



mediabistro[®]

2012 MEDIA KIT

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WHO WE ARE

Mediabistro is the premier content, career, and community resource for media and business professionals. Over 4.5 million unique users visit mediabistro.com to read news and features, attend events, and find work on the industry's most popular job board. Targeted blogs, newsletters, parties, courses, and conferences have created a uniquely engaged community. Mediabistro has become the industry destination for an educated and affluent audience including media professionals who set sales, marketing, and editorial trends in print and interactive media.

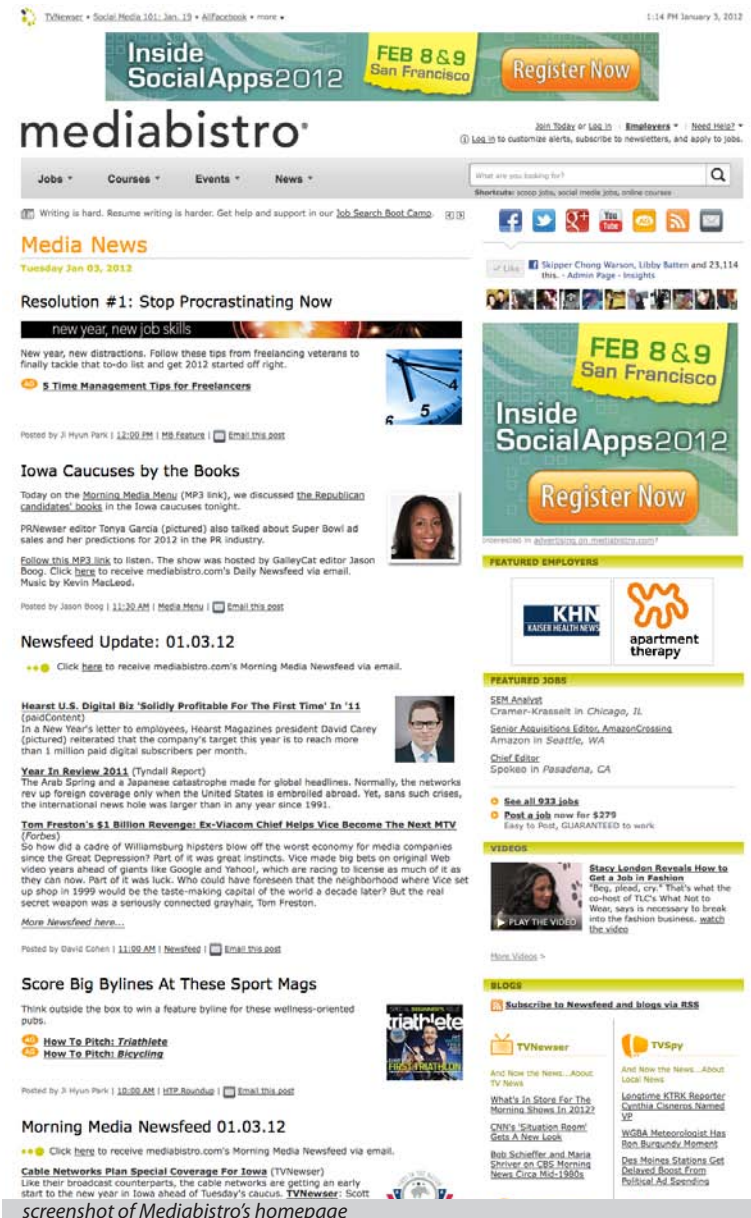
DON'T JUST TAKE OUR WORD FOR IT

"The place for media types to hang out."
 — *AdWeek*

"The closest thing to the Bible of what's going on in our industry."
 — *NBC's Brian Williams*

HOMEPAGE

The destination site for news, video, and podcasts for media professionals.



BLOGS

10,000 Words: Where journalism and technology meet. Tips and advice to help journalists do their job in a changing environment.

🔗 www.mediabistro.com/10000words

AgencySpy: The dirt from deep inside Madison Avenue. Our Super Spies bring breaking news and gossip, campaigns, and accounts from all the top agencies, and an unhealthy amount of viral video.

🔗 www.mediabistro.com/agencyspy

AllFacebook: The unofficial Facebook resource covering all issues pertaining to Facebook, including new applications, general news, and analysis about the future of Facebook (see also German version).

