

AdAge

2022 Media Kit

AdAge
September 20, 2021
The Business of Brands

Digital Marketing & Ad Tech News

Holding companies grapple with Google analytics amid talent exodus

Search giant said to be urging agencies to acquire independent certified partners

By Jack Neff

When agency holding companies downsized early in the pandemic, some lost employees with Google analytics skills that made them far more valuable than their bosses realized. As a result, now some agencies have also lost Google Marketing Platform certifications, according to people familiar with the matter, which allows an agency to sell Google media and use Google analytics to evaluate the impact of buys. Agencies that have failed to renew their annual certifications aren't being prevented from continuing to work with existing clients, but can't take on new ones, these people say.

Google is urging agencies to shore up their skills. The company does not disclose its partners on MNA. WPP and Interpublic Group of Cos., in particular, have certification problems with some of their agencies, and have been involved in acquisition talks, according to two people. PP declined comment, and IPG didn't respond to requests for comment. The market for Google analytics partners has already been heated thanks to the impending loss of third-party cookies from Chrome, which ups the value of firms adept at using new targeting tools under development in Google's "privacy sandbox." At least two deals involving Google partners have closed in recent weeks. Traditional agency holding companies are vying with emerging digital specialty shops.

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AdAge

Don't Miss The Week Ahead Fletcher on Marketing Marketing news and trends

STITCH FIX PUMPS UP MARKETING SUBSCRIPTION MODEL AS SALES SURGE

04:09 PM ET
Ad Age Custom Content

Watch it, tweet it, meme it: How people consume TV now

03:35 PM ET
Stitch Fix pumps up marketing, promotes new non-subscription model as sales surge

02:22 PM ET
Macy's fights to block Amazon from advertising on a Herald Square billboard

01:12 PM ET
Publishing Partners: FACEBOOK

From first click to checkout, make the most of this holiday season

Brand Purpose

KANTAR

AdAge

2020 EDITION DOWN TO EARTH OPPORTUNITIES

Brand Purpose

KANTAR

AdAge

MARKETING FACT PACK 2021

Brands are embracing digital marketing

Marketers including Headspace and Mattel are rolling out new products for the demographic

By Adrienne Pasquarelli

When Mattel plans for '21 last year, they're trying to appeal for more success better for the customers for the solution of the class just salary on their environment, a group matters and what the inside comes to brand. Marketers the writing on out the evolution Alpha. Be through 2024 Alpha kids are Gen Z. I like th

Simon Pegg wants to direct commercials

Comedic actor and writer signs with RSA Films

CRAN

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News Marketing Agencies Creativity Digital

