

For over 140 years, **Editor & Publisher** has been the independent, authoritative voice of the news-media industry. Through our digital, email, social media, podcasts and print platforms, E&P reaches **more “C-suite” decision-makers** than any other industry trade publication. **67%** of our online audience is **“C-suite”/ Management/ Owner** employment level.*

2023 MARKETING SOLUTIONS & RATES

WHY E&P

COST-EFFECTIVE & LASER FOCUSED NEWS-MEDIA INDUSTRY MARKETING SOLUTIONS THAT REACH REAL DECISION-MAKERS!

Brand Awareness

Brand Expansion

Call To Action Marketing

Email Advertising

Effective Lead Generation

Event Exposure

International Exposure

Native Advertising

Print Advertising

Vodcast

Webinars

Website Advertising



Effective 9/01/2023

EditorAndPublisher.com



45,000+ Unique Visitors/month
250,000+ Page Views/month

E&P

Email



35,000+ Subscribers

The Magazine

35,000+ Monthly Readers

Vodcasts

4,000+ Downloads & Views/Month



8,602 Followers



4,951 Followers



4,124 Followers

"Editor and Publisher is indispensable to any newspaper or media professional. Since first getting my hands on an office copy nearly 30 years ago, E&P has shaped my decisions, knowledge, and career. The eyeballs that shape our industry read E&P. Long live E&P!"

Leonard Woolsey, President, Southern Newspapers, Inc.



E&P Full-Page Sponsored Content Article - Online & in Print

- E&P will craft a sponsored content news article with your approval before publication
- **Requires a client testimonial**
- Your article will be indexed and optimized and remain online as part of our archives
- Article will also appear as a full page in the following issue of E&P Magazine



In the Magazine



On our Site



Google Optimized

Maximizing recycling revenues

https://www.editorandpublisher.com/stories/learn-m...
 Increase Your Revenue Through Recycling - Editor and ...
 Jul 9, 2021 - Maximizing recycling revenues starts with an education in the process, ... of CellMark Recycling has enlightened many printing operations.

We're excited to announce that Ethan May is joining Opinions as an operations editor. After growing up on the Illinois side of the St. Louis area, ...

\$2,750

Add a dedicated Eblast for \$1,600 - a \$250 savings if purchased at the same time.

PROMOTION

We will promote your article in content blocks throughout the site, 4X in our Morning Exclusives email and one MPU in the Headlines email at noon ET. All CT contact info from the Morning Exclusive!
 Value - \$1,200

Ad copy will be reviewed to meet proper editorial standards before approval.



"TownNews has been very pleased with the results from the program we did with E&P, so pleased that we feature actual content from the webinar they hosted, on our own website. They exceeded our expectations with how professional all the marketing was handled and by the numbers and quality of the news publishing execs we connected with as a result. We are still marketing with E&P and plan to continue using them as a channel to help get our message to the industry."

Rick Rogers, Chief Revenue Officer, TownNews

Your Own Sponsored Content Block in The “Morning Exclusives” Email Linked to Your Press Release on our Site

- The E&P “Morning Exclusives” email reaches 35,000+ decision-makers each morning at 7 a.m. ET
- Links to your press release, landing page or sponsored content article on EditorAndPublisher.com

\$295/per mailing
\$800/per week 4X

Company	Contact	Name	Email	Date	Time
magazines@editorandpublisher.com	Stephen	Robertson	https://www.editorandpublisher.com/magazines@editorandpublisher.com	Mon, Aug 15, 2021 at 9:07 PM EDT	
amap@amap.com	Dave	Wilbert	https://www.editorandpublisher.com/amap@amap.com	Mon, Aug 16, 2021 at 7:29 PM EDT	
pete@editorandpublisher.com	BB	Phillips	https://www.editorandpublisher.com/pete@editorandpublisher.com	Mon, Aug 16, 2021 at 11:36 AM EDT	
www.mackie@editorandpublisher.com	Aria	Martin	https://www.editorandpublisher.com/www.mackie@editorandpublisher.com	Tue, Aug 17, 2021 at 12:51 PM EDT	

Receive all CT contact information



Some old heavy-duty, weatherproof newspaper boxes are getting a second life in Florence, N.C. The Morning News recently partnered with House of Hope, a shelter that serves the homeless, and Tie One On Florence, a campaign that provides clothing for the less fortunate, to repurpose and redecorate the boxes to serve Florence's homeless.

