

Search Engine **Journal**[®]

Media Kit 2024

Partnerships to Help SEOs
& Search Marketers Do
Their Jobs Better



Helping SEOs & Search Marketers Do Their Jobs – Better

Isn't that why we're all here?



For us, our mission is simple: In a world ruled by algorithms, we bring **timely, relevant information for SEOs, marketers, and entrepreneurs to optimize and grow** their businesses — and careers.

Just like you, we are SEO professionals, content writers, and marketers.

As the leading resource for search news and best practices, we've grown from a personal blog in 2003 to over 1.7M+ monthly visitors today. **Our readers are why we come to work each day.** We aim to educate and empower them to have confidence in their job and campaign planning, to help them reach their career goals.

We talk about...

SEO

Paid Media

Social Media

Content Marketing

Analytics

Link Building

Career Development

AI for Search

Campaign Optimization

Web Development

Why SEJ?

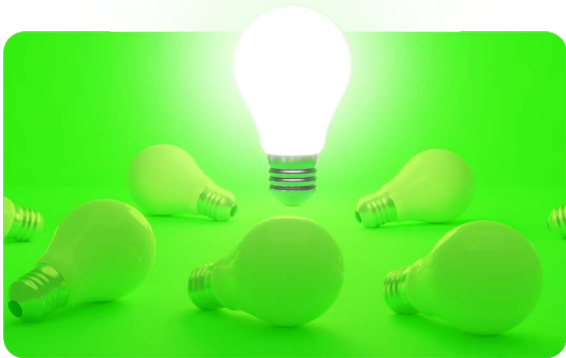
Our goal is to get your platform, tool, or service in front of marketers, entrepreneurs, and business professionals who want to do their job better.



Strategic Partner

Some have even called it “white glove service”!

You get a dedicated support rep and project manager who will help you choose the best content, guide you through your campaign, and follow up after to see how it performed for you.



Trusted Expertise

As a credible source for SEO and search marketing intelligence, we are regularly cited by Marketing Dive, NYT, and other leading publications.

Our readers come back time and again because they trust our content, including our branded content.



Niche, Loyal Readers

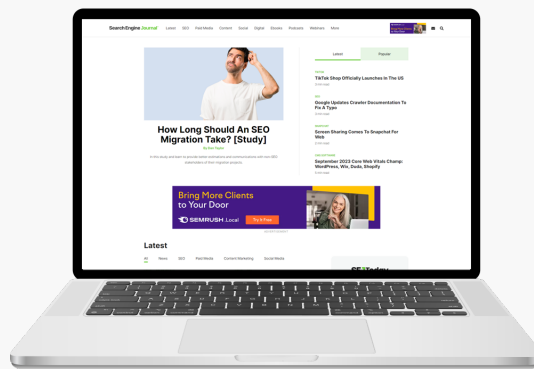
SEJ started out by educating SEO professionals in 2003, and since has grown into all arms of search marketing, constantly striving for engagement and growth of our community.

Our Visitors & Followers

With a highly-qualified audience of search marketers and business leaders, you can **get noticed by the right people.**



180k
Newsletter
Subscribers



2.8M
Pageviews

2M
Sessions

1.7M
Users



230k
LinkedIn



820k
YouTube views



209k
Facebook



294k
X (formerly Twitter)

Social Followers



47k+
Ebook Downloads

77+
Virtual Events

52k+
Webinar
Registrants

370k
Podcast
Downloads

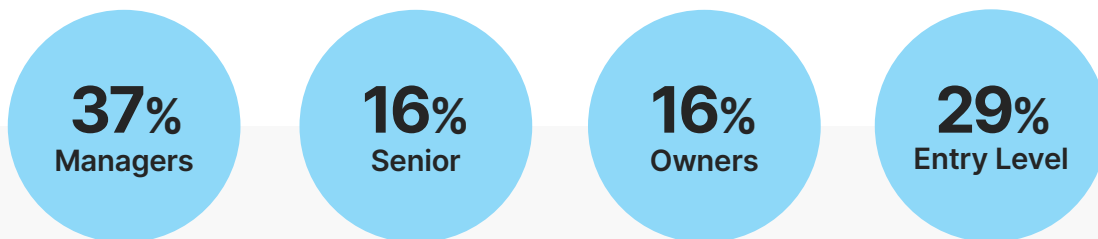
** Numbers updated as of October 2023. Total for the last 12 months.*

Our Audience Profiles

Search marketers are problem solvers, looking to grow in their career while managing teams, tasks, and strategies.

