

FOLIO:

FOR MAGAZINE MEDIA

Authority. Access. Results.

ABOUT US

Folio: is dedicated to providing magazine publishing professionals with the news, insights, and best practices to help them solve business challenges and grow revenue. Through our website, newsletters, research and social media networks, Folio: offers professionals real solutions and a platform where buyers and sellers can connect and engage.

OUR CORE VALUES

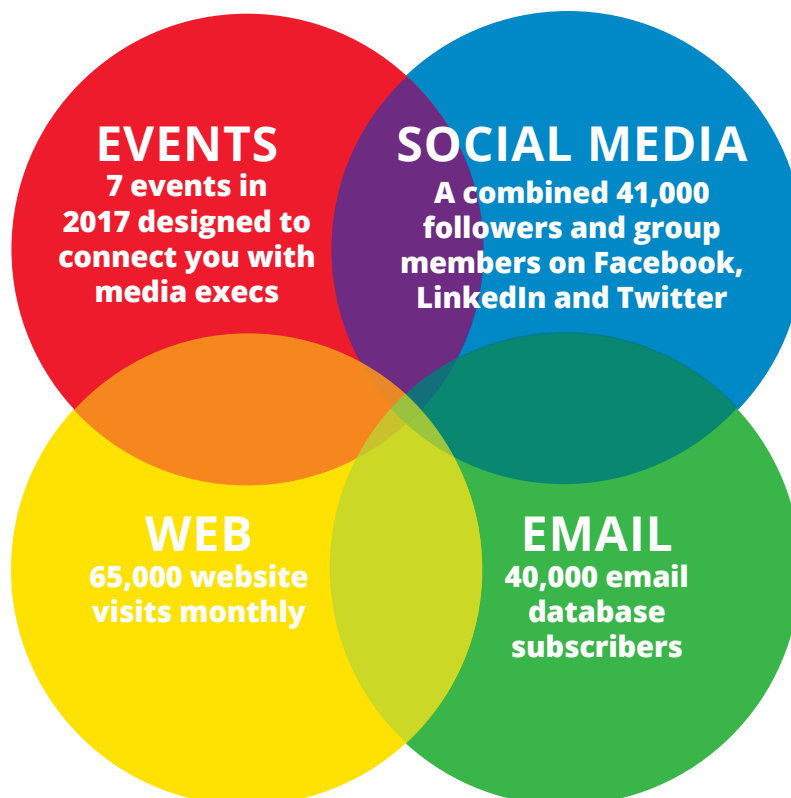
- Authentic engagement with a critical audience.
- Relevant products that provide value for customers.
- A commitment to measurable results.

WHO WE REACH

Folio: focuses on 5 core constituencies: B2B publishers; mass-consumer media; specialty/enthusiast publishers, city & regional publishers and association magazines. Their sizes range from small to mid-size companies transitioning to digital businesses, to enterprise-level media companies with revenues from \$10 million to \$50 million.

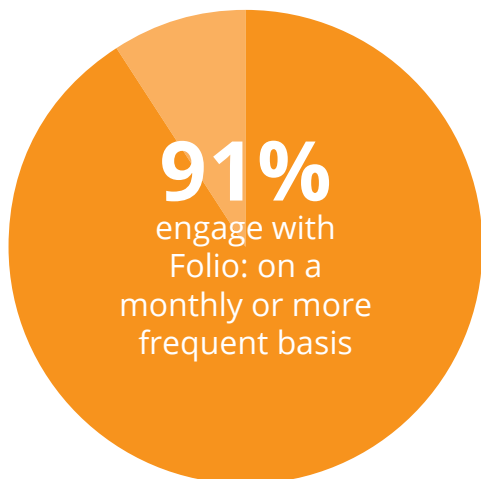
OUR INTEGRATED AUDIENCE

Tap into the right mix of Folio:’s influential media platforms to reach our target community of strategic decision-makers—media professionals who drive business strategy, value creation and revenue growth.

