

MEDIA KIT

MARKETINGDIRECTO.COM

2025

MKD



WE ARE A MEDIA
OUTLET **SPECIALIZED**
IN NEWS AND
EVENTS ABOUT
MARKETING,
ADVERTISING, AND
TECHNOLOGY

Staying up to date with the latest news and changes in the industry is essential, this is why we are committed to offer it to you daily.

OUR AUDIENCE

402.508
SESSIONS

524.217
VISITS

323.018
USERS

MKD

 Google
Analytics 4





OUR AUDIENCE

26.124

DAILY NEWSLETTER
READERS

35.436

PUSH NOTIFICATIONS

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PERFIL DE NUESTROS USUARIOS

CHARGE

Executives	39,04%
Owner/Manager	20,02%
Employees with responsibility	25,06%
Students, creatives...	15,88%

SECTOR

Advertisers	38,21%
Agencies	30,68%
Marketing services	16,64%
Media	11,03%
Others	3,44%

**IN 2024 WE HAVE
ORGANISED MORE THAN
50 EVENTS,
COMBINING OUR OWN
EVENTS AND AD HOC
EVENTS.**

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Presentamos la agenda de eventos de MarketingDirecto.com para 2025. Descubre las citas imprescindibles que definirán las tendencias y novedades en el ámbito del marketing y la publicidad.

MAR

**THE FUTURE OF
ADVERTISING**

11 DE MARZO 2025
KINÉPOLIS CIUDAD
DE LA IMAGEN

JUN

**THE FUTURE OF
ADVERTISING BCN**

JUNIO DE 2025
ESPACIO POR DEFINIR

NOV

**ENAMORANDO
AL CONSUMIDOR**

NOVIEMBRE DE 2025
ESPACIO POR DEFINIR

ABR

CONECTADOS

1 DE ABRIL 2025
SALA TRUSS
WIZINK CENTER

SEP

DOSIS

SEPTIEMBRE DE 2025
ESPACIO POR DEFINIR

LEADERS IN THE RANKING OF
MOST CONSULTED MEDIA BY
ADVERTISERS ACCORDING
TO **TRADE MEDIA SCORE**
SCOPEN 2023

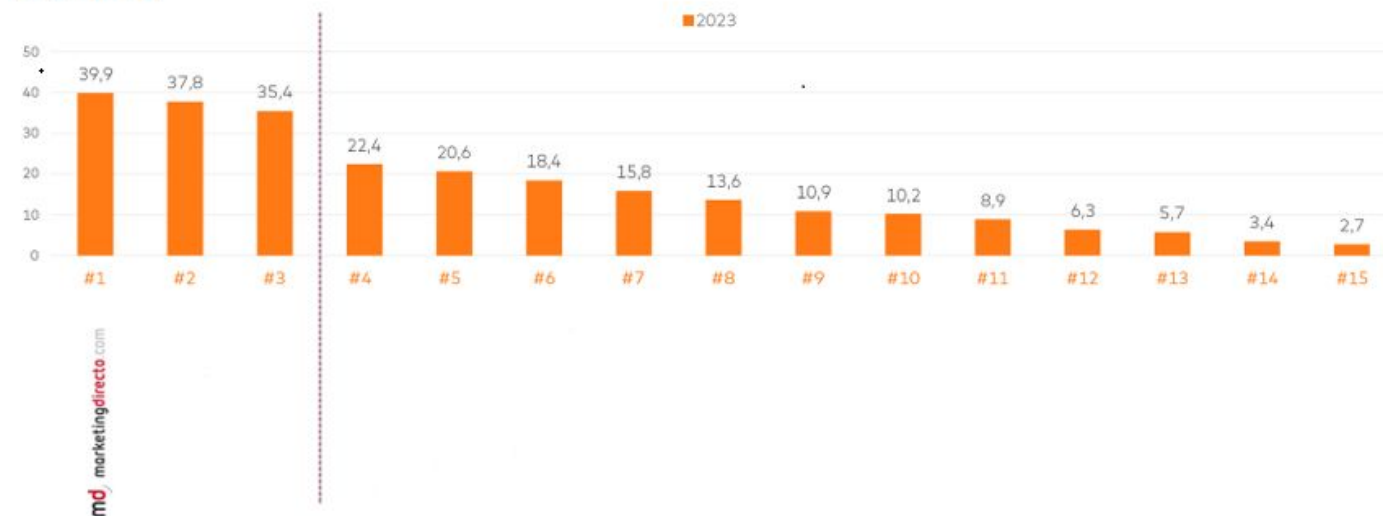
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MEASURING TOOLS

