

MNI Media Kit

We're a team of audience strategists

who efficiently deliver a brand's message to its specific targets.

50+ Years

helping accelerate
business

+1,200 clients

annually

Nimble. Responsive. Built to Thrive.

A trusted extension of your team.



Our Commitment

We *ask* the questions.

The more we know and understand your business challenges, the better our work.

As your business evolves, so do we.

We *continually* evaluate.

We never rest. We always optimize your plans, as well as our partners.

Our work is never done.

We *find and intersect* with your audience.

Our solutions, powered by proprietary tools, provide insightful pre-optimized plans.

Successful ad campaigns start here.

The MNI Difference

A unique combination of reach, scale, historical insights, variety of category knowledge, tech platforms, reporting ease, as well as best talent with no retainer allows MNI to stand apart and deliver real value for its clients.

Our Team

- 54 years targeting expertise
- 140+ team members
- Owned by Dotdash Meredith, world's largest digital and print publisher and Top 10 global media company
- Insights-driven, media-agnostic
- Vast network of publishers, data and targeting partners beyond competitor reach.
- Managed service without any retainers

Our Tech

Integrated Tech Stack includes

- The Omnipoint System: Data Warehouse
- Programmatic Solution: MNlx
- End to End Campaign Management System:
 - DMM: Campaign Administration
 - Optics: Reporting and Optimization
 - Motto: OTT Attribution

Our Tools

- Premium, powerhouse digital and magazine environments
- Extensive research suite informs media strategy
- Ability to leverage a large variety of data and targeting partners across industries due to open architecture of programmatic platform
- Category and Industry content that informs, educates and inspires.



Media Solutions

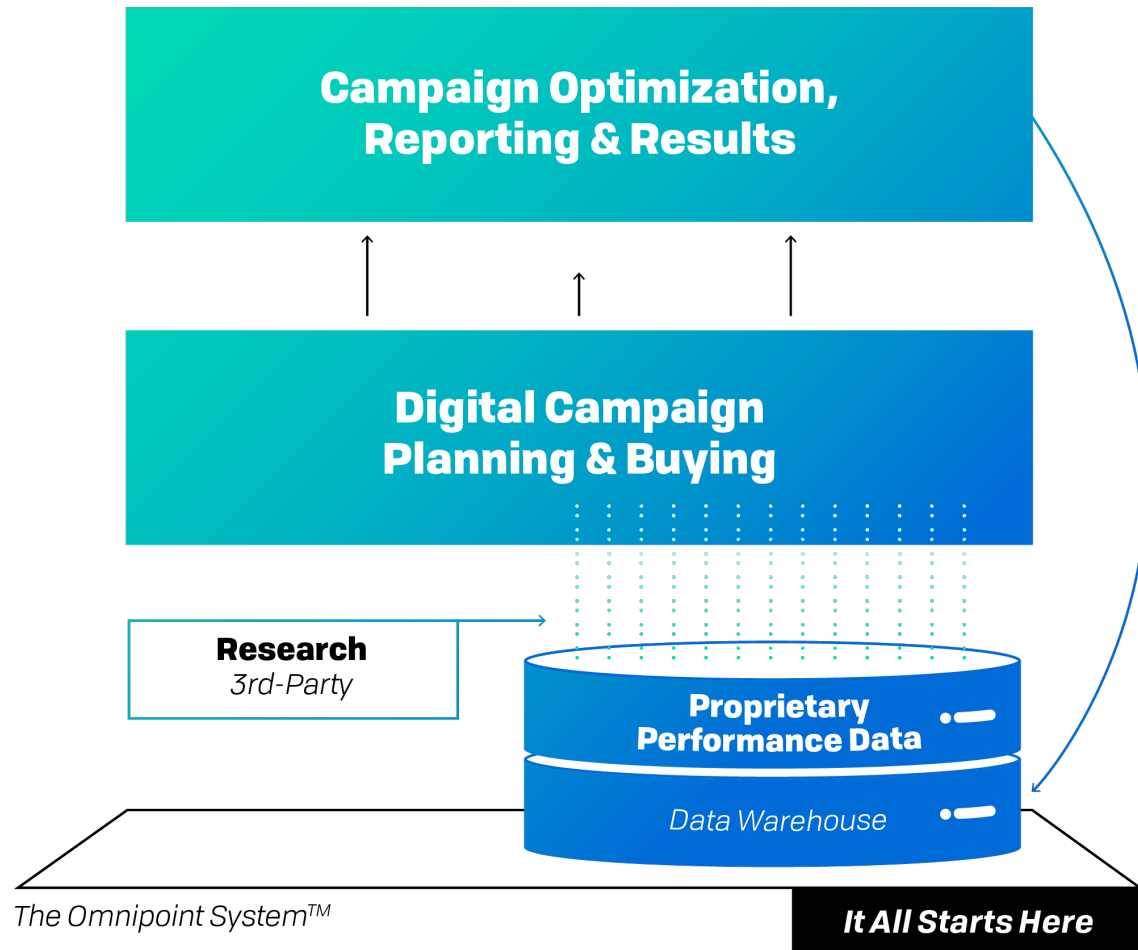
Media-agnostic solutions portfolio puts your KPIs first.