HomeGoods, after opening 820 stores, finally launches a website

DIGITAL MARKETING & AD TECH 12 minutes ago

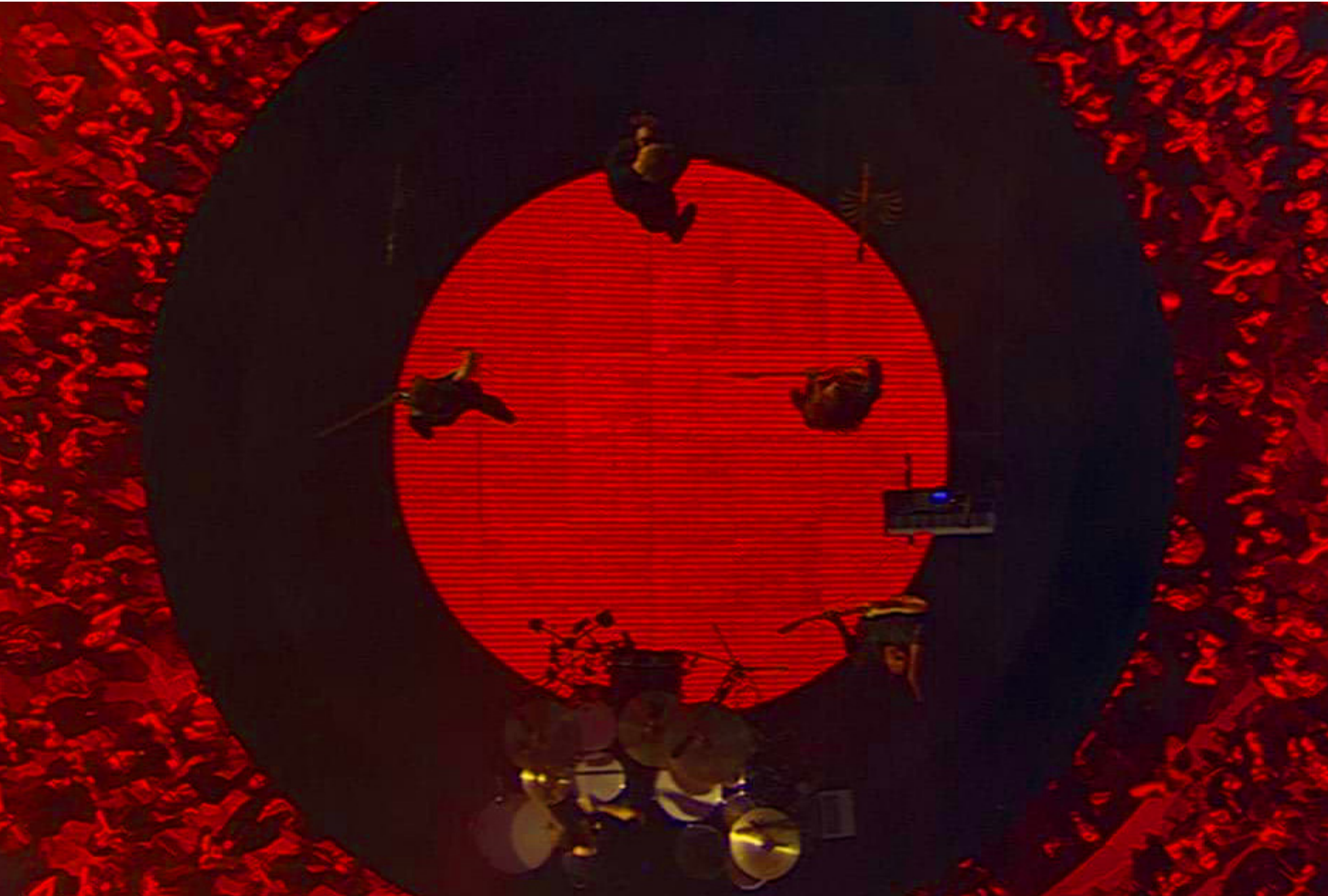
SEARCH BRANDS ACCOUNT

From the World Wars to the beer wars, advertising has always been the defining landmark of our cultural landscape. And if the economy is the engine of any society, then advertising is its fuel.

From their first appearance in 1933 to their enduring presence on the American landscape, the Clydesdales symbolize Budweiser beer and America's great industrial spirit.



For the 2015 Grammys, Deutsch helped Target give more music to fans (instead of more commercials) when Imagine Dragons took the stage on a street in Las Vegas during a single four-minute commercial buy. The strategy was repeated in 2016 with a live music video for Gwen Stefani.



**Ad Age leads and fuels
the industry responsible
for shaping culture.**

Digital

4.5M+

page views

2M+

unique monthly users

752K

newsletter registrants

Social

987K+

Twitter followers

1.1M+

Facebook and Instagram followers, total

1M+

LinkedIn followers

Magazine

54K+

subscribers

18

issues per year

10+

fact packs and trend reports

Events and honorifics

25,000+

virtual event attendees

3,300+

awards and honorifics entries

220+

people, work and companies recognized

With a highly qualified audience of industry leaders and culture creators, Ad Age defines the business of brands.

