

Marketing Insider Review

WE ARE

We are a different, fresh, and professional magazine, reader-oriented, aiming to create the most influential marketing network in the Spanish-speaking world.



Controlled by OJD Interactiva

<https://www.ojdinteractiva.es/medios-digitales>





OUR PILLARS

MISSION

To provide high-value content to marketing professionals to improve their activities and add more value to companies and society

VISION

To become audience leaders and executive-level benchmarks as an essential marketing magazine in the Spanish-speaking world



**NUESTROS
VALORES**

EXCELLENCE

LEADERSHIP

TRUST

QUALITY



REFLECTION

**"THE ONLY SOURCE OF
SUSTAINABLE COMPETITIVE
ADVANTAGE IS NOT PRODUCTS OR
SERVICES. IT IS NOT ABOUT SELLING
PRODUCTS OR SERVICES, BUT
EXPERIENCES."**

- PHD DAVID DE MATÍAS BATALLA



VALUE PROPOSITION

Introduction

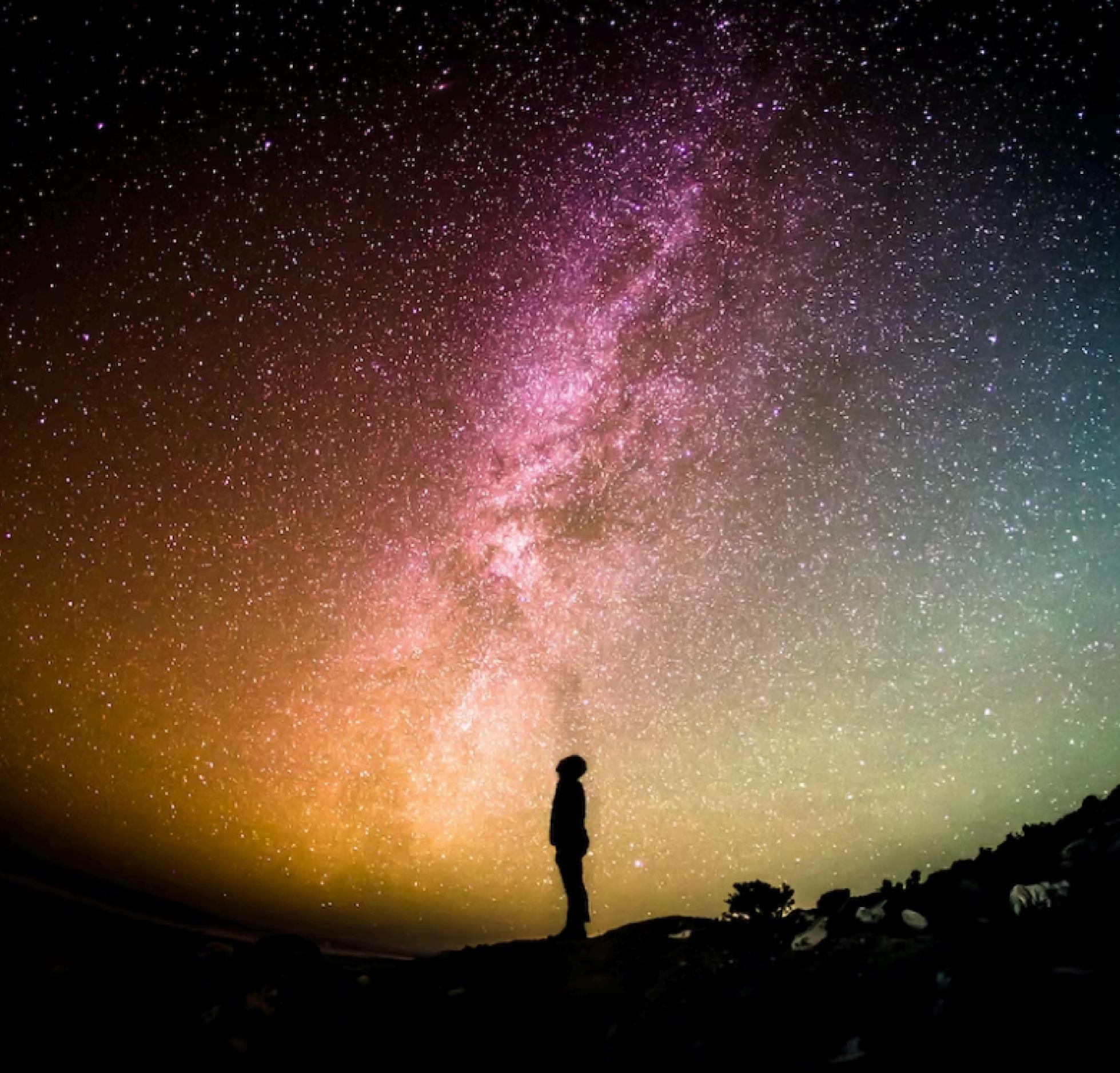
Marketing Insider Review is an editorial proposal based on quality, rigour, transparency, credibility, and reader orientation.

Target

Who is our audience?

Marketing Insider Review is created by and for Marketing Directors, middle management, and marketing professionals with promotion aspirations, providing valuable content for decision-making





Impact of MIR in the world

Contents

THE KEY TO SUCCESS IN THE 21ST
CENTURY IS TO BE ECLECTIC AND
COMBINE THE TRADITIONAL WITH THE
DIGITAL.

CATEGORIES

Current Affairs

Agencies/Branding/Campaigns/Communication
/FMCG/Sports Mkt/Social Mkt/Tourism
Mkt/News/Trends

In Depth

Interviews with highly experienced
professionals in key roles

Technology

Tools / Marktech / TechTrends / Gaming &
Streaming / Metaverse

Sales & eCommerce

Sales / eCommerce / Marketplaces

Digital Marketing

Analytics/Web & App/Insights/Email Mkt/Search
Engine Mkt/Content Mkt/Social Media

Mkt & Women

Interviews with influential women/Campaigns
by and for women

Talent

Confidential / Training / Profiles

Entrepreneurship

Success stories/Strategies/Growth
Hacking/Insider Labs

CATEGORIES

Latin America

México

Marketing

Digital Marketing

Digital Transformation

Business

Andina

Marketing

Digital Marketing

Digital Transformation

Business

Cono Sur

Marketing

Digital Marketing

Marketing 4.0

Startups

Events & Networking

Interview

MICE sector

Tourism

Conferences

Congresses

Events

Networking

Afterworks

Opinion pieces by experts in the field

Afterwork Opinion column

Experts from different areas of marketing, communication, business, events and entrepreneurship share their knowledge and experience.