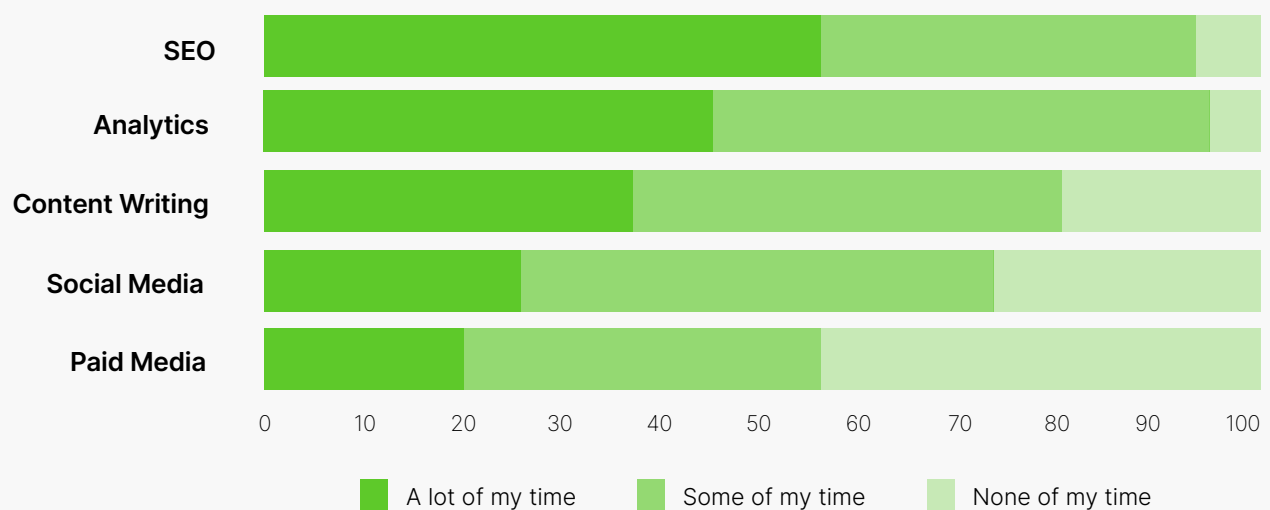
Your service or tool can help them reach their professional and campaign goals.

Our audience is almost 70% managers or above...



Agencies make up 30% of our readership.

Collectively, our readership spend their time on the following tasks.



Brands that Advertise with Us



Publications that Cite Us:



Ebook Calendar

PUBLISH DATE	CLOSE DATE	CONTENT TOPIC
February 2024	December 19, 2023	Content Marketing for B2B: Strategies to Generate Leads
March 2024	January 16, 2024	Leveraging AI Tools for SEO
April 2024	February 13, 2024	Automated PPC
May 2024	March 14, 2024	Google Systems and Signals (formerly Ranking Factors) FLAGSHIP
June 2024	April 16, 2024	E-E-A-T
August 2024	July 4, 2024	State of SEO - In-House Report FLAGSHIP FPD REPORT
September 2024	July 16, 2024	Content Marketing Metrics Workbook: Tracking and Analyzing the Effectiveness of Your Content
October 2024	August 13, 2024	PPC Trends
November 2024	September 17, 2024	SEO Trends

FLAGSHIP

Essential industry content only found at SEJ.

FPD REPORT

Industry report created with first party data from SEJ readers.

EXCLUSIVE

Available for one exclusive sponsorship only.

Benefits of Advertising with Us

If you're looking for a partner to help you grow and **achieve your goals**, you've come to the right place. You'll get a Success Manager through every campaign you run with us to help you **put the right message in front of the right group**.



