

Media Kit

2023

BriefsToday

WHO IS BRIEFSTODAY?

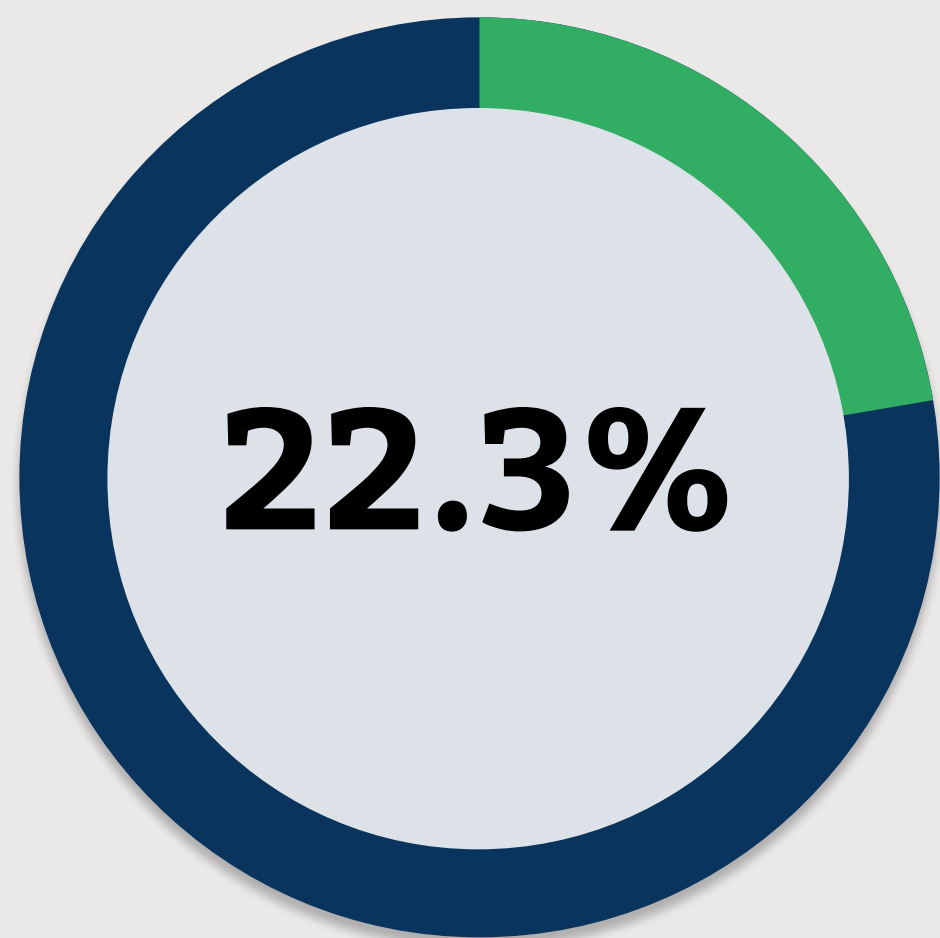
BriefsToday, your one-stop destination for industry news across multiple categories smartly curated with help of our industry experts and researchers and advanced tech enabled engines, is on its way.

Our team of expert editors is committed to cutting through the noise and bringing you the most crucial developments from diverse sources. Say goodbye to information overload! We'll deliver summarized, actionable, must-know industry insights right to your inbox, so you can stay informed without missing a beat.

