

The Deal



The Deal magazine e-newsletter spotlights news, signature columns and features from The Deal bi-weekly. Featuring exclusive abstracts and links of top headlines, The Deal magazine e-newsletter provides readers with the information they need to stay ahead of the curve.

With delivery every Monday, The Deal magazine e-newsletter reaches readers when they are most likely to make business-to-business buying decisions. Moreover, our database of subscribers is entirely opt-in, meaning your firm is certain to connect with an audience that is active and engaged with our content.

Readership Breakout

The Deal magazine e-newsletter enables you to reach a highly qualified, targeted audience with your marketing message:

Business & Industry

Total: 18,728

Corporate **40%**

Financial **45%**

Professional Services **14%**

Other **1%**

Job Function

Total: 18,728

C-level **30%**

Senior Management **62%**

Other Titled Personnel **8%**

2010 Net Rates

The Deal magazine e-newsletter

468x60 Banner	\$2,000/week
338x280 Banner	\$2,000/week
Both	\$3,500/week

Advertising Specs

Maximum banner file size: 20K
 All banners must have a border
 Image must be in .jpg or .gif format only
 Maximum looping: 3x

Send materials to:

The Deal – The Deal magazine e-newsletter
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