# MNI SNAPSHOT

YOUR AUDIENCE. **DELIVERED.**

Our proprietary approach, powerful partnerships, and agile team of industry experts mean we can do the most important things you need from your media partner:

1. **WE IDENTIFY AND UNDERSTAND YOUR AUDIENCE.**
2. **WE DELIVER YOUR MESSAGE TO THEM LIKE NO ONE ELSE CAN.**

We are a truly unique blend of unmatched reach with scalability, proprietary data, and the ability to layer-in the most modern targeting technologies and methods. This trifecta, plus our Omnipoint system and robust team of media experts, ensures our clients get a smarter, more efficient, and cost-effective plan every single time.

REACH WITH SCALE

DATA

TARGETING & TECHNOLOGIES

OMNIPOINT

TEAM

WINNING COMBINATION
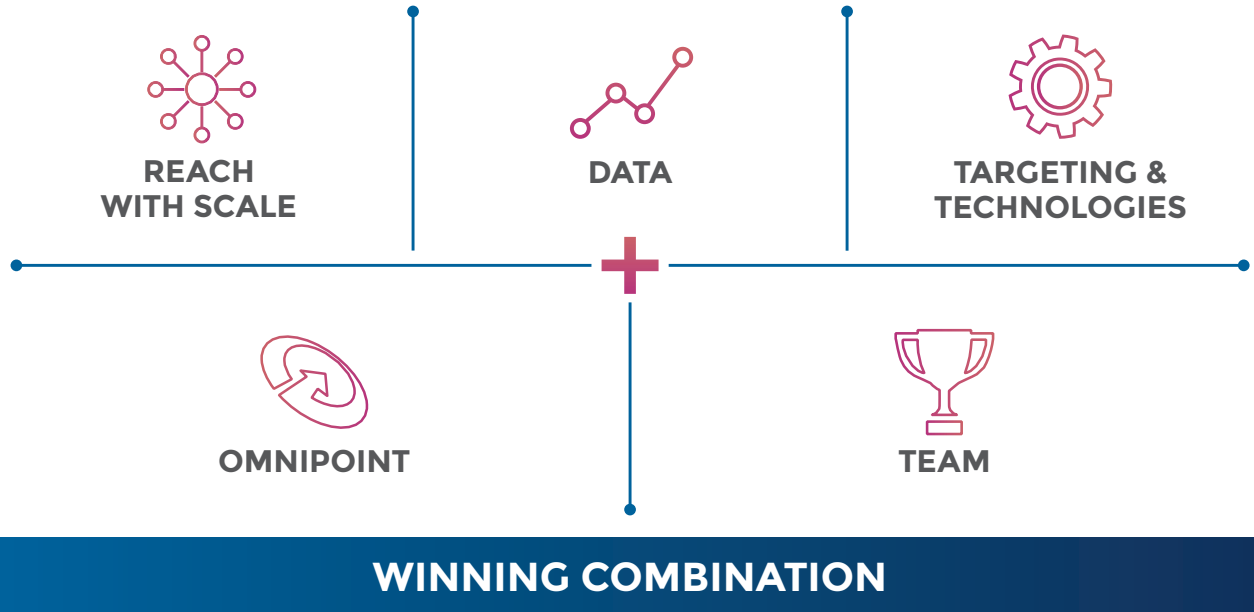
1968 founded

2005 est. digital group

MEANS WE KNOW WHAT WE'RE DOING.

Nimble. Responsive. And backed by Time Inc., so you know we're built to last.

TARGET YOUR PRECISE AUDIENCE–ONLINE, OFFLINE, ALL THE TIME–WITHOUT WASTE.

ONLINE

As one of the first media companies to focus on digital advertising, we use the latest targeting technologies for precisely targeted inventory that is never pre-purchased. We work with premium digital publishers and have our own suite of products that will ensure success.

OFFLINE

Magazines have come a long, long way. Forget everything you thought you knew about what they could do—because now you can target with magazines the same way you target with digital. Our custom, network, and direct opportunities target your audience in a contextually relevant environment, available in 200+ DMAs.

POWERED BY OMNIPOINT

Our homegrown technology, Omnipoint, identifies your audience with scientific precision, then delivers unique intelligence and efficiency to inform and uncover your optimal campaign.

Learn more about how we can deliver a successful, integrated campaign, tailor-made to meet your objectives. Visit mni.com today.