🔗 www.allfacebook.com and www.allfacebook.de

AllTwitter: The unofficial Twitter resource covers all issues related to the rapidly growing social media platform. A steady stream of news, tips, and opinions brings audiences back all day.

🔗 www.mediabistro.com/AllTwitter

eBookNewser: The first word on digital publishing, covering the rapidly expanding world of eBooks, digital reading devices, publishing technology, and apps.

🔗 www.mediabistro.com/ebooknewser

FishbowlDC: Where the DC media masses go for dish about their co-workers and competitors. FBDC covers breaking news, media transitions, and insider gossip about the print, TV, and internet journalists who cover the nation's capitol.

🔗 www.mediabistro.com/fishbowlDC

FishbowlLA: The source of backstage media buzz for entertainment journalists and entertainment business executives in LA. FBLA breaks news about the job changes, trends, foibles, and successes that fuel the west coast media chatter.

🔗 www.mediabistro.com/fishbowlLA

FishbowlNY: Round-the-clock coverage of the New York media scene including newspapers, magazines, television, and new media. FBNY is home to the popular "Lunch at Michael's" column, which chronicling the Wednesday dining experiences of New York's media elite.

🔗 www.mediabistro.com/fishbowlNY



BLOGS (cont.)

GalleyCat: The premier destination for publishing professionals. GalleyCat is on the prowl, reporting the behind-the-scenes stories about authors, agents, editors, and publishers as the industry moves into new media ventures.

www.mediabistro.com/galleycat

PRNewser: News from the private side of public relations. Our insiders cover the rise of social media and a steady stream of pitches, accounts, successes, and crises.

www.mediabistro.com/prnewser

SocialTimes: The SocialTimes vision is to help businesses and individuals learn the skills and tools necessary to build social capital. The site is updated daily with news and videos, and serves as a hub linking users to all types of media pertaining to building social capital.

www.socialtimes.com

TVNewser: Required reading for everyone from news addicts to the TV industry's top executives. Features a constantly updated daily mix of breaking news, personnel moves, programming highlights, and gossip from the nation's top broadcast and cable networks.

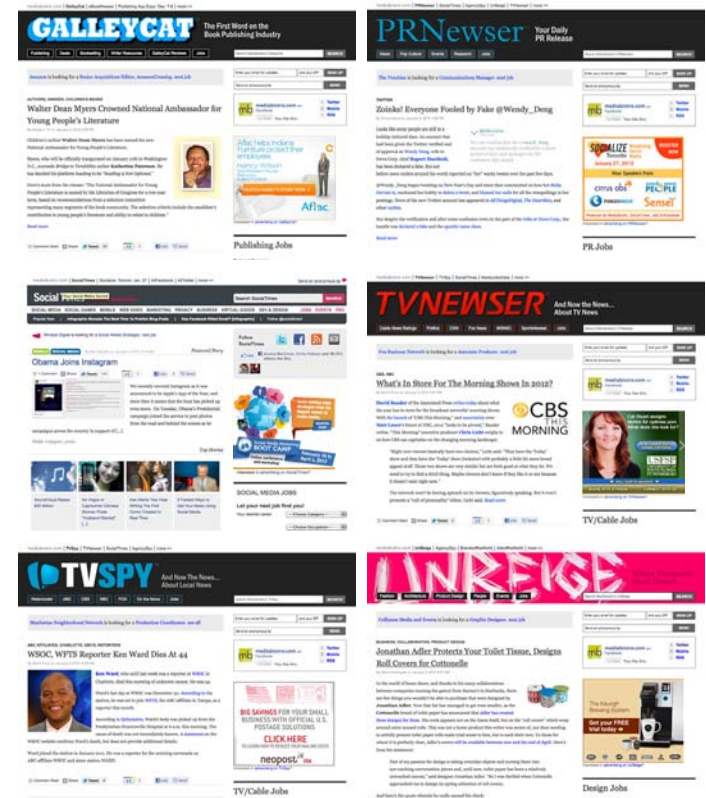
www.mediabistro.com/tvnewser

TVSpy: The go-to source for coverage of local television news and job moves for more than two decades is now on Mediabistro. TVSpy tracks breaking news and industry trends for a devoted audience .

