

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.*

E&P

2025 MARKETING SOLUTIONS & RATES

WHY E&P?

COST-EFFECTIVE AND 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

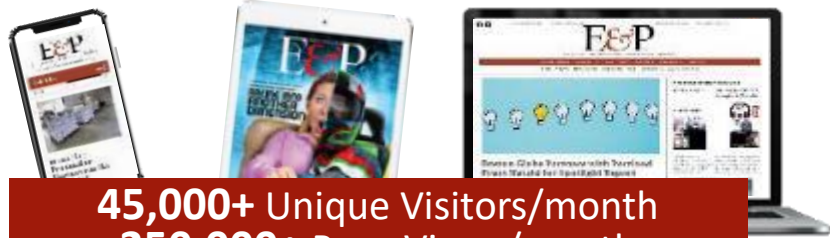
Vodcast

Webinars

Website Advertising



EditorAndPublisher.com



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

E&P

Emails



35,000+ Subscribers

The Magazine

35,000+ Monthly Readers

Vodcasts

4,000+ Downloads & Views/Month



X 8,707 Followers

f 4,951 Followers

in 4,724 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

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

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 Cellmark as an operations advisor. After growing up on the inside side of the St. Louis area, ...

\$2,750

Add a dedicated Eblast for \$1,600 - a \$250 savings if purchased simultaneously. (\$4,350 total cost)

PROMOTION

We will promote your article with MPUs throughout the site, 4X in our Morning Exclusives email and one MPU in the Headlines email at noon ET.

You get all CT's contact info from the Morning Exclusives email!
 Value - \$1,200



"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

E&P Online Case Study

Publish your Case Study on the E&P website, and we will drive traffic to it!

Google  Optimized 



PROMOTION

We will promote your article with

- One month of ROS 300x250 ads
- 4X Content Blocks in the Morning Exclusives email
- MPU in Headlines email at noon ET

You get all CT's contact info from the Morning Exclusives email!

Value - \$2,800

- **Requires a client testimonial**
- Your article will be indexed and optimized and remain online as part of our archives

Total - \$1,850

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
stephen@homerow.com	Stephen	Richardson	https://www.editorandpublisher.com/stephen-richardson@homerow.com	Mon, Aug 16, 2021 at 3:07 PM EDT	
shane@homerow.com	Shane	Willard	https://www.editorandpublisher.com/shane-willard@homerow.com	Mon, Aug 16, 2021 at 1:28 PM EDT	
andrew@homerow.com	Andrew	Phillips	https://www.editorandpublisher.com/andrew-phillips@homerow.com	Mon, Aug 16, 2021 at 11:56 AM EDT	
www.mediapublisher.com	Media	Malibu	https://www.editorandpublisher.com/www-mediapublisher-com	Sun, Aug 15, 2021 at 12:51 PM EDT	

Receive all CT's 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 population.

SPONSORED CONTENT

CuratorCrowd™
the world's largest digital content platform

CNHI to Add CuratorCrowd™ to Digital Properties

AMERICAN HOMETOWN MEDIA (NASDAQ:CNHI) (FEBRUARY 1, 2022)

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 websites 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. [www](#)

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

CNHI to Add CuratorCrowd™ to Digital Properties

CuratorCrowd™
Your traffic & engagement platform

EXCLUSIVE:
 HD Media Ties on Tech Giants on Google & Facebook

EMPLOYERS

“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





E&P Business Spotlight

An exclusive 10- to 15-minute **video interview** with Publisher Mike Blinder. The interview highlights the benefits of your product/service. Your customers can also be included in the interview to provide testimonials.

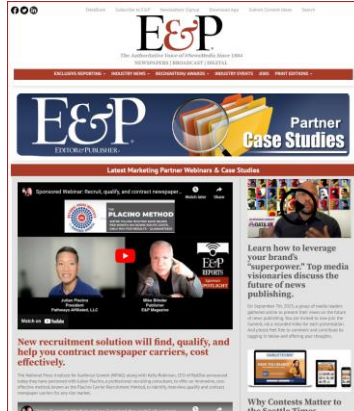


PROMOTION



The Spotlight will be assigned to an editor who will create an online “E&P Business Spotlight” article based on your Spotlight, placed on EditorAndPublisher.com.

