

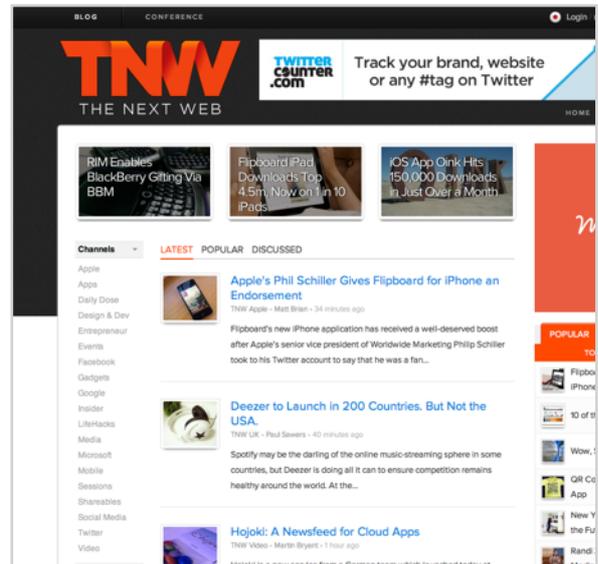


TNW

THE NEXT WEB
MEDIA KIT

The Next Web: Bio

Founded in 2008, The Next Web is one of the world's largest online publications that delivers an international perspective on the latest news about Internet technology, business and culture. It has an active, influential audience consisting of more than 5,1 million visitors. The Next Web continues to expand its global presence, on and off its website with the addition of new channels and content syndication.



QUOTES & MEDIA MENTIONS



“I read thousands of news sources for tech industry information and The Next Web is on my shortlist of “must read””

- Robert Scoble



“What sets the TheNextWeb apart is a focus on the internet as a key driver for a global market. Their international view is unique, making their blogs a must read”

- Werner Vogels (CTO Amazon)



“The Next Web is one of the online sources I check daily — a great blend of foresight, trend-spotting, analysis, and humor”

- Howard Rheingold (Author / writer)



“One of the top 10 most influential blogs in the world”

