

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

stephen.colbert@nytimes.com	Stephen	Robertson	https://www.editorandpublisher.com/press-release/nytimes/2022/07/05/stephen-colbert-nytimes/	Mon, Aug 15, 2022 at 8:07 PM EDT	---
ken@hennepin.com	Dave	Wibert	https://www.editorandpublisher.com/press-release/hennepin/2022/07/05/ken-hennepin/	Mon, Aug 15, 2022 at 7:29 PM EDT	---
patrick@hennepin.com	Bill	Phillips	https://www.editorandpublisher.com/press-release/hennepin/2022/07/05/patrick-hennepin/	Mon, Aug 15, 2022 at 7:10 AM EDT	---
anna.majack@hennepin.com	Anna	Majack	https://www.editorandpublisher.com/press-release/hennepin/2022/07/05/anna-majack-hennepin/	Tue, Aug 16, 2022 at 12:31 PM EDT	---

Receive all CT contact information



TUESDAY, JULY 5, 2022

Assist the Homeless
DAPHNE MATSON / FEBRUARY 14, 2021



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**



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

Built specifically to help digital website's 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. [more](#)

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



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

Built specifically to help digital website's 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. [more](#)

“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+.



Company	First Name	Last Name	Title	Phone	Email
McClatchy	Gary	Young	VP of production	(504) 751-1111	gary.young@mcclatchy.com
Chicago Tribune	Tom	Reilly	General Manager of Operations	(312) 744-2000	tom.reilly@tribune.com
South Florida Sun Sentinel	Tom	Reilly	General Manager of Operations	(305) 375-1111	tom.reilly@sun-sentinel.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



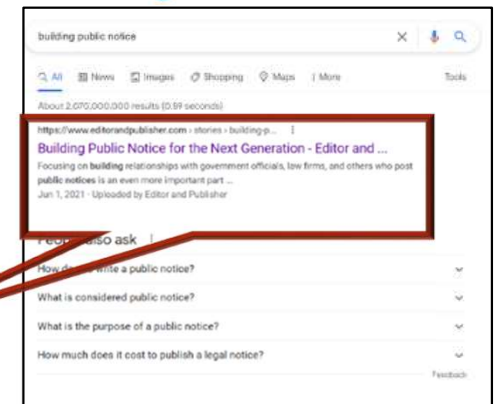

"We received the results from the first email blast and exceeded the goal we had set! Here are the results: Page visits: 236, Registrations: 108, Cost Per Lead: \$20, (Goal: \$28 or less)"

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	teri@pag
220	2021-01-12 14:05:46	Krista	Elter	GM	Grainger Today	bling@gr
221	2021-01-12 14:47:33	Karl	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	jpark@l
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	Cott	publisher	Derby Informer	jefl@derb
227	2021-01-12 18:15:28	Tatum	Bicotts	Advertising Coordinator	Jackson Hole News&Guide	adsales@
228	2021-01-12 18:16:51	Bret	Jacomel	Dir. of Digital	M. ROberts Media	bret@mrcc
229	2021-01-13 0:40:53	Daniel	FALLET	Journaliste	Isopa	fallet@sc
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	daharry@
234	2021-01-13 9:38:09	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.dun
236	2021-01-13 10:22:07	Kellie R. Nichols	General Manager	Rocket News-Adams Publishing Group		kellier@r
237	2021-01-13 10:24:12	John	Hanafin	Publisher	Litchfield News-Herald	jdnews@
238	2021-01-13 10:50:24	Peter	Confi	GM	E&P	peter.confi
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	publ@net
241	2021-01-13 17:06:49	Jeff	Brown	Director of News & Communi	Illinois Farm Bureau	brown@i

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 *

example@sample.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



“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

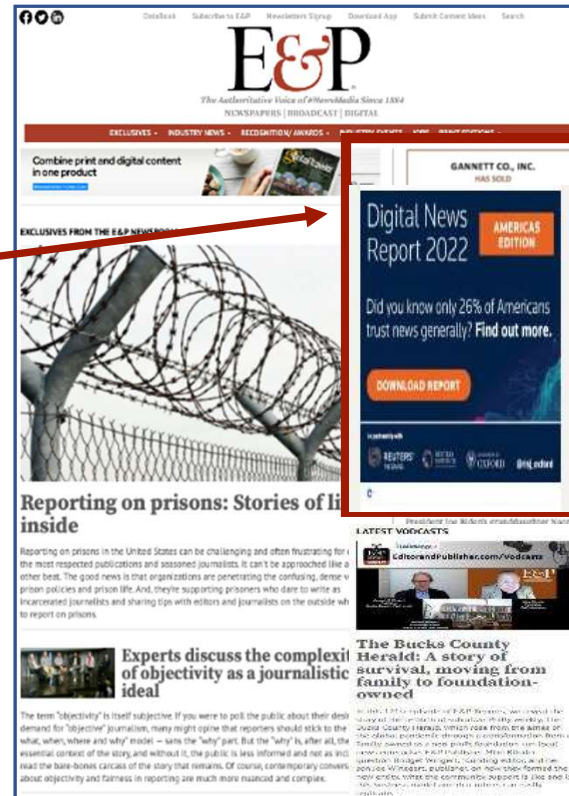
E&P has created a new, EXCLUSIVE
ad position on
EditorandPublisher.com