Todos los artículos de opinión de After Works



¿Cómo sacar partido al talento joven?

'¿Cómo sacar partido al talento joven?', tribuna de opinión escrita por Virginia Luca de Tena Sanguino, directora de la Fundación Mahou San Miguel.



Del Black Friday al Black November: la evolución de las oportunidades de compras

Del Black Friday al Black November: La Evolución de las Oportunidades de Compras, tribuna de Fabiana Fuenmayor, Account Manager Team Leader en RBT House España.



Cómo el marketing ha revolucionado el consumo en el Black Friday

'Cómo el marketing ha revolucionado el consumo en el Black Friday', tribuna de opinión escrita por Pablo José López Tenorio, director del Máster Universitario en Dirección de Marketing Internacional en UNIE Universidad.



Una correcta estrategia en el Black Friday de Amazon, clave para incrementar más de un 200% las ventas

'Una correcta estrategia en el Black Friday de Amazon, clave para incrementar más un 200% las ventas', tribuna de opinión escrita por Leannis Lebrón M. Key, Account Manager de Dendary by MioGroup.



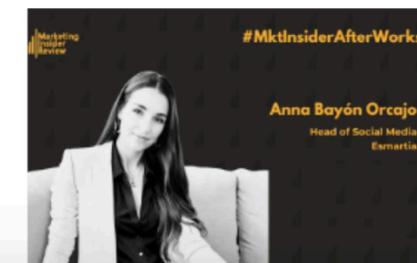
Influence Marketing: Las claves para construir notoriedad de marca de forma eficaz y creíble

'Influence Marketing: Las claves para construir notoriedad de marca de forma eficaz y creíble' es una tribuna de opinión de Andrea Vales, Directora de Cuentas de Ogilvy PR.



La eclosión de la IA generativa regala una segunda vida a las encuestas como herramientas de marketing

Emili Bonilla, socio de SDG Group, escribe la tribuna de opinión 'La eclosión de la IA generativa regala una segunda vida a las encuestas como herramientas de marketing'.



Events

& Networking

We discuss event management, protocol, expert interviews, event calendars, press releases, and advertorials.



#MKTTalks

**Experience, the mother of
all sciences**

We develop in-depth interviews for
YouTube and debates with
professionals from Spain and Latin
America.



Magazine

The sustainable magazine

Quarterly magazine in PDF format featuring the most interesting articles and impactful interviews of the month.

(first issue January 2021)





Newsletter

Weekly impacts

We have a database of thousands of contacts who read us every month.

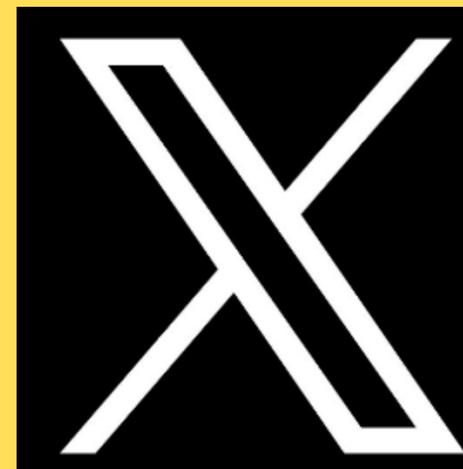
NUESTROS CANALES



WEBSITE



LINKEDIN
> 10.000 FOLLOVES

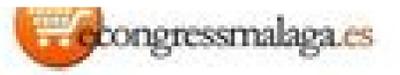


X
> 1.500 FOLLOWERS



FACEBOOK

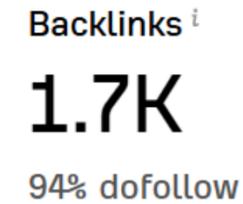
WE ARE
MEDIA
PARTNER



DOMAIN RATING

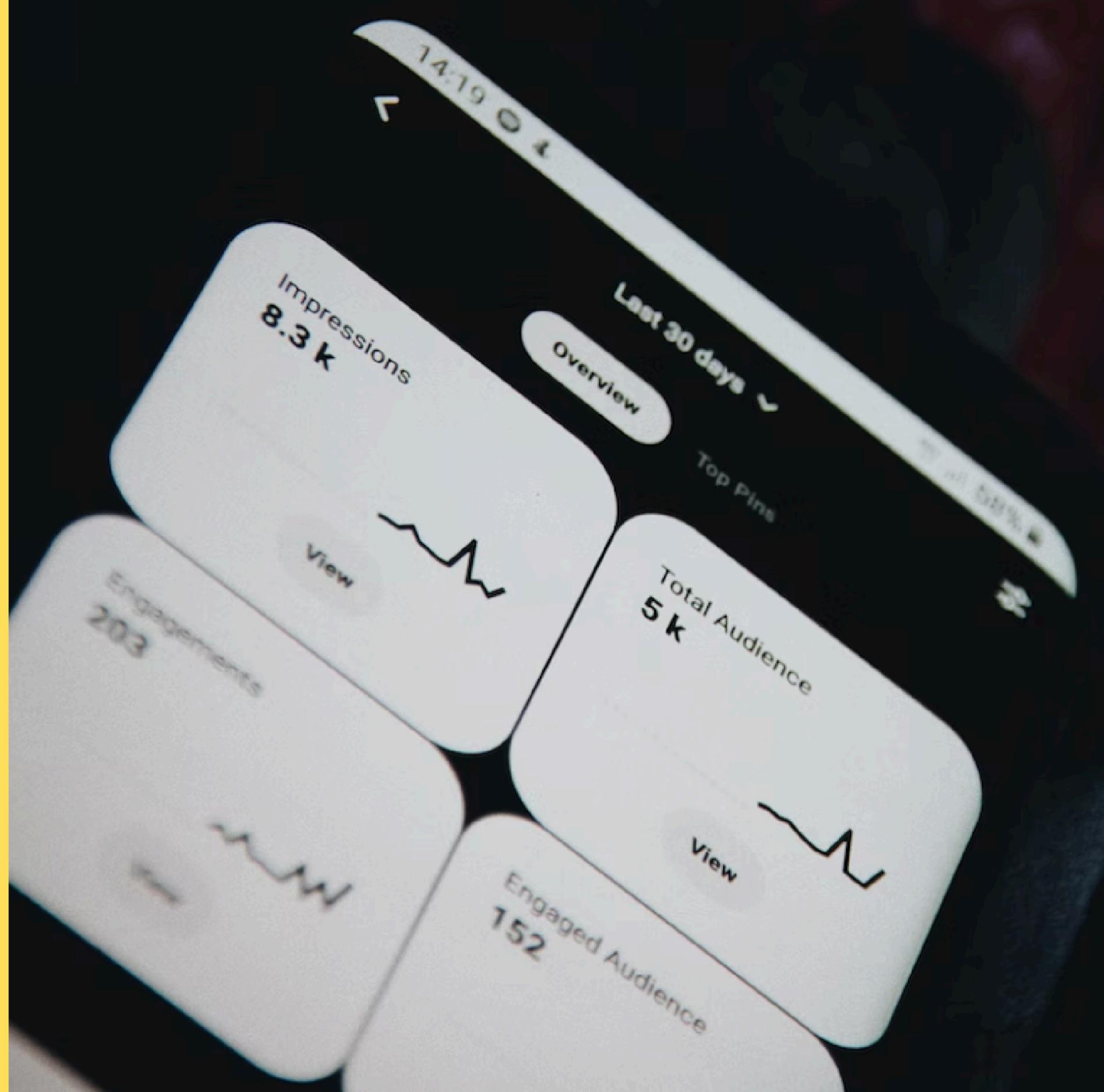
Perfil de backlinks de <https://www.marketinginsiderreview.com> ×