We connect you with your audience across

- The online ecosystem
- Top-tier magazine brands

MNI
targeted
media

The Omnipoint System



Data-Driven Insights, Out of the Gate.

This proprietary system marries process, data, and technology to deliver optimized, highly targeted media plans.

First: We identify and understand your audience and their behaviors.

Then: We utilize our proprietary historical campaign performance data to inform media recommendations.

Next: We develop a pre-optimized plan based on research and data, our expertise, and your KPIs.

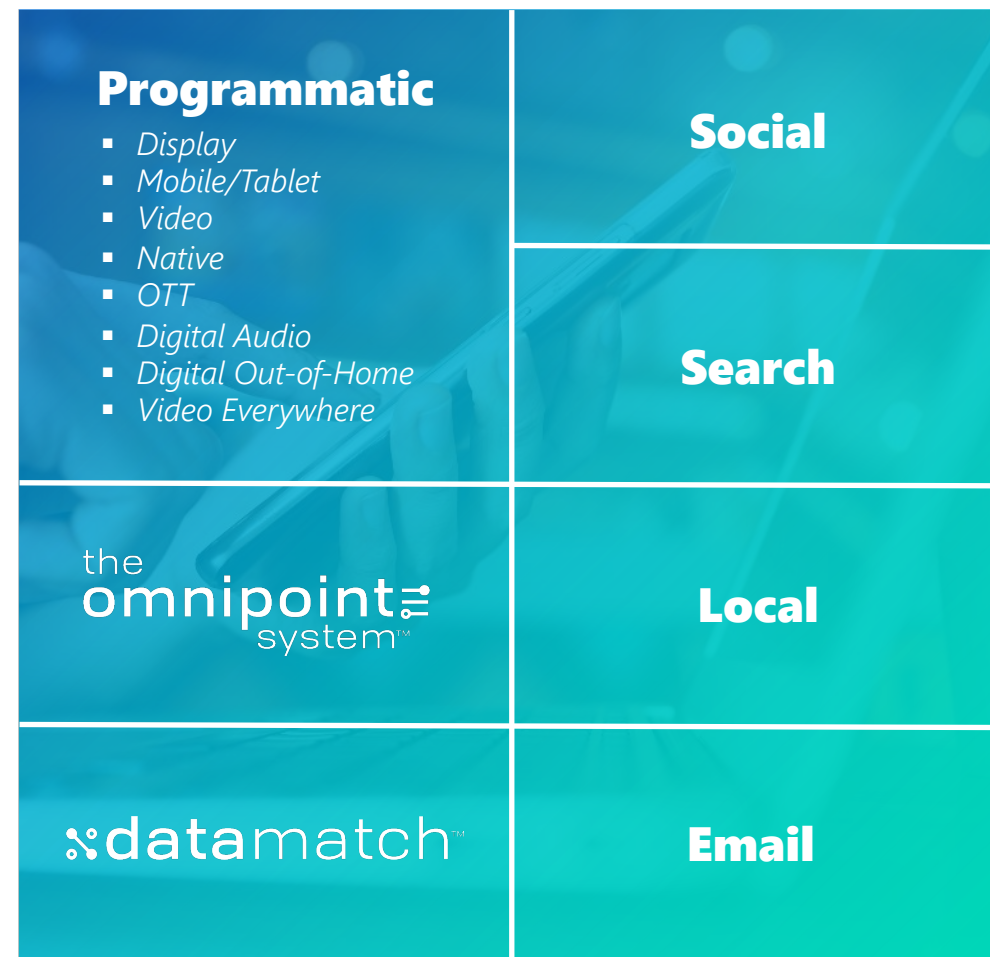
Finally: We optimize your campaign while capturing the data to enhance all future campaigns.