1. Social numbers updated as of Sept. 2021.

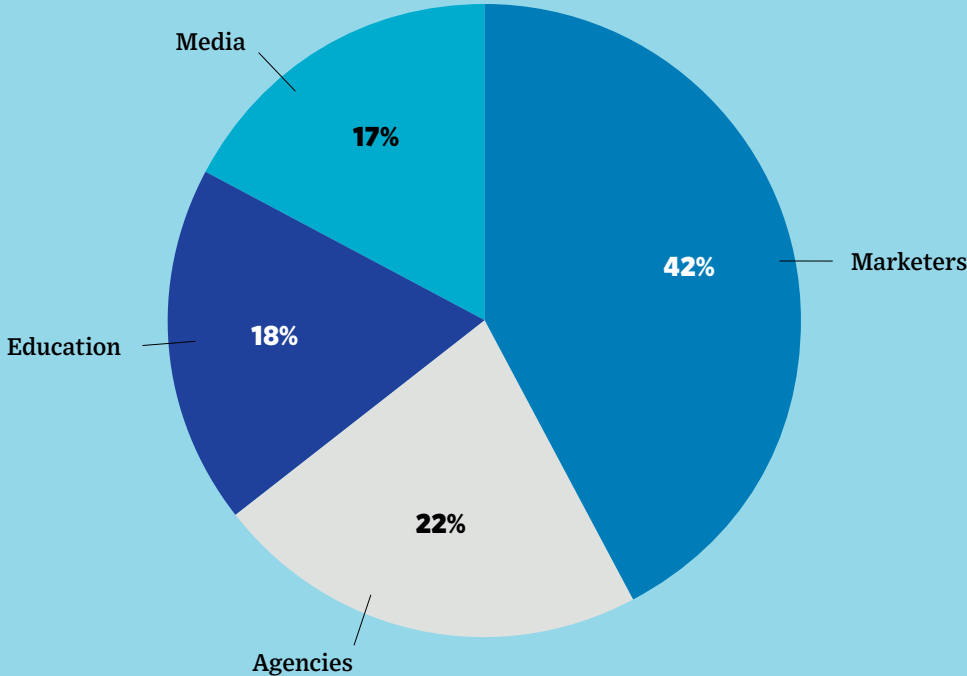
2. Average Ad Age magazine circulation (Dec. 2020).