- Reach a **highly targeted audience** of SEO and search marketing professionals, freelancers and business owners.
- Get your message seen by **decision-makers**.
- Increase your **brand** visibility and credibility.
- Drive **qualified traffic** to your website or landing page.
- Generate **high-quality leads** and sales.
- Fantastic **support**, along with reporting and follow up after your campaign.
- Post-campaign analysis to help **inform your future strategies**.

Nurture Your Leads More Effectively by Retargeting Our Traffic

Borrow our traffic for your retargeting campaign using your ad pixels. **Directly retarget traffic** who may have seen or engaged with your content on our site. Enhance awareness, drive prospects and customers down the funnel, and turn interest into action.

For all sponsorship packages that include this feature, you'll be able to add pixels for:

LinkedIn

Facebook

X (formerly Twitter)

Google

Included with:

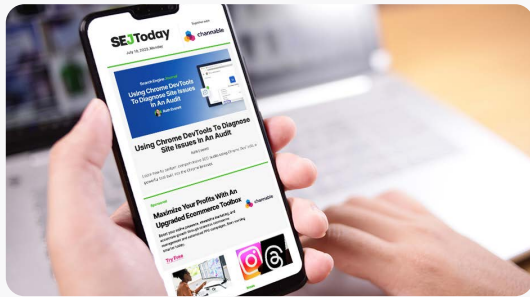
- ✓ Takeover
- ✓ Branded Category
- ✓ Podcast Sponsorship
- ✓ Sponsored Articles
- ✓ Webinars
- ✓ Ebooks

Product Objectives & Features

PRODUCTS		OBJECTIVES & FEATURES					
		Awareness	Lead Generation	Product Promotion	Boost Traffic	Thought Leadership	Pixel for Retargeting
EMAIL	SEJ Today	✓		✓			
	Dedicated Emails	✓	✓	✓	✓		
WEBSITE	Takeover	✓		✓	✓		✓
	Branded Category	✓		✓	✓		✓
	Hello Bar	✓		✓			
	Podcast Sponsorship	✓		✓			✓
	Sponsored Articles	✓		✓	✓	✓	✓
	Banner Ads	✓		✓	✓		
CURATED CONTENT	Webinars	✓	✓			✓	✓
	Webinar Breakout Room			✓			
	Ebooks	✓	✓	✓		✓	✓
	The Rundown	✓	✓	✓	✓	✓	✓
	Media Sponsorships	✓			✓		

Emails & Newsletters

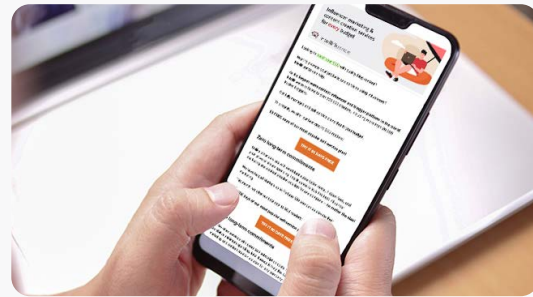
Reach our most engaged and loyal readers.



SEJ Today

Weekday newsletter delivering the latest news and insights in search marketing.

Let your brand be the first thing our readers see when they open our weekday newsletter. With over **116,000 subscribers**, SEJ Today helps you build brand awareness plus drive traffic and leads to your site.



Dedicated Emails

Dedicated solely to your brand and your marketing message.

Reach up to **180,000 subscribers** who are looking for services and tools to help them do their job more effectively. This is your opportunity to promote your product or service to our highly targeted audience.

Best Products For Awareness & Traffic

With over 2.8 million monthly pageviews, reach a highly targeted audience of decision-makers who are interested in learning about the latest trends and best practices in the industry.



Takeover + Hello Bar

Your brand featured prominently across all of our pages of our site.



Exceptional Visibility

Unparalleled exposure to our audience.



Increased ROI

Our website takeovers have been shown to deliver a significant return on investment for our advertisers.

Branded Category

Increase visibility in a top-tier content category of your choice.