Dominio incluido subdomains. Un enlace por dominio



Domain Rating (DR) is a metric that measures the strength and popularity of a website, from 0 to 100. Rock Content considers a DR of 60 or above to be 'excellent'. In our six years of existence, we have managed to consolidate our position with a DR of 55 and links (without paying for them) from websites such as Wikipedia, HubSpot, Ogilvy, Podimo, Epsilon and others that cite and link to our content.

Statistics



PRINCIPALES KPIS

200k page views
per month

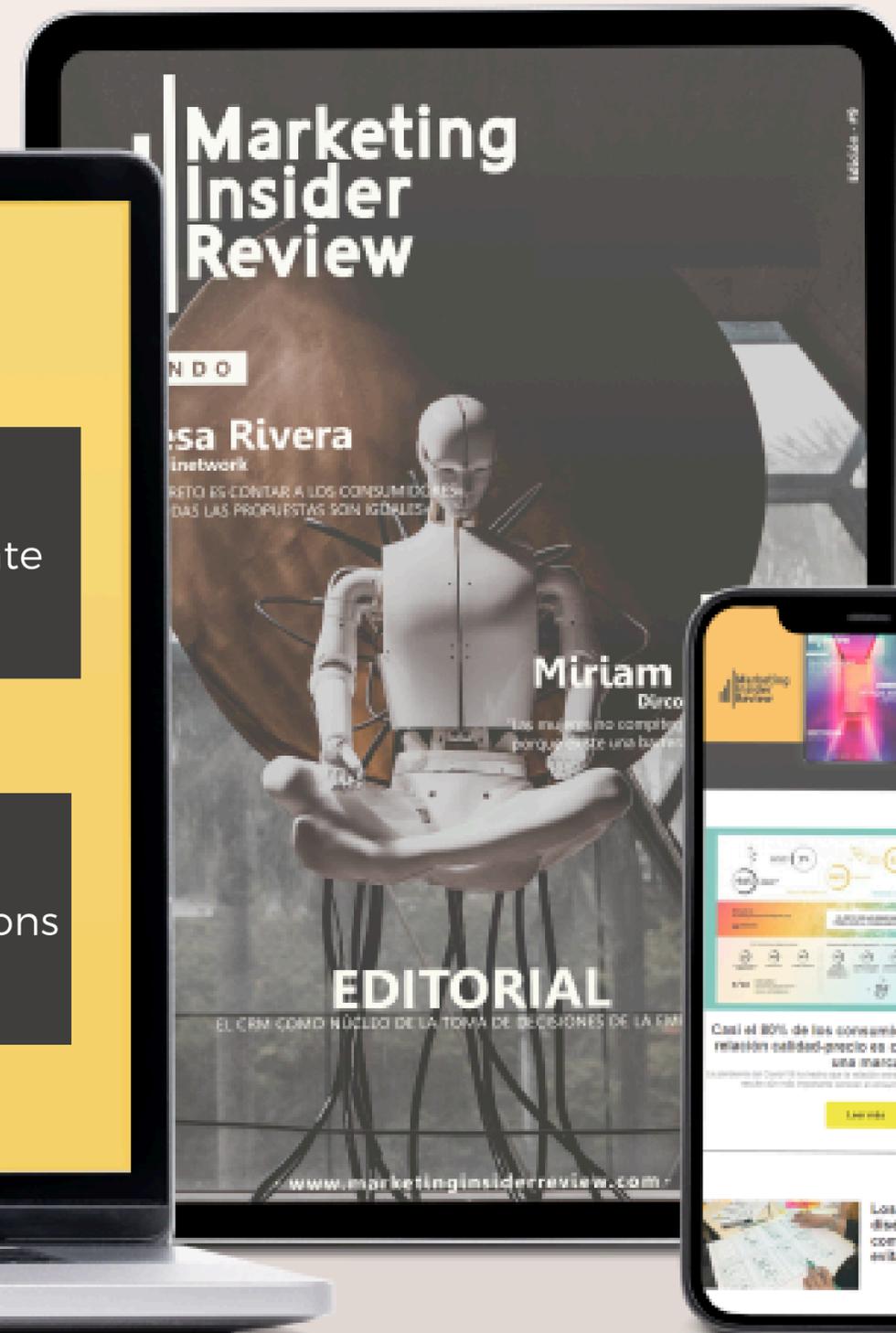
260k page views
per month, peaking
in October 2023
(450k)

