Who we are

Founded in 2006, IBT Media is a fast-growing, digital news organization that delivers global news to an audience of over 40 million monthly readers worldwide through its numerous digital publishing platforms and editions. IBT Media includes its recent acquisition of Newsweek, its flagship property International Business Times, along with an award-winning video platform Bizu.tv and other deep vertical consumer sites. IBT Media continues its growth through new product and platform launches as well as strategic acquisitions.

IBT Media produces original content and owns and operates all of its properties.

What we provide

- Business Sites
- Consumer Sites
- IBTimes including 11 country editions
- Video IBTimes TV and Bizu.TV
- Mobile iPad App and Responsive Mobile websites
- Social & Native programs available
- Email Newsletters and dedicated e-blasts
- All OPA & IAB Ad Units and Rich Media Capabilities
- Full targeting capabilities

Why choose IBT MEDIA?

- 40 million, highly-engaged, monthly unique visitors worldwide
- 5 million mobile monthly unique visitors
- National and Global Capabilities
- Business & Consumer titles
- 4 million+ social media followers
- Award Winning Business Video Portal
- Audience of BUYERS that consists of: Affluent Consumers, C-Level Executives, Frequent International Travelers, High Net Worth Investors, Decision-Makers, Tech Influencers, Small Business Owners and much more…
What is IBTimes

International Business Times, the main business unit of IBT Media, is a digital global news publication that delivers international business news to an audience of over 13 million people every month. At IBTimes, we take a country-agnostic approach to business news, providing in-depth coverage and analysis that is relevant and specific to each global market. We do so via a growing network of 11 in-language country editions.

Why do we exist?

International Business Times aims to help the development of the global economy through global business news coverage. We desire to create new economic opportunities and development by closely following market trends and key events that are not necessarily covered by mainstream media, and connecting the dots. Our aim is to paint a truly un-biased and global economic picture for our readers, so they could make better informed decisions. At a time when globalization forces are increasingly prevalent, we realize the importance and value of homogenous business news coverage to global audiences.

Editorial philosophy

International Business Times provides the global audience context and intelligence, analysis and insight for the most critical and complex global business stories that impact their lives. As a granular news source, IBTimes focuses on the intersection of global business and geopolitics, covering topics that matter to readers around the world with intelligence and depth.
Traffic

We now have 26 million global UVs in all editions and we’re ranked as a top 10 business news site in comScore.

Geography

Top 10 Countries – Based on Monthly Uniques
1. U.S.
2. Great Britain (UK)
3. Canada
4. India
5. Australia
6. Singapore
7. Malaysia
8. Germany
9. Philippines
10. Italy

Demographics

<table>
<thead>
<tr>
<th>Gender</th>
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<th>Female</th>
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<tbody>
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<table>
<thead>
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<th>35-44</th>
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<td>29%</td>
<td>25%</td>
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<table>
<thead>
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<th>$75k-$99,999</th>
<th>$100k+</th>
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<tr>
<td></td>
<td>32%</td>
<td>26%</td>
<td>42%</td>
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</table>

11 Global editions in 7 languages

Each edition of the International Business Times is tailor-made for the country it serves. Each edition has the ability of selecting relevant stories produced in other countries for its own market. All editions’ editorial focus has a bias towards international stories.

- United States - www.ibt.com
- United Kingdom - www.ibtimes.co.uk
- Germany - de.ibtimes.com
- Italy - it.ibtimes.com
- India - in.ibtimes.com
- Canada - ca.ibtimes.com
- China - cn.ibtimes.com
- Korea - kr.ibtimes.com
- Japan - jp.ibtimes.com
- Mexico - mx.ibtimes.com
- Australia - au.ibtimes.com
About Newsweek

Newsweek doesn’t just report the news. It helps set the news agenda.

Newsweeklies have always been good at curating the news -- long before there was an Internet. And among the newsweeklies, Newsweek has been seen as smarter, more creative, more innovative than its rivals. Add that DNA to today’s hyper-metabolic news cycle and you have an unbeatable formula for success.

Newsweek is about deep dives on topical subjects. It’s about pitching the story forward. It’s about putting the news in context. It’s about being first with the best take on the news.

For media inquiries email us at media@newsweek.com
About CruxialCIO

Cruxial: Involving an extremely important decision or result. Decisive. Critical.

CruxialCIO is a service for top business and technology leaders worldwide, delivering ongoing professional education in the form of practical information, analysis and advice on how to best use information systems to achieve organizational goals.

CruxialCIO delivers usable information and instruction to senior business and technology executives who crave reporting and analysis that they can act on, immediately.