On the Pulse.

The MNI Digital Suite

Use the latest technology, including our proprietary tool, The Omnipoint System, to reach your consumers with a pre-optimized, never pre-purchased plan to drive results for your brand.

Our unique portfolio of products provides on-point solutions to effectively deliver in an ever-changing digital landscape.



Attentive Readers. Trusted Environments. Welcomed Escape.

Targeted Magazines

Magazines provide a tangible, safe, contextually-relevant, and valuable environment to reach your precise target.

Based on on your campaign goals, we can help you determine which magazine solution is right to achieve them, either inside the magazine or on the cover.

In-Book



PenFed

Cover Wraps



AirBnB

MNI Delivers

- Top-tier, nationally recognized magazines.
- Contextual and lifestyle aligned environments.
- Custom strategy and research to support your audience targeting and magazine selections.
- Opportunity to drive impact with localized creative or high-impact creative.
- Premium, multi-page ad space to communicate your brand story.

MNI In-Book

Magazines, Your Way: Buying In A Few Clicks

Easy, turn-key steps to identify, target, and deliver your in-book magazine ad to the right audience(s) to drive impact and business objectives.



Choose Your In-Market Month(s)

When does your message need to be in-market.



Choose Your Audience

Who are you trying to reach? Is it a specific demo or an attribute, we have 34 predetermined targets to get you started.



Choose Your Magazine(s)

Build your magazine plan based on the magazines that Index well against your target and are available when you need to be in-market.



Choose Your Market(s)

Drill down to the markets that are most important to you and uncover key plan details including circulation, impressions, rates and more..

*Enhance your plan by reviewing our unmatched **Market Research including Market Maps** to help you better understand the market and audiences you seek.*

MNI In-Book Catalog

allrecipes	Better Homes & Gardens	Bloomberg Businessweek	COSMOPOLITAN	CountryLiving	E L L E
ELLE DECOR	Entrepreneur	<i>Esquire</i>	FOOD & WINE		Forbes
FORTUNE	BAZAAR <small>Harper's</small>		House Beautiful	Men's Health	People
REAL SIMPLE	Smithsonian	Sports Illustrated	THE WEEK	TIME	TOWN & COUNTRY
TRAVEL+ LEISURE	Women's Health				

Cover Wraps

A unique, high-impact multi-page solution that binds your ad to the cover of premier national magazines.

- **Audience.** Use your own CRM mailing list, or we can help you procure a targeted audience list to reach receptive prospects.
- **Brand Storytelling.** Use the expanded ad real estate of four-, six-, or eight-page ads, to drive message impact and audience engagement.
- **Relationship Building.** Foster good will with your audience, as they will receive complimentary issues from you for the duration of the campaign.
- **Prove ROI.** Conduct custom surveys to hear from your prospects and prove campaign ROI.



What do your campaign objectives look like?

Building professionals searching for home-owners with specific foundations.

Ingredient producers looking to motivate product purchase.