Consumo Espontáneo de Medios del Sector Mencionados por su Utilidad (POSICIONES #1-#15)

(RESPUESTAS: 1/3)



PREGUNTA ESPONTÁNEA: PROFESIONALES RESPONDEN A LA PREGUNTA ENTREVISTADOS EN 2022-2023 (1.546). DATOS EN (%) Y RANKING (#). (2022-2023: 2,7 MENCIONES DE MEDIA).

TRADE MEDIA SCORE

ESPAÑA 2023

SCOPEN

Medios

Usuarios únicos en España Septiembre 2024

Marketingdirecto.com

80.083

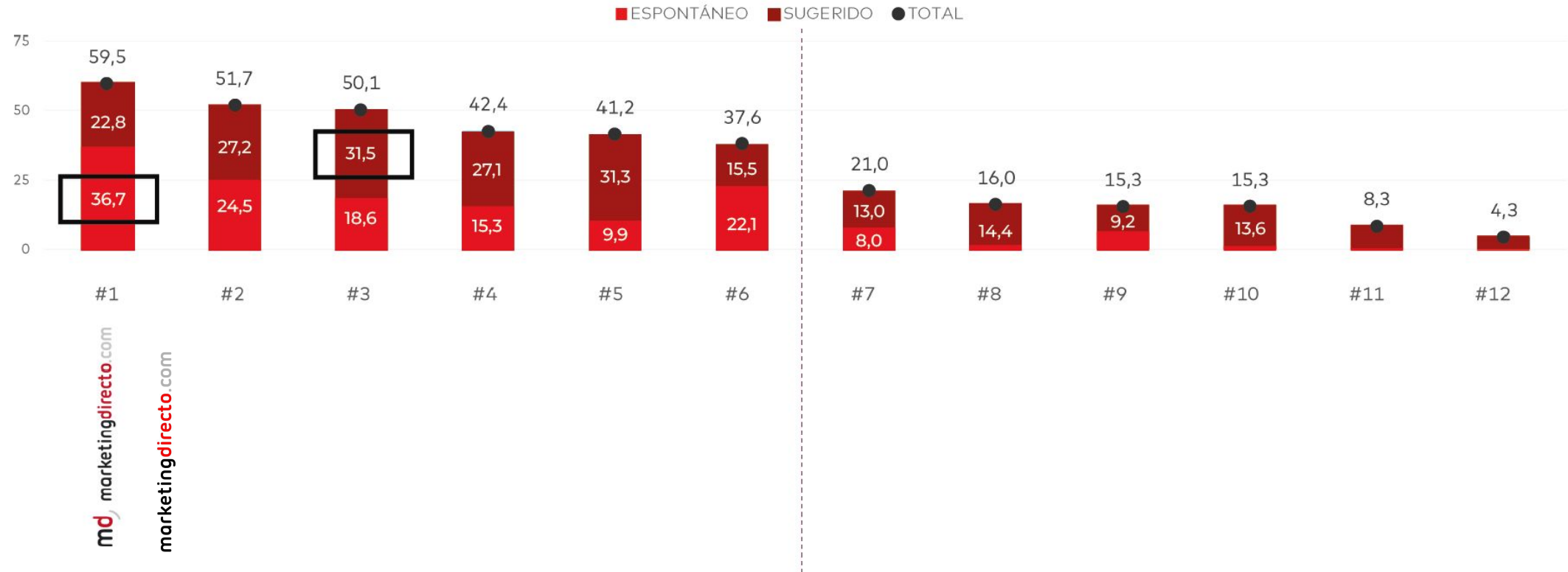
Marketing News

53.815

Ctrol Publicidad

46.209

Fuentes de Información del Sector (MÁS ÚTILES PARA EL TRABAJO DE LOS ANUNCIANTES) (PREGUNTA FORMULADA EN ESTA EDICIÓN)



ESPONTÁNEA Y SUGERIDA. **RESPONSABLES DE MARKETING** ENTREVISTADOS EN 2022 (575). **DATOS EN PORCENTAJES (%) Y RANKING (#).**



OUR COMMUNITY



@marketingdirecto
417.512 followers



@mkdirecto
185.496 followers



@mkdirecto
54.502 followers



@marketingdirecto
381.392 followers



@marketingdirecto
32.35 followers



@mktdirecto
4.415 followers

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TARIFAS DE CONTENIDO

DISPLAY	FORMAT	MONTHLY PRICE
Featured news in newsletter	Headline+ text (3-4 lines) + image 640x2e70 + URL	1.000€
Report (written by us)	Text + photo + vídeos + social media + newsletter	1.500€
In-depth video report	Text + photo + video produced by our team + social media + newsletter	2.000€
Simple press release	Text + photo	300€
Press release for social media	Text + photo	400€
Interview	Text + photo	700€
Video interview	Text + vídeo produced by our team	1.600€
Video interview with Javier Piedrahita	Text + vídeo produced by our team	2.000€
Social Media Post	Text + photo + URL	To be defined
Event coverage pack	News + summary video + social media	2.500€