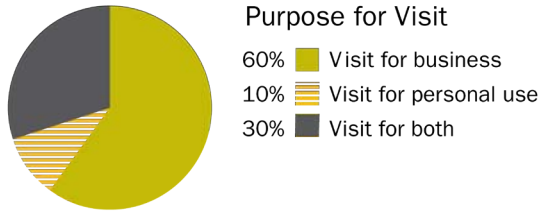
www.mediabistro.com/tvspy

UnBeige: Keeping a sharp eye on design. Featured in *The New York Times* and named one of *Newsweek's* "12 sites that define cool," UnBeige is a witty chronicle of news, gossip, events, personalities, commentary, and humor for design professionals.

www.mediabistro.com/unbeige

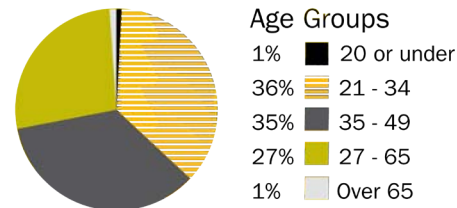
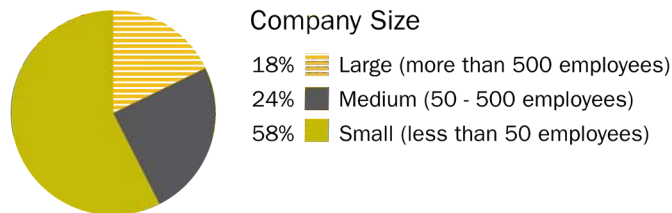
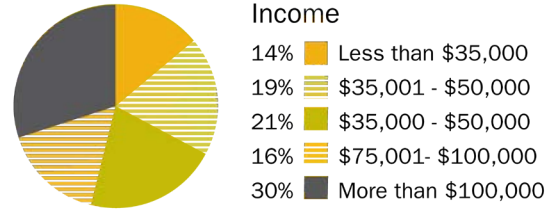


TRAFFIC PROFILE



Source: ConfirmIT Mediabistro Demographic Survey 2011

USER PROFILES



Source: ConfirmIT Mediabistro Demographic Survey 2011

USER FACTS

91% of visitors are college educated

46% of visitors have an income greater than \$75,000

60% of visitors make buying decision

58% of visitors work for a small company

71% of visitors are between the ages of 21 and 49

BANNERS

Banner ads reach engaged audiences who return to mediabistro.com throughout the day for news updates, job posts, and educational content. Campaigns can be customized and targeted by industry. Over 14 million monthly page views and 4.5 million unique monthly visitors.

LEADERBOARD
728 x 90 (40K)

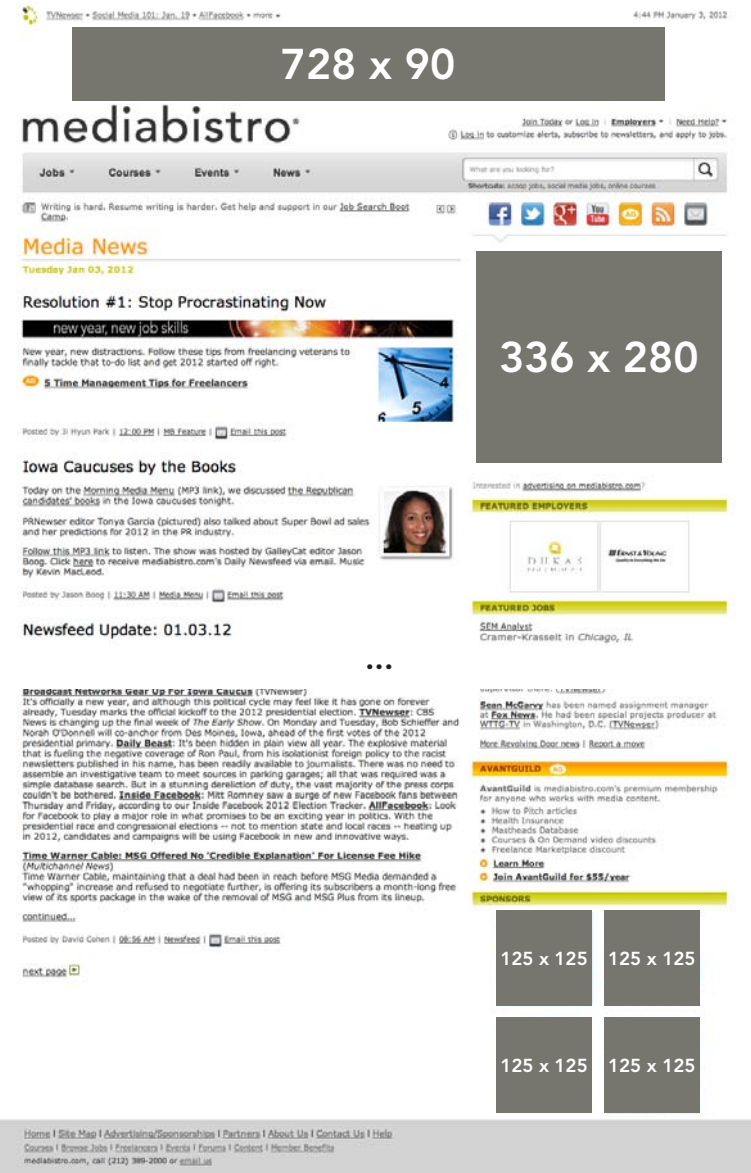
LARGE RECTANGLE
336 x 280 (40K)