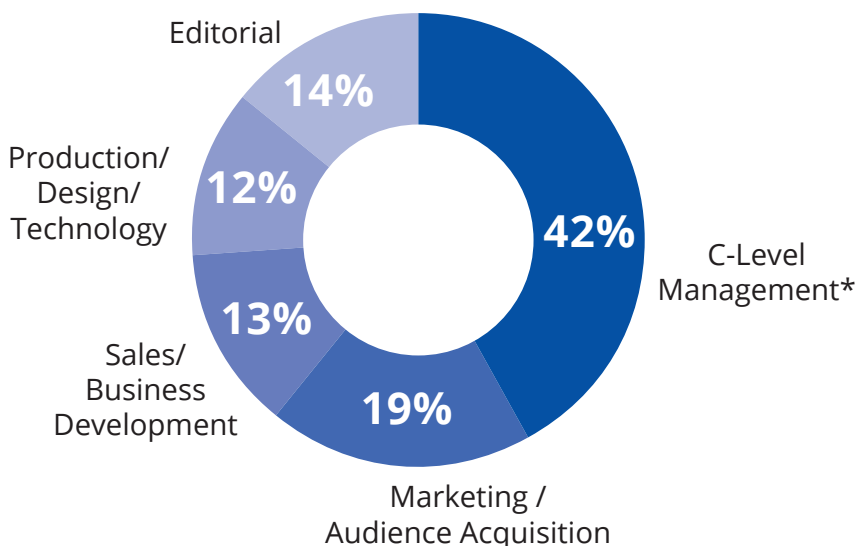


READER PROFILE

READER ENGAGEMENT

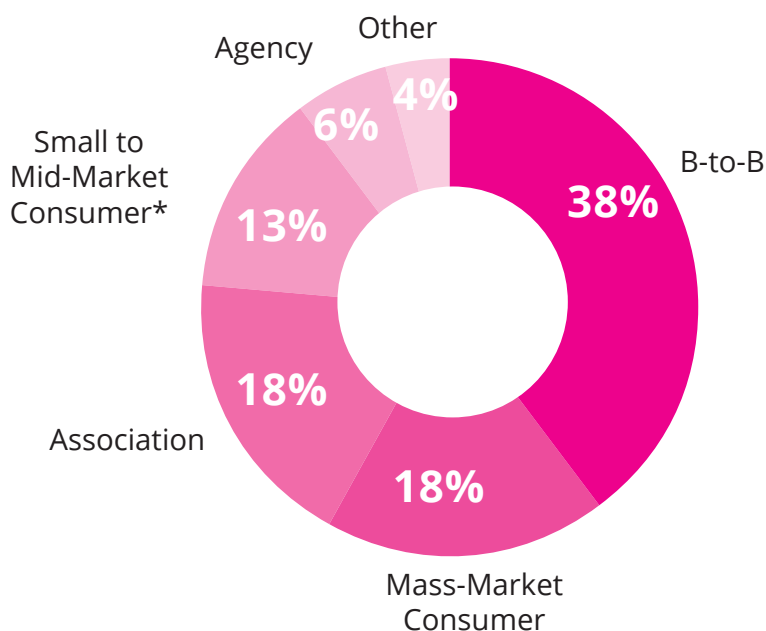


READERS BY JOB FUNCTION



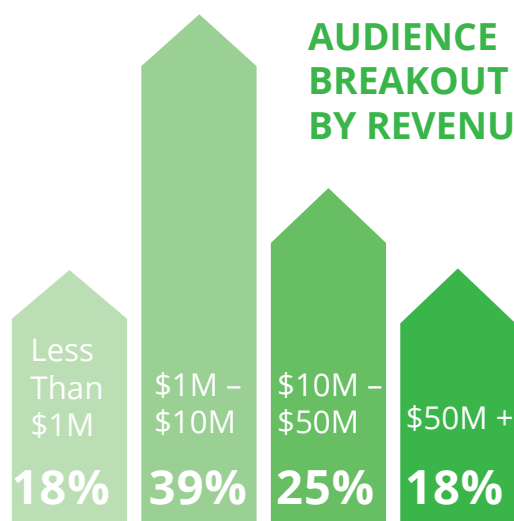
*Includes Presidents, Owners, C-Level Officers, SVPs, VPs, General Managers, Publishers