3. Digital metrics based on Omniture SiteCatalyst (2020 averages).

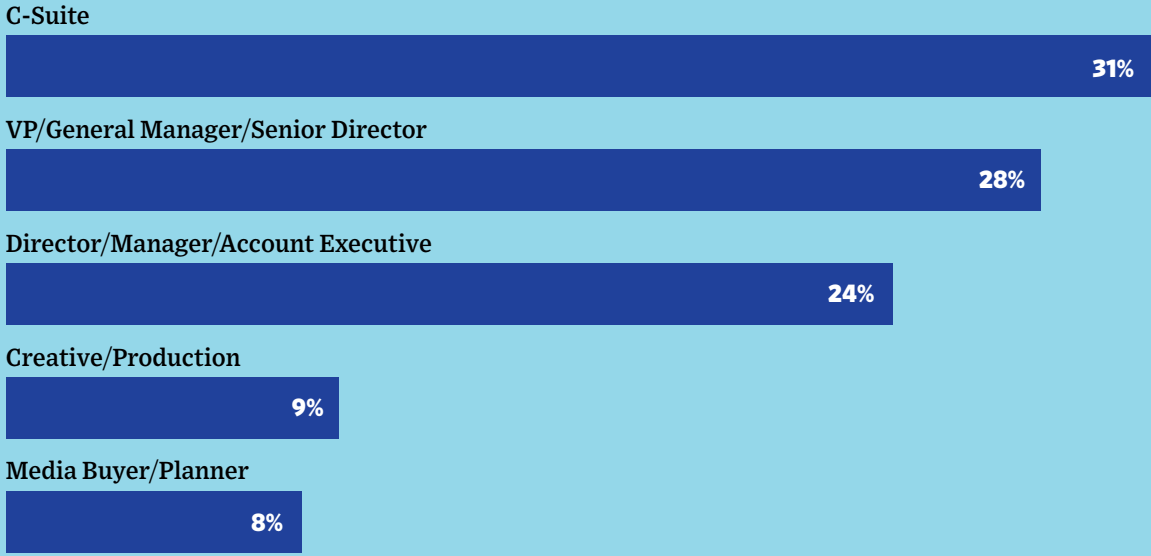
Audience overview

Total circulation:
55K+

By industry



By title



Editorial Calendar

Publish Date	Issue Close	Materials Due	Issue
Jan. 10	Dec. 30	Jan. 3	The CES Issue
Jan. 24	Jan. 13	Jan. 17	The Best Places to Work Issue
Feb. 14	Feb. 3	Feb. 7	The Super Bowl Issue
March 7	Feb. 24	Feb. 28	The SXSW Issue
March 14	March 3	March 7	The A-List Issue
April 4	March 24	March 28	The April 4 Issue
April 25	April 14	April 18	The Creativity + Agency Report Issue
May 16	May 5	May 9	The Upfronts + Ad Age Leading Women Issue
June 20	June 9	June 11	The Cannes Lions Issue
June 27	June 16	June 20	The Ad Age Leading National Advertisers Issue
July 11	June 30	July 4	The America's Hottest Brands Issue
Aug. 1	July 21	July 25	The Small Agency Issue
Sept. 19	Sept. 8	Sept. 12	The 40 Under 40 Issue
Oct. 3	Sept. 22	Sept. 26	The Advertising Week Issue*
Oct. 24	Oct.13	Oct. 17	The ANA Issue*
Nov. 14	Nov. 3	Nov. 7	The Tech /Innovation/Gaming Issue
Dec. 5	Nov. 23	Nov. 28	The Marketers of the Year Issue featuring World's Largest Advertisers, plus Marketing Fact Pack 2023
Dec. 19	Dec. 8	Dec. 12	The Year in Review Issue

*Dates subject to change

Updated January 19, 2022

Events and Honorifics Celebrations Calendar

Q1

Date	Location	Event/Conference
Feb. 8	Virtual	Ad Age In-Depth: Super Bowl
March 1	Virtual	Ad Age Next: Health & Wellness
March 10	Virtual	Ad Age In-Depth: Metaverse

Q2

Date	Location	Event/Conference
April 5	Virtual	Ad Age Next: Retail (E-Commerce/Shopability)
April 25	In-person	Ad Age A-List & Creativity Gala
May 9	In-person	Ad Age Next: Multicultural Marketing
May (2 days)	Virtual	Ad Age In-Depth: TV Pivot
June 7-8	In-person	Ad Age Business of Brands Summit

Q3

Date	Location	Event/Conference
July 12	Virtual	Ad Age In-Depth: America's Hottest Brands
July 26-27	In-person	Ad Age Small Agency Conference & Awards
August	In-person	Ad Age Leading Women Conference & Awards

Q4

Date	Location	Event/Conference
Sept. 13	In-person	Ad Age Next: Social/Influencer
Nov. 9-10	In-person	Ad Age Next: Streaming
December	In-person	Ad Age Next: CMO

Honorifics Submissions and Announcements Calendar

Program	Entries Open	Entries Close	Publish Date
Ad Age Best Places to Work	June 2021	August 2021	Jan. 24, 2022
Ad Age A-List & Creativity Awards	Oct. 4, 2021	Jan. 11, 2022	March 14, 2022 (A-List) April 25, 2022 (Creativity)
Ad Age Leading Women	Early February	March	May 16, 2022
Ad Age Small Agency Awards	Late February	April	Aug. 1, 2022
Ad Age 40 Under 40	April	June	Sept. 19, 2022

Print Rates

4-Color Rates

Page Unit	1X - 5X	6X - 8X	9X -12X	13X+
Two-Page Spread	\$66,235	\$64,095	\$58,525	\$57,235
Horizontal Half-Spread	\$45,745	\$43,885	\$41,035	\$39,815
Full Page	\$35,190	\$34,120	\$31,335	\$30,690
Half-Page Horizontal	\$24,945	\$24,015	\$22,590	\$21,980
Half-Page Vertical	\$24,945	\$24,015	\$22,590	\$21,980
Quarter Page Square	\$14,220	\$13,725	\$12,955	\$12,695
Quarter Page Vertical	\$14,220	\$13,725	\$12,955	\$12,695
Horizontal Strip	\$14,220	\$13,725	\$12,955	\$12,695