Full CT prospect contact info from two Morning Exclusives email’s Contact Blocks (\$800 value) linking to your “Spotlight.”



Placement on our **Partner Case Studies** page on the E&P website

- E&P can also add slides/ images/demonstration videos to the final recorded presentation.
- E&P can provide a vanity URL to the page for easy promotion (EditorAndPublisher.com/YourCompanyName)
- E&P can also craft a full-page print version of your Business Spotlight in Editor & Publisher Magazine for an additional \$995

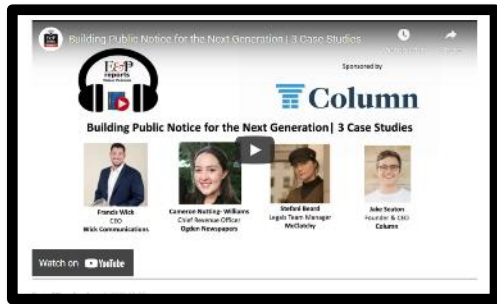
Price **\$1,995**
w/print **\$2,990**

“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.”

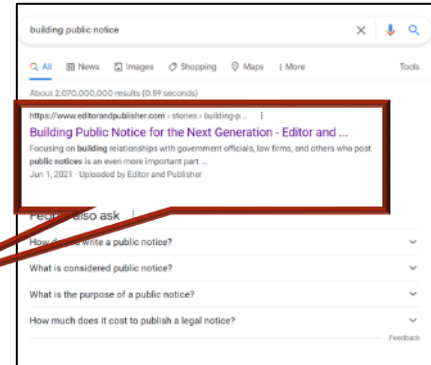
Phil Curtolo, Director of Sales, SCS – (Software Consulting Services, LLC)



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	Terri	Housa	Publisher	The Pagosa Springs SUN	terri@pag	
220	2021-01-12 14:05:46	Krista	Etter	GM	Grainger Today	billing@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	jparker@l	
224	2021-01-12 15:36:09	Jessica	Garcia	Director of Digital & Design	Keene Sentinel	kgarcia@k	
225	2021-01-12 16:43:28	Carl	Appen	DBD	Appen Media Group	carl@app	
226	2021-01-12 17:15:21	Jeff	Cott	publisher	Derby Informer	jeff@derb	
227	2021-01-12 18:15:28	Tatum	Biciclis	Advertising Coordinator	Jackson Hole News&Guide	tadsales@	
228	2021-01-12 18:16:51	Bret	Jacomet	Dir. of Digital	M. Roberts Media	bret@mrnc	
229	2021-01-13 0:40:53	Daniel	FALLET	Journaliste	Isopa	fallet@esc	
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	Harry	Customer Relations Supervisor	Tampa Bay Times	dharry@t	
234	2021-01-13 9:38:09	Diane	Everson	Publisher	The Edgerton Reporter#008	Publishen	
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	Kellie R. Nichols	Nicholson	General Manager	Rocket Miner/Adams Publishing Group	kellierse1	
237	2021-01-13 10:24:12	John	Hanafin	Publisher	Litchfield News-Herald	jdnews@	
238	2021-01-13 10:50:24	Peter	Conti	GM	E&P	peter.conti	
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	publishen
241	2021-01-13 17:06:49	Jeff	Brown	Director of News & Communi	Illinois Farm Bureau	jbrown@il	

Complete access to contact info on all Webinar registrants.

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

The image shows a screenshot of an email from E&P Morning Exclusives. At the top, the E&P logo is displayed with the text "The Authoritative Voice of #1 NewsMedia Since 1884" and "NEWSPAPERS | BROADCAST | DIGITAL". To the right, the word "exclusives" is written in a large, red, serif font. Below this, the date "TUESDAY, JULY 5, 2020" is visible. A red-bordered box highlights the "APG Commercial Printing Division" advertisement. The ad features the APG logo and the text "ADAMS PUBLISHING GROUP". Below the ad, the main content of the email is visible, including the headline "15 Over 50: Honoring the Leaders Driving the News Industry Forward" and a sub-headline "BY YANG | SEPTEMBER 14, 2020". The main image in the email is a large graphic with the text "15 OVER 50" in a bold, gold, serif font, set against a dark background with golden light effects. Below the graphic, there is a short paragraph of text: "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 “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

\$795/weekly leaderboard

\$1,195/month MPU

WEDNESDAY, MAY 11, 2022
EDITOR & PUBLISHER - America's Top Newspapers
#NewsMedia Today
A daily digital newsletter dedicated to global news, custom-branded and delivered directly to newspaper subscribers.