SPONSORED CONTENT

CuratorCrowd **CNHI to Add CuratorCrowd™ to Digital Properties**

PRILEE NEWS (AMERICAN HOMETOWN MEDIA) FEBRUARY 1, 2021

American Hometown Media has partnered with a number of media companies with the expansion of the CuratorCrowd™ Traffic & Engagement Platform.

Built specifically to help digital website drive audience engagement, increase traffic and earn new, additional revenue CuratorCrowd™ is a turn-key solution generating high-quality recipe content and video through a proprietary platform. [View](#)

Links to your sponsored content article online. You receive all CT contact info.



“Editor & Publisher Magazine has been a consistently excellent way to connect with the newspapers we serve and to garner new leads. Pete shows great care and attention to detail whenever he helps us publish our case studies and get the word out about our new features and services. They are a great partner, and we are happy to work with them!”

Emmie Atwood, Content Marketing Manager, Column



Your Dedicated Email Blast to the 35,000+ E&P Database!

- We will send a dedicated email to our subscription database of 35,000+ decision-makers promoting your content and creating lead generation!
- Receive a clickthrough list with complete contact info.
- Typical click-throughs that you can expect are 70 to 100+.

Name	Title	Company	Email
John Doe	VP of Sales	ABC Corp	john.doe@abc.com
Jane Smith	Marketing Director	XYZ Inc	jane.smith@xyz.com
Mike Johnson	Operations Manager	DEF LLC	mike.johnson@def.com

Receive all CT contact information

Dedicated Email Blast

\$1,850

Tuesdays and Thursdays only
First come, first served

Dedicated email blast

Link to a Sponsored Article or your website



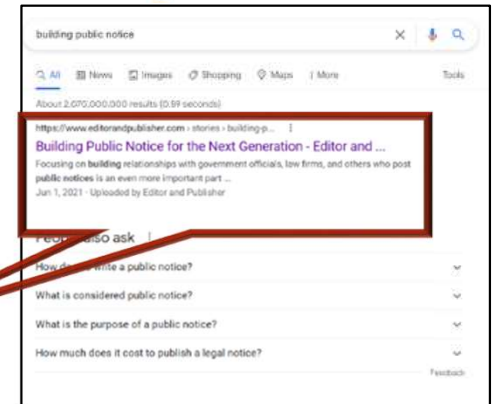
"We received the results from the first email blast and exceeded the goal we had set! Here are the results: Page visits: 236, Registrations: 108, Cost Per Lead: \$20, (Goal: \$28 or less)"

Brittany Wong, Director of Demand Generation, Vendasta

E&P Hosted Partner Webinar & Article



Google Optimized



Webinar archived on our [Partners Webinar page](#). Point prospects to it!

\$4,750



We craft a Webinar recap article that is placed in the magazine & optimized online!

"Editor & Publisher's website is the first site I visit each day and it's my GO-TO source for media and publishing-related news and information. Whether it's the E&P Reports Vodcasts, information on industry events, breaking news on the publishing space, or updates on executive appointments, there is no platform I turn to other than E&P."

Aaron Kotarek, Sr. VP Audience & Operations, Oahu Publishing Co.