10.5% bounce rate

77k unique
users/month

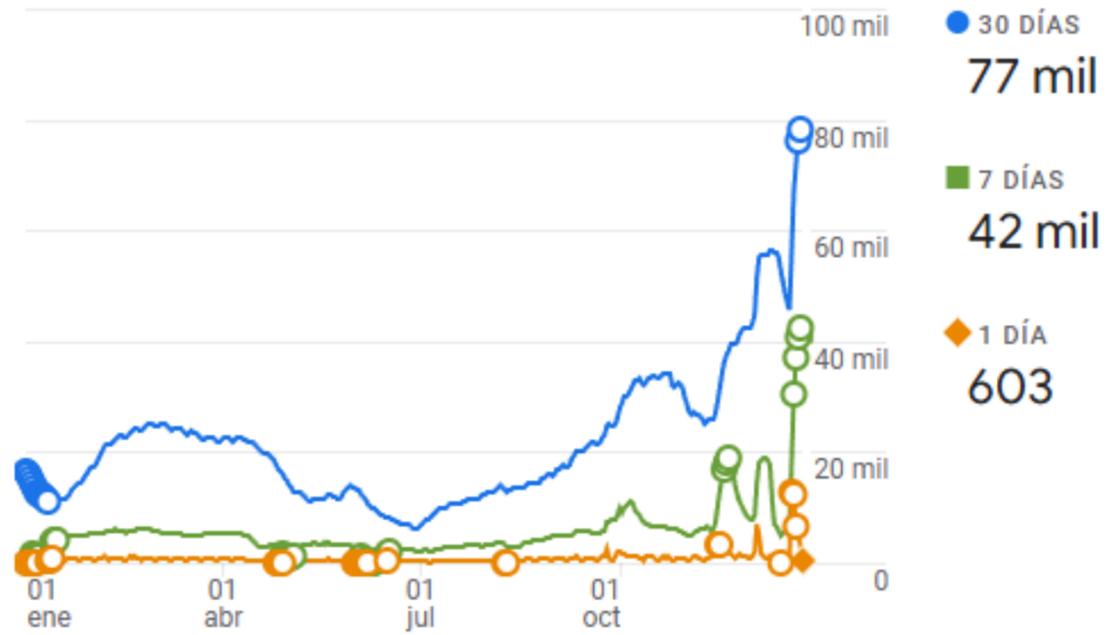
1 minute and 25
seconds spent on
each page