CIOs and other senior-level technologists who have to think like CEOs and business executives. These include CIOs, CTOs, System Managers, Project Managers, Data Center Managers, Vice Presidents of IT and IT Directors.

CEOs and other senior-level business executives who have to specify, purchase and then use information systems to achieve organizational strategies and goals. These include CEOs, COOs, CFOs, strategic business unit heads, vice presidents and leaders of core business functions such as manufacturing, distribution, sales and marketing.

Sponsorship and advertising opportunities allow you to put your brand front and center before the current and next generation of Cruxial players in both business and technology in organizations which recognize digital systems are the engines of their results.

CruxialCIO launched in September 2013 and is offering charter rates and discounts through the end of the year.
IBT Media’s key video offering is Bizu.tv. Bizu.tv is the destination site for business & lifestyle video on the web. Aimed at business professionals, investors, traders, small business owners, consumers, travelers and anyone wanting to improve their career & manage their personal finances, Bizu.tv is a repository of the internet’s best and most informative video content.

In addition to Bizu.tv’s videos, IBT Media can partner with you to create custom video content and offers pre-roll, sponsorships, custom video development and network syndication opportunities.

We deliver over 50 million video streams per month.

**IBTimes TV**

- Politics
- Economy
- Markets/ Finance
- Companies
- Tech / Science
- Media & Culture
- Sports
- Entertainment

**Bizu.tv**

**Business**

- News
- Investing
- Personal Finance
- Small Business
- Leadership
- Career
- Marketing

**Health**

- News
- Diet
- Women’s Health
- Conditions

**Tech**

- News
- Science
- Apps
- Reviews
- Disruptive ideas
- Enterprise Software
- Social Media
- For Business
- Green Business

**Travel**

- Destinations
- Travel Tips

**Lifestyle**

- Celebrity
- Fashion
- Food & Drink
- Sport
Medical Daily strives to provide timely, coherent, and accurately sourced information about breaking health news, scientific trends, and innovations. Our mission is to contribute to our readers’ personal health empowerment by helping make sense of the complex and constantly changing field of medical knowledge.

iDigital Times is a website dedicated to covering everything digital. It brings readers the latest trends in gadgets, software, gaming, social media, online privacy and more.

Latin Times provides breaking news on politics, sports, world, science, financial, technology, travel, economy, and entertainment news.

iScience Times is dedicated to the advancement of science and spreading of useful scientific knowledge to everyone. Our editorial team is dedicated to covering varied topics such as Space, Environment, Health, Tech, Nature by providing important news, breaking stories and deep analysis pieces.

iDesign Times looks at style from every angle. It’s not just about fashion. It’s about the intersection of style, design, art and technology. Our editorial staff has access to all the celebs and designers you love. And we’re committed to giving you a first look at the front row and behind the scenes.

iMotor Times covers everything that matters and that is related to the automotive industry. iMotorTimes features breaking stories, industry trends and data, analytic pieces, comparative reviews, car and motorbike reviews.

iSports Times covers the Major Leagues, College Sports and International Sports, through short news briefs, longform analysis and comments as well as video.

Hollywood Take Brings in top TV and style experts, we go behind the scenes to show you why Rihanna and Chris Brown broke up, how they made “Iron Man” and why it took so ridiculously long for “Mad Men” to come back. It’s a new take. It’s seeing things differently. Not what happened but why. Not when but how. We give you the first take, the last take and everything in between.
Using data collected across our website, we are able to create specialized segments of viewers who fit the specific characteristics to target your campaign to when running on our site.

Your ad will only be seen by those in the segments that are agreed to in order to maximize audience target reach and improve success rates.

**Segments Include**

- Company Size
- Business Industry
- C-Suite Functional Area
- IT Functional Area
- Finance Functional Area
- Executives Seniority
- Mid-Management Seniority
- Small Business Professional Group
- IT Professional Group
IBT Media now allows marketers to connect directly with our premium audience by providing their own content. Every Sponsor Insight is produced by the marketer and is designed to blend in to the site aesthetics. It offers a content-rich experience that encourages engagement.

This package includes:

• 100% Viewable (located on homepage and within the relevant channel) Investing
• Incorporates content, links, contact information, and more
• All ads on Sponsor Insight article page

Benefits of Sponsor Insight program:

• Out of the banner experience
• Looks and feels like editorial content
• Engages readers through posting interesting and relevant content that has full social sharing and commenting capabilities
• Articles are posted for maximum search results which helps to increase exposure and visibility

Responsive Design: Content and ads that resize, reformat, and reposition based on the users’ screen size.

IBT Media’s responsive advertising program will allow your ad to be seen wherever and whenever business executives engage with our content across any and all devices. We provide a responsive experience across all screens.