OR

MEDIUM RECTANGLE
300 x 250 (40K)

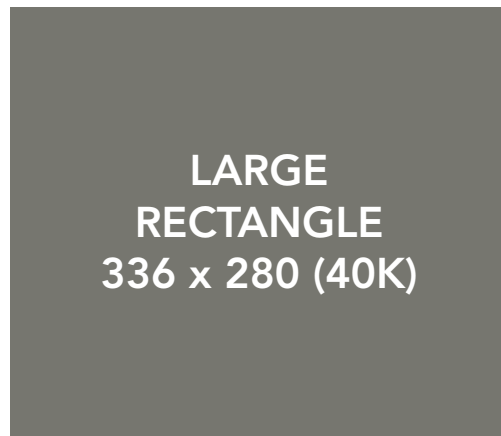
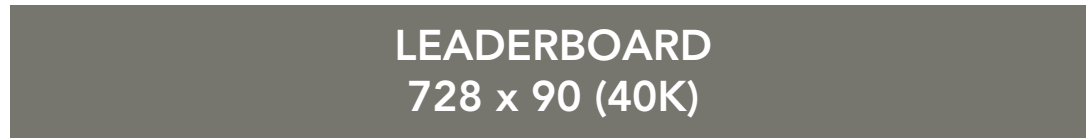
SQUARE BUTTON
125 x 125 (15K)

More detailed creative and technical specifications are available. Please contact your representative.