DailyChatter
Independent · Non-Partisan · Fair
Increase Subscriber Retention
A daily digital newsletter dedicated to global news, custom-branded and delivered directly to newspaper subscribers.

TOP STORIES

Gone, paying more than 500 EU publishers for news, more to come
MAY 11, 2022

Queen's Speech media briefing: Big tech crackdown, Section 40 repeal, sources concerned
MAY 11, 2022

Revenue for hundreds of local news orgs went up in 2021, according to new data
MAY 11, 2022

SPONSORED

INNOVATION
New Tech, Old Ways, Big Ideas

TWC Delivery Verification & High Volume Route Optimization

THE BALTIMORE: E&P/360 MEDIA ALLIANCE NEWS PUBLISHING BUSINESS SUMMIT - OCT. 14-15
EDITOR & PUBLISHER AND JOE BROWN

Lessons from Brazil on how to better cover the environment and the climate crisis
MAY 11, 2022

Journalist beaten by Taliban boss, war-torn, vision
MAY 11, 2022

White House blames Boris Johnson after U.S. press corps denied opportunity to ask questions
MAY 11, 2022

How Jim Steyer took the news to a place where grief could unfold in death
MAY 11, 2022

Senator Markey releases statement in support of Boston Newsweek
MAY 11, 2022

PNM member of annual National Association of Public Information Officers with
MAY 11, 2022

Snuffy Smith
By John Fiske

“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

\$995/ 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.

The screenshot shows the E&P website interface. At the top right, a skyscraper ad is displayed. The ad has a dark background with a barbed wire image and text that reads: 'Digital News Report 2022 AMERICAS EDITION', 'Did you know only 26% of Americans trust news generally? Find out more.', and a 'DOWNLOAD REPORT' button. Below the ad, the main content area features an article titled 'Reporting on prisons: Stories of life inside' with a sub-headline 'Experts discuss the complexities of objectivity as a journalistic ideal'. The website header includes the E&P logo and navigation links.

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 are navigation links for 'Industry DataBook', 'Subscribe to E&P', 'E&P Newsletters', 'Download App', 'Submit Content Ideas', and 'Search'. The main header features the 'E&P' logo and the tagline 'Since 1884, THE authoritative voice of #NewsPublishing'. Below the header is a navigation bar with links for 'EXCLUSIVE FROM E&P', 'INDUSTRY NEWS', 'RECOGNITION/ AWARDS', 'INDUSTRY EVENTS', 'JOBS', and 'MAGAZINE ISSUES'. The main content area is divided into three columns. The left column contains text about advertising director responsibilities and a link to 'SEE MORE NEWS/PEOPLE'. The middle column contains text about digital traffic and a link to 'SEE MORE PARTNER PRESS RELEASES'. The right column contains text about acquisitions in markets across eight states and a link to 'SEE MORE PARTNER PRESS RELEASES'. A large banner advertisement is positioned in the center, featuring a photo of Sean Finch, VP/Sales, and the headline 'Ready to increase your digital revenue?'. The banner text reads: '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 is a testimonial from Toby Bonner, GM, ad director and co-owner, the Powell Tribune: '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 is a 'Photo of the Month' section 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



The Authoritative Voice of #NewsMedia Since 1884
NEWSPAPERS | BROADCAST | DIGITAL

E&P
Magazine
35,000+
Monthly Readers



"In a time when we are flooded with emails and social media, I lean on and support Editor and Publisher as my go-to, must-read, industry publication. I can read about the industry's most important issues in one place. I never miss an issue."

PJ Browning
CEO Evening Post Publishing

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
EDITOR & PUBLISHER
MARKETING
SOLUTIONS



For more information or to advertise, contact
Peter Conti, Director of Advertising Sales
804-852-5663

peter@editorandpublisher.com
EditorandPublisher.com

