

# marketingeye

MAGAZINE | MEDIA KIT

GOLD EDITION

2018

## AMSTERDAM

*One Of Europe's Design Meccas*

## WHY DEEP DIVING

*Robots Are Your New Employee*

## HOW SHOPPING

*Has Changed The Way We Live*

## ATLANTA'S

*Top 10 Companies To Watch*

## THE WORLD OF PR

*How It's Changed For The Better*

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ENTREPRENEUR | MARKETING | TECHNOLOGY | TRAVEL | FINANCE | LIFESTYLE

# WHO IS MARKETING EYE?

*Many small businesses reach a point where they know they need to do something differently. They need to update their strategy and they need to start marketing effectively. But they don't know where to start.*



**When you consider the statistics, there are thousands of businesses who could be achieving better results through smarter marketing practices.**

For instance did you know that 54% more leads are generated by inbound tactics than traditional paid marketing, or that 48% of marketers build a new landing page for each marketing campaign. Or that by 2020, marketing automation will be so powerful that customers will manage 85% of their relationship without talking to a human.

As a leading global marketing consultancy firm that can cite the statistics and deliver results for SMEs, *Marketing Eye* is in a strong position to produce a cutting edge magazine that focuses on all aspects of marketing strategy.

*Marketing Eye* magazine is a leading business magazine that connects with its audience through a diverse range of content

that offers insight into the most complex aspects of marketing. *Marketing Eye* magazine is focused on expanding marketing ideas, whilst maintaining the highest level of quality.

The company's expansion across digital and print media highlights the emergence of integrated marketing and provides a new platform for marketing and business professionals to engage with one another. Despite the multiple ways our audience can view our content, there is a quality that underpins everything we do.

*Marketing Eye* magazine provides a platform for businesses to communicate with, and expose themselves to high-level decision makers in the marketing, business and lifestyle sectors. We are changing the way that businesses market themselves by giving readers access to the world's most exceptional marketers.

# WHO READS MARKETING EYE?

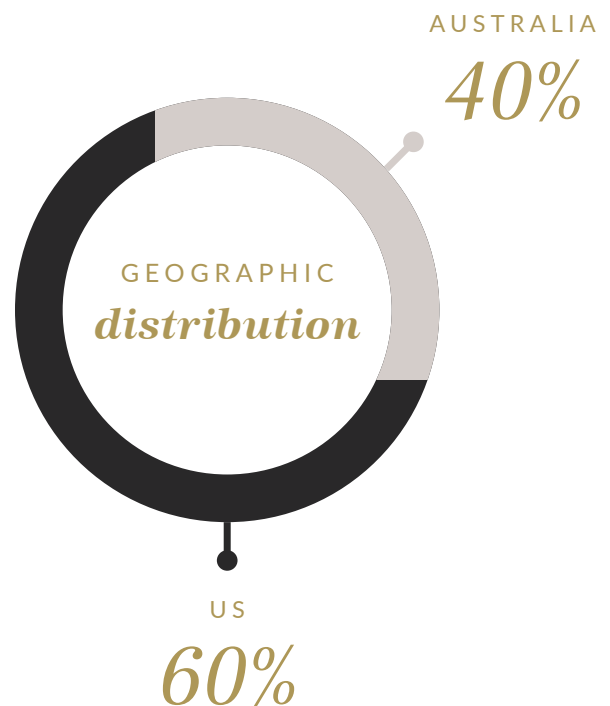
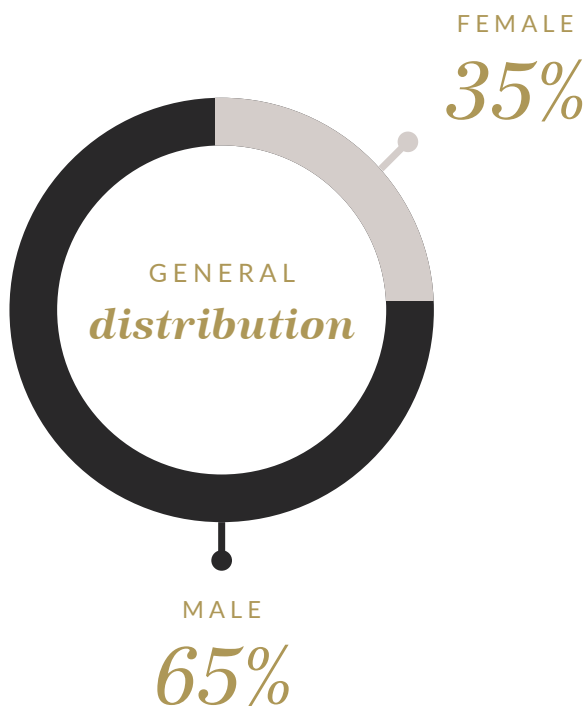
Marketing Eye magazine covers a wide demographic, all of whom understand the importance of marketing to their business.

