



WEBSITE
MAGAZINE

Media Kit

About

Serving the Masters of the Web

For nearly two decades WebsiteMagazine.com has been the magazine for web success. We are indisputably the leading digital publication serving website owners, managers and Internet professionals. Website Magazine reaches over 471,000-audited readers whose spending power exceeds \$45 billion on website products and services annually. Website Magazine presents expert information on how to succeed on the Internet.

When companies need to reach and communicate with marketing, design and business decision-makers, Website Magazine provides the platform and opportunities to do that with a variety of competitive advertising solutions designed for enterprises large and small seeking to align their brands with topics of interest to today's masters of the Web.

Our mission, as it has been since our 2006 inception, is to be a useful resource for our audience of online professionals and the businesses that drive their success. Partner with Website Magazine now to gain access and exposure to your prospective audience as well as generate greater and more positive results for your business.

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Community

Clients

Acquia



Avalara

BRIDGELINE[®]
digital

CLIC[®]TALE[®]
VISUALIZE CUSTOMER EXPERIENCE™

EPiSERVER



KIBO™



Readers

accenture
High performance. Delivered.

amazon

CISCO™

DELL

Google

IBM

Microsoft

ORACLE[®]



THOMSON REUTERS

verizon✓

xerox

Advertising

WebsiteMagazine offers a variety of advertising and promotional opportunities to help brands raise awareness and attract new business. Take advantage of one of the Web's leading communities of digital professionals and position your company to drive positive business performance. Whatever your strategy, preferred format/channel or budget, let *WebsiteMagazine* help you design an advertising program that works.

Performance Marketing

Drive New Business with *WebsiteMagazine's* Lead Generation Offerings

Educate potential buyers and generate prequalified sales leads for your enterprise simultaneously by leveraging creative and information assets (whitepapers, case studies, infographics, videos) and promoting them through Website Magazine's Resource Center. Performance marketing programs at Website Magazine operate on a cost-per-lead basis, multi-channel promotion (email, social and print) to our audience, and custom targeting and filtering questions are available to deliver cost-effective results. Choose from two distinct pay-for-performance programs to control the flow of leads when promoting your asset.

Call Website Magazine's business development department now for program details, rate cards and to discuss the development of custom campaigns at: (888) 793-2624.



Advertising

Integrated Offerings

Raise Awareness & Drive Engagement with *Website Magazine's* Custom Campaigns

Select a combination of programs to amplify your marketing message and drive new business or contact us about customized advertising opportunities tailored to your needs and budget.

Display

Get noticed by the Website Magazine community of 'Net professionals with display (banner) advertising and take advantage of new and repeat traffic to WebsiteMagazine.com. Support for a variety of IAB-approved formats is available and numerous other creative formats including dynamic overlays, peel-backs and more.

Email

Website Magazine Develop a custom sales or marketing message and have it delivered to the 66K+ subscribers on our email list. Segment the Website Magazine audience based on your own criteria and target digital professionals who will be responsive to your message.

Social Media

Expand your reach with targeted exposure to other online professionals who follow us on social media. We have 104K Facebook followers, 19K Twitter followers, and 3K+ LinkedIn followers.

Webinars

Establish your brand as a thought leader and attract new sales leads by hosting a webinar in conjunction with *Website Magazine*. Showcase your knowledge and products to generate a qualified list of prospects from the attendees while Website Magazine handles the technical and promotional aspects of hosting and presenting the webinar.

Native & Advertorials

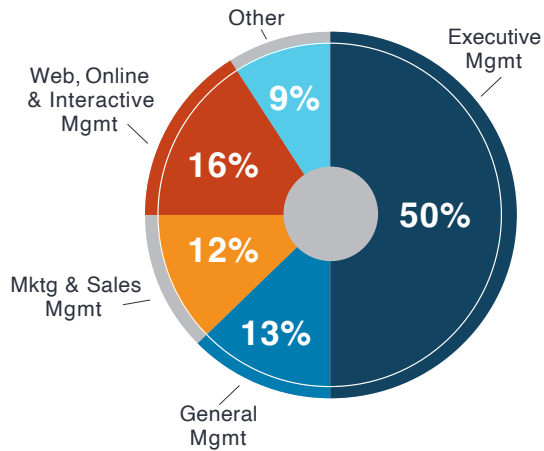
Reach qualified professionals "in-stream" at WebsiteMagazine.com and in the print edition as our qualified audience seeks new opportunities and guidance to the business challenges they face. Establish your brand as a leading expert within the Website Magazine community and deliver content natively.

Audience

Website Magazine provides advertisers with access to more qualified Web professionals than any other Internet industry publication. Combine our qualified audience and your preferred marketing formats to meet your goals and objectives to drive immediate and long-term results. *Website Magazine* attracts a variety of Web professionals (e-commerce merchants, information publishers, service providers) interested in a variety of topics including digital marketing and advertising, design and development, analytics, software, 'Net technology and more.

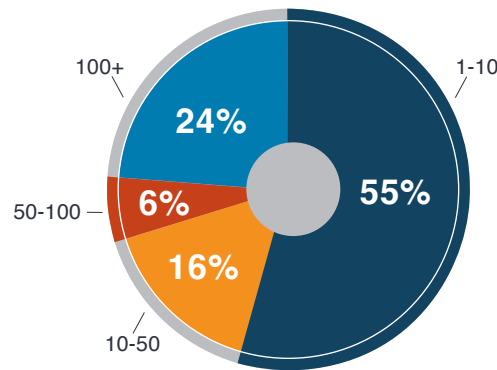
Audience by Title

What category does your title best fall under?

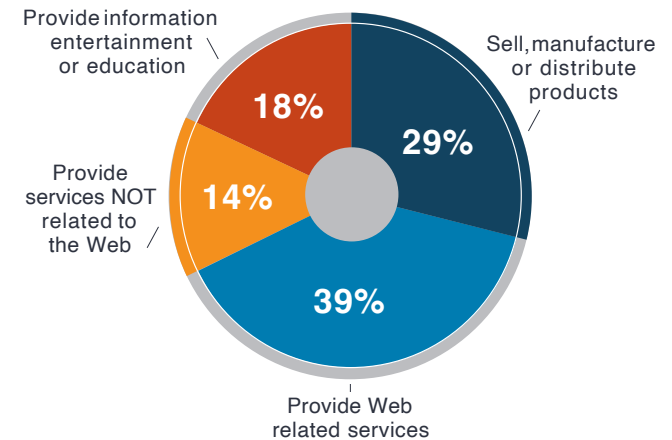


Companies by Size

How many people work for your company?



Primary Function of Company



Acquiring Website Magazine Content

What is your favorite way of reading *Website Magazine*?

Print - 60%

Digital - 18%

Online - 18%

Email - 6%

Decision-Makers

Do you directly influence the purchasing of technology and/or services for your company?

Yes - 82%

No - 18%

B2B OR B2C

Does your company primarily sell to Businesses or Consumers?

B2B - 51%

B2C - 49%