- Technorati.com

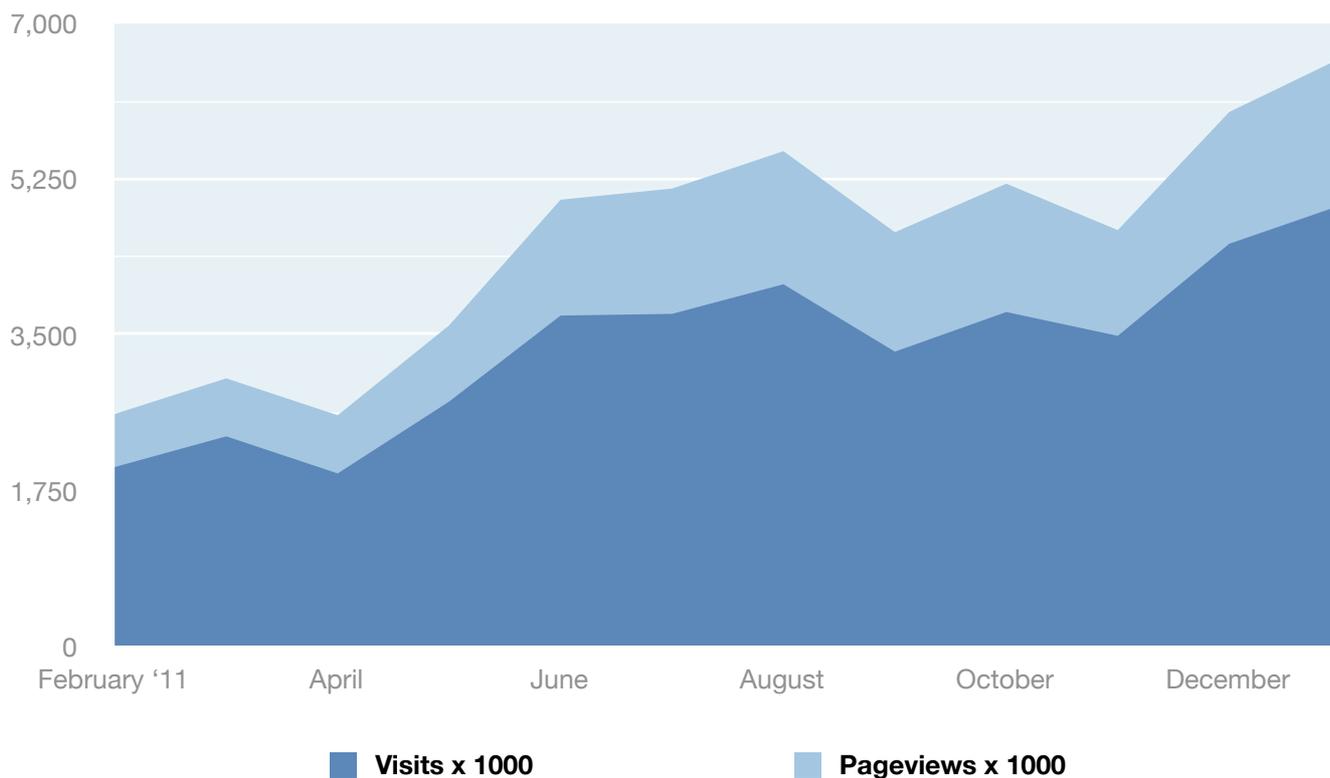
The Next Web: Audience

PAGE VIEWS & VISITORS JAN 2012

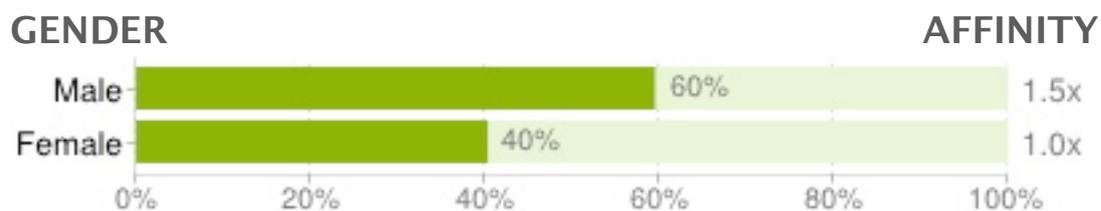
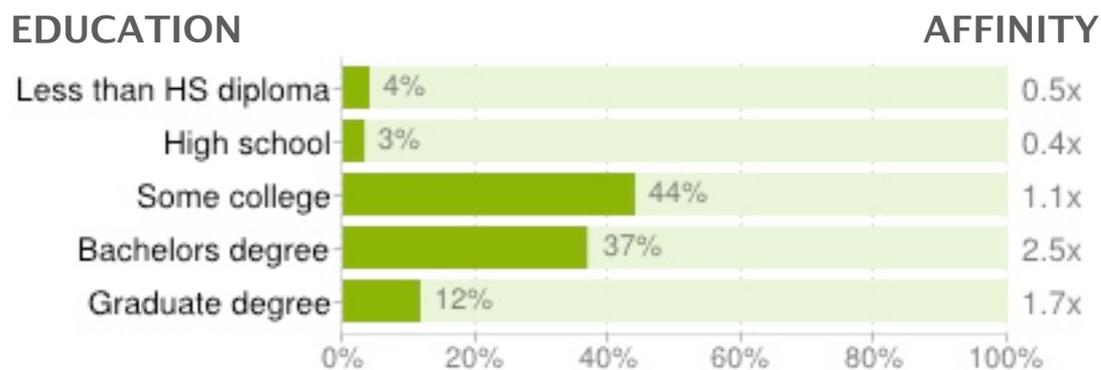
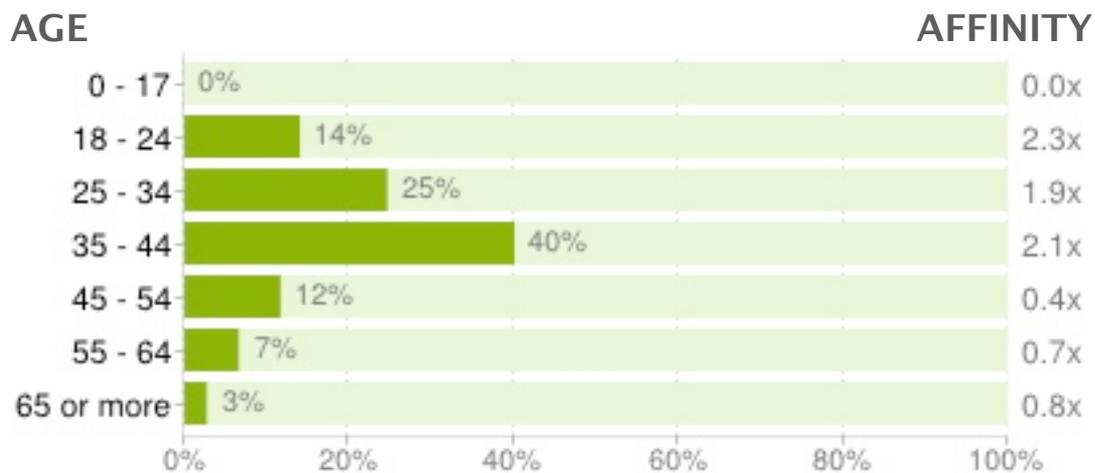
- **7 million** monthly page views
- **5,1 million** monthly unique visitors