E&P Hosted Partner Webinar

219	2021-01-12 13:49:38	Tari	House	Publisher	The Pagosa Springs SUN	terri@pag
220	2021-01-12 14:05:46	Krista	Estor	GM	Grainger Today	blings@gr
221	2021-01-12 14:47:33	Kari	Borgen	publisher	The Astorian	kborgen@
222	2021-01-12 14:51:01	Jonathan	Key	Publisher	The Mountaineer	jkey@the
223	2021-01-12 15:01:11	James	Parker	Project Manager	Lee Enterprise	jparkers@
224	2021-01-12 15:36:09	Jessica	Garcia	Director of Digital & Design	Keene Sentinel	jgarcia@
225	2021-01-12 16:43:28	Carl	Appen	DBD	Appen Media Group	carl@app
226	2021-01-12 17:15:21	Jeff	Coit	publisher	Derby Informer	jcoit@derb
227	2021-01-12 18:15:28	Tatum	Bicicots	Advertising Coordinator	Jackson Hole News&Guide	adsales@
228	2021-01-12 18:16:51	Bret	Jacomet	Dir. of Digital	M. ROberts Media	bret@mrcc
229	2021-01-13 0:40:53	Daniel	FALLET	Journaliste	Isopa	fallet@isc
230	2021-01-13 7:49:09	Cheryl	Carpenter	Faculty	Poynter Institute	ccarpente
231	2021-01-13 8:30:14	Phil	Hensley	VP Circ	Lakeway Publishers	phensley@
232	2021-01-13 8:39:06	Wes	Williams	Circ Manager	The Dallas Morning News	wwilliams
233	2021-01-13 9:03:59	Dawn	Henry	Customer Relations Supervisor	Tampa Bay Times	dhenry@t
234	2021-01-13 9:03:59	Diane	Everson	Publisher	The Edgerton Reporter	008
235	2021-01-13 10:09:31	Carole	Dunn	Local Sales & Events Coordi	News-Press Media Group	carole.du
236	2021-01-13 10:22:07	Kelle R. Nichol	Nicholson	General Manager	Rocket, Miner/Adams Publishing Group	kellierne@
237	2021-01-13 10:24:12	John	Hanafin	Publisher	Litchfield News-Herald	j@news@
238	2021-01-13 10:50:24	Peter	Confi	GM	ESP	peter.conf
239	2021-01-13 11:02:05	Sinead	Steele	VP Operations	TN	sinead.st
240	2021-01-13 11:02:38	Dane Everson	Everson	Publisher	The Edgerton Reporter	publinter@
241	2021-01-13 17:06:49	Jeff	Brown	Director of News & Commun	Illinois Farm Bureau	brownj@

Complete access to contact info on all Webinar registrants.



YES! I would like to set up a meeting to review my marketing needs and learn how the right story can help brand my business.

Your Name *

First Name:

Last Name:

Business Name *

Email Address *

www@pamplinmedia.com

Lead-generation form at the end of Webinar earns a one-year E&P subscription.



Ongoing Webinar promotion



"Our work with E&P over the last year or so has really helped us broaden our brand awareness. Mike and Pete worked with us to create a multi-platform package that continues to help us gain wider recognition among the leaders in our industry."

Phil Curtolo, Director of Sales, SCS – (Software Consulting Services, LLC)

Leaderboard Ad at The Top of The 7 a.m. ET “Morning Exclusives” Email

- The E&P “Morning Exclusives” reaches 35,000+ decision-makers each morning at 7 a.m. ET
- Only two leaderboard ads are allowed in the “Morning Exclusive” email at any time

\$599/week \$1,999/month



TUESDAY, JULY 5, 2022

TUESDAY SEPTEMBER 1, 2020

APG Commercial Printing Division
ADAMS PUBLISHING GROUP

FEATURED
15 Over 50: Honoring the Leaders Driving the News Industry Forward



Our inaugural class of 15 Over 50 come from various backgrounds and markets, but they all share one thing: a passion for our industry. While many other industry vets may feel jaded or cynical during ... [MORE](#)



“I am still working leads and onboarding new customers from the E&P marketing campaign I did months ago! It was very productive.”