This package includes:

• 3 screen impact: High-impact, automatic pushdown ad on the desktop, high-impact, automatic pushdown ad on all tablets and full page ad with a leave behind on all smartphones.
• Option for custom video in the desktop placement
• Creative designed and built by the IBT Media team
CREATIVE SOLUTIONS

Homepage

Welcome page

Category Pages

Newsletter

Mobile

Run of Site

Video offering
### STANDARDS BANNERS/RICH MEDIA

<table>
<thead>
<tr>
<th>Size</th>
<th>GIF/jpg max file size</th>
<th>Flash file size</th>
<th>Rich media polite download</th>
<th>Expansion direction</th>
<th>Expanded size</th>
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<tbody>
<tr>
<td>728x90</td>
<td>30k</td>
<td>40k</td>
<td>100k</td>
<td>down</td>
<td>728x315</td>
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<tr>
<td>300x250</td>
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<td>40k</td>
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<tr>
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<td>50k</td>
<td>100k</td>
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</tr>
<tr>
<td>640x480</td>
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<td>50k</td>
<td>n/a</td>
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<td>n/a</td>
</tr>
</tbody>
</table>

**Common characteristics to all**
1. Animation time is 15 sec
2. Audio requires user initiation
3. Expansion
   - Panels limited to 1
   - Prominent close button
   - Expansion area recommended at 33%
   - Expansion generated by click with prominent close button or mouse on and mouse off
   - Previews of 3 sec are authorized.
4. Frames per sec 24
5. Looping is limited to 1 loop
6. Video in-banner 40k initial 100k polite download
7. Z-index for in page units 2,500, for expansion panels 1,100,000

### Rising Stars

<table>
<thead>
<tr>
<th>Rising Stars</th>
<th>Size</th>
<th>Initial</th>
<th>Polite download</th>
<th>Expansion direction</th>
<th>Expanded size</th>
<th>Panels / segments</th>
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<tbody>
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<td>350k</td>
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<td>n/a</td>
<td>n/a</td>
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<td>110k</td>
<td>down</td>
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</tr>
<tr>
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<td>60k</td>
<td>110k</td>
<td>right</td>
<td>850x550</td>
<td>1</td>
</tr>
<tr>
<td>Slider/twig</td>
<td>100% pg width x90</td>
<td>60k</td>
<td>110k</td>
<td>up</td>
<td>970x550</td>
<td>1</td>
</tr>
<tr>
<td>Super Leaderboard</td>
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<td>40k</td>
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### Responsive/Adaptive

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<td>down</td>
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</table>

**Common characteristics to all**
1. Animation time is 15 sec
2. Audio requires user initiation
3. Frames per sec 24
4. Looping is limited to 1 loop
5. Video in-banner 40k initial 100k polite download
6. Z-index for in page units 2,500, for expansion panels 1,100,000
IBT MEDIA
SPECS

MOBILE

<table>
<thead>
<tr>
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<th>Rich media polite download</th>
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<th>Expanded size</th>
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</thead>
<tbody>
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<td>35k</td>
<td>down 728x315</td>
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<tr>
<td>728x90</td>
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</tr>
<tr>
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<td>35k</td>
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Mobile

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<th>Expanded size</th>
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</thead>
<tbody>
<tr>
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<td>15k</td>
<td>35k</td>
<td>down 320x300</td>
</tr>
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<tr>
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<td>35k</td>
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</table>

Common characteristics to all

1. animation time is 15 sec
2. Audio requires user initiation
3. expansion panels limited to 1; click to open with a prominent close button.
4. Frames per sec 24
5. Looping is limited to 1 loop
6. Z-index for in page units 2,500, for expansion panels 1,100,000
7. video in-banner 40k

MISCELANEOUS UNITS

Pre-Roll Video

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<th>Companion</th>
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Page Skins

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Sponsorship Logos

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<tr>
<th>Market Data Chart Homepage Logo</th>
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<th>Type</th>
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<tbody>
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<table>
<thead>
<tr>
<th>Sponsored by Logo</th>
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<th>Type</th>
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</thead>
<tbody>
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EMAIL RELATED UNITS

Email Blast

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<tbody>
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<tr>
<td></td>
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Morning Insight Newsletter

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<th>Additional</th>
</tr>
</thead>
<tbody>
<tr>
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<td>25k</td>
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<td>Standard tags accepted, no javafile size 40k animation 15sec</td>
</tr>
<tr>
<td>300x250</td>
<td>25k</td>
<td>gif, jpg</td>
<td></td>
</tr>
</tbody>
</table>
Please contact us for advertising rates and questions. We look forward to working with you!

Sales

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