST BRIEFING

Align your brand with the industry's most-read source for news, the prweek breakfast briefing. Top marcomms pros across brands and agencies make sure to start their day aware of the breaking news and latest trend insights shaping the day's conversation. Be the exclusive sponsor of this daily newsletter delivered straight to the inboxes of 9,800 prweek paid subscribers. Align your brand with the go-to source for news that defines the conversations of the day for the marcomms industry.

### WEEKLY ONLINE EDITION

This weekly email publication provides 6,950 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.



### WEEKENDER

Over 20,000 opt-in subscribers receive this wrap-up of the week's essential news and learnings, long reads for the weekend, and biggest trends from the past seven days.



# 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

### 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





# 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

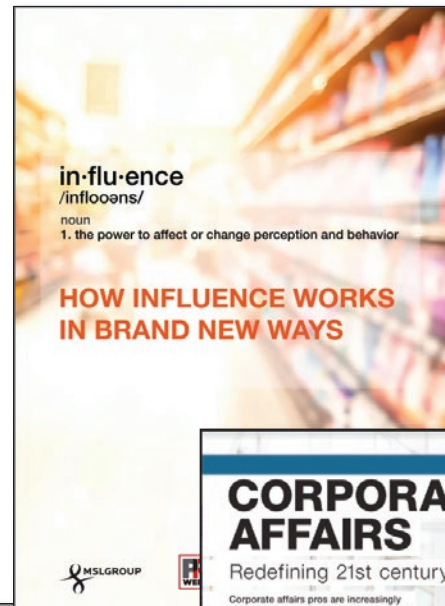
### THE BENEFITS

**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





2019 MEDIA KIT

# 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 (nearly 10k subscribers)
- 2 tweets on @PRWeekUS Twitter (81k followers)
- 1 post on PRWeekUS' Facebook page (42k followers)
- 1 post on PRWeekUS' LinkedIn page (21k followers)

\*Speak with your sales rep about custom native advertising opportunities



## 2019 MEDIA KIT

# 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

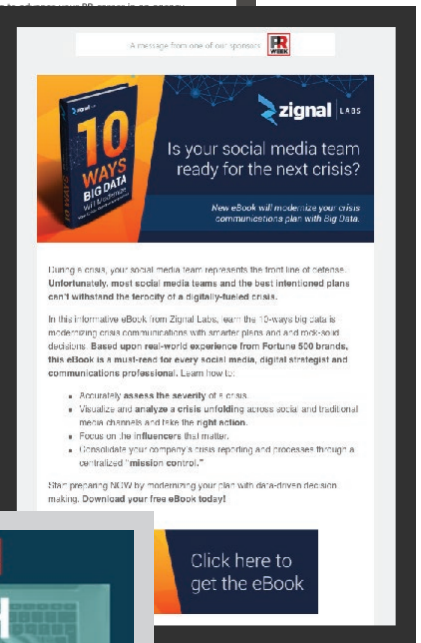
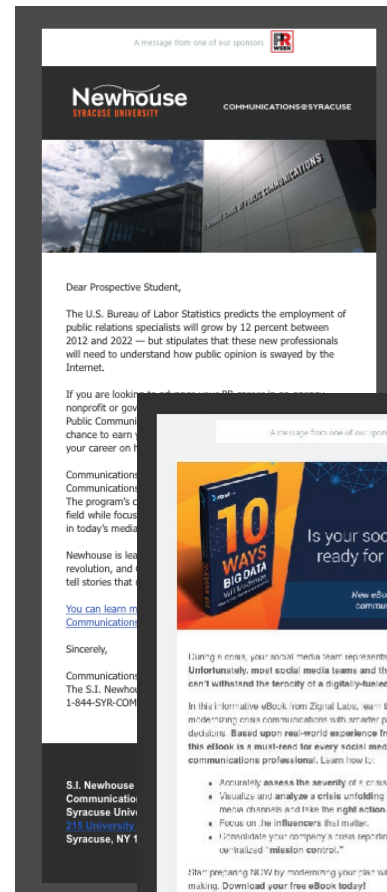
Showcase your expertise in the industry using segmented and targeted content syndication with guaranteed lead goals.

**IDEAL FOR:** research papers, eBooks, white papers, thought leadership

### 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 85k opt-in subscribers.

**IDEAL FOR:** educational programs, webcasts, trade show participation, special announcements, product launches, new business wins, congratulatory messages







# 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

#### JAN/FEB

##### **BEST PLACES TO WORK**

Beyond salary, companies strive to build an environment that considers many important elements, including work-life balance, office culture, and opportunities for career development, advancement and training. PRWeek will recognize the best places to work across agencies and corporations.

##### **PRWEEK AWARDS SHORTLIST**

PRWeek staff and industry leaders scoured hundreds of entries representing the best in the industry. Did your campaign, agency, or associate make the cut? One entry on each list will be crowned the winner at PRWeek's 2019 Awards gala in New York City in March.

#### MAR/APR

##### **HALL OF FEMME**

PRWeek's Hall of Femme and Women to Watch salute a powerful cadre of talented women who challenge the status quo, push for the big idea, and are up for every challenge to ensure results exceed business goals and creative excellence.

##### **PRWEEK SALARY SURVEY**

The Salary Survey is PRWeek's annual study that evaluates remuneration levels, benefits, and job satisfaction for people at all levels of the industry.

#### MAY/JUN

##### **AGENCY BUSINESS REPORT**

The 2019 ABR is a comprehensive and in-depth analysis of the agency world and highlights the most important trends and strategic best practices shaping marketing communications. In addition, up to 200 firms will be included in the agency rankings table, listing revenue, staff numbers, and revenue per employee.

#### JUL/AUG

##### **40 UNDER 40**

One of the core strengths of the PR industry is its strong talent pool of young executives driving innovation. PRWeek profiles 40 industry leaders, nominated by their peers and colleagues, who have made significant contributions to their agencies, clients, and the industry.

##### **BRAND FILM FESTIVAL**

The annual Brand Film Festival showcases the year's most artistic, creative, and effective branded content films, from YouTube videos to long-form documentaries, being created by a new generation of marketing storytellers.

##### **POWER LIST**

Who are the most powerful communicators taking on some of PR's toughest challenges? Check out the biggest names in marcomms championing brand reputation and driving business results across brands and agencies.

#### SEPT/OCT

##### **PRWEEK/BOSTON UNIVERSITY COMMUNICATIONS BELLWETHER SURVEY**

The survey will identify the key trends shaping the world of PR, the increased interaction between marketing and communications, the skills required by the next generation of communicators, and much more.

##### **DIVERSITY DISTINCTION**

The marcomms industry understands that when there is more diversity among teams, there is more diversity of thought and better ideation. The honorees provide the strongest example of the progress being made across the industry.

#### NOV/DEC

##### **SPECIAL HEALTH ISSUE**

This issue honors the Health Influencer 50 list which highlights the execs bringing modern marketing skills and inspirational leadership to a rapidly transforming healthcare marketplace. This feature also taps into the industry's best minds to understand what are the most important trends shaping the healthcare industry's future.



# 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	—	—	—	—