READERS BY AUDIENCE TYPE

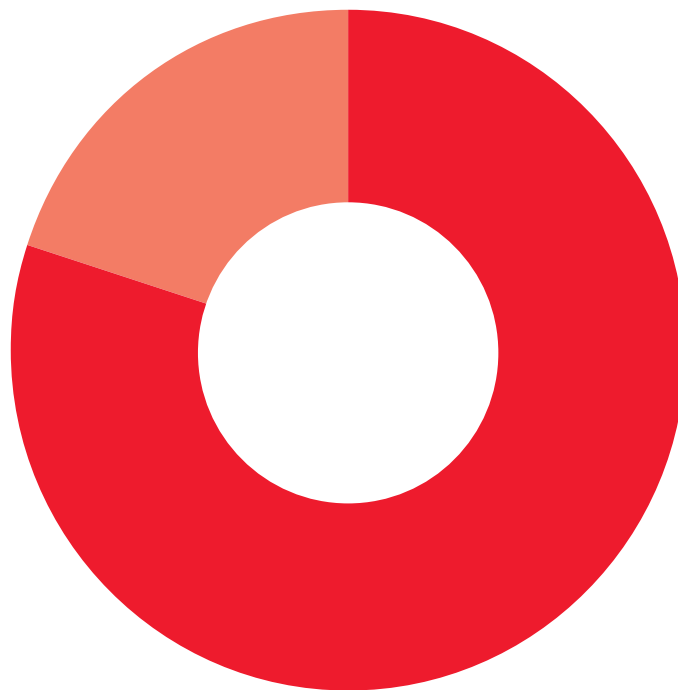


*Includes Specialty/Enthusiast, and City and Regional Titles

AUDIENCE BREAKOUT BY REVENUE



READER PROFILE



80%

**OF FOLIO: READERS INFLUENCE,
AUTHORIZE OR DIRECTLY PURCHASE
THESE TECHNOLOGIES AND PRODUCTS:**

- Ad Ops
- Circulation Management
- CMS
- Content Creation Tools
- CRM
- Data/Intelligence Analytics Tools
- Database Management
- Digital Distribution Services
- Digital Newsstands
- Digital Storytelling
- Digital Workflows
- Email Service Providers
- Event Production Services
- External Ad Sales and Rep Firms
- Financial Consulting
- Fulfillment - Service Bureaus and Software
- Lead Generation/Capture
- List Management Services
- Logo and Content Licensing
- Magazine Distribution
- Marketing Automation
- Marketing Technology
- mCommerce/eCommerce
- Media Consulting Services
- Mobile Apps
- Mobile Technology
- Paper
- Printer/Prepress Services
- Programmatic Solutions
- Publishing Workflow Solutions
- Sales Intelligence
- Social Media Tools
- Telemarketing Services
- Website Design and Build
- Workgroup Collaboration

The Folio: Show

October 9-11, 2017

Hilton Midtown, New York City

Be a part of the largest conference for magazine media professionals in the country. Don't miss the chance to network with targeted media professionals in the magazine and digital content industry by participating in the event as an exhibitor or sponsor. Plus, you'll want to attend our Folio: 100 and 30 under 30 Awards events, honoring the industry's most innovative leaders. The full agenda will be announced in early spring. Watch for it on FolioShow.com.



Co-located Events

Folio: C-Summit

October 9, 2017

Hilton Midtown, New York City

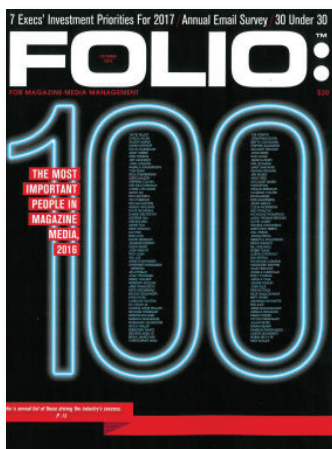
The Folio: C-Summit is designed for senior media executives and c-suite leaders who are looking to leverage the strength of their core media brands into growth opportunities. This exclusive, invite-only event will deliver Summit attendees into the exhibit hall for optimum networking opportunities.

Folio: Eddie & Ozzie Awards

October 11, 2017

Hilton Midtown, New York City

Our cornerstone awards program celebrates gorgeous design and uncompromising journalism in magazine media. Don't miss this unduplicated opportunity to tell your story to the editors and designers who need to know how you can help them. Opportunities to sponsor the award program's online winner gallery are also available.



Advertise in the Show Issue

The "show issue" of the 45-year-old industry bible is a must-read among Folio: Show attendees and its 7,000 readers. Your ad will be placed among profiles of our Folio: 100 Honorees—a who's who of industry leaders and innovators.

Ad Type	Rate
Full Page	\$7,122
1/2 Horizontal	\$4,500

Special placement opportunities available, please contact Tania for rates and options.

FOLIO: EVENTS



Folio: Association Media Summit

March 28, 2017

National Press Club, Washington, DC

To help association media professionals navigate their media strategies throughout a competitive organizational structure, Folio: presents the 2017 Association Media Summit.

Limited sponsorships are available for this event.



Folio: Top Women in Media Awards

June 7, 2017

Edison Ballroom, New York City

Our annual list is comprised of the most influential women driving the agenda for the industry and their companies. Awardees are innovating in new ways and guiding their businesses into unexpected markets. Opportunities to sponsor the program's online winner gallery are also available, as are congratulatory ads in our commemorative onsite winner guide.