Lon Haenel, VP- Chief Client Officer Newspaper Subscription Services (NSS)

Leaderboard Ad or a Medium Rectangle Ad in the Noon “Daily Headlines” Email

- Several powerful ad positions in the “Daily Headlines”
- Sent to 35,000+ subscribers
- 728 x 90 leaderboard (top or in between the headlines)
- 300 x 250 medium rectangle ads in between the headlines
- Inline text sponsorship

\$1,695/month leaderboard

\$595/weekly leaderboard

\$1,195/month MPU

\$1,295/month middle sponsored



“E&P is my go-to industry publication and allows me to stay in touch with new technologies, success stories and people on the move. Rarely do I not read an issue without reaching out to someone featured in an article.

Sometimes it’s just to say congratulations!”

PJ Browning, CEO, Evening Post Publishing



EXCLUSIVE Top-Right Skyscraper Online Ad

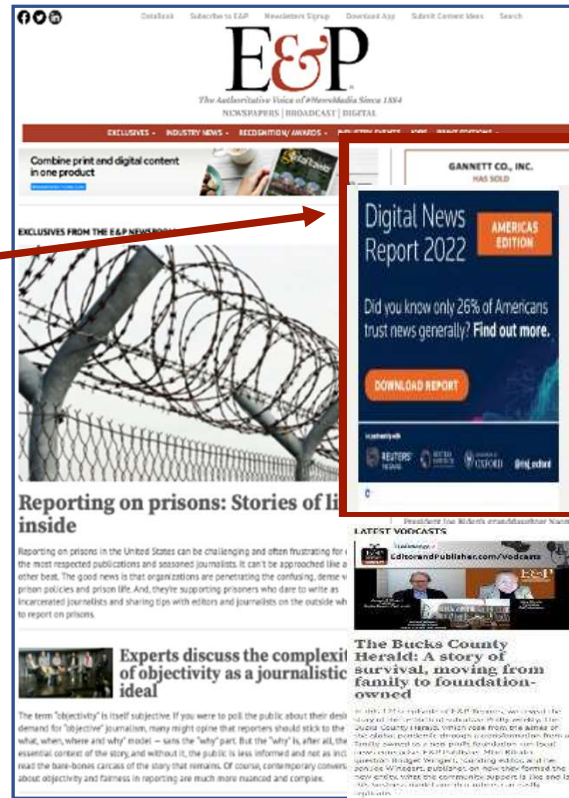
E&P has created a new, EXCLUSIVE ad position on EditorandPublisher.com

\$999/ month

Limited to 5 advertisers only!

Ad Size
300 x 600 pixels

Use the ad to feature your printed content or any other messaging you wish.



Skyscraper Ads appear on the top right of all online story pages and is guaranteed to be seen at least 10,000x/a month!

67% of our online audience are "C-suite"/ Management/ Owner employment level.*



"Mike and the E&P team have been a true marketing partner to Column. They took the time to help us craft our story and tailor a program to share what we've been building with industry leaders. Our work with E&P has accelerated the rapid adoption of our modern platform for public notice among enterprise publishers."

Jake Seaton, CEO/ Founder, Column

Medium Rectangle Ad and/or Leaderboard Ad on EditorAndPublisher.com

- Display a medium rectangle ad or leaderboard ad on EditorAndPublisher.com
- Your ad is delivered on all pages of the website
- Rotation with no more than five other sponsors
- 45,000 unique visitors/250,000 page views

\$1,495/month

\$1,195/month



Maximum Homepage Banner

THE BEST VISIBILITY FOR YOUR BRAND

This ad spans the entire home page at 1,140 pixels wide and 250 pixels tall.

