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# **MEDIA KIT 2020/21**

DIGITAL ADVERTISING SOLUTIONS



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# NEWS & GUIDANCE FOR THE GLOBAL ONLINE CLASSIFIEDS INDUSTRY

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As the leading media company in the industry, we produce editorial content and host conferences, webinars and vodcasts sharing advice and insights from decades of experience in the sector.

Our online and offline events around the globe have brought together thousands of C-Level leaders to discuss the key issues facing online cars, jobs and property marketplaces.

## ABOUT US

# WE PROVIDE INSIGHTS ABOUT THE ENTIRE MARKETPLACE ECOSYSTEM

8.050  
ATTENDEES



12  
YEARS



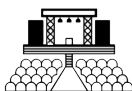
31  
CONFERENCES



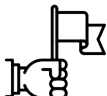
900  
PRESENTATIONS



10  
WEBINARS



102  
COUNTRIES



WHO WE REACH

# THE RIGHT PERSON IN THE REAL ESTATE INDUSTRY

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The Online Marketplaces Group is the global leader in content, conferences and thought leadership in the Real Estate sector.

Our editorial content is consumed on a daily basis by CEOs, Founders, Chairmen, General Managers, Heads of Technology, Product, Business, Sales, Marketing as well as Investors from Online Classifieds and Marketplaces, large corporations and suppliers of the Real Estate and Media sector.

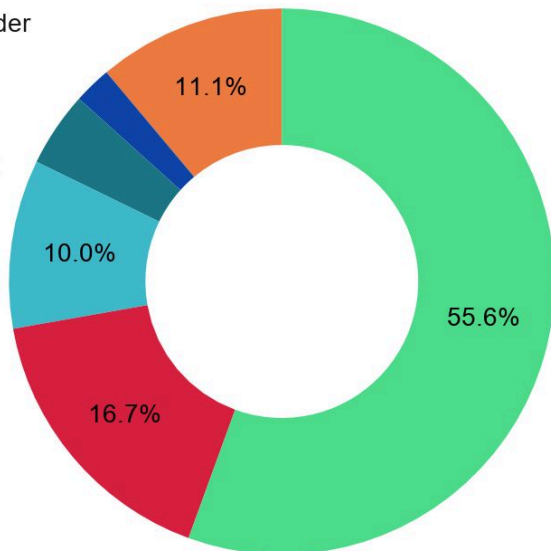
**75% OF OUR AUDIENCE ARE DECISION MAKERS**