To get started on a custom sponsorship package to fit your needs, contact Tania Babiuk at tbabiuk@accessintel.com or 203-899-8498



In-Feed Native Advertising

Show off your company's (and top executives') thought leadership through our native advertising packages. Your piece of content will be posted on foliomag.com and distributed through the Folio: Alert, Folio: Week in Review and via Folio:’s social media networks, just like any other piece of Folio: editorial content. All packages included detailed analytics on reader engagement.

Website Banners and Text Ads

Leverage Folio:’s website, www.foliomag.com, to put your solutions in front of the media executives you want to reach. Placing an ad on the Folio: site gives you exposure to thousands of the executives you need to reach. All ad positions include detailed analytics on reader engagement.

Positions and Rates:

Ad Position*	Rates
Super Leader Board (970x90)	\$68 cpm
Medium Rectangle (top 300x250)	\$53 cpm
Medium Rectangle (bottom 300x250)	\$42 cpm
Sticky Super Leader Board per Week (970x90)	\$3,964
Slider Ad	\$10,500 gross
Page Peel (home page only)	\$5,775 gross
Roadblock (640x480)	\$10,500 gross
Site Skin Ad	\$10,500 gross

Web Traffic

Sessions per Month:

65,000

Unique Monthly Visitors:

49,000

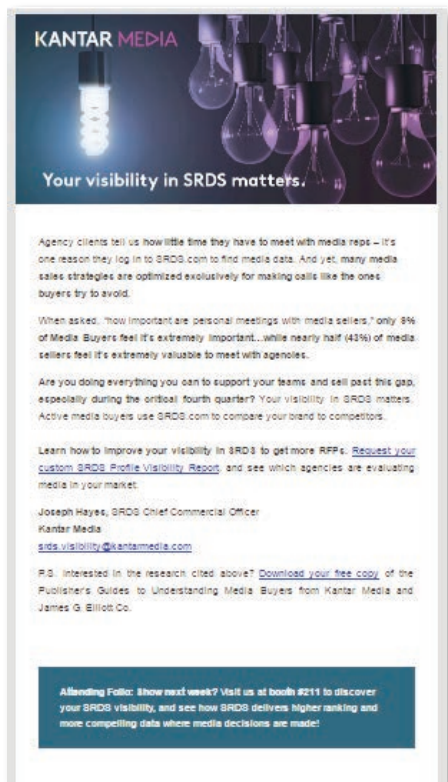
Pageviews per Month:

118,000

Average Pages Per Session:

1.85

Book your Space Today! Contact Tania Babiuk at tbabiuk@accessintel.com, 203-899-8498



Third Party Email Blast Sample

Email Newsletter Sponsorship

The *Folio: Alert* newsletter delivers fresh revenue-generation ideas to executive teams on a twice weekly basis with a “stop-what-you’re-doing-and-read-this-now” value proposition. *Folio’s Week in Review* is delivered Saturdays, highlighting the top 5 stories of the week. Folio’s responsive eletters are delivered to more than 32,000 media professionals. They offer the best opportunity to put your brand or solution in front of top executives on a weekly basis.

Ad Position*	Specs	Rates
Banner Ad	300x250	\$675
Leaderboard Text Ad	230 Characters	\$1,095
Text Ad	140 Characters	\$675

*20% premium applied to premium positions, based on availability

Email Blast

There’s no quicker way to spread your marketing message than to send a one-time email promotion. Own the message in a customized communication to our list. Includes follow-up click-thru and open statistical measurement report, complete with job titles and company names. Rates start at \$5,500.



Folio: Alert newsletter



Convert our market expertise into actionable business intelligence for you.

Our team will work in conjunction with your staff to write and deploy content marketing. All packages include lead gen and promotion to Folio's email database and social media networks.



Ebooks

Ebooks are one the most effective marketing tools for education, thought leadership, brand positioning, and lead generation. Partnering with Folio: on a custom eBook or white paper validates the content and generates qualified leads for your sales team and continues to fill your lead pipeline. Packages start at \$16,500 for a 4 page report, including personalized collaboration with a Folio: editor and project manager, and a dedicated email blast to drive downloads and engagement.