\$1,995/month

The screenshot shows the E&P website homepage. At the top, there is a navigation bar with social media icons (Facebook, Twitter, LinkedIn) and links for 'Industry DataBook', 'Subscribe to E&P', 'E&P Newsletters', 'Download App', 'Submit Content Ideas', and 'Search'. The E&P logo is prominently displayed in the center, with the tagline 'Since 1884, THE authoritative voice of #NewsPublishing'. Below the logo, there is a red navigation bar with links for 'EXCLUSIVE FROM E&P', 'INDUSTRY NEWS', 'RECOGNITION/AWARDS', 'INDUSTRY EVENTS', 'JOBS', and 'MAGAZINE ISSUES'. The main content area features several articles, including one about 'advertising director responsibilities at the paper' and another about 'digital traffic, ensure reader engagement, and increase revenue'. A large banner advertisement is positioned in the center, featuring a photo of Sean Finch, VP/Sales, and the text: 'Ready to increase your digital revenue? Give us a week, and we can provide sustainable new sales. Sean was 100% great to work with. Really enjoyable. Outgoing. Professional. And he knows his role and what he's doing. And he did it in a way that wasn't pushy. He made people want to buy.' Below this, it says 'Toby Bonner, GM, ad director and co-owner, the Powell Tribune' and 'Let's get started today! Call 309-269-7834'. The Creative Circle MEDIA SOLUTIONS logo is in the bottom right corner of the banner. Below the banner, there is a section for 'Photo of the Month' with the title 'Early Morning Harvest - December 2021 Edition'.



"The campaign we did with E&P worked! It's that simple. We connected with over one-hundred news publishing industry leaders with the right messaging on the right platforms. The E&P team met our needs and addressed any of our questions quickly and efficiently. We could not be happier, and feel we got excellent value for our investment."

Brian Gorman, Co-Founder / iPublish Media

E&P *Conference Cover Wrap Takeover!*

March
issue at:



April
issue at:



An incentive for attendees to see your ad: Cover wrap has a QR code for attendees to get a FREE one-year subscription to E&P

CONFERENCE WRAP SPECIAL RATES (First Come, First Served!)

Conference Wrap: Front – \$2,250

Conference Wrap: Full-page rear - \$1,999

Conference Wrap: Full-page inside rear or inside front: \$1,750

E&P BUSINESS SPOTLIGHT

E&P Magazine will be in THOUSANDS of hands in March and April!
 Let attendees at the conferences know that you are exhibiting!
 Your picture, your marketing text, and add a QR code.

Meet These Great Business Partners!
 See where they will be exhibiting over the next few months and book a meeting now

Find conferences at: editorsandpublisher.com/calendar

#NewsMediaCalendar



 <p>TOM REILLY General Manager of Operations at CellMark Recycling CE Mark Recycling 1200 Avenida Encinitas, CA 92024 760.441.1111</p>	 <p>KIM SAFRAN VP of Sales Midwest Media Sales Dept 10000 E. Harvard Ave. Suite 100 Denver, CO 80231 303.755.1100</p>	 <p>DEVLYN BROOKS President - Moderator M&E 20000 E. Harvard Ave. Suite 100 Denver, CO 80231 303.755.1100</p>	 <p>TODD WILSON Executive Vice President PDI 10000 E. Harvard Ave. Suite 100 Denver, CO 80231 303.755.1100</p>	 <p>KURT JACKSON General Managing Member PDI 10000 E. Harvard Ave. Suite 100 Denver, CO 80231 303.755.1100</p>
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CellMark
 We are the largest provider of recycling services in the United States, serving over 100,000 customers. Our recycling and recycling services are designed to help you reduce costs and increase efficiency. We offer a wide range of recycling services, including recycling of paper, plastic, metal, and more. We are committed to providing the highest quality recycling services to our customers.

iPublish
 iPublish is a leading provider of digital publishing solutions for businesses and individuals. We offer a wide range of digital publishing services, including digital marketing, digital advertising, and digital content creation. We are committed to providing the highest quality digital publishing solutions to our customers.

PDI
 PDI is a leading provider of professional development and training solutions for businesses and individuals. We offer a wide range of professional development and training services, including leadership training, management training, and more. We are committed to providing the highest quality professional development and training solutions to our customers.

PHIL CURT
 Director of Sales
 PDI
 10000 E. Harvard Ave.
 Suite 100
 Denver, CO 80231
 303.755.1100

S&S
 S&S is a leading provider of software and technology solutions for businesses and individuals. We offer a wide range of software and technology services, including software development, IT consulting, and more. We are committed to providing the highest quality software and technology solutions to our customers.