## WHO WE REACH

# DECISION MAKERS OF REAL ESTATE PORTALS AND MARKETPLACE INDUSTRY

### Our Audience

- CXO & Founder
- Director
- Head of X
- Development
- VP
- Other



**+45K** Page views per month

**+30K** Monthly unique visitors

**+70K** Email subscribers

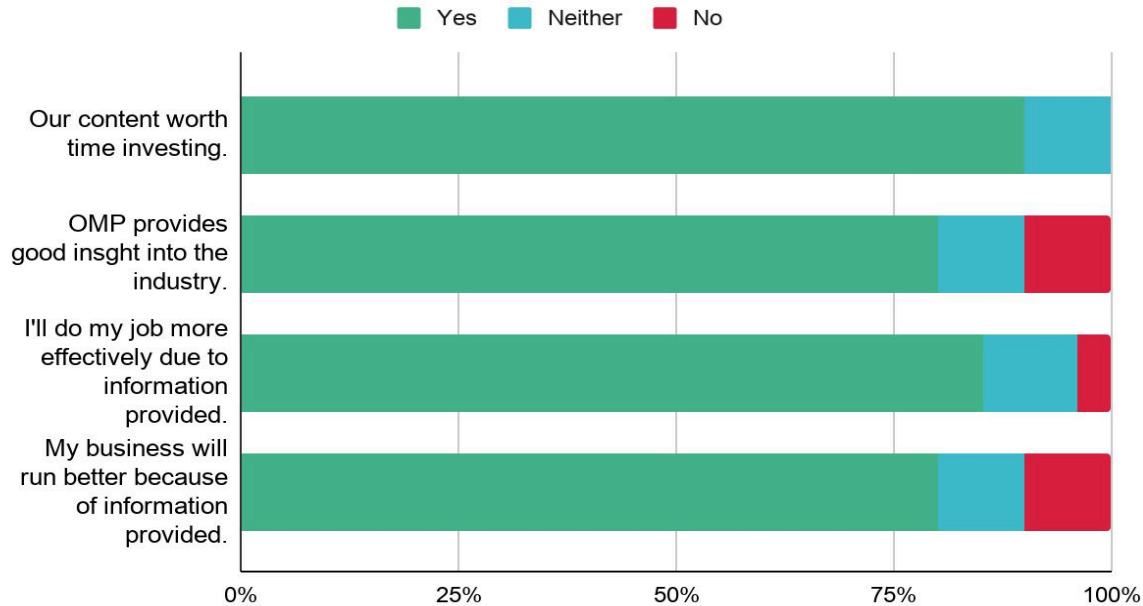
**+6K** Newsletter subscribers

**+50K** Social Media Reach

**+3.5K** Event attendees every year

## WHO WE REACH

# WHAT DOES OUR AUDIENCE THINK ABOUT US



## PARTNERSHIP

# SOME OF OUR PARTNERS

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## PARTNERSHIP

# LET'S GET STARTED

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### Digital Advertising

Display Advertising  
Newsletter & Round-up



### Email Marketing

Dedicated Emails  
Endorsement



### Social Media Marketing

Branded Posts  
Multiply your Reach



### Sponsored Content

Editorial Branding  
Editorial Piece  
Vodcast



### Industry Events

PPW Conferences  
GOMS  
Virtual Events



### GO 360°

Full End2End Visibility  
Campaign

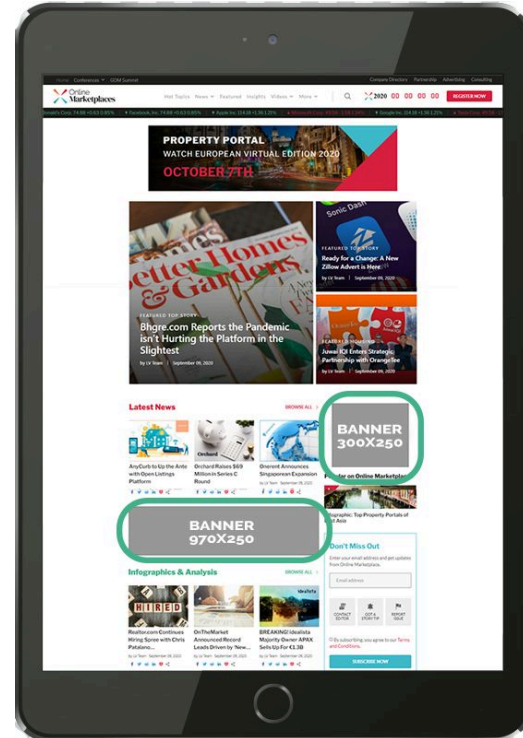


# DISPLAY ADVERTISING

Your banners will be displayed across our sites, within the editorial articles that are published throughout the month ensuring access to our readers and will be shared to our database and social media followers.

### Size:

- 300x250 px
- 970x250 px

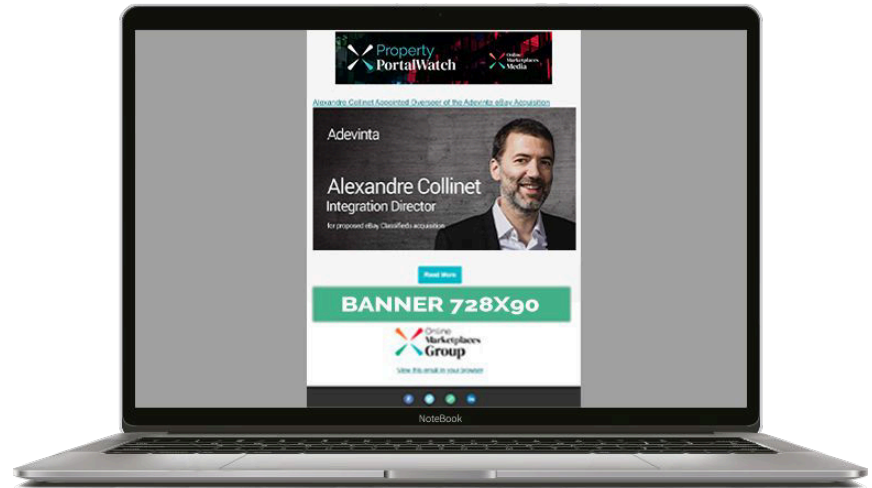


# NEWSLETTER & FRIDAY ROUND-UP

Your banners will be displayed in our **daily** Newsletter from **Monday to Thursday** among our recent articles which were released on that very day by our editorial team. In addition, your banner is shown in the **weekly Friday Round up** mail where our Head of Content puts together a special selection of the most important news of the week.