Prominent Placement

Be featured within top-tier news and thought-leading content.



Targeted Audience

Be seen by a highly engaged audience of professionals who are interested in what you have to offer.

Takeover and Branded Category ads are embedded to **avoid ad blockers**, and you get **ad pixel opportunities** on all non-sponsored pages.

Banner Ads

High-visibility space just for you, right alongside our top-performing content.

Get instant impressions and click-throughs to generate more qualified leads, capture new sign-ups, or drive more sales.

The short and sweet way to get your message across. This simple, yet effective native advertising is displayed to each visitor as they browse the site.

Podcast Sponsorship

Get heard alongside industry experts to over 30,000 captive listeners*.

Extend your brand voice and connect with potential customers when they're actively listening and engaged.

**Based on IAB Unique Downloads. Monthly average. Stats as of May 2023.*

Best Products To Position Your Brand As A Thought Leader

Reach readers across the website, email, social, and more...



Sponsored Articles

Collaborate with our Content, Marketing, and a Dedicated Success Manager to create a topic and a high-quality piece of content that will resonate with our readers.

This is your opportunity to be the thought leader.

Benefits:

- ✓ Increased brand awareness
- ✓ SEO benefits
- ✓ Enhanced credibility

If you're looking to reach a highly engaged audience of search professionals, sponsored articles are a great option.



Content Ideation

Kickoff session to help ideate content ideas with your Dedicated Success Manager.



Article Creation

Write the article yourself or have our team of experts write it for you.



Bring in Your Branding

Our Cover Story upgrade looks like your branding and really pushes your CTA.



Optimized for Engagement

Whether it's written by you or us, we'll help with optimizations for readers and organic visibility.

Check Out Our [Sponsored Articles >](#)

Best Products For Lead Generation that Help You Reach Your KPIs



Webinars

Nurture leads through thought leadership. Showcase your expertise.

- ✓ Webinars are a great way to generate leads and reach your KPIs. We'll help you position your topic in a way that resonates with our readers and brings in qualified leads.
- ✓ Great opportunity to nurture leads through thought leadership and building brand authority. Showcase your expertise in your space. When you share your knowledge with our audience, you're building trust and credibility, which can push those leads farther down the funnel.
 - Leave a piece of branded content as a takeaway resource.
 - Include a link to a page on your site offering another resource or free demo/trial/etc.
 - Engage users with Polls, a great way to further qualify registrants and keep attendees engaged with your presenters.

Level Up Your Webinars

ON DEMAND PACKAGE	DOUBLE FEATURE	BREAKOUT ROOM
✓ Let's plan a special promotion post-webinar to drive additional leads . Leads are delivered in real-time, and we'll make sure your retargeting pixels are installed.	✓ Looking to target multiple time zones? Let's run your webinar twice during different times of the day to drive more attendance from your target geos.	✓ This is your space, separate from the main room, where you can promote your product or service with no guidelines or restrictions. This is a great chance to really engage with those most interested in your product.

View Our [Past Webinars >](#)

Ebooks

**Lead generation meets top-of-mind awareness. Grow your brand.
And showcase thought leadership.**

- ✓ Ebooks are a holistic way to move new leads through your marketing funnel. We'll help you craft expert content that builds trust in your brand as you market directly to those prospects.
- ✓ Dominate market share as an exclusive ebook sponsor or share the cost with other non-competing sponsors.
- ✓ Move leads through brand awareness, nurturing, consideration, and conversion with a single product. Each ebook gives you:
 - Co-branded on-site ads and promotion to our audience.
 - A sales-centric full-page ebook ad, and opted-in lead list.
 - A thought-leading in-ebook article or branded takeaway resource.
 - The ability to remarket to our website traffic via pixel.