Cover Wrap Titles

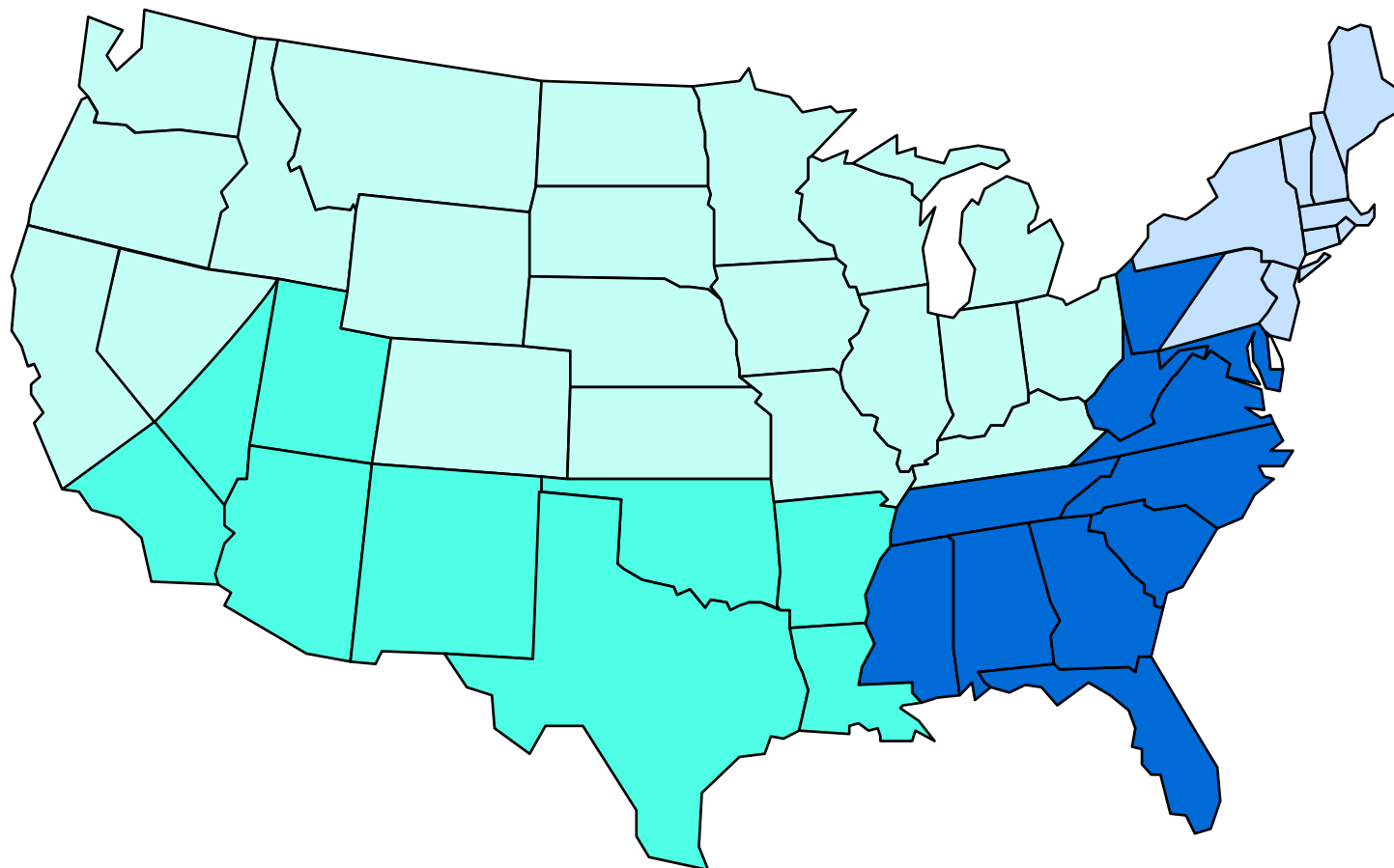
allrecipes S B	Better Homes & Gardens S B	Bloomberg Businessweek *	CAR AND DRIVER	COASTAL LIVING OB	CookingLight OB	COSMOPOLITAN
CountryLiving	Kitchens Dream & Baths OB	EatingWell OB	E L L E	ELLE DECOR	Entertainment OB	Entrepreneur *
Esquire	ESSENCE	FOOD & WINE S	food network magazine	FORTUNE *	GOOD HOUSEKEEPING	BAZAAR <small>(Harper's)</small>
HGTV magazine	Health OB	House Beautiful	LIFE OB	Men's Health	PawPrint OB	People
POPULAR MECHANICS	Prevention	REAL SIMPLE S B	ROAD TRACK	SHAPE OB	Southern Living S B	Sports Illustrated
TIME	TOWN & COUNTRY	TRADITIONAL HOME OB	TRAVEL+ LEISURE S	VERANDA	Woman's Day	Women's Health

"B" are Bookazines and are sold as Splash programs. "OB" are titles only available as Bookazines. "S" are available for Splash programs. Unmarked titles are available for ongoing programs.

12 * Means that this title has a minimum requirement for a Cover Wrap program and needs prior approvals.

Contact Us

Contact your local targeting expert to develop the media agnostic solution that's right for your business challenges.



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