



MEDIA KIT 2020

About SEJ

SEJ covers the marketing world daily with in-depth subject guides, news reports, argumentative and observational articles by expert guest contributors.

Our mission is to educate and empower the SEO community by providing the freshest news and latest best practices via the industry's smartest practitioners.



2.9M
PAGEVIEWS



2.2M
SESSIONS



1.5M
USERS



110K
NEWSLETTER
SUBSCRIBERS

SEJ is about **community**.

 **500K** TOTAL SOCIAL FOLLOWERS

 **187K** FANS

 **8K** FOLLOWERS

 **214K** FOLLOWERS

 **4K** FOLLOWERS

 **454K** VIEWS

 **87K** FOLLOWERS

Brands that **Advertise with SEJ**:

 SEO PowerSuite

 SEMRUSH

 cpcstrategy

 DEEPCRAWL

 COPYPRESS

 MOZ

 CHATMETER
LOCAL BRAND MANAGEMENT

 scribble
LIVE

 ClickCease

 ahrefs

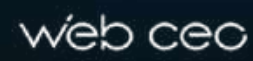
 hotjar

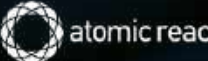
 SERPSTAT
Research Competitors in Search

 INTERNET MARKETING
NINJAS
FULL SERVICE INTERNET MARKETING & SOCIAL

 SE Ranking

 ACQUISIO

 web ceo

 atomicreach


 WordStream

 SpyFu

 adzooma

 THE HOTH

 botify

 US
SEARCH
AWARDS

 Opteo

Over a third of SEJ visitors are **Owners, Executives, or C-Level**.

36% OWNER/EXECUTIVE/
C-LEVEL

18% INTERMEDIATE

17% MIDDLE MANAGEMENT

13% SENIOR MANAGEMENT

10% ENTRY LEVEL

6% OTHERS

Our audience loves **SEO**.



Client Testimonial: SEO PowerSuite

“ We've been advertising at Search Engine Journal since November 2013, and it has turned out to be a remarkable long-run experience for us.

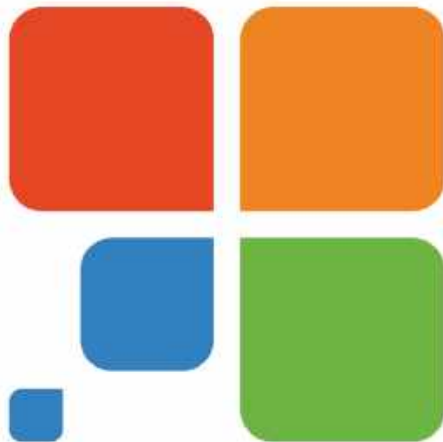
We've been advertising on quite a number of other SEO boards, but the ROI and the quality of leads we get from SEJ are incomparable to anything else in the industry.

The clear advantages for us as SEJ advertisers are:

- Extremely responsive, helpful and flexible team, with a mission to serve advertisers' best interests...always there for us to brainstorm new ideas for our brand and put together long-term schedules.
- Highly-targeted SEO audience.
- Flat fee instead of CPM payments.
- An opportunity to test various creatives and messages to find the ones that fit the audience best.
- Lower cost per lead compared to AdWords or any other advertising board of that level in the SEO industry.
- The SEJ team's commitment to keep improving their website, which means a chance to get on the eyes of more SEO professionals every month.

We look forward to many more months and years of advertising at SEJ! ”

Aleh Barysevich
Marketing Director, SEO PowerSuite



SEO PowerSuite®



Client Testimonial: The Hoth

“If you're looking to advertise in the SEO & search market, SEJ is a fantastic company to work with. We have ran multiple successful advertising campaigns with SEJ over the last 2+ years, and we continue to be a customer to this day. ”

Clayton Johnson
CMO, The Hoth

Client Testimonial: **SpyFu**

“ We knew that SEJ's audience would be a good match for us, but the results blew us away.

We started advertising with SEJ in 2015, and they helped us make a mark through dedicated email drops, site takeovers, and announcements. SEJ's audience is nothing but **ENGAGED**, giving us the perfect platform to connect the right people with our content. If you are looking for performance, coupled with a savvy team that is on top of their game, SEJ is it! ”

Tree Fine
CRO, SpyFu





Client Testimonial: WebCEO

“ We've been partnering with Search Engine Journal since 2015, and this relationship has become even stronger and more fruitful through the years!

Why Search Engine Journal? First of all, because WebCEO's target audience - solo SEOers, professional internet marketers and Digital Agencies, - hang out here, either searching for SEO advice or discussing the latest trends or research topics in the SEO industry.