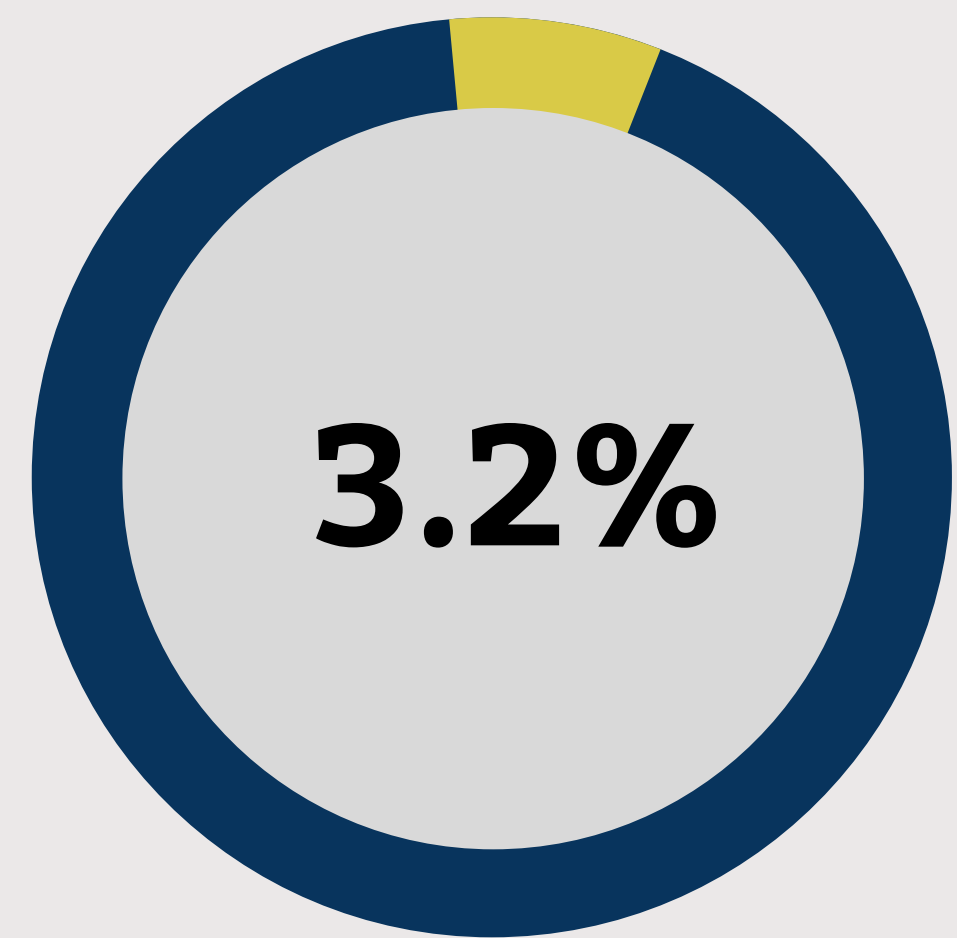
Our team and tools together review about 1 million news pieces monthly. Stay informed and ahead of the curve in education, finance, business, healthcare, food & beverage, and more.



**100,000 business leaders and professionals
across various industries**



Average Open Rate



Average Click Rate

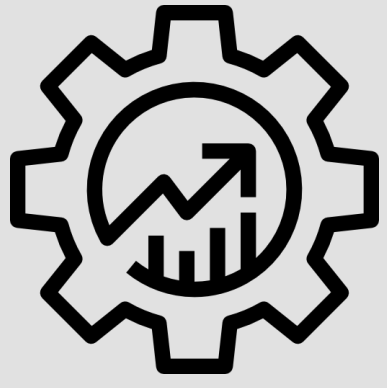
TARGET AUDIENCE

- ✓ **Professionals, executives, entrepreneurs, buying decision-makers and buyers across industries**
- ✓ **Companies and industry professionals seeking curated and actionable insights**
- ✓ **Those who value staying up-to-date with industry developments**
- ✓ **Small and medium-sized enterprises (SMEs), large corporations, startups**
- ✓ **Investors and researchers looking for competitive edge**
- ✓ **Professionals interested in business, finance, education, healthcare, marketing, smart tech, food & beverages, and more.**

BRIEFSTODAY READERS

- ✓ **Business Executives**
- ✓ **Marketing Managers**
- ✓ **Sales Professionals**
- ✓ **Financial Analysts**
- ✓ **Healthcare Administrators**
- ✓ **Educators and Academic Professionals**
- ✓ **Technology Leaders**
- ✓ **Investors and Venture Capitalists**
- ✓ **Research Scientists and Analysts**
- ✓ **Small Business Owners and Entrepreneurs**

CATEGORIES/NICHES



Business

Latest insights, trends, and strategies to drive success in the dynamic world of business.