\$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 is a navigation bar with social media icons (Facebook, Twitter, LinkedIn), links for 'Industry DataBook', 'Subscribe to E&P', 'E&P Newsletters', 'Download App', 'Submit Content Ideas', and a 'Search' field. Below this is the E&P logo with the tagline 'Since 1884, THE authoritative voice of #NewsPublishing'. A secondary navigation bar contains links for 'EXCLUSIVE FROM E&P', 'INDUSTRY NEWS', 'RECOGNITION/AWARDS', 'INDUSTRY EVENTS', 'JOBS', and 'MAGAZINE ISSUES'. The main content area features three columns of text. The central column contains a large banner advertisement for Creative Circle Media Solutions. The banner includes a photo of Sean Finch, VP/Sales, and the headline 'Ready to increase your digital revenue?'. Below the headline is a sub-headline 'Give us a week, and we can provide sustainable new sales' and a quote from Toby Bonner, GM, ad director and co-owner of the Powell Tribune. The banner also includes the Creative Circle Media Solutions logo and a call to action: 'Let's get started today! Call 309-269-7834'. Below the banner is a section titled 'Photo of the Month' with the text '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

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

Find conferences at: editorandpublisher.com/calendar

#NewsMedia Calendar



 TOM REILLY General Manager of Operations at CellMark Recycling CellMark Recycling 1200 10th St Cincinnati, OH 45202 tom@cellmarkrecycling.com	 KIM SAFRAN VP of Sales Publishers Media Sales 1000 10th St Cincinnati, OH 45202 kim@publishersmedia.com	 DEVLYN BROOKS President - Modular Modular 7000 10th St Cincinnati, OH 45202 devlyn@modular.com	 TODD WILSON Executive Vice President PPI, PPI Inc 1000 10th St Cincinnati, OH 45202 todd@ppi.com	 KURT JACKSON Managing Member PPI, PPI Inc 1000 10th St Cincinnati, OH 45202 kurt@ppi.com
 CellMark We are the nation's largest provider of recycling services for the construction industry. We provide a full range of services including recycling of concrete, brick, block, stone, and other materials. We are committed to providing the highest quality service to our customers.	 Publishers Media We are the nation's largest provider of publishing services for the construction industry. We provide a full range of services including publishing of magazines, newspapers, and other publications. We are committed to providing the highest quality service to our customers.	 Modular We are the nation's largest provider of modular construction services for the construction industry. We provide a full range of services including modular construction of buildings, bridges, and other structures. We are committed to providing the highest quality service to our customers.	 PPI We are the nation's largest provider of professional printing services for the construction industry. We provide a full range of services including professional printing of brochures, reports, and other documents. We are committed to providing the highest quality service to our customers.	 SOS We are the nation's largest provider of construction services for the construction industry. We provide a full range of services including construction of buildings, bridges, and other structures. We are committed to providing the highest quality service to our customers.







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.

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**

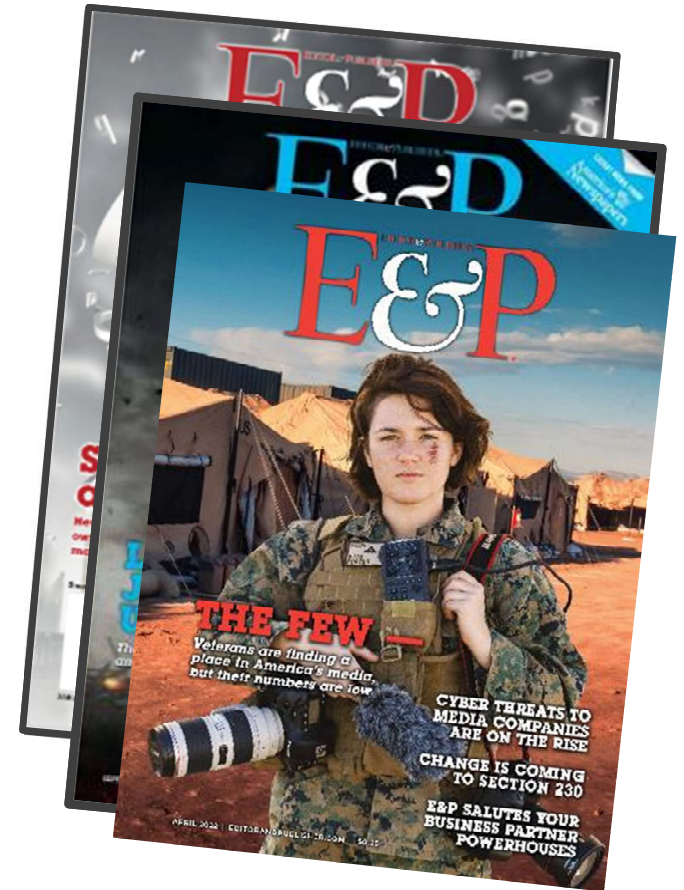
**Add a QR code
that links to your
email address, a
meeting scheduler,
a URL, or a form!**

**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