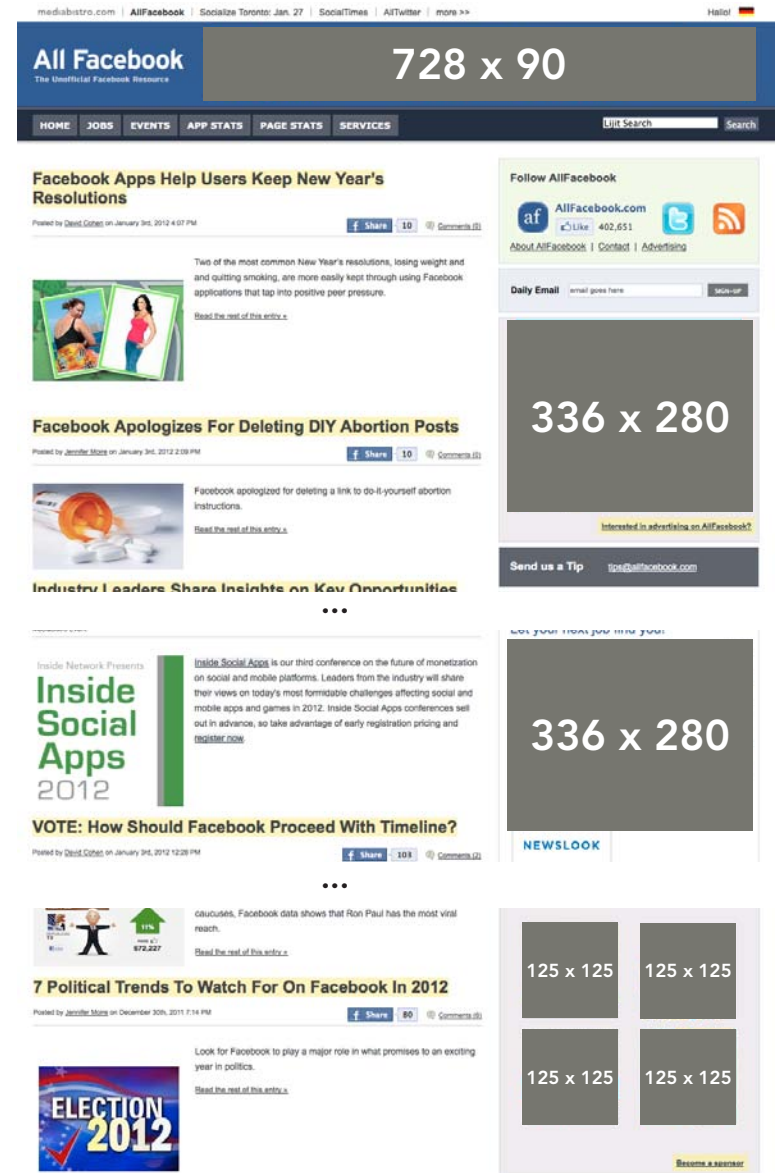


BANNERS (cont.)

On AllFacebook.com and SocialTimes.com, there is an additional large rectangle ad (336 pixels x 280 pixels).



OR



E-NEWSLETTERS

Reach readers in their own inboxes. Blogs in all our industry verticals, including media, broadcasting, advertising, PR, tech, publishing, design, and mobile each have companion newsletters. All newsletters are opt-in and support the following ad sizes:

MEDIUM
RECTANGLE
300 x 250 (40K)

CONTEXTUAL ADS

LOGO OR
ICON
70 x 70

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed in justo a tellus interdum malesuada. Aenean dui elit, accumsan quis sodales at, suscipit eget orci. Nulla dignissim tempor nulla sit amet ullamcorper. Aenean gravida ipsum id diam consequat laoreet dictum nunc dictum. In hac habitasse platea dictumst. Pellentesque dapibus hendrerit viv.



350 characters

Morning Media Newsfeed: A roundup of need-to-know-now news about the media business. The Daily Newsfeed goes out every weekday morning to a coveted list of subscribers including senior-level media influencers. Over 170k opt-in subscribers.

www.mediabistro.com/news

Blog Newsfeeds: All of our blogs offer daily newsletters so that you can better target your newsletter campaigns.

OPT-IN EMAIL

Mediabistro has a large user base with almost 100k of those users agreeing to receive email messages on behalf of third party advertisers.

Take the time to do what you love. [Write with us](#)

new from [mediabistro.com](#)

Pitch Perfect: 7 Steps to Landing the Assignment

Give this year's queries the additional one-two punch that will get editors salivating – and assigning – for months to come.

Startup Boot Camp - starts January 10 online

Create a business plan for your media startup. [Learn more](#)

Click [here](#) to receive [mediabistro.com's](#) Morning Media Newsfeed via email.

Romney Wins By Eight Votes in Iowa (B&C)