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Our readers are the key marketing decision makers in their field, as well as innovative and ambitious entrepreneurs who are pursuing personal and business growth.

Our content targets key decision makers within brands and their agencies, as well as content marketers, company marketing departments, analysts, venture capitalists, entrepreneurs and business leaders and provides comprehensive coverage for our business partners.

On average, the target Marketing Eye readership falls into an age demographic of 28 to 55. They are high-income earners with financial and business savvy. Marketing Eye readers value high quality information and design, and the products that help them to achieve their professional and personal ambitions. Marketing Eye magazine reaches hundreds of thousands of readers through digital and print formats and is available in all good news agencies across Australia and the United States. Our reach also extends to our loyal online readership and to the thousands of travellers who occupy airport lounges in Australia and the US.



# BEHIND MARKETING EYE MAGAZINE

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## **Mellissah Smith | Publisher**

Mellissah Smith is a results-driven marketing consultant with more than 20 years experience working with small to medium sized businesses. Based in Sydney/Melbourne and Atlanta, Mellissah is known for developing technology, media and marketing systems around optimization of marketing performance within organizations. Mellissah also has extensive experience in marketing, public relations, branding and social media.

Mellissah is the founder of Marketing Eye, an international marketing consulting firm established in 2004 that specializes in companies looking to fast-track business growth. @marketingeyeus is a top 10 marketer to follow on Twitter and more than 10,000 people read her weekly blogs.

*Mellissah is Editor in Chief and publisher of marketing/entrepreneur publication, Marketing Eye magazine and writes for a number of magazines.*



## **Jonathan Jackson | Editor**

*Jonathan Jackson is an experienced editor and writer who has worked in print and digital media for almost 20 years.*

Jonathan has edited titles across a range of industries including sports and lifestyle, health, trade and business and finance. Among these titles are *Wealth Creator*, *Think & Grow Rich*, *Your Trading Edge* and *Business First* of which he is currently the Managing Editor. Jonathan has spent most of his working life interviewing and writing about entrepreneurs and business issues.

Jonathan spent six years as Managing Editor of Blitz Publications, overseeing six editors and 10 titles. He also spent six years with *Wealth Creator/Tomahawk media* as Managing Editor working on *Wealth Creator magazine* and *Melbourne Investor*.

Jonathan has written two books: *Offside - The Wild Side of Soccer* and *Australia's Wealth Creators* and edited *Show Mummy the Money*.

# ADVERTISING RATES

*Marketing Eye magazine offers advertisers the opportunity to professionally engage with our audience of key decision makers and marketing innovators around the world. We provide an innovative approach for marketers to convey their business on the Marketing Eye platform.*

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	CASUAL	BIANNUAL	ANNUAL (4 EDITIONS)
DOUBLE-PAGE SPREAD	\$10,990	\$10,200	\$9,990
FULL PAGE	\$5,990	\$5,200	\$4,990
HALF PAGE	\$3,990	\$3,200	\$2,990

*price includes replication in digital edition  
[www.marketingeyemagazine.com](http://www.marketingeyemagazine.com)*

# SPECIFICATIONS

INSERTIONS	BLEED (H X W)	TRIM (H X W)	TYPE (H X W)
FULL PAGE	285mm x 232mm	75mm x 222mm	251mm x 198mm
DOUBLE PAGE SPREAD	285mm x 454mm	275mm x 444mm	251mm x 420mm
FULL PAGE STRIP	35mm x 232mm	25mm x 222mm	15mm x 198mm
DOUBLE PAGE HALF SPREAD	157mm x 454mm	147mm x 444mm	123mm x 420mm
HALF PAGE VERTICAL	285mm x 134mm	275mm x 124mm	251mm x 100mm
HALF PAGE HORIZONTAL	157mm x 232mm	147mm x 222mm	123mm x 198mm



FULL PAGE



DOUBLE PAGE SPREAD



DOUBLE PAGE HALF SPREAD



HALF PAGE VERTICAL



HALF PAGE HORIZONTAL

## MATERIAL REQUIREMENTS

- Macintosh compatible:
- Either high res PDF, indesign (packaged) Illustrator, photoshop layered psd, or eps
- Files under 10MB can be emailed to [jonathan@marketingeye.com](mailto:jonathan@marketingeye.com)
- All logos supplied as eps vector
- All artwork CMYK mode
- All images minimum 300dpi
- All material must adhere to type area and where relevant 5mm bleed
- All fonts to be supplied, or outlined/embedded
- If possible, please supply a colour proof of artwork