With An Ebook Sponsorship You Get:

BRAND AWARENESS	NURTURING	CONSIDERATION & CONVERSION
<ul style="list-style-type: none"> ✓ Increase brand awareness with: <ul style="list-style-type: none"> ▪ Sitewide advertising, during promo period, with logo placement across all ebook marketing assets. ▪ Powerful, trust-building in-ebook logo placements. ▪ Expert commentary, branded in-content takeaway, or thought-leadership-driven ebook chapter. 	<ul style="list-style-type: none"> ✓ Help nurture your new leads into the consideration phase with: <ul style="list-style-type: none"> ▪ Website Traffic Rent: Continue to advertise to your new leads with Facebook, X (formerly Twitter), and/or LinkedIn pixels. ▪ Gain the ability to uncover your leads' specific needs to your brand with your retargeting ads & email nurture campaigns. 	<ul style="list-style-type: none"> ✓ Advertise directly to ebook readers with: <ul style="list-style-type: none"> ▪ A sales-forward, full page advertisement at the front of your ebook. ▪ Pro tip: Create a retargeting nurture campaign to stay top-of-mind with readers who are almost ready to convert!

See Our [Ebook Library >](#)

The **RUNDOWN** NEW PRODUCT!

Capture interested leads through a gated Sponsored Article experience. Your brand is front-and-center for this topically relevant, curated solution bundle.



This new product [checks all the boxes](#): from brand awareness to thought leadership and lead gen to retargeting pixels!

For our readers (your new leads), The Rundown provides a place for deeper, more focused learning around a topic of your choice.

This exclusive sponsorship features only your brand and positions your article alongside top, editorially-curated articles chosen around your theme.



Have your author, your brand, and your expertise showcased alongside other SEJ expert authors.



Gain the opportunity to provide valuable insights and solutions to a group of engaged readers.



Attract leads who are interested in learning more about your topic.

How It Works

- 1 Share your **target audience** and goals with us; we'll work with you on a topic that will resonate and compel them to action.
- 2 Either you write **your article** or work with our production team to craft it.
- 3 Then, we'll pull some of our **best-performing articles** to pair with your content.
- 4 Add your **retargeting pixel** to stay top-of-mind with readers who accessed The Rundown in your own media campaigns.
- 5 And, **leads are delivered in real-time**, so you can quickly get them into your pipeline.