Special content participation	Report + social media + newsletter	1.000€
Podcast Sponsorship	Podcast recording and editing	To be defined
Ad hoc events	To be defined	To be defined
Patrocinio de una sección + display	To be defined	To be defined



TARIFAS DISPLAY

DISPLAY	FORMAT	IMPRESSIONS	MONTHLY PRICE
Megabanner Mobile H1	375 x 130 px Animated GIF or Flash	150.000	4.000€
Megabanner Mobile H2	375 x 130 px Animated GIF or Flash	65.000	2.000€
Megabanner Mobile H3	375 x 130 px Animated GIF or Flash	45.000	1.500€
Megabanner H1	1296×160 px Animated GIF or Flash	55.000	2.000€
Megabanner H2	1296×160 px Animated GIF or Flash	45.000	1.500€
Megabanner H3	1296×160 px Animated GIF or Flash	35.000	1.000€
Page Takeover	300x250 px Animated GIF or Flash	45.000	1.500€
Sky Flotante	235x1000 px Animated GIF or Flash	35.000	1.500€
Maxibanner	842x115 px Animated GIF or Flash	25.000	1.000€
Vertical Rectangle	350x550 px Animated GIF or Flash	35.000	1.500€
Brand Day	1900x1600 px Animated GIF or Flash	10.000	1.500€



TARIFAS DE CONTENIDO

DISPLAY	FORMAT	IMPRESSIONS	MONTHLY PRICE
Daily Banner 1st Position	550x90 px Animated GIF or Flash	85.000	4.000€
Daily Banner 2nd Position	550x90 px Animated GIF or Flash	75.000	3.500€
Daily Banner 3rd Position	550x90 px Animated GIF or Flash	65.000	3.000€
Daily Banner 4th Position	550x90 px Animated GIF or Flash	55.000	2.500€
Daily Banner 5th Position	120x260 px Animated GIF or Flash	20.000	500€
Email Campaign Sending	HTML 500KB + Subject	>17.000 contacts	1.700€
Push Notification Sending	URL published in our media	>60.000 contacts	200€

SHALL WE WORK TOGETHER?

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