

# Search **M**arketing standard

MEDIA KIT  
**2006**

The only magazine dedicated to helping small businesses, entrepreneurs, and professionals get the most out of search marketing.



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reaching  
the niche

**S**earch Marketing Standard is the first magazine that search marketers can call their own. The ever-growing demand for information on the search marketing industry has led to a need for a specialized publication dedicated to making this knowledge easily accessible. Here at Search Marketing Standard, we have stepped up to the challenge to launch this unprecedented information portal.

Search Marketing Standard is a quarterly publication for small to mid-size business owners, entrepreneurs, and marketing professionals. Each issue is filled cover-to-cover with invaluable how-to articles for improving advertising campaigns, interviews and tips from experts in the industry, and breaking news on trends and developments. Our goal is to help our readers increase their bottom line in the world of search marketing.

**our**  
audience

Savvy business owners, entrepreneurs, and marketing professionals that actively advertise via search engines and seek ways to drive more traffic and sales through their website.

“No other publication reaches search marketers like Search Marketing Standard!”

**our**  
readers:**98%**

have an  
active  
Internet  
presence

**96%**

advertise  
online via  
search  
engines

**91%**

are  
owners or  
marketing  
professionals

**Contact Info:****Eugene Mordkovich** | advertising manager

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Fax: 865.251.9480



rate card  
and circulationTOP  
5 reasons to advertise in  
Search Marketing Standard

- 1 We are the only publication dedicated to covering the search marketing industry.
- 2 We are the only magazine that connects you with thousands of ready-to-buy savvy online marketers.
- 3 We publish a magazine that readers rely on for ideas and advice to help them improve their bottom line.
- 4 We are a media company that creates innovative ideas that deliver results to our advertisers.
- 5 We consider our advertisers our partners and work with each one individually to create solutions that work for them.

## Contact Info

**Eugene Mordkovich**  
Advertising Manager

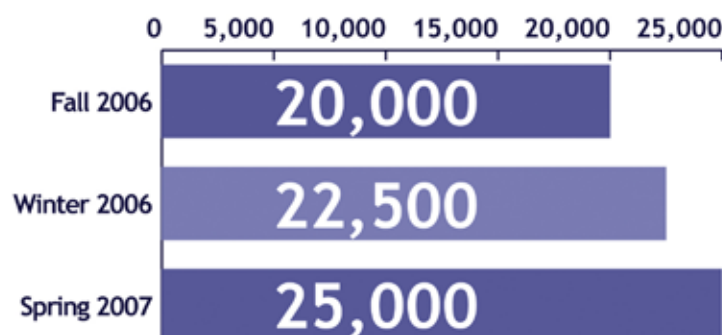
Phone: 800.564.2318

Email: [eugene@smstandard.com](mailto:eugene@smstandard.com)

Fax: 865.251.9480

Circulation: 15,000 / issue

## Projected Growth:



## rate card

	1 issue	2 issues	3 issues	4 issues
Full Page	\$2,500	\$2,375	\$2,250	\$2,125
Spread	4,500	4,275	4,050	3,825
Premium	3,000	2,850	2,700	2,550
Back Page	3,500	3,325	3,150	2,975
1/2 Page	1,500	1,425	1,350	1,275
1/3 Page	1,000	950	900	850
1/4 Page	750	712	675	637
Classified	200	175	150	125
WhitePaper	200	175	150	125
Job Post	200	175	150	125

\* Rates are for full color. There is no added charge for bleed. Only full page ads can have bleed.

# publication profile

**S**earch Marketing Standard is the first and only magazine completely devoted to the world of search engine marketing. It is a quarterly publication for small to mid-size businesses, entrepreneurs, and marketing professionals. Each one of our issues is filled cover-to-cover with invaluable how-to articles, advice on improving advertising campaigns, and tips written by experts to help our readers increase their bottom line.

Expected areas of coverage are pay-per-click advertising, search engine optimization, web analytics, click fraud, local and contextual search, latest trends, and other related topics.

Our publication's goal is to bring all of the information that's floating out there to the end-users that need it to improve their advertising campaigns in a simple, but effective, way. We're confident both established and new businesses will find a wealth of useful information in our magazine.



Search Marketing Magazine is published by MordComm, Inc. - a New York-based marketing company that develops tools and services to help businesses, entrepreneurs, and marketing professionals get the most out of search engine advertising.

We have also published the Pay-Per-Click Search Engine Marketing Handbook - a bestselling book on PPC advertising with thousands of copies sold to business owners worldwide every month.

MordComm, Inc. also develops and operates other online properties:

**AdWatcher.com** - Pay-Per-Click tracking and click fraud detection service.

**PayPerClickUniverse.com** - free resource on Pay-Per-Click advertising.

**SEMBooster.com** - free resource on Search Engine Optimization.

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## specifications



## ad dimensions



1/4 Page

7 3/4" x 2 1/2"



1/4 Page

5 1/8" x 3 1/2"



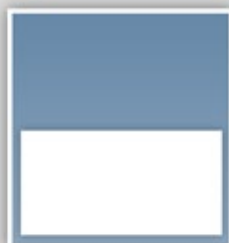
1/3 Page

2 1/2" x 9 1/2"



1/2 Page

5 1/8" x 7"



1/2 Page

7 3/4" x 4 1/2"



Full Page

7 3/4" x 9 1/2"

Full Page  
with Bleeds

- Image area: 7 1/2" x 9 7/8"
- Trim size: 8 1/2" x 10 7/8"
- Bleed size: 8 3/4" x 11 1/8"

## closing schedules

Summer  
issuePublished  
May 15th,  
2006Ads have to be  
delivered by  
April 15thFall  
issuePublished  
August 15th,  
2006Ads have to be  
delivered by  
July 15thWinter  
issuePublished  
November 15th,  
2006Ads have to be  
delivered by  
October 15thSpring  
issuePublished  
February 15th,  
2007Ads have to be  
delivered by  
January 15th

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