### Size:

- 728x90 px



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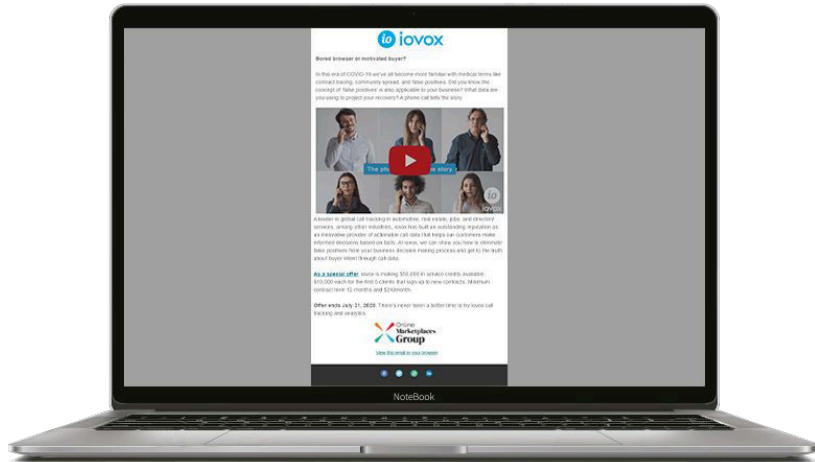


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Full End2End Visibility  
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# DEDICATED COMMERCIAL EMAIL

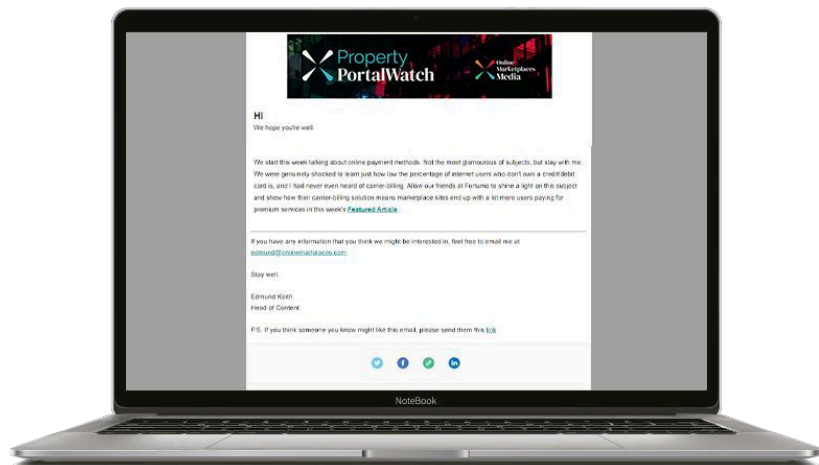


Your dedicated or commercial email will be **distributed to all our email subscribers**. The content of the email can be anything from an important company update, product launch to a simple promotional offer. The email contains your company logo, space for a short video (YouTube or Vimeo) text and CTA's to provided landings.

### Reach:

- +70K recipients

# ENDORSEMENT



**A selection of the best and most important** news of the week is handpicked by our Head of Content and sent to the newsletter database **every Friday**.

Here we will either **endorse you directly** mentioning your business or referring to a featured article written, published and distributed from our editorial team.

### Reach:

- +6K recipients
- >70% of Decision Makers

## PARTNERSHIP

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# BRANDED CONTENT, LIKES AND SHARES

As a leading source for the latest insights and compass for the global Marketplaces and Classifieds industry we will **boost branded content** across our extensive **+50K Social Media network** of mainly C-Level leaders to put your brand in front of a niche audience of Decision Makers in the industry.

**Connect** with us and **we will re-share and like (endorse)** your published corporate content in order to **multiply your reach** among our audience.



## PARTNERSHIP

# LET'S GET STARTED

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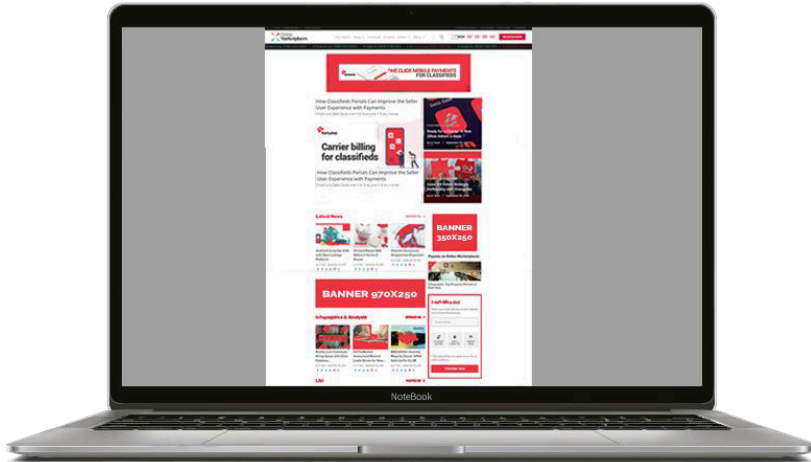