It was a long night for media coverage of the Iowa caucuses, with the final results not in until around 2:30 a.m. Mitt Romney edged Rick Santorum by eight votes, 30,015-30,007, which, according to CNN, was the second-closest caucus race in U.S. history after Guam in 2008, which Barack Obama won by seven votes over Hillary Clinton. [NYT](#): From their respective television studios in Midtown Manhattan Tuesday, liberal MSNBC anchor Rachel Maddow and conservative Fox News commentator Karl Rove looked to Iowa and saw the same thing: a Republican race that was "right as a tick." Finally, they could agree about something. For a few hours Tuesday night, the nation's television anchors and political reporters were transfixed by which candidate would finish in fifth and sixth place in the Iowa caucuses – not because they had projected the first-place finisher, but because they couldn't. [Mediabistro](#): Erin Burnett tried to explain a pie chart showing the way voters had veered toward what they considered the most important issue, using her new Magic Wall move. "The flick." The flick somehow did not get the pie chart onto the second screen as attempted until the third try, by which Burnett and Gloria Burger were cracking up. Anderson Cooper seemed to sense that all was lost and asked, "Have we all just given up?" to which Al Yeshi responded, "It is evident from the social media screen that people are going to sleep." For no apparent reason, this made Cooper explode in laughter. [NYT](#): [Media Decoder](#): Using Storify, we collected our commentary – and that of others – on the media coverage. [TVNewser](#): Current TV sent out a reminder email Tuesday afternoon about its Iowa coverage Tuesday night, which, as Brian Stelter first reported last week, does not include its star anchor, Keith Olbermann. [Politico](#): [Duke](#), [Byers](#), [De](#), [Media](#), [Olbermann](#) himself tweeted: "So as not to mislead, I am informed Countdown will not be on tonight. I must defer on all questions to @johlyhat @AOrion and @Current." But it turns out the opposite is true, according to what a Current spokesperson told a chat room on the channel's website Tuesday night: "We asked Keith to be the sole anchor and exec producer of our primary and caucus coverage beginning tonight," the spokesperson wrote at 8:30 p.m. in the chat room. "Unfortunately, he declined to anchor or participate." [HuffPost](#): Olbermann and Piers Morgan are in the midst of a Twitter feud. [The Motley Fool](#): [Register](#) stopped the presses – just like in the movies – to update the story and headlines. Here's a sense of what the channel's product went through. [NewsandPolitics](#): CNN has moved its annual tradition of gaudy, stars, and gifts to Atlanta for this year's election cycle. The CNN Election Center is now located in Studio 7, the newest CNN studio in Atlanta. [Einhorn@DC](#): CNN does love its technology. [TVBy2](#): Hearst Television announced an elevated commitment to political coverage at its 20 stations for the year. [B&C](#): Republican presidential candidate Rick Perry spent the most money on television advertising heading into the Iowa caucuses, according to an informal poll by [Broadcasting & Cable](#) of local TV station executives. [Business Insider](#): [Politico](#): Google is clearly trying to lure jurors to the new hub straight out of the gate. The search giant is sponsoring the media filing center for the Iowa caucuses, and it is totally tracked out. The company took over a conference in the Polk County Convention Center in downtown Des Moines this week, converting it into a very Google-style left where reporters can work, hang, eat, and network while they're in Iowa. [Mashable](#): Tweeted messages and pictures gave caucus watchers unprecedented access and levels of real-time information. [AllFacebook](#): The economy tops the list of concerns for voters on Facebook, according to a new study conducted by the social network and NBC News ahead of the party's Republican presidential caucus on Meet the Press Sunday at 9 a.m. ET. [AllFacebook](#): Sorcia, which provides software for media selling and buying, conducted a survey on how political advertisers are spending their budgets, and Facebook dominated the social category. [Seed&Spark](#): Romney won Tuesday night's Iowa Caucus by eight votes, and the consensus on what role Twitter and social media played in the contest may be just as evenly split. [ABC News](#): [Political Punch](#): President Obama tried to send a piece of the Iowa spotlight Tuesday night with a nonstop Twitter and Facebook campaign to his Democratic supporters over the Internet, at times hampered by static and sporadic audio interludes that made him difficult to understand. [TechCrunch](#): Obama, who has a history of being social media-savvy with his campaigning, has concentrated used this period of intense media scrutiny to join photo-sharing during Instagram as @BarackObama – in addition to buying promoted tweets for the search term "Iowa Caucus."

Jeff Gier: To Anchor Sunday Edition Of CBS Evening News (TVNewser)

Former [Early Show](#) news anchor Jeff Gier has added a new role to his portfolio at CBS News. Gier will become the regular anchor of the Sunday edition of CBS Evening News. The anchor role is in addition to his job as a special correspondent for CBS This Morning, which launches Monday. [B&C](#): From 2009-10, he was anchor of the Saturday edition of CBS Evening News and a national correspondent for all CBS News broadcasts.