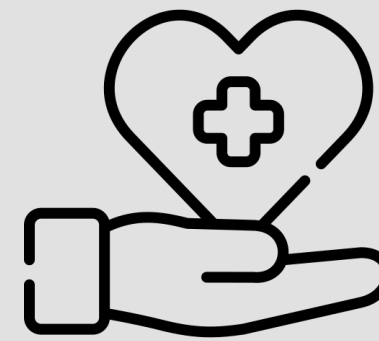
Finance

Latest information in the ever-changing financial landscape -from market updates to investment tips.



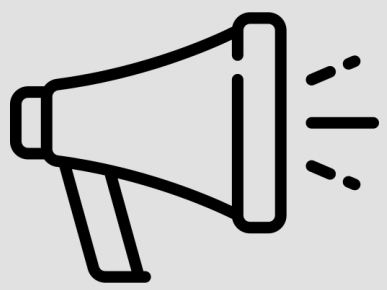
Education

Latest advancements in education, innovative teaching methods, and career development opportunities.



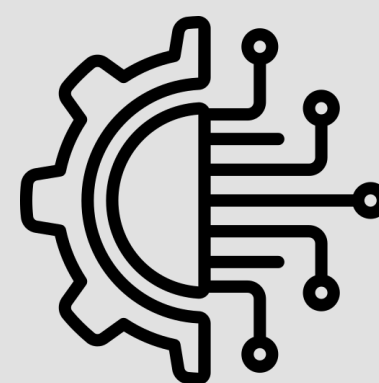
Healthcare

Recent updates with the latest advancements in education, innovative teaching methods, and career development opportunities.



Marketing

Latest trends, strategies, and digital innovations that will set an organization's brand apart



Smart Tech

Latest advancements in artificial intelligence, automation, machine learning, IoT, metaverse, blockchain, and emerging technologies.



Food and Beverages

A delectable blend of insights for food enthusiasts and industry professionals - from culinary trends to industry news, our newsletters serve up

ADVERTISING OPPORTUNITIES

Dedicated Send

Make a powerful impact with a dedicated send to our highly engaged audience. Your message will take center stage, commanding undivided attention and maximizing its reach. Drive conversions, increase brand awareness, and achieve your marketing goals with a dedicated send that puts your message front and center. Don't miss this exclusive opportunity to capture our audience's full focus and achieve unparalleled results.



