



THE HUB FOR INTERNATIONAL MEDIA

M&M Global brings together and celebrates the world's international media and marketing community, offering a unique hub for content, networking and intelligence

[mandmglobal.com](http://mandmglobal.com)

# WHAT IS M&M?

It brings together a stratum of the wider media and marcomms industry, which must currently look in numerous different places for those key three elements (content, networking and intelligence). Publications and networking organisations tend to be market or skill centric, rather than focusing on the specific nuances and challenges of multi-market media, which is where M&M Global comes in.



# HOW DO WE ACHIEVE IT?

- The heartbeat of the brand will be a new, mobile and tablet-optimised digital platform
- Updated daily with text, video, audio and image-based content, ranging from news stories and analysis articles, to interviews, blogs and easily-digestible list features
- Deeper partnerships – both commercially and editorially with agencies, brands and media owners to create multi-media content including podcasts, video reports, interviews, wrap reports from key global events, paid for media profiles, pre and post roll ads

## GLOBAL CONTENT NETWORK

The Global Content Network of industry leaders will take M&M Global into the physical world with networking events. These can either be ad hoc gatherings in regional hubs like London, New York, Miami and Singapore, or bolted on to major industry events (Cannes, CES, SXSW, Mobile World Congress, Dmexco, Festival of Media). Attendees will benefit from networking with contemporaries, while we can use such occasions to sound out new ideas and products.

# M&M GLOBAL IN FIGURES



**130,000**  
unique users a month



**160,000**  
Our marketing plan will see an  
increase by February 2016



**5mins 12secs**  
average dwell time per user



**31,125**  
subscribers to the weekly  
newsletter Shortcut

# GEOGRAPHICAL BREAKDOWN

## Readership by Country:

33%  
UK

23%  
US

4%  
Germany

4%  
India

4%  
Singapore

3%  
Australia



3%  
France

2%  
Spain

2%  
Canada

2%  
Netherlands

2%  
China

2%  
Italy

# PRODUCT PORTFOLIO

## Podcasts: £3,000 per podcast

Clients participate in podcasts on a topic, chosen in consultation with the M&M Global editorial team. Podcasts last up to 30 minutes, featuring a discussion involving an M&M Global editor and at least two industry contributors. The package also includes pre-roll and post-roll audio ads, as well as display advertising on the podcast channel. It will also be shared via the Shortcut newsletter.



## VIDEO OF THE WEEK



Media experts discussed the impact of ad blocking at M&M Global's first ever thought leadership round table in London.

## Roundtables: £8,000 per roundtable

Discuss key industry topics and issues with between five-six sector experts. Chaired by M&M editor Alex Brownsell and then showcased on M&M Global TV, it will be amplified by three weekly newsletters to our subscribed audience of 31,000. Roundtable partners would be able to nominate a speaker onto the roundtable and put forward a specific question for the chair to ask.

# PRODUCT PORTFOLIO



## Wrap reports: £8,000 per solution

These digital magazines provide an overview into the key trends and insights discussed during the conference streams from industry events including Ad:Tech, Dmexco, CES, Ad Week and Festival of Media. Opportunities include ad solutions that range from video thought-pieces and video interviews to white papers, advertorials, or straightforward ads.

## Annual: £5,000 – £10,000

The end of year review that provides answers to the key questions the industry is asking. Based around the key subjects that are driving the international media landscape the Annual aims to provide a look back at the year that was, while looking forward to the next 12 months. Produced both digitally and in print ad solutions include:

- Full page ad: £7,000
- Advertorials – thought leadership pieces: £8,000
- DPS: £10,000
- Digital video interviews: £5,000



# PRODUCT PORTFOLIO

## Partner Content: £3,000 – £6,000

This includes whitepapers, thought leadership pieces, research results and video interviews, and is designed to position companies as market leaders across the diverse sectors of international media. This includes hosting the solution on the dedicated Partner Content channel and then promotion via the 'sponsored story' slot on the thrice weekly newsletter, which is delivered to 31,000 subscribed readers.

- £3,000 per article
- £6,000 for an advertorial-style article on the homepage carousel



## Website ad inventory: £3,000 – £4,000

- Banner ads on the homepage, specific pages or channels: £3,500
- Leader board ads halfway through the article: £4,000
- Sponsored galleries: £3,000
- Pre and post-roll video ads: £3,000





# PRODUCT PORTFOLIO

## Wallcharts: £15,000

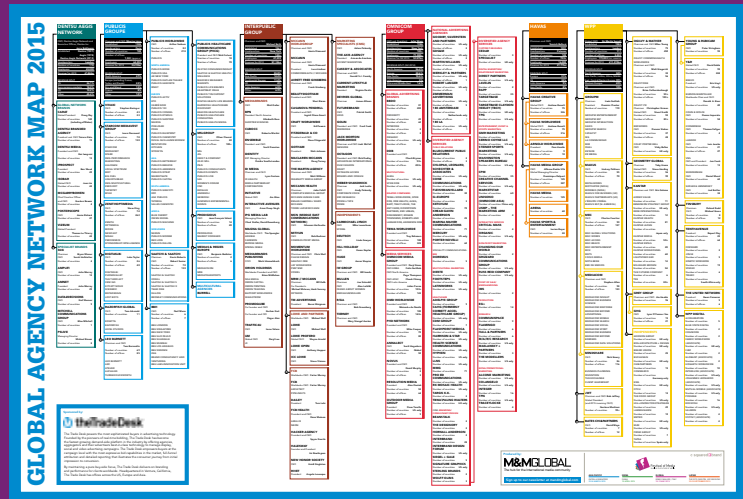
The internationally renowned M&M Global wallcharts are back and there is the opportunity to be part of them by becoming a partner. The media agency wallchart and the programmatic ecosystem charts will be produced in 2015 with more to come in 2016.

Sponsored by:



The Trade Desk powers the most sophisticated buyers in advertising technology. Founded by the pioneers of real-time bidding, The Trade Desk has become the fastest growing demand-side platform in the industry by offering agencies, aggregators and their advertisers best-in-class technology to manage display, social and video advertising campaigns. The Trade Desk empowers buyers at the campaign level with the most expressive bid capabilities in the market, full-funnel attribution and detailed reporting that illustrates the consumer journey from initial impression to conversion.

By maintaining a pure buy-side focus, The Trade Desk delivers on branding and performance for clients worldwide. Headquartered in Ventura, California, The Trade Desk has offices across the US, Europe and Asia.



## Meet the M&M Millennials: £20,000

M&M Global will be unveiling the best 30 Millennial talents working in international media in a Christmas party in December. There is an opportunity for a lead partner who would have headline branding, a judge on the panel of industry experts choosing the 30, as well as pre, during and post event coverage.

# PRODUCT PORTFOLIO

## M&M Global Awards: £10,000 – £50,000

Be part of the world's only truly international awards ceremony for media celebrating best in practice marketing campaigns from brands, media agencies and media owners. In 2016 the awards will be taking place at the Grovesnor House Hotel on Thursday 8th September. Opportunities for partners include a range of innovative event activations and award sponsorships to headline sponsorship status and thought leaders.