Special Reports

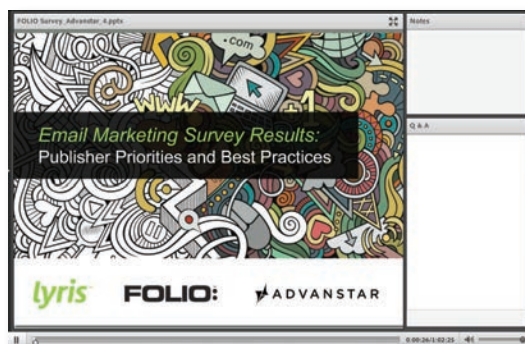
Folio: will be producing a series of Special Reports in 2017 to offer deeper dives into the industry's biggest challenges and trends. These feature stories offer sponsors premium branding while being associated with Folio's respected editorial content, as well as qualified leads from the downloads. The content is promoted to our most engaged audience of media decision makers via a dedicated email blast and is also featured on our website and in our e-newsletters. Special Report sponsorships start at \$8,500.

Co-Branded Research Surveys

Folio: works in conjunction with your marketing team to write, deploy, and tabulate a custom survey. In addition to providing you with exclusive access to the contact information of those who completed the survey, your executive will be interviewed as part of the executive summary. Aligning your brand with Folio: builds your thought leadership and branding among your best prospects, and keeps your sales team busy with fresh leads. The executive summary of the survey findings will be published on www.foliomag.com, and will be promoted on social media and in The Alert newsletter. Rates start at \$10,550 for the custom survey report package, including prominent web banners scheduled around the release of the report.

Roundtables

Leverage Folio's unparalleled connections in the market using an innovative form of engagement: high-level discussions that bring together select b2b or b2c executives to discuss top trends in a specific area. Each roundtable is recorded and transcribed for publication as an Executive Brief or in-depth white paper. Sponsorship is limited to two non-competing companies. No sales pitches permitted. Executive Roundtable sponsorships start at \$20,000.

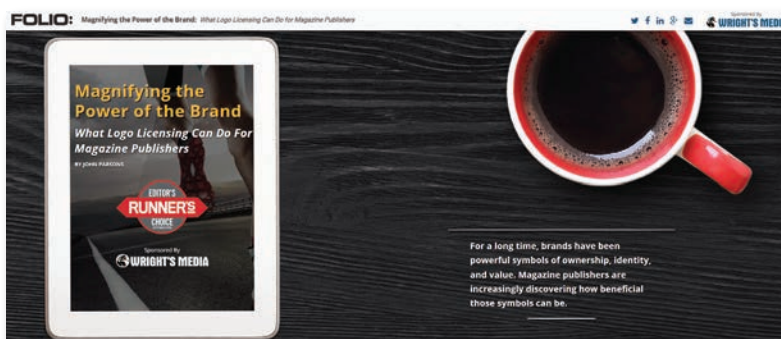


Folio: Custom Webinars

Folio: Webinars are the best distance learning resource in the industry and the best source of leads for our marketing partners. Folio: Webinars are very well-attended both in quantity and quality of audience. As a sponsor, you're presented with an exclusive list of leads to follow up with post-event. Custom webinar packages start at \$10,000.

Interactive Long-Form Features

A next generation online reading experience, these longer articles offer a unique, engaging and clean design with images, graphics and video complementing the story. Work with our team to develop the perfect editorial topic or we can publish your content in our sophisticated format. Prices start at \$15,000.



DON'T JUST TAKE OUR WORD FOR IT



Brian Kolb
Chief Operating Officer
Wright's Media

“Aligning our advertising and outreach goals with the Folio: brand has allowed us to become the most recognized content licensing partner to publishers around the world.”



Elizabeth Tucker
Publisher
ALIVE Magazine

“Now, more than ever, we need a strong community and reliable information about the industry. Foliomag.com is that resource... my trusted guide.”



Lenny Izzo
President,
Legal Markets Division
ALM

“The Folio: Show is a great opportunity to engage on critical topics with peers in the publishing world – from growing audiences, to driving deeper engagement. It's one of those events you'll want to clear your calendar for.”



Chris Hill
Account Executive
Lytics

“Folio: draws industry leaders together to share what's new in the world of publishing and all the exciting opportunities ahead. As a longtime participant, I've enjoyed building relationships with fellow attendees.”

CONTACT

ADVERTISING AND SPONSORSHIPS

Tania Babiuk
Senior Account Executive
tbabiuk@accessintel.com
203-899-8498

Robbie Caploe
Publisher
rcaploe@accessintel.com
917-974-0640

EDITORIAL/PRESS INQUIRIES

Caysey Welton
Content Director
cwelton@accessintel.com
203-899-8431

Greg Dool
Senior Editor
gdool@accessintel.com
212-621-4979

GENERAL INQUIRIES

Jessica Coonan
Assistant Marketing Manager
jcoonan@accessintel.com
203-899-8436

Danielle Sikes
Senior Marketing Manager
dsikes@accessintel.com
203-899-8433