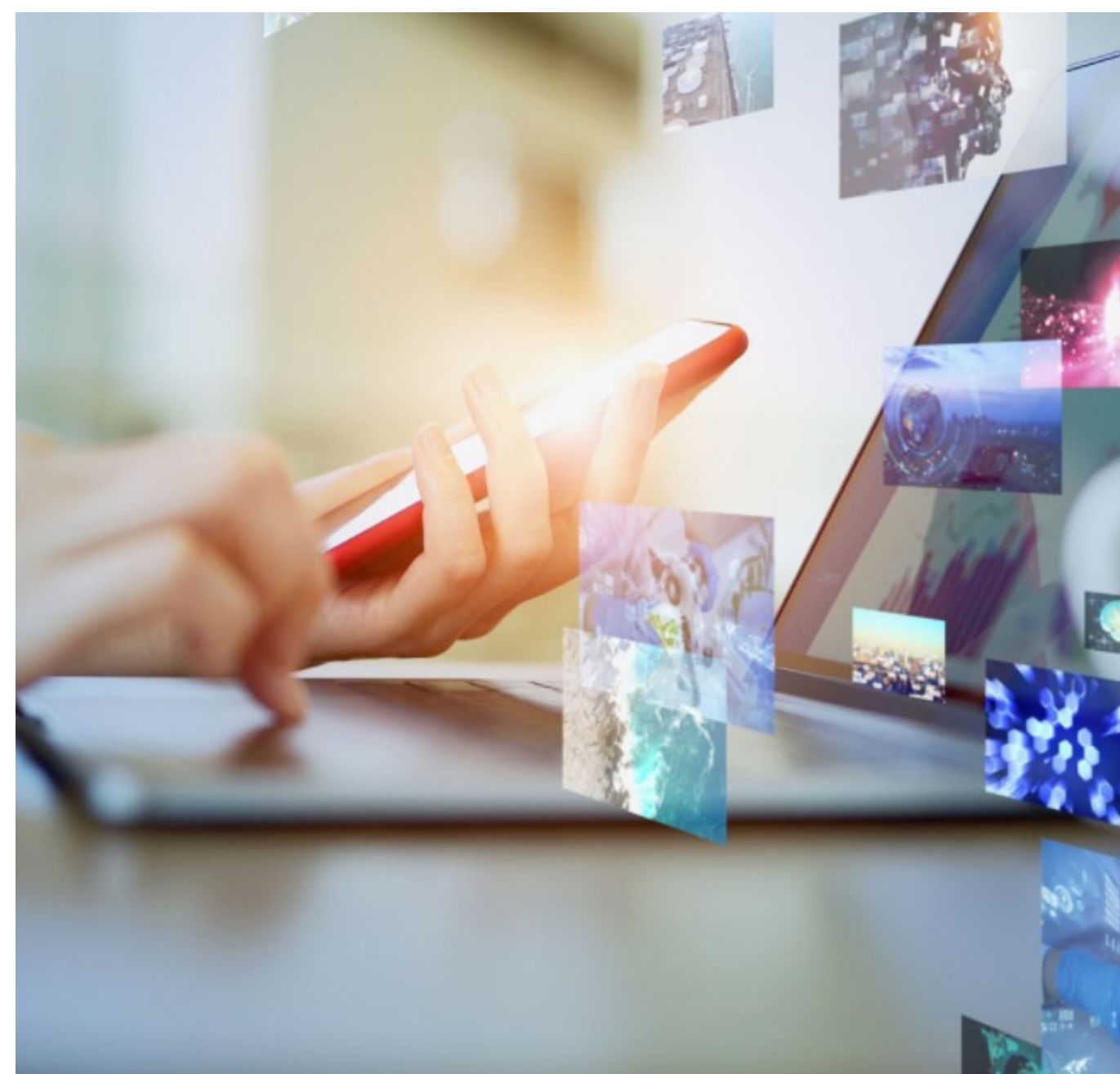
Sponsorship Banner

Maximize your brand's visibility with our sponsorship banner option. Capture the Attention of our engaged audience and create lasting impressions. With a sponsorship banner, your brand will take center stage, leaving a memorable impact on our readers. Unlock the power of strategic advertising and elevate your brand's presence today with a sponsorship banner.

1. **Banner location:** top of the newsletter
2. **Banner size:** xx * yy px
3. **File types:** static images (.jpg, .png, .jpeg files)
4. **Direct link to your website or the content page**
5. **Only 1 spot available per newsletter issue**

Native Ads

Integrate seamlessly into our content and captivate our readers with native ads. Reach your target audience organically and spark genuine interest in your brand. With native ads, your message will resonate authentically, driving meaningful engagement and conversions. Leverage the power of native advertising and connect with our readers in a natural and compelling way.



Featured Content

Gain exclusive ownership of a newsletter section through our Featured Content service. It's the perfect opportunity to promote your branded content and establish yourself as a thought leader within a trusted news resource. Showcase your expertise and elevate your brand with a Featured Content news section sponsorship.



\$250
Dedicated Send

\$150
Sponsorship Banner

PRICING

\$75
Native Ads

\$100
Featured Content

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