



The Media Leader



In partnership with  SRDS



The Media Leader will champion, debate, and celebrate everything great about the media landscape

For the past two decades, **The Media Leader** has firmly established itself in the UK as the industry's thought-leadership platform.

Since joining Adwanted Group last year, we are now owned by an international media tech business, providing us a unique opportunity to become an international publishing brand.

Our editorial position is simple – we are **100% Media**. i.e. we are 100% focused on the news, issues and themes that matter most to media industry professionals – whether it's about how we fund media, how we make media, or how we regulate media.

We are not pretending to be a bible for advertising creativity or a place to find lectures about brand marketing effectiveness.

While everyone in the advertising and marketing industry is more than welcome to talk to us and write for us, there is just one condition: they need to have a view about media, the most interesting, disruptive, and dynamic industry on the planet.

So, we're not going to follow the crowd when it comes to writing about media, tech, and advertising news. We're going to lead. We are literally calling ourselves **The Media Leader** to hold ourselves to that standard.

Omar Oakes
Editor, **The Media Leader**





Publishing Power

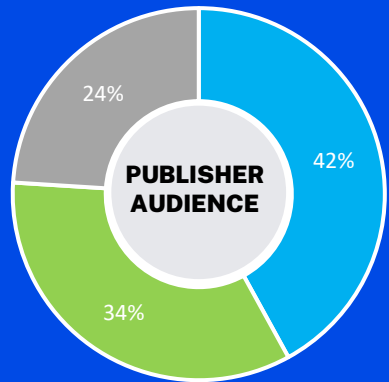
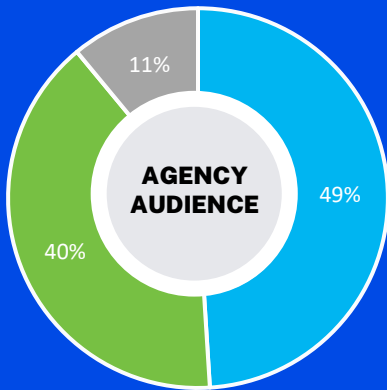
The Media Leader

Mediatel News is the media industry's thought-leadership platform.

Readership

In April 2022, we're launching an exclusive 100% Media US newsletter reaching over 20,000 readers weekly at media agencies, media companies, industry bodies and advertisers.

“ The Media Leader is a key source of industry information for me. It's one of my top bookmarked sites and gets a good daily scan for breaking news. ”



-  Planners, Buyers & Strategists
-  Media Directors
-  Executives

-  Ad Sales
-  Executive/Publisher
-  Marketing, Editorial & Programming

Rate Card

Newsletter/The Media Leader US Website Combo

Top Leaderboard + website leaderboard (rotation)

Ad Unit	Spec	Duration	Price
Leaderboard	728 x 90	4 weeks	\$8,000

Mid Leaderboard + website leaderboard (rotation)

Ad Unit	Spec	Duration	Price
Leaderboard	728 x 90	4 weeks	\$4,000

Takeover – Top and Mid + exclusive website leaderboard

Ad Unit	Spec	Duration	Price
Leaderboard	728 x 90	4 weeks	\$11,200

File Size: No larger than 150K

Formats: GIF, JPG/JPEG, PNG

Native Email

Opportunity	Details	Price
Exclusive partner	Send a core message to our database via an email campaign	\$4,000 per email

Branded Content

Opportunity	Details	Price
Partner content article and newsletter promo	Column of 750-1000 words. Topic of your choice with consultation from The Media Leader team to ensure relevancy to audience	\$3,000
Partner content written by Media Leader journalist	As above – could be an interview or a ghost-written thought-leadership opinion piece	\$4,000

Whitepapers

Opportunity	Details	Price
Promotion of Whitepaper	Includes display campaign and 500-word article promoting Whitepaper to appear on website and newsletter	\$3,000
Commission a Media Leader to write a Whitepaper	3,000-word report written by our editorial staff, including editorial consultation, with client and customer interviews	\$12,000+ <i>based on word count</i>

Events

Opportunity	Details	Price
The Future of TV & Audio New York City June 9, 2022	Take part in one of our market-leading conferences focused on the TV and audio advertising landscape. Each package includes a speaking slot, delegate passes, and event branding	Upon Request

For more information, contact Michael.Forgash@srds.com or call 917-885-9793

Ad Positions (Newsletter)

The
Media Leader

In partnership with



Top Leaderboard

Hello! This is the second-ever newsletter from The Media Leader for our US audience.

You are receiving this because you are a customer or partner of our sister company SRDS or you have signed up to get our weekly digest of news, analysis and opinion about the key issues in the media industry.

Please share this newsletter with your colleagues if you like our content and encourage them to [subscribe here](#). You can also follow everything we're doing on Twitter ([@TheMediaLeader](#)) and check out [our homepage](#) each day.

You can send news, ideas, opinion pieces and feedback to myself or our reporter Jack Benjamin: jack.benjamin@the-media-leader.com.

Omar Oakes
Editor, *The Media Leader*
omar.oakes@the-media-leader.com



Who guards the guardians?

NewsGuard's quest to clean up online news

NewsGuard CEOs Steven Brill and L. Gordon Crovitz explain how programmatic advertising is funding Russian propaganda and healthcare hoax sites, and why social media platforms don't want to use their services to stop its spread. By Jack Benjamin



InfoSum and The Trade Desk enter partnership

Ad tech companies InfoSum and The Trade Desk have announced a partnership and integration that enables advertisers to activate first-party data in a "privacy-centric" way.

ADVERTISE

SUBMIT NEWS



SUBSCRIBE

Mid Leaderboard


Ad Positions (Website)

The Media Leader
Part of Adwented Group

LATEST OPINION NEWS ADVERTISE


Q  

We are 100% Media




'What we know will humble the industry' – the rise of the attention specialists

Attention metrics will become increasingly important to marketers as a core component of their strategies moving forward.




Google rolls out 'reject all' cookie option in Europe after fines


Why hands-on media agency management is the key to campaign...



Ogury hires global head of trading and agency partnerships



100% Media Roundup: Vogue, Twitter- Musk



Advertisement

Website Leaderboard

Opinion

'Pulling out' of Russia must mean getting tough on ad fraud

Omar Oakes

Editor's column: Advertisers need to ensure their media spend isn't potentially violating sanctions.

The Media Leader bulletins

[SIGN UP NOW](#)