Second, working with the SEJ team has always been unparalleled. It's a team of experienced professionals who really CARE how their advertisers perform and what they can really do to improve the results. They are always ready to help, suggest or test anything that might boost our performance. We always share performance metrics on both ends, and do our best to improve the results or find new ways to approach the audience which is really smart and picky :).

Thanks to the close cooperation with the Search Engine Journal marketing team, we have received many valuable insights, great leads and lots of experience, so we really value this partnership! ”

Joanne Pimanova
Marketing Director, WebCEO

Dedicated Email

Rate: \$2,750

Advertise to Search Engine Journal's 110K newsletter subscribers.

Promote your tool, service, e-book, or white paper to our active, opt-in subscribers in an email blast dedicated entirely to your brand.



AdNouncement – Native Ad

Rate: \$2,500

AdNouncements are DIY sponsored posts. They are featured in the SEJ newsfeed, on the homepage, in our newsletter, and shared on social. Like the rest of our posts, they live on our site forever.

- A 1500-word post (written by you), marked as sponsored
- One 1600x840 featured image (provided by you)
- 2 nofollow UTM links per 500 words
- Featured placement in SEJToday newsletter sent to 110K subscribers
- Social promotion on SEJ Twitter, LinkedIn, & Facebook channels (includes your handle/hashtag)
- [Example](#)



Cover Story – Native Ad

Rates: \$2,750 *(Sponsor provides content)*

\$3,500 *(Content written by SEJ staff writer)*

Our Cover Story format is an enhanced version of our AdNouncement. Completely free of competing ads, your content gets 100% attention.

It lives on our site forever so you can always refer to it in your own marketing promotions.

- A 1,500-2,000 word post, marked as sponsored
- 2 nofollow UTM links per 500 words
- Featured placement in SEJToday newsletter sent to 110K subscribers
- Social promotion on SEJ Twitter, LinkedIn, & Facebook channels (includes your handle/hashtag)
- [Example](#)



Takeover Package

Rate: \$7,000 *Advertisement period: 14 days*

Be the first thing our visitors see. Takeover the SEJ website for two weeks and have your brand featured across all our pages.

Placements:

- Header banner displayed across desktop and mobile on all pages
- Header banner featured in the homepage newsfeed after the third post
- Rectangle banner display for up to 100K IMP
- Gif prominently featured in our nav bar (sticky)
- Brand message displayed on in-post content ad appearing within all non-sponsored posts across the site



**PURCHASE
DIRECTLY ON SEJ
[HERE](#)**



Pop-Up

Rate: \$2,000 *If purchased with a takeover package*

\$4,500 *If purchased as a stand-alone advertisement*

Raise your Takeover Package to the next level by sponsoring the Pop-Up.

Every single visitor will be greeted with a pop-up advertisement featuring your brand.

This is great way to build brand awareness, drive traffic, AND convert.

Webinar

Rate: \$8,000

A great lead generation opportunity plus brand exposure for your tool or service.

Your 30-45 minute webinar includes profiling questions and audience polling to qualify leads so you can win the deals you're looking for.

You prepare the content and present, SEJ takes care of the rest from production to promotion to delivery.

- Presented by You, moderated by an SEJ executive
- Qualify leads via 2 profiling questions at registration and up to 2 poll questions during the webinar
- Registration contact list complete with name, email, location, job title, company name, and company size
- Attendee contact list complete with the above fields plus engagement metrics and Q&A and poll data
- Promotion on SEJ includes: Ads featured across the site for up to 2 weeks, 2 blog posts and 2 email blasts (1 pre- and post-event each), and social media promotion
- Includes an MP4 license so you can use the content to continue nurturing prospects