11.5% of interactions

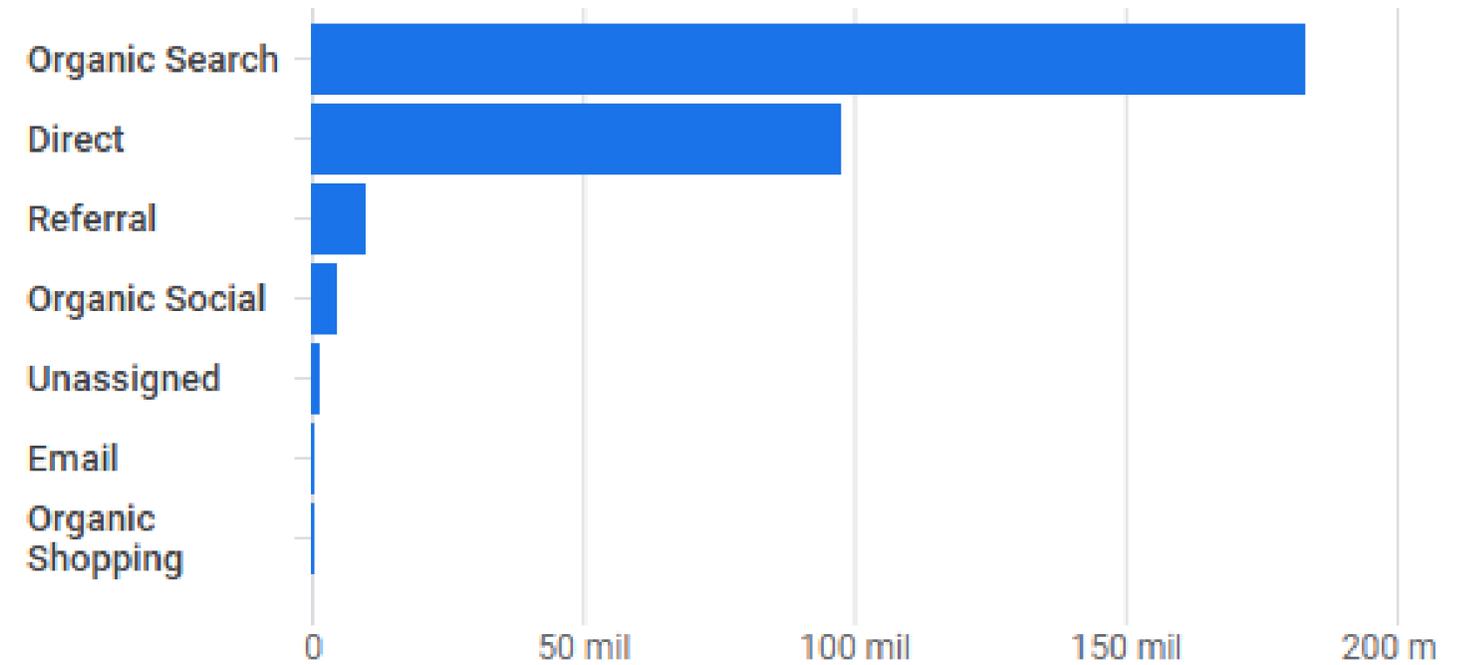


OTHER INDICATORS

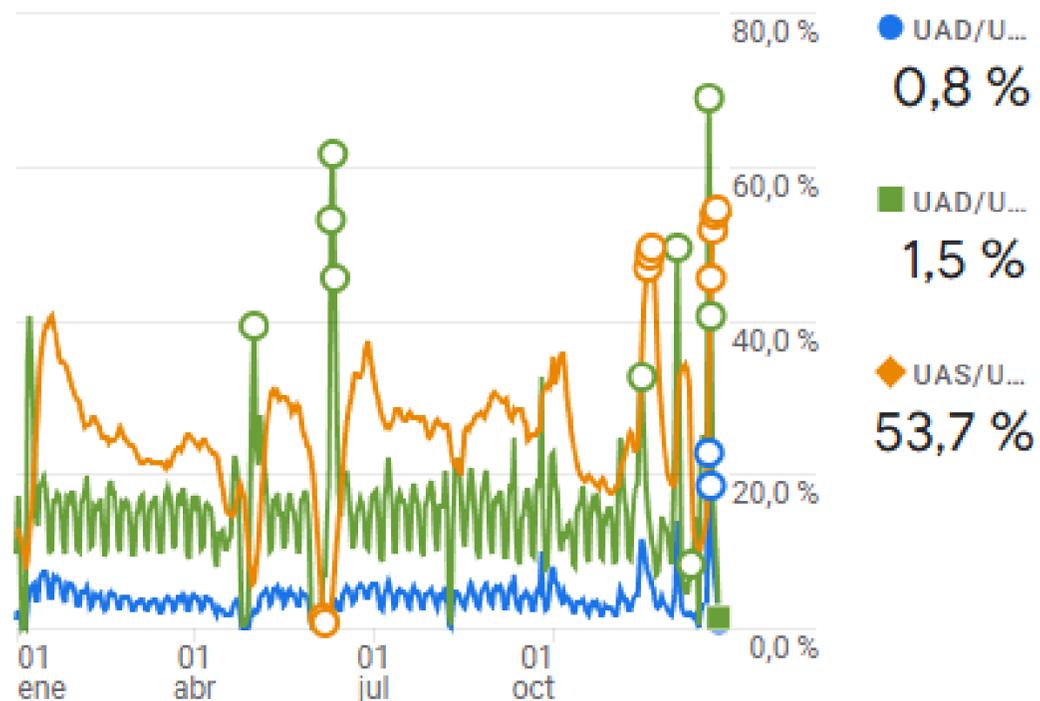
New user activity



New users per channel



User loyalty



Home page

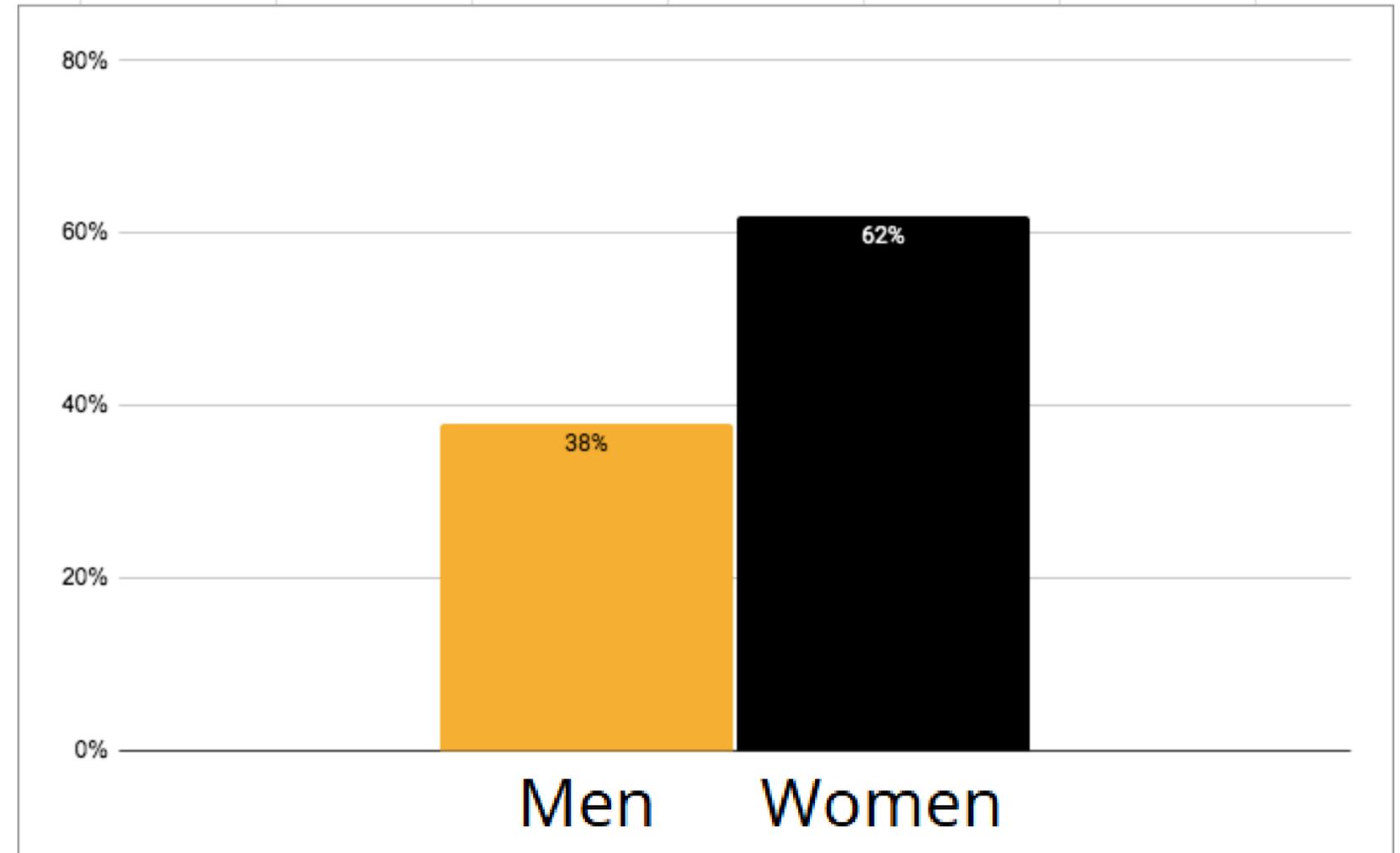
FUENTE MANUAL D...	SESIONES
google	197 mil
bing	9,1 mil
chatgpt.com	7,6 mil
linkedin.com	4,1 mil
perplexity.ai	1,3 mil
mx.search.yahoo.com	625
lms.skilling.wadhwa...	553