Check Out This New Product: [The Rundown](#) ►

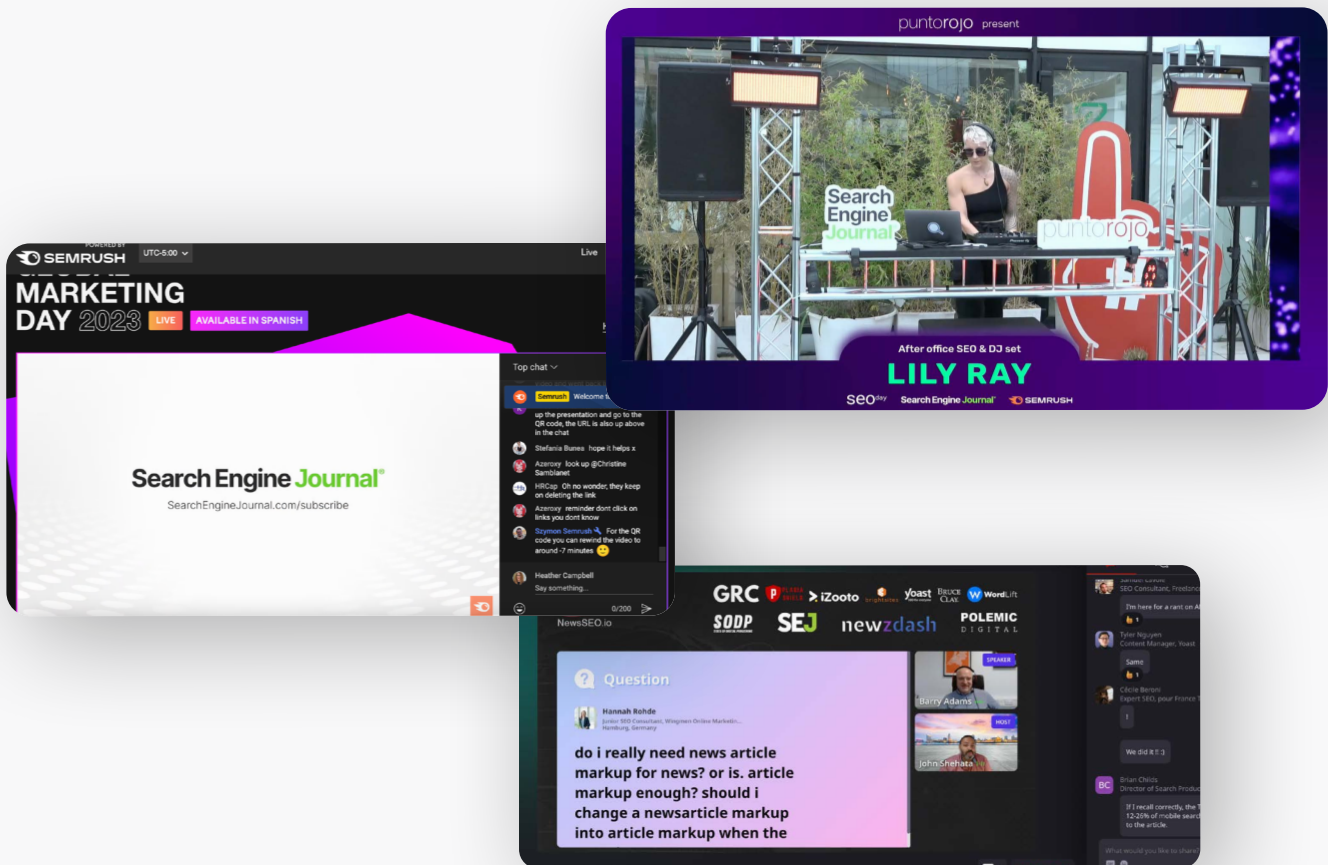
Media Sponsorships

Let's design a winning package to get your event or conference in front of our audience.

Increase awareness and share event details in a sponsored article. You can write it, or we can.

Or, boost ticket sales with a dedicated email. And, of course, get some engagement with a few social posts. Looking for coverage at the event?

Let's talk!



Spec Sheet

PRODUCTS		SPECS
EMAIL	SEJ Today: Headliner Sponsorship	<ul style="list-style-type: none"> Email addresses: 116,000 Banner ads (728 × 90 px for desktop and 320 × 100 px for mobile) displayed above the newsletter header Logo displayed after the newsletter title mentioning Client's brand and disclosing the partnership Plain text ad display within the newsletter Ads shown for one (1) week, Monday through Friday.
	SEJ Today: Native Ad Placement	<ul style="list-style-type: none"> Client's native ad displayed within SEJ's daily newsletter sent to SEJ Today subscribers for the scheduled week, Monday through Friday Ad placement shall be after the first group of four articles featured in the newsletter Client shall provide the following no later than three weeks in advance of the newsletter's scheduled start date: <ul style="list-style-type: none"> Logo or small image in transparent PNG format in the following sizes: 680×711 and 1360×1422 Headline text copy, up to 50 characters with spaces Main message text copy, up to 150 characters with spaces CTA text copy, up to 15 characters with spaces UTM link
	Dedicated Emails	<ul style="list-style-type: none"> Email addresses: 180,000 Custom-designed HTML message or plain text newsletter Email subject headline (Client to provide at least 3 options, subject to SEJ approval)
WEBSITE	Takeover	<ul style="list-style-type: none"> Includes a Hello Bar sponsorship to run concurrently Includes option to fire Client's Google, Facebook, LinkedIn, and X (formerly Twitter) pixels on all non-sponsored website pages across SEJ throughout the campaign period 750×500 pop-up banner displayed upon entrance 970×200 top leaderboard banner 168×48 banner, or animated gif (recommended), displayed in the navigation bar 320×100 top leaderboard banner 300×250 in-feed banner displayed within homepage news feed 300×600 top right sidebar banner (limit 100,000 impressions) Middle in-post content ad (in-post content ad) A/B testing options are available