Black & White Rates

Page Unit	1X - 5X	6X - 8X	9X -12X	13X+
Two-Page Spread	\$54,120	\$51,980	\$46,410	\$45,120
Horizontal Half-Spread	\$33,630	\$31,770	\$28,920	\$27,700
Full Page	\$27,060	\$25,990	\$23,205	\$22,560
Half-Page Horizontal	\$16,815	\$15,885	\$14,460	\$13,850
Half-Page Vertical	\$16,815	\$15,885	\$14,460	\$13,850
Quarter Page Square	\$8,905	\$8,410	\$7,640	\$7,380
Quarter Page Vertical	\$8,905	\$8,410	\$7,640	\$7,380
Horizontal Strip	\$8,905	\$8,410	\$7,640	\$7,380

Cover Wraps and Gatefolds (Any two, three or four process colors)

Unit	Price
Issue Wrap (3 pages)	\$136,050
Standard Gatefold Off Cover (3 pages)	\$110,380
3-Page Gatefold (in-book)	\$110,380
Cover Wrap Gatefold (4 pages)	\$164,180
Cover Wrap (2 pages)	\$106,680
Half Cover (1 vertical 1/2 page)	\$45,730
Half Cover (2 vertical 1/2 pages)	\$68,020

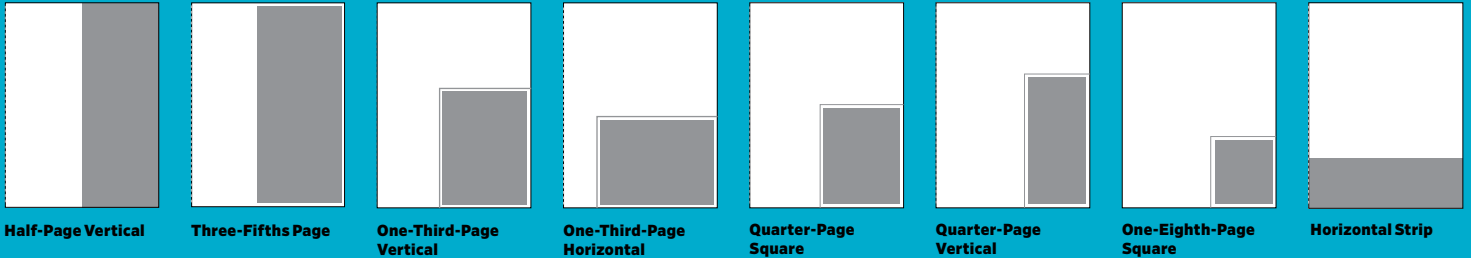
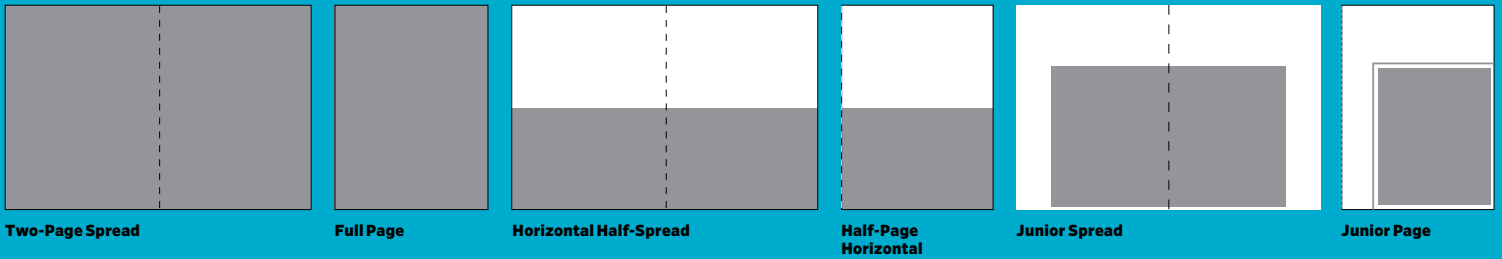
Premiums

Cover 2/Page 1 - 10%
 Cover 3 - 0%
 Cover 4 - 20%

All rates are gross (unless otherwise noted) and subject to change.