SESSIONS FROM AI TOOLS

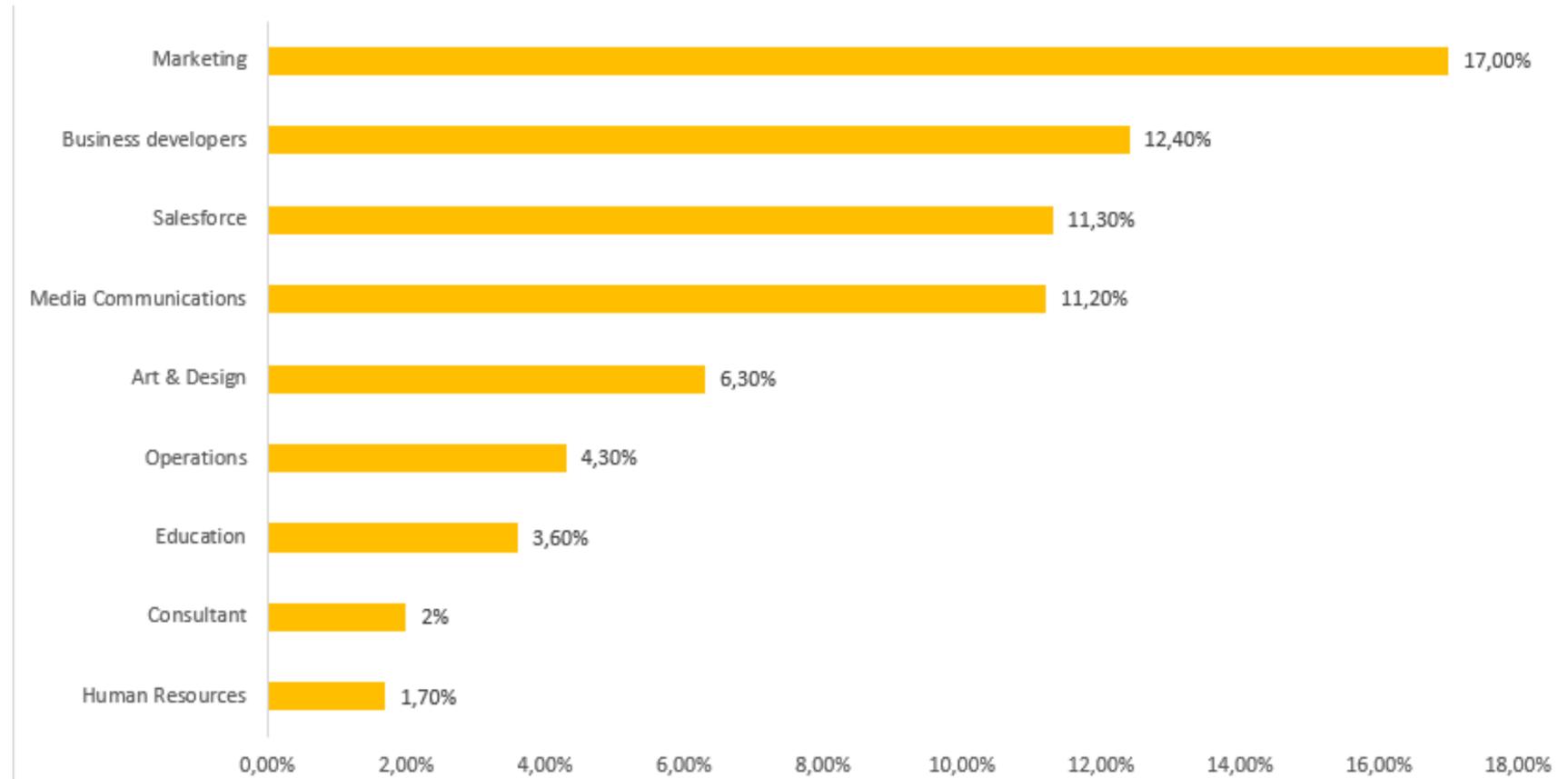
IN THE LAST YEAR, SESSIONS FROM ANSWERS OF AI TOOLS (CHATPGT) WERE HIGHER THAN SOCIAL MEDIA (LINKEDIN).

FUENTE MANUAL D...	SESIONES
google	197 mil
bing	9,1 mil
chatgpt.com	7,6 mil
linkedin.com	4,1 mil
perplexity.ai	1,3 mil
mx.search.yahoo.com	625
lms.skilling.wadhwa...	553

