Bundled Proposal:

Since 1884
THE Authoritative Voice
of #NewsPublishing

Influencing
Over 160,000+
News Media Executives
Each Month

Mike Blinder: 917-865-4827(m) | Mike.Blinder@EditorandPublisher.com

E&P NATIVE ADVERTISING

Email | Digital | Print
90,000+ Unique Visitors
150,000+ Page Views / month

Source: Google Analytics October 2019

50,000+ Subscribers

E&P Daily Email

*E&P Dail...*
SENT Email, 34%
Sent Oct 24, 2019 10:42 AM
OPEN RATE
15% CLICK RATE

*E&P Dail...*
SENT Email, 19%
Sent Oct 21, 2019 9:00 AM
OPEN RATE
14% CLICK RATE

Source: Constant Contact October 2019
Editor And Publisher Magazine

Reach Among News Publishing Industry:
A. Editor & Publisher ...........................................71%
B. Columbia Journalism Review ......................57
C. News & Tech..................................................35
D. American Journalism Review ....................20

“Choice for News Publishing Information:”
A. Editor & Publisher ...........................................71%
B. News & Tech ................................................10
C. American Journalism Review ....................8
D. Columbia Journalism Review ....................7
E. Other Sources .................................................4

Monthly Legacy Readership:
Base Circulation = 9,500
Readers per Copy = 3.7
TOTAL AUDIENCE = 35,000+

Source: 2011 Newspaper Industry Readership Study
1. Online “Evergreen” Article

Your **Monthly Article** will be posted to EditorAndPublisher.com and remain Online as part of our archives.

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**The Hidden Cost of Ad Fraud: What Publishers Can Do to Win Advertiser Trust and Gain Revenue**

*Sponsored Content*  ■  October 24, 2019

Advertisers lose billions of dollars to ad fraud. But publishers also lose revenue.

By Kevin Reihberg, Vice President, Client Development

With estimates of dollars lost to digital ad fraud ranging from $5 billion to $42 billion in 2019, fraud is big news for marketers. But what is ad fraud's impact on publishers?

While marketers waste valuable media investment, publishers also lose out on revenue diverted to fraudulent sites. How can publishers get credit for creating quality content and prove to media buyers that they are worth the investment? Here we look at how publishers can stand out from fraudulent sites and earn advertisers' trust.

Don't Purchase Traffic
2. Online Native Content Blocks

We feature your **Monthly Article** in Native Content Blocks on our home page and throughout the Website that link to your article.
3. Email Native News Story Listing

10 times a month we’ll place a news listing in our daily E&P NewsBites Newsletter that links to your article.
4. Dedicated Email Push to the Entire E&P Database!

Each month we’ll send an EXCLUSIVE email about your article to all E&P email subscribers.
5. Print Native Column in E&P

Each month we’ll place an abbreviated version of your article in Editor and Publisher Magazine.
1. Online “Evergreen” Article

The Hidden Cost of Ad Fraud: What Publishers Can Do to Win Advertiser Trust and Gain Revenue!

2. Native Content Blocks

3. Email News Listing

4. EXCLUSIVE Email

5. Print Native Column

E&P NATIVE
$2499/month*
Limited to 6 advertisers

* Requires one year agreement

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