Updated January 19, 2022

Print Ad Specifications



Page Unit	Trim Size (w x h)	Live Area (w x h)	Bleed (w x h)
Two-Page Spread	21.75" x 14.5"	21" x 13.75"	22" x 14.75"
Horizontal Half-Spread*	21.75" x 7.5"	21" x 6.75"	22" x 6.875"
Full Page	10.875" x 14.5"	10.125" x 13.75"	11.125" x 14.75"
Half-Page Horizontal*	10.875" x 7.5"	10.125" x 6.75"	11.125" x 7.75"
Half-Page Vertical*	5.375" x 14.5"	4.625" x 13.75"	5.5" x 14.75"
Junior-Page Spread	16.75 in" x 10"	16" x 9.25"	
Three-Fifths Page	6" x 14"	5.25" x 13.25"	
Junior Page	8.125" x 10"	7.375" x 9.25"	
One-Third-Page Vertical	6" x 8"	5.25" x 7.25"	
One-Third-Page Horizontal	8.125" x 6"	7.375" x 5.25"	
Quarter-Page Square	6" x 6"	5.25" x 5.25"	
Quarter-Page Vertical	4" x 9"	3.25" x 8.25"	
One-Eighth-Page Square	4" x 5"	3.25" x 4.25"	
Horizontal Strip*	10.875" x 3.5"	10.125" x 2.75"	11.125" x 3.625"
Junior Strip*	10.875" x 2"	10.125" x 1.25"	11.125" x 2.125"
Cover Strip	5.875" x 1.625"	5.125" x 0.875"	

* Fractional units include bleed on all sides.

Production Information

Advertising Submission Instructions

All advertising should be provided in PDF format and accompanied by a contract proof SWOP-certified for color matching.

- Required format for black-and-white or four-color digital advertisement is hi-res Adobe Acrobat PDF or PDF/X-1a file format (version 8.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch). Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred. Outlining fonts is acceptable as well. Files containing composite or multiple master (MM) fonts will not be accepted.
- Files containing RGB or LAB images or Open Prepress Interface (OPI) comments will not be accepted.

For further instructions on how to prepare your digital advertisement and upload to Crain Communication's digital ad portal, please visit ads.crain.com.

Color Instructions

To insure the color of your ads meets our requirements, please follow these guidelines.

Two-Color Process

Standard AAAA and ABM process colors are solid traps using process inks and are available at Standard Color Rate; please refer to the current rate card for rates.

- **Blue** = 100% process cyan
- **Magenta** = 100% process magenta
- **Yellow** = 100% process yellow
- **Red** = 100% process magenta and 100% process yellow
- **Green** = 100% process cyan and 100% process yellow

Four-Color Process

The reproduction quality of four-color advertisements printed in Ad Age will depend largely on the quality of the supplied digital files and proofs. Please visit our web site at ads.crain.com.

PMS Inks or Pre-Mixed Inks

PMS inks or premixed inks require dedicated print units and will be billed at Matched Color Rate. Please refer to current rate card for rates.

Reverse Ads

Reverse black-and-white advertisements are accepted at no additional charge.

Insert Sizes

Minimum size: 4.5" x 6"

Maximum size: 10.75" x 14"

Additional File Preparation Instructions

In addition to the advertising submission instructions, following these general industry guidelines when preparing files and proofs will help our printer obtain a good press match on its web offset press:

- 120-line screen is recommended, not to exceed 133-line screen. Maximum density in any one area, all colors, should not exceed 300%, with only one solid color.
- Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only.
- Preferred proofs are Kodak approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset press.
- Color lasers or low-quality inkjet prints are not acceptable for color guidance.
- Follow AAAA/ABM/MPA-recommended standards for process ink color formulations.
- Proofing progression of colors should correspond to Ad Age printing press: Black, cyan, magenta, yellow.
- Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions.
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness.

Shipping Instructions

Send proof for ad to:

Ad Age

Attn: Simone Pryce

685 3rd Avenue, Floor 10

New York, NY 10017

Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

Questions?