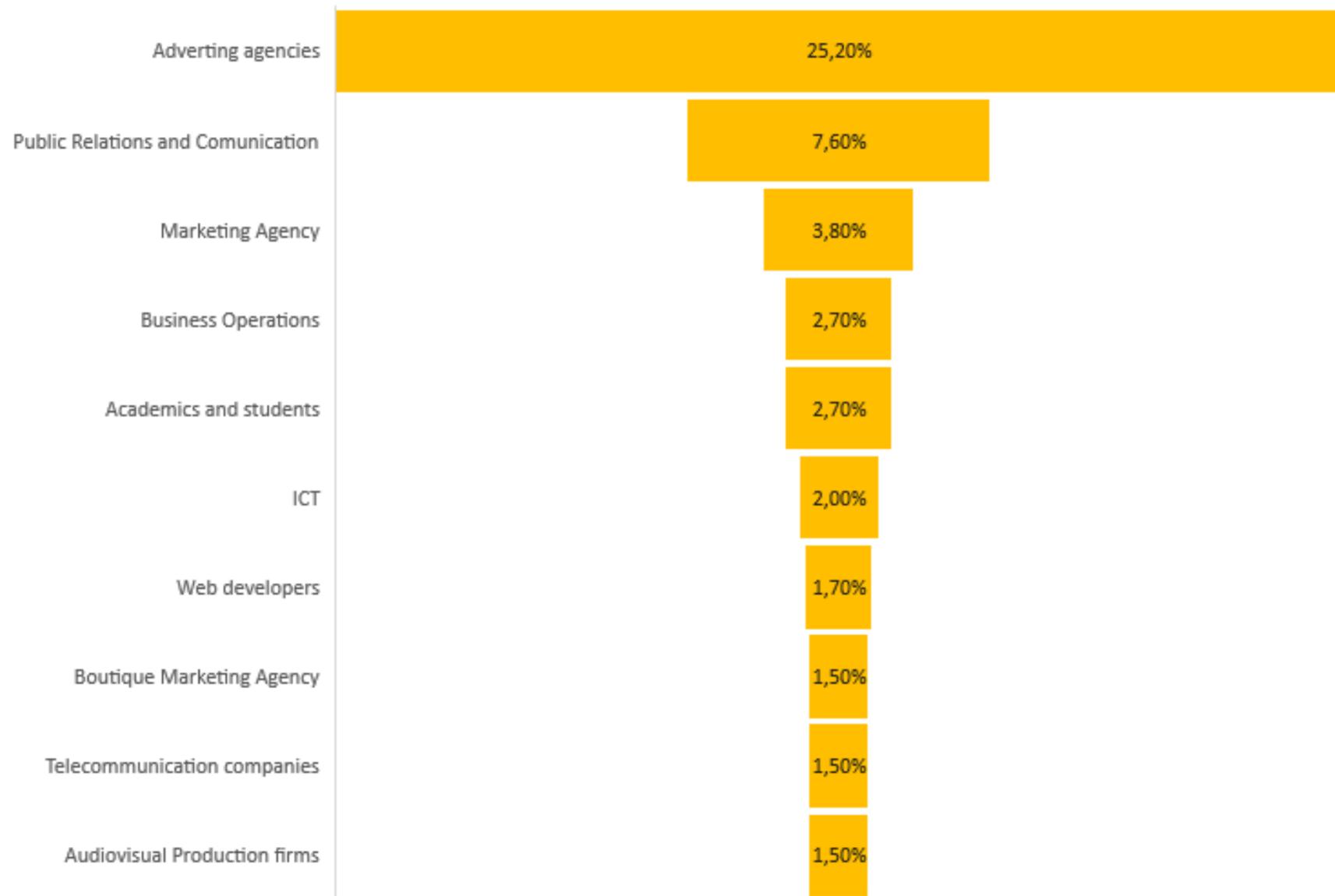
AUDIENCE BY GENDER



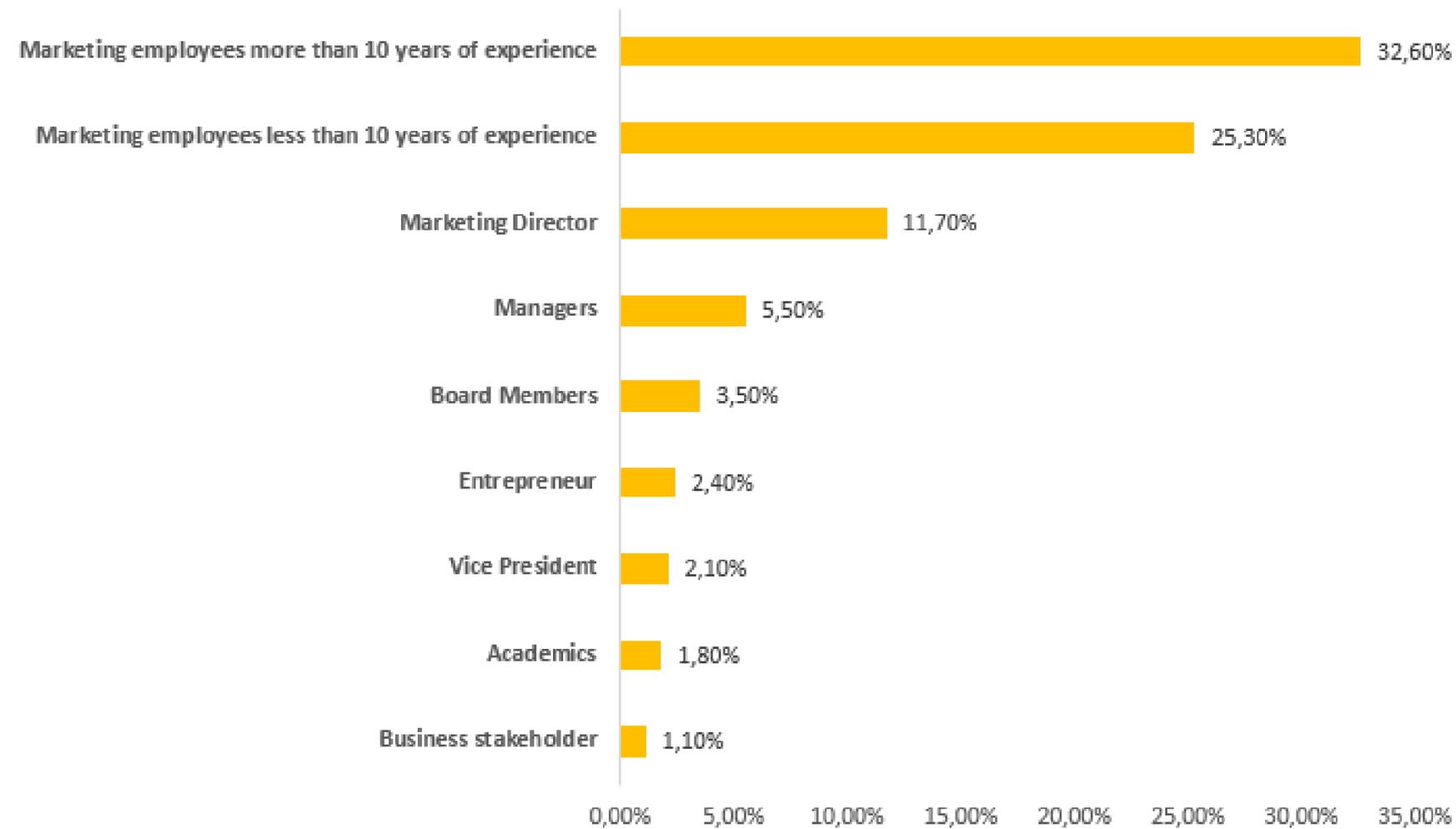
AUDIENCE BY LABOUR CATEGORY



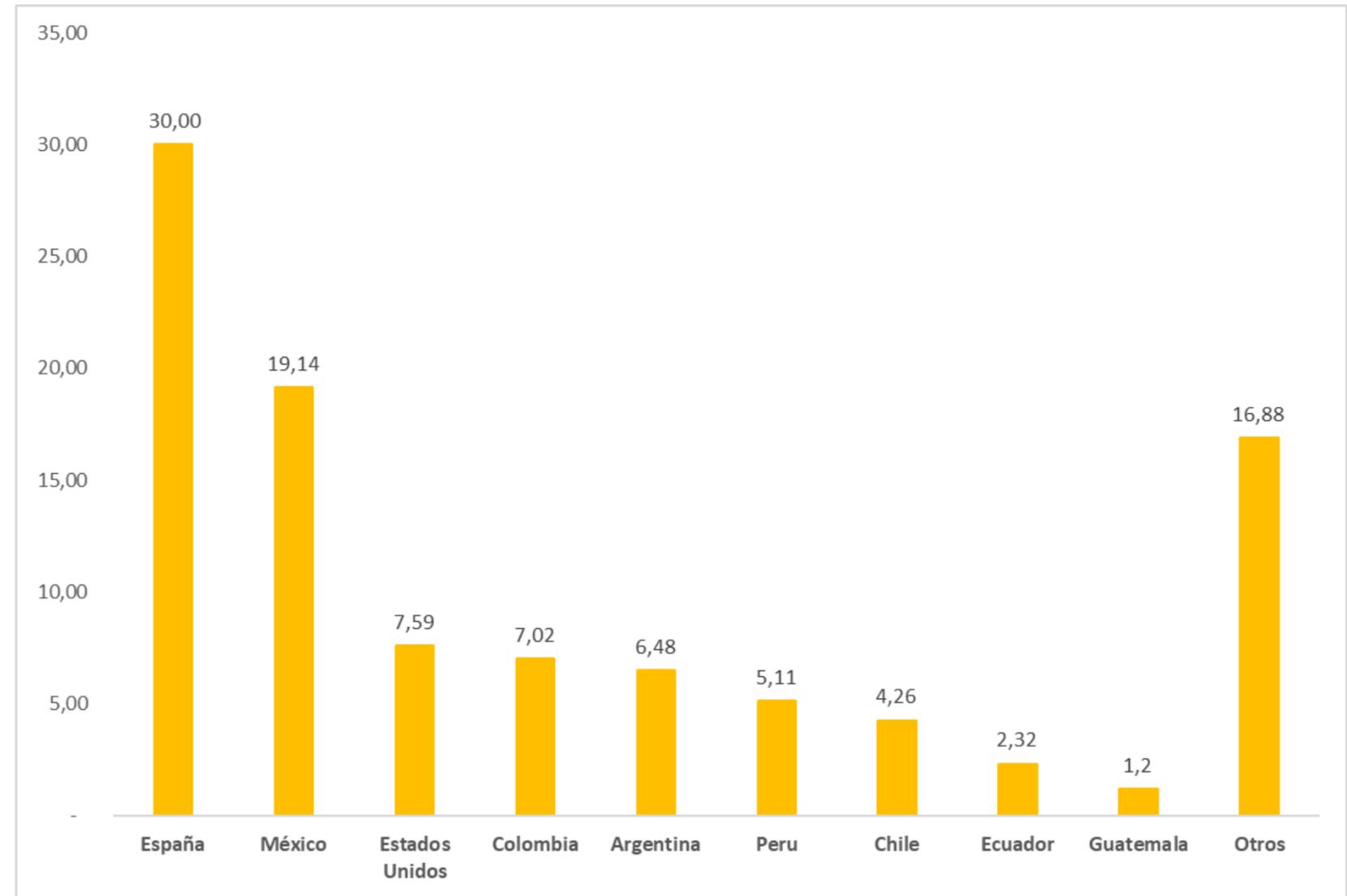
AUDIENCE BY SECTOR



AUDIENCE BY WORK RESPONSIBILITY



AUDIENCIA BY COUNTRIES



MEDIA KIT WEB DISPLAY PRICES

Content to pay	Size	Format	Price (taexes included)
Banner Home 1st position	640x450 px	jpg/png/gif	750€/month
Banner Home 2nd position	1300x600 px	jpg/png/gif	500€/month
Banner Home Category 1st position	640x450px	jpg/png/gif	600€/month
Banner Home Category 2nd position	1300x600 px	jpg/png/gif	450€/month
Banner Home Subcategory 1st position	640x450 px	jpg/png/gif	500€/month
Banner Home Subcategory 2nd category	1300x600 px	jpg/png/gif	400€/month
Banner lateral (all articles)	300x600 px	jpg/png/gif	1.000€/month
Banner in article	700x150 px	jpg/png/gif	800€/month
Banner in newsletter	700x150 px	jpg/png/gif	300€/week

MEDIA KIT WEB CONTENT PRICES

Content to pay	Price (taexes included)
Simple press release	20€
Unlimited press releases	450€/month
Post In Socia Media	50€/post