San Diego Union-Tribune Becomes U-T San Diego (JimFromMesa)

The paper formerly known as the San Diego Union-Tribune told readers Tuesday that it's now U-T San Diego.

advertisement

70 x 70

JOHN S. KNIGHT JOURNALISM FELLOWSHIPS AT STANFORD UNIVERSITY

The program brings 20 journalism innovators from the U.S. and overseas to Stanford, where over an academic year they focus on improving journalism through a proposal of their choice. Fellows receive a stipend of \$60,000, plus tuition and other supplements. All activities and most classes are open to Fellows' spouses and partners. Deadline for U.S. applicants is Feb. 1, 2012. Visit <http://jknigst.stanford.edu>.

advertisement

Letter To Author Now Includes Quotes From NYT Staffers (MediaJobsDaily)

The Newspaper Guild of New York was a little upset when it heard that departed New York Times Co. CEO Janet Robinson would get her full \$15 million pension while the foreign citizen employees' pension was frozen. Before Christmas, it sent an open letter to Arthur Sulzberger Jr. expressing its gripe. The site hosting the open letter, 100daysofmediabistro.com, now features quotes from NYT staffers, in addition to the letter. [NYPost](#): [Media Ink](#): More than 500 angry present and former employees of The New York Times signed an open letter sent Monday night by the Newspaper Guild blasting New York Times Co. chairman Arthur "Pinch" Sulzberger Jr. over the contract impasse and the lavish pay heaped on the former CEO of the company.

WSJ/Clearnet Over Europe Sales Fixing, New Finger Points At ABC (paidContent)

The Audit Bureau of Circulation in the United Kingdom will not take action against Wall Street Journal Europe for a circulation-boosting program that nevertheless prompted the resignation on ethics grounds of WSJA's Europe publisher and Europe/Middle East/Asia managing director, Andrea Langhoff, recently.

USA Today Becomes Latest Publisher To Embrace Kindle Fire With Custom App (paidContent)

Amazon's Kindle Fire continues to draw interest from publishing companies, including ones that have already embraced Android tablets.

mediabistro.com featured jobs

Financial PR Journalist, Producer or PR Exec

Duane Public Relations
New York, NY

Senior Creative Services Writer

Regency
Portland, OR

Online Audience Development Manager

Entertainment Media Company
Cincinnati, OH

New Yorker Gets Nooked (mriOnline)

With the arrival of the more powerful Nook Tablet this season, magazine publishers now have a much broader set of platforms on which to publish enhanced editions.

Fox News' Washington, D.C. bureau is seeing a couple of new faces, or it will soon. TVBy2: Jeremy Settle, news director at WBRE in Wilkes-Barre-Scranton, Pa., is leaving the station to join Fox News Channel.

MSLO Adds Four To Executive Team (FishbowlNY)

Martha Stewart Living Omnimedia has added four people to its executive team. [paidContent](#): MSLO kicks off the new year with four new hires: Russell Brown as senior vice president, consumer products licensing; Charlie Tirsch as VP, business development; Colleen Nowers as associate VP, business development; and Claudio Goldberg as SVP, publishing and digital media operations.

advertisement

THE NEW SCHOOL

Starting Open House Night

Jan. 10, 4-8 pm
86 W 12th St., NYC

Join us for an inside look at classes, certificates and select degree programs at The New School for Public Engagement, Parsons The New School for Design, and Mannes College The New School for Music. Enter a drawing to win a FREE class or be one of the first 100 registrants that evening and get a \$50 discount. (Restrictions apply.) [Learn More!](#)

Super Bowl May Return To Days Of Spectacular '1964 Ad (AdAge / Super Bowl)

Often accustomed to making a short handoff in 30 seconds, some Super Bowl advertisers are considering a longer pass. [AdAge](#): [CMO Strategy](#): By producing and celebrating Super Bowl commercials, we reinforce the stereotype of ads as hype and artificial entertainment. The Super Bowl isn't a great moment for advertising. It's a humiliating stunt.

mediabistro®

EVENTS

Interact with key media players face-to-face with event sponsorships and by participating as an exhibitor.