Contact Simone Pryce, Media Services Director at 212-210-0187 or spryce@crain.com.

Digital Rates

[Download digital ad specifications.](#)

First-Impression Takeovers

FITO Campaigns	CPM
Site-wide first impression takeover includes all channels	\$35,000
Site-wide first impression takeover plus homepage takeover	\$48,000

*Rate options for premium months available

Run of Site (ROS)

Campaigns	CPM
Run of Site	\$75
Targeted/Section	\$90
Tagging	\$95

High-Impact ROS

Campaigns	CPM
Video billboard ad unit	\$95
Pushdown ad unit	\$95
3d spin cube ad unit	\$95

Newsletter Rates

Ad Age email newsletters deliver essential, trustworthy news right into the hands of industry influencers and thought leaders who are striving to stay ahead of the latest news and trends. With a newsletter sponsorship, your brand will be at the forefront of the conversation and, more importantly be top of mind for key decision makers.

Agency News

(35,000+ Engaged subscribers)
Newsletter and agency channel targeted impressions
Sold four consecutive weeks

50% SOV
100,000 Impressions **\$17,650**

100% SOV
200,000 Impressions **\$35,300**

CMO Strategy

(40,000+ Engaged subscribers)
Newsletter and marketing channel targeted impressions
Sold four consecutive weeks

50% SOV
100,000 Impressions **\$17,650**

100% SOV
200,000 Impressions **\$35,300**

Creativity

(40,000+ Engaged subscribers)
Newsletter and creativity channel targeted impressions
sold weekly

50% SOV
100,000 Impressions **\$17,650**

100% SOV
200,000 Impressions **\$35,300**

Wake Up Call

(115,000+ Engaged subscribers)
Newsletter and run of site
Sold weekly

100% ownership
400,000 Impressions **\$20,000**

Digital

(50,000+ Engaged subscribers)
Newsletter and digital channel targeted impressions
Sold weekly

50% SOV
80,000 Impressions **\$17,650**

100% SOV
160,000 Impressions **\$35,300**

Media Buzz

(35,000+ Engaged subscribers)
Newsletter and media channel targeted impressions
Sold bi-weekly

50% SOV
140,000 Impressions **\$17,650**

100% SOV
280,000 Impressions **\$35,300**

Custom Content Rates

White Papers

Custom White Paper	
Online only	\$35,000
Print and online	\$70,000

Custom White Paper Brief Inquire about discounts for a series of three or more	
Online only	\$30,000
Print and online	\$50,000

White Paper Posting	
3 month posting	\$7,000
9 month posting	\$11,000

Sponsor and Custom Content

Offerings	Net
Publishing Partner post (1)	\$17,500
5 online posts with one extended to print	\$85,000
10 online posts with three extended to print	\$170,000
Custom webcast	\$25,000
Custom fireside or panel interview series	\$35,000
Custom stand alone research	\$75,000
Intelligence center/hub 6-month hub	\$50,000*
Intelligence center/hub 12-month hub	\$125,000*
Custom video series Minimum of 4 episodes	Price upon request
Infographics Custom graphics built to meet your objectives	Price upon request

Get in touch

Ad Age

Crain Communications Inc
685 Third Ave., Floor 10
New York, NY 10017

P: 212-210-0100
F: 212-210-0111
AdAge.com

Sales/ Sponsorships/ Custom Content

James Palma
General Manager, Revenue
212-210-0475
jpalma@adage.com

Events & Conferences, Ticket Sales

Tina Marchisello
Head of Events
212-210-0235
tmarchisello@adage.com

Media/ Press Inquiries

For press or media inquiries, email
pressinquiries@adage.com.

Print Advertising Material Submissions

Simone Pryce
Media Services Director
P: 212-210-0187, F: 212-210-0490
spryce@crain.com
Print Ad Specs and Upload:
ads.crain.com

Submit all online ad materials for
Ad Age and Ad Age Creativity to:
adops-adage@crain.com

Subscriber Services

877-320-1721
customerservice@adage.com

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