Interview	200€
Vídeo interview	400€
Section sponsorship	1.500€/month
Sub section sponsorship	1.200€/month
Report	250€
Featured newsletter content	50€
Non-featured content newsletter	30€

MEDIA KIT MAGAZINE PRICES

Content to pay	Format	Piice (taxes included)
Double-page advertisement	pdf/jpg/png	600€
Advertise a page	pdf/jpg/png	400€
Half-page advertisement	pdf/jpg/png	200€
Front page advertisement	pdf/jpg/png	800€
Back cover advertisement	pdf/jpg/png	700€
Article		100€
Interview		450€
Report		300€

MARKETING INSIDER REVIEW

**The magazine that inspires
tomorrow's leaders**

Major brands are backing Marketing
Insider Review



WHO WE ARE



**DAVID DE
MATÍAS
BATALLA**

*CEO & CMO
Founder*



**JESÚS DE
MATIAS
BATALLA**

*Editor Jefe &
Dircom*

PHONE NUMBER

+0034 654 36 40 14 / +0034 667 38 59 47

CEO

DIRECCION@MARKETINGINSIDERREVIEW.COM

EDITORIAL

CONTENIDO@MARKETINGINSIDERREVIEW.COM

COMUNICACION

COMUNICACION@MARKETINGINSIDERREVIEW.COM

ADVERTISING

PUBLICIDAD@MARKETINGINSIDERREVIEW.COM

LATAM

LATAM@MARKETINGINSIDERREVIEW.COM

Contact