Some of our upcoming events are:

- Social Media 101
- Semantic Tech & Business Conference
Berlin, San Francisco, London, and New York City
- Inside Social Apps
San Francisco and New York City
- Social Media Marketing Boot Camp
Munich and San Francisco
- AllFacebook Marketing Conference
Munich and San Francisco
- Social Gaming Summit
Berlin and London
- Publishing App Summit

The screenshot shows the Mediabistro website interface. At the top, there's a navigation bar with 'Jobs', 'Courses', 'Events', and 'News'. A search bar is present with the text 'What are you looking for?'. Below the navigation, there's a 'STAY CONNECTED' section with social media icons and links for questions, advertising, and event sponsorship. The main content area is titled 'Events' and lists several conferences and boot camps. On the right side, there's a vertical sidebar with 'mb offers' including 'nyc course writing and editing for the web', 'online course fashion writing', 'online course the whole freelancer', 'online course intro to online marketing', and 'online course content management fundamentals'. A banner at the top right promotes 'Inside SocialApps2012' on Feb 8 & 9 in San Francisco.

mediabistro

Jobs Courses Events News

Back to Home > Events

Events

Conferences and cocktail parties for media professionals

Conferences

Social Media 101
January 19 - February 9, 2012 | **ONLINE**
Learn best practices for Facebook, LinkedIn, Twitter, Google+, FourSquare, YouTube, and Flickr. Over four weeks, you'll determine the social media sites that matter most to you, based on your personal and professional goals. Speakers include Brian Stelter (The New York Times), Shira Lazar (What's Trending), and Jessica Bennett (Newsweek and The Daily Beast).

SOCIALIZE
Monetizing Social Media
January 27, 2012 | St. Andrew's Club & Conference Centre, Toronto
Learn how to make money with social media, including social games, virtual goods, social mobile, and metrics. This event offers a high-level look at monetization methods being employed by organizations today to profit from the social web.
Connect with attendees

Mediabistro Career Center
Job Search Boot Camp
January 31 - February 21, 2012 | **ONLINE**
Get feedback on your resume, tips for updating your online brand, and advice for getting results from your network in our four-week online conference. The discussion topics, along with interactive conversations with advisors and peers, will help you target your goals, refine your search, and move forward with your career.

SEMANTIC TECH & BUSINESS CONFERENCE
The world's largest, most authoritative conference on semantic technology & business for enterprise computing professionals.
BERLIN
February 6-7, 2012 | Seminaris CampusHotel Berlin
Connect with attendees
SAN FRANCISCO
June 3-7, 2012 and June 2-4, 2013 | Hilton San Francisco Union Square
Connect with attendees
LONDON
September 19-20, 2012 | Millennium Gloucester Hotel, London
NEW YORK CITY
October 18-17, 2012 | New Yorker Hotel

Inside Network presents Inside Social Apps 2012
Inside Social Apps 2012 brings together today's leading developers of social and mobile apps and games for a two-day intensive summit on the future of app and game growth and monetization on social and mobile platforms.
SAN FRANCISCO
February 8-9, 2012 | The Concourse at the San Francisco Design Center
Connect with attendees
NEW YORK CITY
December 4, 2012 | New Yorker Hotel

Social Media Marketing Boot Camp
Social Media Marketing Bootcamp
February 16 - April 5, 2012 | **ONLINE**
Create a social media strategy and learn from the biggest names in social media in this innovative online event and workshop. Over eight weeks, you'll participate in a dynamic online event to tune in to live weekly video webcasts, participate in ongoing forum discussions, complete strategic assignments, and work with a small group to receive one-on-one feedback on your social media plans.

AllFacebook Marketing Conference
Your how-to guide for Facebook marketing.
MUNICH
April 16, 2012 | Leonardo Royal Hotel Munich

mb offers

nyc course
writing and editing for the web
Launch a career in online content with Jessica Bennett, a senior writer and editor at Newsweek/The Daily Beast. [Learn more](#)

online course
fashion writing
Learn how to review collections, spot trends, and write about fashion. [Learn more](#)

online course
the whole freelancer
Build a thriving career with Molly Knight Raskin, a freelance writer, reporter, and producer. [Learn more](#)

online course
intro to online marketing
Create a digital marketing strategy and use the web to successfully deliver your message. [Learn more](#)

online course
content management fundamentals
New class! Create, edit, and publish content using CMS platforms with Kate



CONTACT US
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