TRAFFIC GROWTH FEB 2011 – JAN 2012

Analytics Data Feb 2011- Jan 2012



The Next Web: Audience



The Next Web: Social Properties



TWITTER FOLLOWERS 700K+



FACEBOOK FANS 75K+



GOOGLE+ FOLLOWERS 400K+



RSS SUBSCRIBERS 50K+



NEWSLETTER SUBSCRIBERS 10K+



The Next Web: Channels

The Next Web delivers the latest news on Internet technology, culture and its business from around the world. Our content and website are published in six languages and more than ten editions.

Apple

A leading blog on Apple business, products and culture

Apps

Reviews and new feature releases for Android, Blackberry, and iPhone, as well as the latest Web apps and beyond

Design & Dev

Applications and ideas for personal and business environments

Entrepreneur

Inspiring tales about entrepreneurship. Get tips, tricks and stories from entrepreneurs

Facebook

Latest developments about Facebook applications, company news and updates

Gadgets

Learn about the latest devices and utilities available from companies around the world

Google

Complete and updated coverage about Google news, apps and Google+

Mobile

Global coverage about the industry, carriers and more

Social Media

The Next Web: Opportunities

DISPLAY ADVERTISING ON THE NEXT WEB

Ads on The Next Web are strictly limited in number and strategically placed, ensuring that your message gets seen by millions of early adopters, technology leaders and entrepreneurs in the Internet industry.

Header above the fold / “Leaderboard”



- Dimensions - 728x90 (IAB standard)
- Pricing: \$8.50 CPM

Sidebar above the fold / “Large Rectangle”



- Dimensions - 300x250 (IAB standard)
- Pricing: \$11.05 CPM

The Next Web: Opportunities

SPONSORED POST

A sponsored, conversational post is a terrific opportunity for your brand to collaborate with our editorial team. We'll work with you to find topics that are both relevant to your brand and interesting to our audience in order to maximize engagement. All content will be written by our experienced editorial team, with brand feedback being welcomed.

Includes:

- 200x100 logo at the top of the article
- Posts are labeled as [Sponsored Post]
- The sponsored post is promoted via Facebook and Twitter

Pricing Information:

- \$5,000 per post



This post was brought to you by Volvo. Learn more [here](#).

The bridge between economy and luxury in the automotive industry has always been a hot spot for the market. These go-between cars had some of the features from the higher end, but not enough to tip the price points. They were somewhat fuel efficient, but not to the point of being economy. But 2012 appears to be the year that the middle ground gets redefined.