PRODUCTS	SPECS
<div>WEBSITE</div>	<p>Branded Category</p> <ul style="list-style-type: none"> • Available categories: SEO, Paid Media, Social, Content Marketing, and Digital • Header banner prominently displayed at the top of all articles in the sponsored category to include: headline text (up to 50 characters with spaces), message text (up to 150 characters with spaces), CTA text (up to 60 characters with spaces), 400×400 logo, and UTM links • In-Content Leaderboard Ad: 728×90 displayed within all articles in the sponsored category • In-Content Rectangular Ad: 300×250 displayed within all articles in the sponsored category on small screens such as mobile or tablets • Includes option to fire Client's Google, Facebook, LinkedIn, and X (formerly Twitter) pixels on all non-sponsored website pages within the sponsored category throughout the campaign period • A/B testing options are available
	<p>Hello Bar</p> <ul style="list-style-type: none"> • Client's marketing message displayed on the SEJ Website Hello Bar for a 7-day period. • Client to provide headline text copy (up to 10 characters with spaces), message text copy (up to 60 characters with spaces), CTA button text copy, (up to 10 characters with spaces), and URL or UTM link • Banner colors: #252C32 for background, #FFFFFF for text, and #FF4422 for CTA button • Ad shall be shown once per day per visitor throughout each campaign period; Excluding visitors spending less than 30 seconds on the page and AMP visitors
	<p>Podcast Sponsorship</p> <ul style="list-style-type: none"> • 30-second ad read baked in pre and mid roll on each episode • Client to provide a script for the host to record the ad read • Episodes will be syndicated on SEJ's YouTube, X (formerly Twitter), and Facebook accounts for optimal reach • Sponsorship will include a mention in any related articles published on the website

PRODUCTS	SPECS
<div data-bbox="126 835 151 961" data-label="Text">WEBSITE</div> <div data-bbox="297 510 435 569" data-label="Section-Header"> <h3>Sponsored Articles</h3> </div>	<ul style="list-style-type: none"> 800 to 1,500-word article written by the Client per SEJ Website editorial guidelines <ul style="list-style-type: none"> Cover Story & Written by SEJ upgrades may be up to 2,000 words. Article shall be labeled as sponsored and shall include up to four (4) no-follow UTM links per 500 words Featured image and any supplemental in-post photos provided by the Client Article featured in SEJToday newsletter and promoted on SEJ Website X (formerly Twitter), LinkedIn, and Facebook (1 share per channel) Option for Client's Facebook, X (formerly Twitter), and/or LinkedIn pixels to fire on the sponsored article page for up to one month Client shall set up their own author profile within the SEJ Website portal to be used as the byline for the article Article shall run through SEJ Website editorial process for approval by the Editor In Chief and shall be limited to one round of revisions <p>Add-On: See The Rundown for a lead-gen upgrade.</p>
<div data-bbox="321 1108 415 1167" data-label="Section-Header"> <h3>Banner Ads</h3> </div>	<p>Choose from these available sizes</p> <ul style="list-style-type: none"> 320×100 mobile bottom sticky banner, bottom center 300×600 top right sidebar ROS, top right 160×600 right sidebar 300×600 middle right sidebar ROS 300×250 middle right sidebar 300×600 bottom right sidebar ROS 300×250 sticky featured right sidebar ROS, bottom right 970×250 footer leaderboard, bottom center 728×90 in-post content leaderboard 300×250 in-post content rectangular mobile
<div data-bbox="126 1482 151 1776" data-label="Text">CURATED CONTENT</div> <div data-bbox="302 1610 427 1640" data-label="Section-Header"> <h3>Webinars</h3> </div>	<ul style="list-style-type: none"> Client to select the topic in consultation with SEJ, prepare the slide presentation, and elect a representative from their company to conduct the presentation Webinar shall run for one (1) hour; Live presentation time limit 20 to 45 minutes with live Q&A for 15 to 40 minutes Client will receive the contact list for attendees and registrants with the following information: full name, email address, location, job title, company name, company size, industry; including attendee metrics, poll data, feedback results, and answers to profiling questions