35,000 monthly readers plus Conference Distribution
 March Issue at Borrell, Mather, WNA & NYPS and more
 April Issue at Mega, Nebraska Press & Niche Media and more

**Your
 Spotlight Ad**

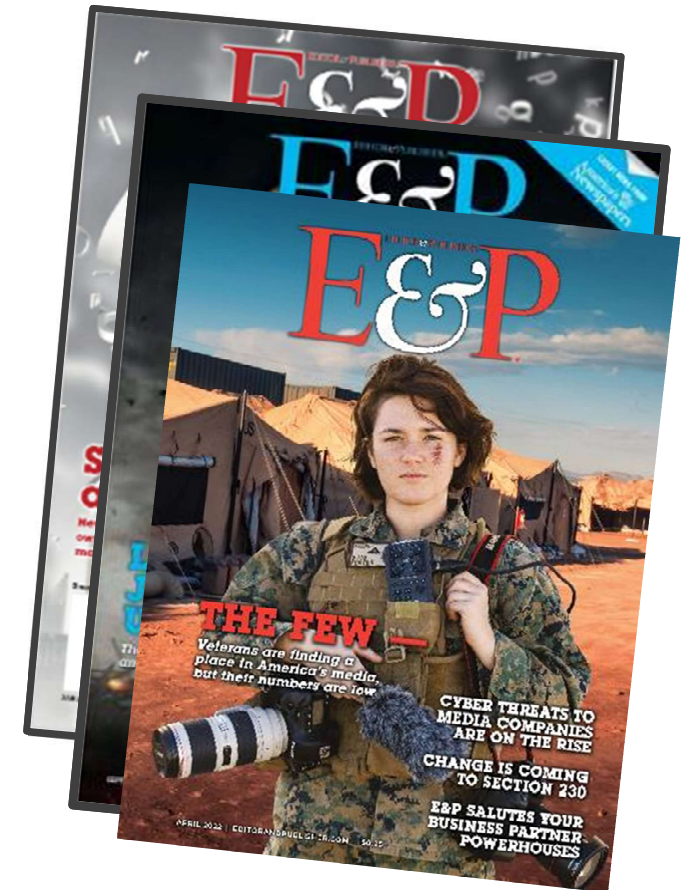
**Add a QR code
 that links to your
 email address, a
 meeting scheduler,
 a URL, or a form!**

**Your Profile,
 Logo, Pitch and
 QR Code
 in the March &
 April editions**

\$899 – 2 Months

E&P Magazine

Ad Size	1x	3x	6x	12x
Full Page	\$2,515	\$2,138	\$1,886	\$1,660
1/2 Page	\$1,405	\$1,194	\$1,054	\$927
1/3 Page	\$1,010	\$859	\$758	\$667
1/4 Page	\$835	\$710	\$626	\$551
1/6 Page	\$640	\$544	\$480	\$422
Inside Front	\$2,900	\$2,465	\$2,175	\$1,914
Inside Back	\$2,750	\$2,338	\$2,610	\$1,815
Back Cover	\$3,000	\$2,550	\$2,250	\$1,980



E&P Solutions & Sustainability Summit

January 15-19, 2024



- Live 45-minute Summit Broadcast
- Your own online & hosted case study with one or more clients
- Case study will be displayed online & in Editor & Publisher Magazine
- Exclusive email blast to 35,000+ E&P subscribers
- Up to four “Sponsored Content Blocks” or “Leaderboard” ads on the “Morning Exclusives” newsletter blast
- Content resides in an evergreen state on EditorAndPublisher.com

“We’re working with the news publishing industry’s most respected solution suppliers to find the most impactful case studies to help media companies achieve long-term sustainability. It will be my honor to personally present each one to our audience of global news media executives”.

Mike Blinder, Publisher of E&P Magazine





For more information or to advertise, contact
Peter Conti, Director of Advertising Sales

804-852-5663

peter@editorandpublisher.com

EditorandPublisher.com