A few weeks ago when I [visited Detroit](#) to talk with the folks from ShopAutoWeek, I was struck by the chasm that existed between the models of cars that we were given to drive. On one hand we had the family trucksters, such as the Honda Odyssey and Dodge Durango. On the other side we had the Fiat 500 and Chevy Cruze, two cars that care a lot about getting you from A to B with as little gas as possible.

The Next Web: Opportunities

PARTNER POST SERIES

Our sponsored post series tend to be incredibly popular with TNW readers, and as such they provide fantastic engagement to the brands behind them. Sponsored series are groups of posts that surround a topic which is directly relatable to your brand, such as Mercedes-Benz sponsoring a series around luxury brands using technology.

Includes:

- 200x100 logo at the top of the article OR
- “This post was brought to you by _____. Learn more [here](#)” at the top of the article.
- “This series of posts is brought to you by _____. Learn more about _____ and its products at _____ .com.
- All Partner Post Series are promoted via Facebook and Twitter

Pricing Information:

- \$4,000 per post
- Minimum 3-post commitment



This is the first of a series on Stylish Entrepreneurs (sponsored by [Gillette](#), yeah!). I'm going to take a closer look at the personal branding of some famous technology entrepreneurs. Who exactly? Well, Kevin Rose, Ryan Carson and some other names you should be familiar with.

I'm starting with one of the most respected and recognizable entrepreneurs in the world: Steve Jobs.

Steve is interesting for this series for several reasons; he is a geek, an icon and he clearly has style.



The Next Web: Opportunities

CHANNEL SPONSORSHIP

When you want to show your dedication to an event or topic, there's simply no better way to do so than with a channel sponsorship. We will completely skin a section of our site with your company's branding, and all posts within the channel will have your name associated with them.

This is perfect for new product introductions, and other times when you want to make a serious splash.

Includes:

- A completely customized i.e. skinned channel and all posts within this channel
- **Bonus:** 260x125 social media ad in the sidebar to promote your FB, Twitter or G+ pages. The ad should blend in with skin ad to optimize conversion
- **Optional add-on:** Sponsored post series - 1 post per week on a topic of the advertisers taste, propped and written by TNW editorial team

Pricing Information:

- Starting at \$25,000 per month
- Commitment length: one month



The Next Web: Opportunities

CUSTOM CHANNEL

Have an event that you're doing, or a topic that needs special attention? We're uniquely able to provide a fully custom channel, specific to your message. You'll get a completely custom channel, featured on The Next Web, with a guaranteed minimum of new content posts and special advertising.

There really is no better way to get your message out to the Internet's most passionate group of technology enthusiasts.

Includes:

- A completely customized i.e. skinned channel and all posts within this channel
- Co-branded header (TNW in cooperation with...)
- Channel contains a minimum of 10 posts per week
- **Bonus:** 260x125 social media ad in the sidebar to promote your FB, Twitter or G+ pages. The ad should blend in with skin ad to optimize conversion

Pricing Information:

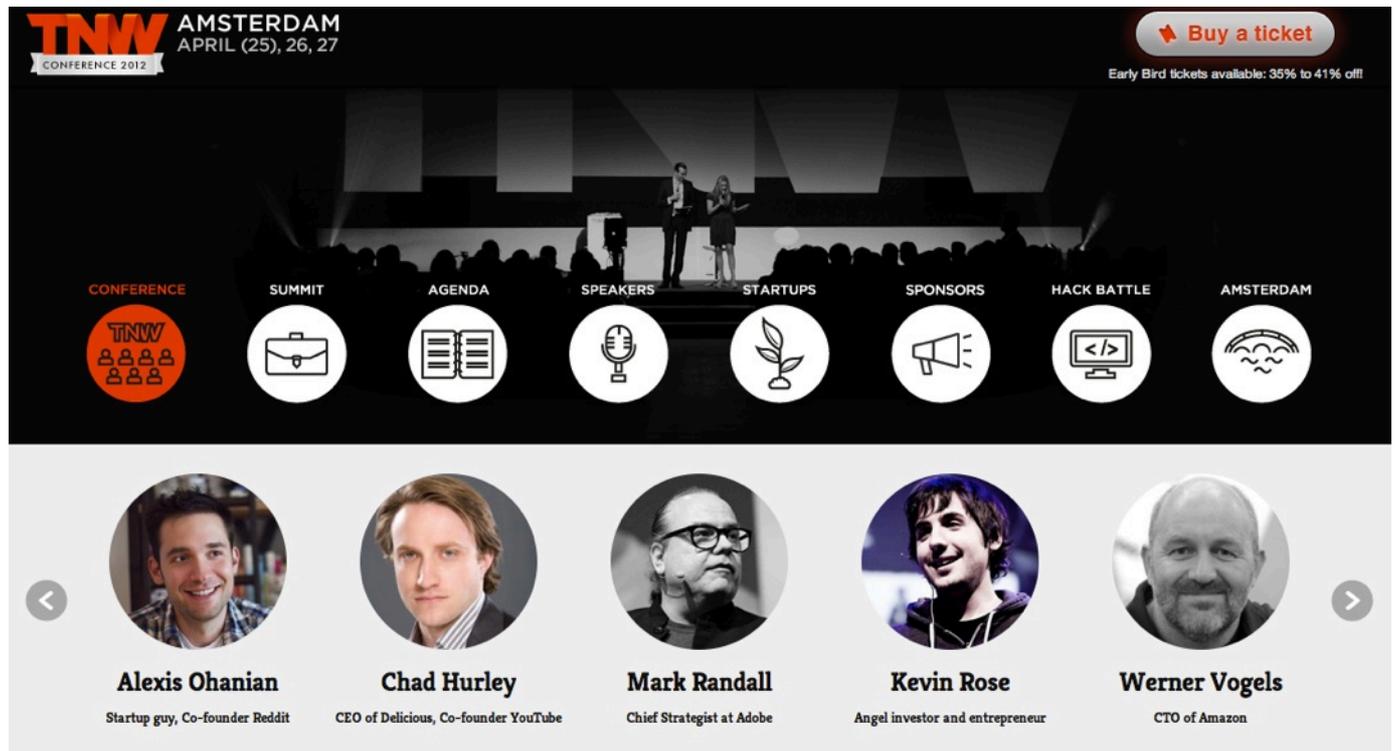
- \$30,000 per month
- Minimal commitment length: six months

The Next Web: Opportunities

THE NEXT WEB CONFERENCE

We also host Europe's leading internet conference, with over 1800 industry leaders from 41 countries coming over to Amsterdam for 3 days.

Drop Patrick de Laive a line on +316 4200 4200 or patrick@thenextweb.com to see how you can boost your brand



TNW AMSTERDAM
CONFERENCE 2012
APRIL (25), 26, 27

[Buy a ticket](#)
Early Bird tickets available: 35% to 41% off!

CONFERENCE SUMMIT AGENDA SPEAKERS STARTUPS SPONSORS HACK BATTLE AMSTERDAM

Alexis Ohanian
Startup guy, Co-founder Reddit

Chad Hurley
CEO of Delicious, Co-founder YouTube

Mark Randall
Chief Strategist at Adobe

Kevin Rose
Angel investor and entrepreneur

Werner Vogels
CTO of Amazon

The Next Web: Opportunities

NEW: THE NEXT WEB IPAD APP

Be featured in our new iPad magazine: <http://itunes.apple.com/gb/app/tnw-magazine/>



Includes:

- Full clickable page in monthly iPad magazine
- Thank you note on the opening page by Boris, editor in chief & co-founder of The Next Web

Pricing Information:

- \$2,000 per edition. Note: Special rate as we've just started with the distribution of the App
- Minimal commitment length: 2 editions

Opportunities: Who to contact?

WHO TO CONTACT?



Sponsored posts (series), sponsored channel, site skins and more is being handled by:

Jorg Ruis

Chief Monetization Officer

jorg@thenextweb.com

The Netherlands



All display advertising is handled by our friends from:

Federated Media

<https://advertisers.federatedmedia.net/explore/view/thenextweb>