MNI®
YOUR AUDIENCE. **DELIVERED.**

Contact:
Marybeth Lollis
Marybeth.Lollis@mni.com
202.861.4044

MNI OFFLINE: **MAGAZINES**

FORGET EVERYTHING YOU THOUGHT YOU KNEW ABOUT WHAT MAGAZINES COULD DO— WE MAKE IT POSSIBLE TO TARGET YOUR PRECISE AUDIENCE WITH MAGAZINES THE SAME WAY YOU TARGET WITH DIGITAL.

MAGAZINE NETWORKS

Our magazine networks are different by design, offering the ability to target and engage your audience with levels of interactivity you only thought possible with digital ads.

- Top-tier magazines are grouped into thirteen audience and contextually targeted, lifestyle-aligned networks, to reach precisely the right consumer, in the right market.
- Your brand benefits from being seen in the nation's premier magazines.
- You can supplement any network with additional titles from our powerhouse roster.

DIRECT, MAGAZINE COVER WRAPS

Our Cover Wraps deliver attention-grabbing, multi-page ads, wrapped around the most popular national magazines, directly into the hands of your precise audience.

- You hand select the audience, from our database or yours, to deliver engaging messaging that has the ability to be as interactive and inventive as you can imagine, directly to their homes or businesses.
- Reach an audience of sought-after consumers—precisely targeted by job title, industry, company size, geography, and more—with the magazines they rely on.
- Leverage the power and authority of a single issue cover wrap, distributed to decision makers around key events, like tradeshows and conferences..
- Cover wraps excel at lead generation, too. It's direct mail that's impossible to ignore.

BREAKTHROUGH CREATIVE ADD-ONS

Stop readers in their tracks with interactive, eye-catching creative that boosts engagement and ad recall. The possibilities are limitless—anything you can dream up, our team will work with you to execute. After all, we were the first to figure out how to get a Post-it® note on a magazine ad way back in the 1980s.

Bloomberg Businessweek | Entrepreneur | Forbes
HEARST magazines | meredith | Smithsonian
Televisa PUBLISHING + DIGITAL | Time Inc. | WENNER MEDIA

Learn more about how we can deliver a successful, integrated campaign, tailor-made to meet your objectives. Visit mni.com today.

MNI — YOUR AUDIENCE. DELIVERED.

Contact:
Marybeth Lollis
Marybeth.Lollis@mni.com
202.861.4044

Powered by **OMNIP●INT**™

MNI ONLINE: **DIGITAL PIONEERS**

WE'RE ONE OF THE FIRST MEDIA COMPANIES TO FOCUS ON DIGITAL ADVERTISING

We deliver precisely targeted cross-platform solutions at the forefront of industry trends. We've spent over a decade in digital and have the expertise that comes with it, serving billions of digital advertising impressions each year.

CUTTING-EDGE TECHNOLOGY
We scour the digital landscape to find the latest and greatest media partners and technologies. We vet out new partners each week, bringing you national and local solutions across display, mobile/tablet, video, native, social, connected TV, programmatic, and big data.

BE WHERE YOUR AUDIENCE IS
Our extensive targeting technologies connect your message with your audience in the most efficient ways possible.

STAND-OUT CREATIVE
From simple banner ads to complex, interactive videos, our technology partners allow us to deliver any creative you can dream of.

THE GAME CHANGER
From start to finish, every campaign leverages our homegrown technology, Omnipoint. It makes it easy for us to access any insights for any audience, across any category, helping you stay in front of the competition.

DEDICATED TEAM
Your success is our success, so we pride ourselves on giving you your very own team. Every campaign has a dedicated research scientist, media planner and buyer, ad ops coordinator, account manager, and billing coordinator, committed to growing your business end-to-end.

PARTNERS AND PRODUCTS
Our coveted relationships and products mean precisely targeted inventory, plus next-level technology, to reach your target audience, and it's never pre-purchased.

Our unique suite of products include:
- MNIx: Programmatic
- MNI DataMatch
- MNI Local Audience Network
- MNI Local Network
- MNI Social
- MNI Ad Network
- MNI Mobile Network
- MNI Video Network
- MNI Email
- MNI Search

Learn more about how we can deliver a successful, digital campaign, tailor-made to meet your objectives. Visit mni.com today.

MNI®
YOUR AUDIENCE. **DELIVERED.**