PRODUCTS	SPECS
<div data-bbox="126 894 151 1188" data-label="Page-Header">CURATED CONTENT</div> <div data-bbox="305 489 427 516" data-label="Section-Header">Webinars</div>	<ul style="list-style-type: none"> • Client's Facebook, X (formerly Twitter), and/or LinkedIn pixels to fire on the applicable pages related to the sponsorship for one (1) month • Client may provide two (2) profiling questions for the registration page to qualify leads (subject to SEJ approval) • Client to receive webinar MP4 license in perpetuity • Promo via SEJ to include: <ul style="list-style-type: none"> • 2 articles (1 pre- and post-event) • 1-2 email blasts sent to SEJ subscribers • 1 follow-up email to all registrants (attendees and non-attendees) with link to presentation deck & sponsor-provided CTA • Social media promotion on SEJ's Facebook, X (formerly Twitter), LinkedIn, YouTube, and SlideShare accounts
<div data-bbox="318 1266 414 1293" data-label="Section-Header">Ebooks</div>	<ul style="list-style-type: none"> • SEJ Ebook written, designed, and promoted by Search Engine Journal. Available for exclusive sponsorship, or co-sponsorship (limit 3 lead-sharing sponsors) • SEJ retains editorial authority and content rights. • Ebook will be labeled as sponsored. • Client's branding and advertisements featured throughout the campaign as follows: <ul style="list-style-type: none"> • Logo display on ebook cover and internal pages • Option for sponsors to contribute content featured within the ebook (content types determined by SEJ editorial team and will differ based on the ebook style) • Full-page advertisement in the ebook (8.5 × 11, 300dpi in PDF or JPEG format) with UTM, to be designed and provided by the Client (limited to select ebooks) • Client's Facebook, X (formerly Twitter), and/or LinkedIn pixels to fire on applicable SEJ pages related to the sponsorship for 1 month • Opportunity to submit a lead profiling question on the registration page (subject to SEJ approval) • Access to all ebook subscriber leads in real-time over a 4-week period. Lead information to include: first name, last name, email address, work phone, job title, company name, company size, website, country, industry; Registrants must consent to Search Engine Journal's content agreement which states that their information will be shared with participating sponsors • If the ebook includes a full-page ad option, the schedule for placement will be on a first come, first served basis as follows: <ul style="list-style-type: none"> • High priority: Full-page ad displayed first • Middle priority: Full-page ad displayed second • Low priority: Full-page ad displayed last

PRODUCTS	SPECS
<div data-bbox="126 508 149 802" data-label="Text"> <p>CURATED CONTENT</p> </div> <div data-bbox="303 625 488 659" data-label="Section-Header"> <h3>The Rundown</h3> </div>	<div data-bbox="669 310 893 342" data-label="Section-Header"> <p>The Rundown specs:</p> </div> <div data-bbox="669 363 1455 1052" data-label="List-Group"> <ul style="list-style-type: none"> • Gated content that requires a short form fill to access a stack of articles curated by SEJ around a relevant topic featuring a foreword from SEJ's Editor, sponsored exclusively by the Client • Article stack will include up to 5 articles: 4 SEJ articles and 1 article by the Client • Client to provide 800-1,500 words of content to be included as an article featured in the curated stack; Client may hire SEJ to write the content for an additional fee, or repurpose content from one of their previously published SEJ sponsored articles if the topics are aligned • Option to install client's Google Ads, LinkedIn, Facebook, and/or X (formerly Twitter) pixels on the landing page • Client's branding featured throughout the campaign on various promotional assets • Access to all leads in real-time until the lead quota is reached • Lead information to include: full name, email address, job title, company name, company size, and industry • SEJ shall deliver registration leads to the Client in real-time as soon as possible over the designated campaign period, or until the agreed-upon lead quota is met </div>

What Happens Now?

We want to help you grow and reach new heights. Together, we'll build a program that aims to do just that.

- 1 **Arrange a discovery call with us to find alignment and discuss your goals in depth.**
- 2 **Work with our team of marketing experts to build out an integrated plan that attracts your ideal customer and hits on what's most important to you.**
- 3 **Secure your booking and let's go!**

[Schedule a time to meet with us here](#), or get in touch at sales@searchenginejournal.com