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## PARTNERSHIP - SPONSORED CONTENT

# EDITORIAL BRANDING



Our writers are covering a different **Editorial Theme** which rattles the industry **every month**. By sponsoring a theme you will take over the entire section of our site with your look and feel. In addition, a tailored editorial piece about your business will be published and distributed among Social Media and to our Email-database.

### Reach:

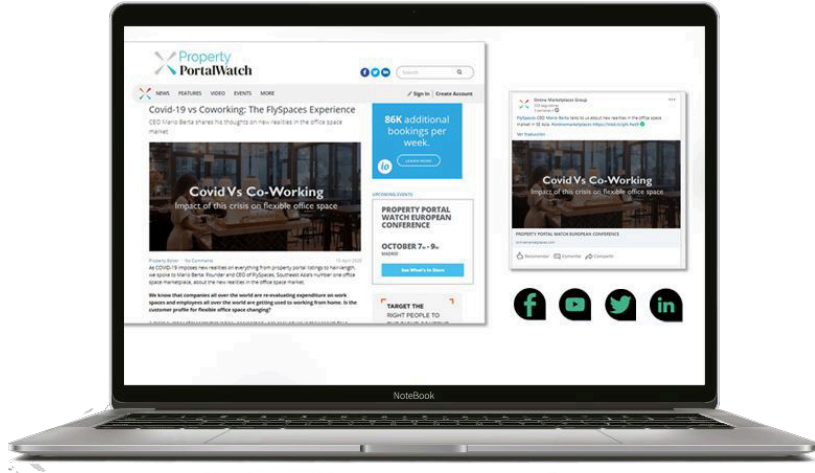
- +30K Unique visitors | +70K Email subscribers | +50K Social Media | >70% Decision Makers

# EDITORIAL CALENDAR 2021

<b>JAN</b> <b>Rent 2.0</b> Renting your apartment online IS NOW!	<b>FEB</b> <b>Data as Marketing</b> Property Portals more important as data source than the government.	<b>MAR</b> <b>PropTech</b> Behind the Tech-Curve -> more companies than problems to solve.	<b>APR</b> <b>Origins</b> The interesting stories behind property portals around the world	<b>MAY</b> <b>Challengers</b> New Property Portals daily -> Real chance or founder pipe-dreams ?	<b>JUN</b> <b>Community</b> What can players in the industry learn from each other?
<b>JUL</b> <b>Traffic</b> The lifeblood of portals.	<b>AUG</b> <b>Female Leaders</b> Shining a light on female industry leaders.	<b>SEP</b> <b>Listing Tech</b> A photo and 150 words of text just won't cut it anymore.	<b>OCT</b> <b>End-to-End</b> How close are we to true online transactions under one digital roof?	<b>NOV</b> <b>Horizontals</b> The property portal's poor cousin or something else?	<b>DEC</b> <b>Transaction</b> If you don't want to upset your customers where can you go?

## PARTNERSHIP - SPONSORED CONTENT

# EDITORIAL PIECE



We will work with your marketing team and publish **sponsored editorial content** which contains between 700-1.800 words. Once approved by our Editorial Team the article will be published on our site, sent through the daily newsletter to all subscribers and shared across our extensive social media channels plus our global email database.

### Reach:

- +30K Unique visitors | +70K Email subscribers | +50K Social Media | >70% Decision Makers

# VODCAST



The **10 Minute Vodcasts** are conducted by Simon Baker (Founder and Exec. Chairman, Online Marketplaces Group) and Edmund Keith (Head of Content, Online Marketplaces Group). After editing, the Vodcast will be uploaded on our YouTube Channel and distributed in the Friday Round up mail and promoted via Social Media.

### Reach:

- +70K Email subscribers | +50K Social Media  
| >70% Decision Makers

## PARTNERSHIP - SPONSORED CONTENT

# SPECS - EDITORIAL PIECE

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Type	Word Count	Creator
Profile Interview	700	We do the questions, you do the answers
Product Promotion	700	You provide the materials and we'll write it up
Essential Guide to...	1.000	You're the experts here. We'll just edit it and make sure your thought leadership comes across.
Bespoke Content	Max 1.800	You tell us what you'd like to get in front of our audience and we'll tell you if we can do it.