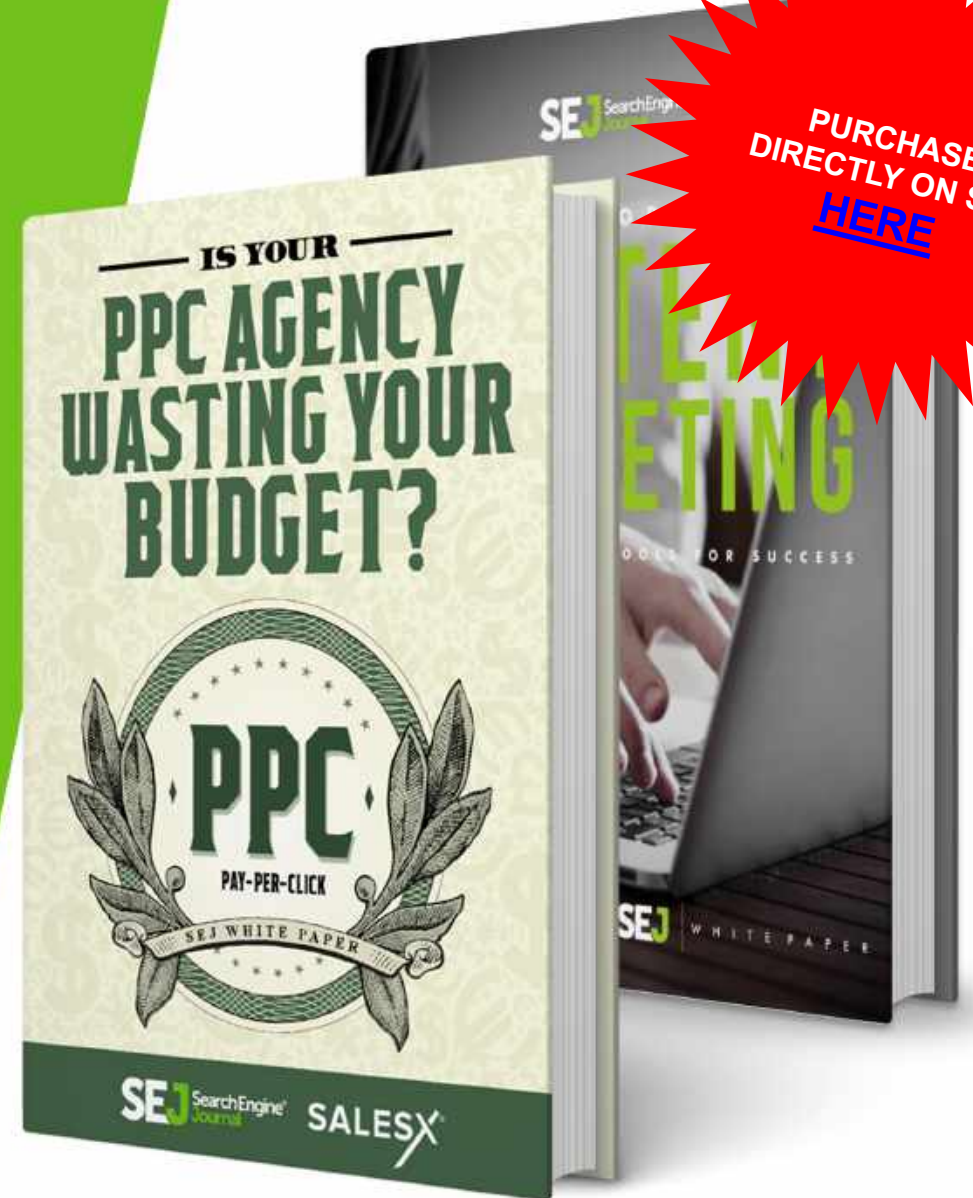
**PURCHASE
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[HERE](#)**

SEJ Ebook Sponsorship

SEJ's globally recognized editorial team will create, publish, and market a topical and relevant e-book designed to attract your customer prospects. Open to exclusive or co-sponsored partnership.

- Trusted, authoritative content and original illustrations that offers utility, inspiration, and education
- Promoted and syndicated on SEJ to generate the leads you want
- Content license option so you can continue to nurture prospects

Contact jessica@searchenginejournal.com to learn more.



Branded Category

Cater your brand message to core communities across multiple channels. Sponsorship is exclusive and includes your company branding showcased in the category of your choice. Requires a three month minimum commitment.

- Your logo, link, and text within a banner ad displayed above the fold and shown at the top of every post within the category and its sub-categories.
- Your 300 x 250 rectangle ad displayed above the fold on all pages within the category and its sub-categories (up to 100K IMP per month).

Categories & Rates:

- **SEO** (\$7,000/month)
- **Content Marketing** (\$1,500/Month)
- **Paid Search** (\$2,500/Month)
- **Social Media** (\$1,000/Month)



Banner Advertising

You can buy SearchEngineJournal.com direct advertising via an easy, self-service platform provided by our partner BuySellAds.com.

Simply [visit our website](#) to place your order!

Placements:

- Featured Right Sidebar ROS, 300x250
- Featured Homepage Leaderboard on Mobile, 300x250
- Featured Homepage Leaderboard on Desktop, 970x90
- Under Post Content, 300x250
- Footer Leaderboard, 728x90
- Mobile Leaderboard ROS, 320x100
- Featured Right Sidebar ROS, 300x250
- Desktop Leaderboard ROS, 970x90
- Mobile In-Post Content, 300x250



Get In Touch!



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Loren Baker, Founder

Founding Editor-In-Chief, Loren Baker is a managing partner at Alpha Brand Media, publisher of SEJ. Loren has been involved in the internet marketing field since 1998 with a background in paid search and search engine optimization. In 2003, he began blogging his research and thoughts on the industry, which blossomed into the current Search Engine Journal. He currently resides in the Los Angeles area.

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Meg Cabrera, Sales Operations Analyst

Meg is responsible for managing sales operations, order fulfillment, and coordinating with SEJ clients.

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