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# INDUSTRY EVENTS

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**Our Conferences** and **Virtual Events** are designed to connect between **200 and 1.500 delegates** from all parts of the world, through new and insightful agendas/topics run by high level speakers, networking activities and social events.

Our Physical events are framed in a 2 or 3 day conference for a selective audience such as, CEOs, Founders, Chairmen, General Managers, Heads of Technology, -Product, -Sales, -Marketing and Investors among others, from Online Classifieds and Marketplaces, Investment firms, large corporations, suppliers, Real Estate and Media sectors.

The Virtual Events and Webinars are hosted in ZOOM and kicked off with the results of our **Industry Surveys**, conducted among several hundreds C-Level business professionals, revealing valuable insights from business leaders about the entire Marketplaces and Classifieds Ecosystem.

# CONFERENCE AND SUMMIT



**FOCUS** Real Estate and Classified Industry

**+450** C-Level delegates

**+35** High-level Speakers

**YOU** Sponsorship inclusions, Lead Generation, VC & Investors, Branding, etc.



**FOCUS** Jobs, Cars & Real Estate Marketplaces and Classified Industry

**+250** C-Level delegates

**+35** High-level Speakers

**YOU** Sponsorship inclusions, Lead Generation, VC & Investors, Branding, etc.

# VIRTUAL EVENTS & WEBINARS

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**FOCUS** Real Estate and Classified Industry

**+1.000** C-Level delegates

**15-20** High-level Speakers

**YOU** Sponsorship inclusions, Lead Generation, Videos, Emailing, etc.



**FOCUS** Marketplaces & New Business models

**+500** C-Level delegates

**Up to 6** Panelists

**YOU** Sponsorship inclusions, Lead Generation, Videos, Emailing, etc.

## PARTNERSHIP

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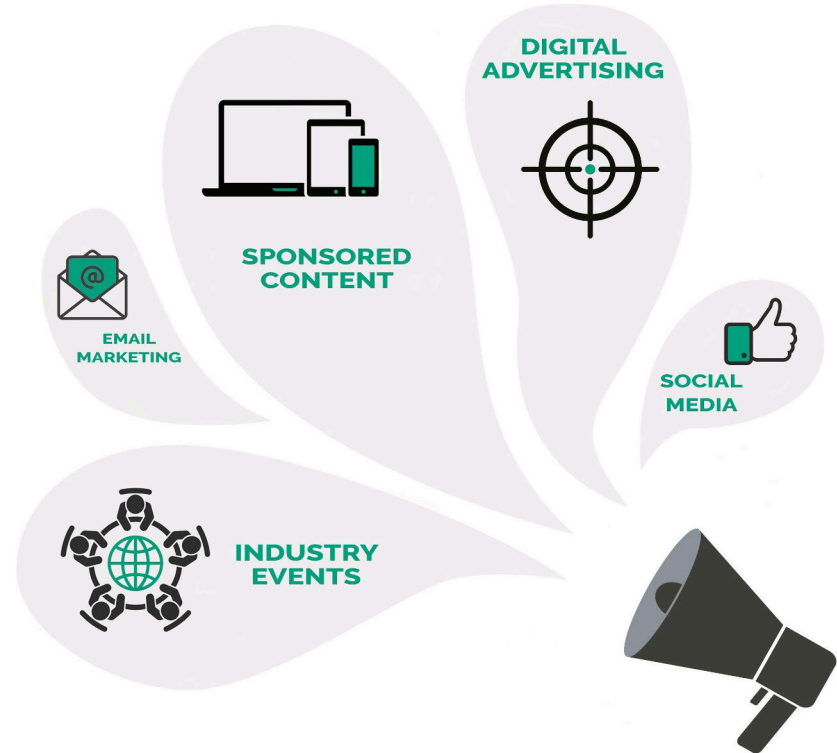
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Campaign

# FULL END2END VISIBILITY CAMPAIGN

During an agreed period of time (minimum one month) we will integrate your brand prominently in our ecosystem with a reach of over 200.000 professionals.

The positioning includes the full spectrum of our marketing channels such as Social Media, Email Database, Digital Advertising on our sites, Sponsored Content created by our professional editors and Industry Events where YOUR target group meets to discuss what really matters in the global Marketplaces and Classifieds Industry.





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**THANK YOU**

[JGRAY@ONLINEMARKETPLACES.COM](mailto:JGRAY@ONLINEMARKETPLACES.COM)

**FOLLOW US**

