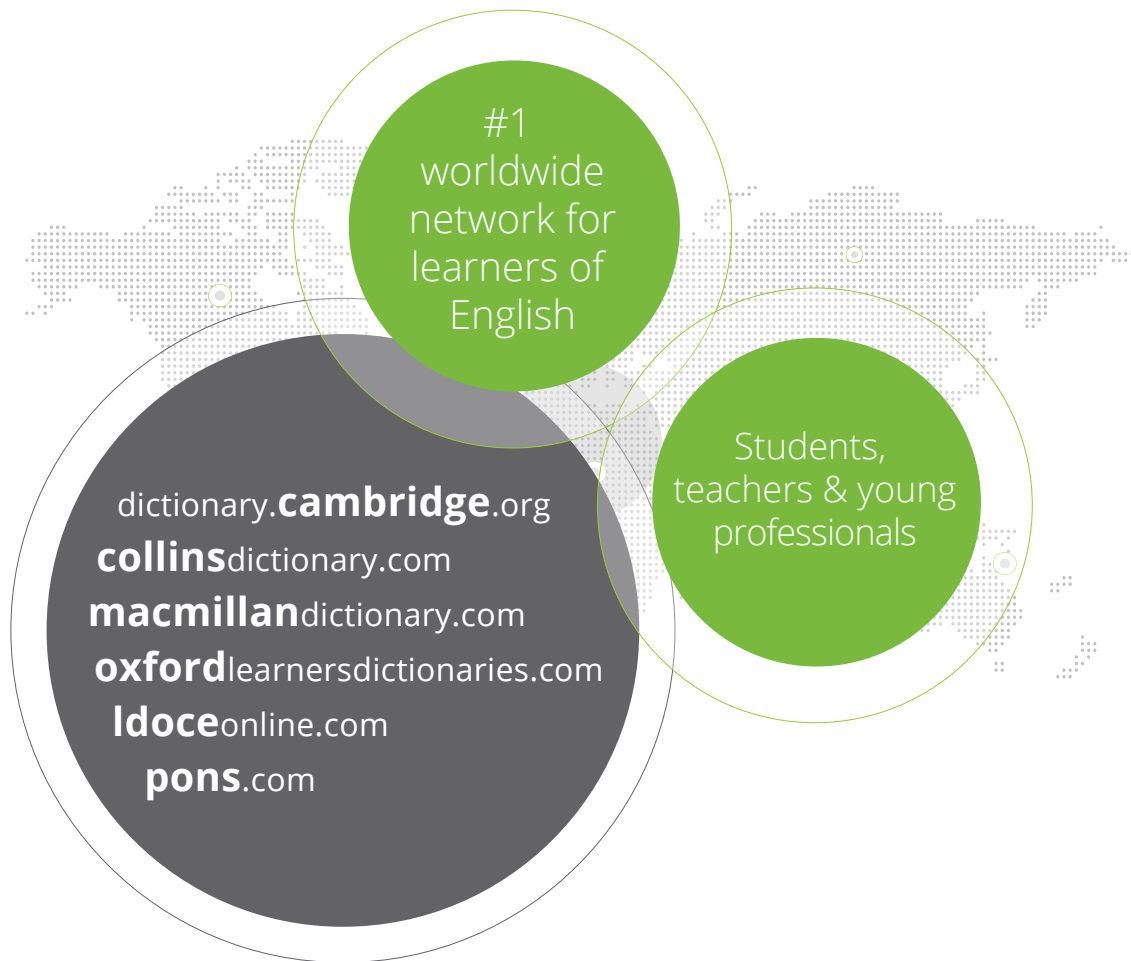


# Reach over **75 million** visitors monthly



Our partners are prestigious publishing houses such as Cambridge University Press, Oxford University Press, HarperCollins Publishers, Macmillan Education, PONS and Pearson Education.

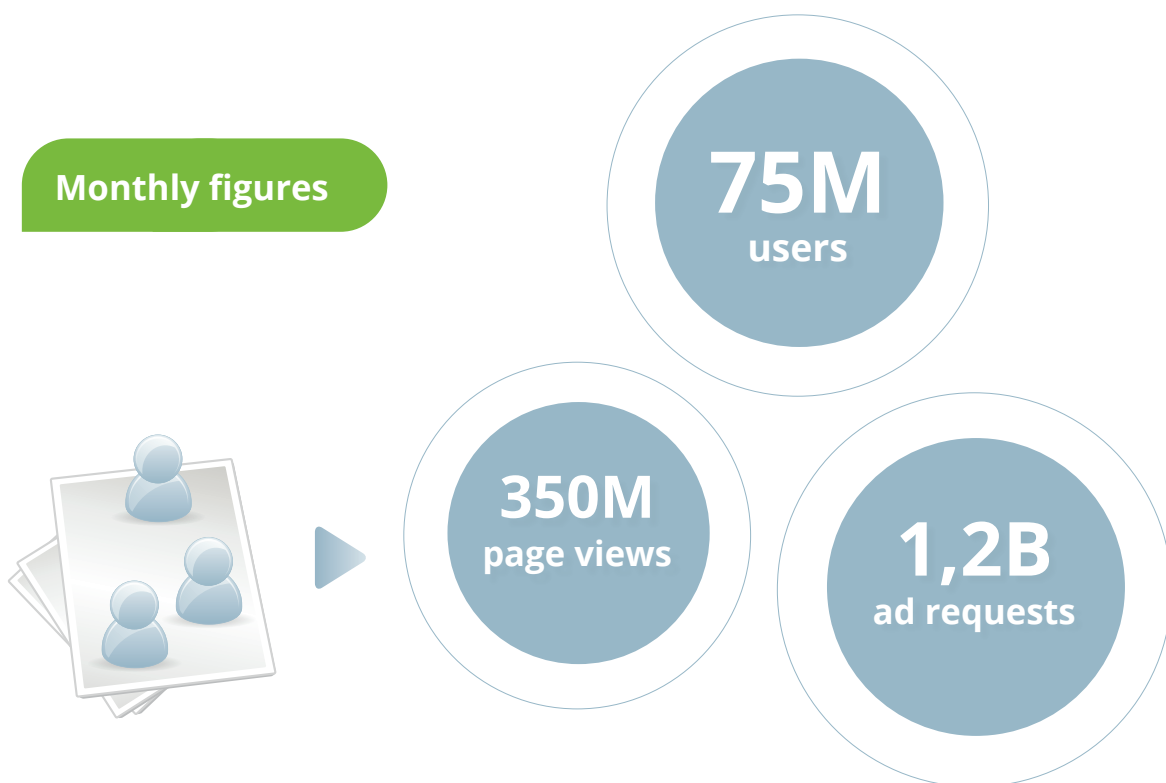


**idm** media kit

# Traffic Insights

## A large inventory

Our traffic allows running campaigns to display up to a dozen billion ads per year, with more than three pages per session.

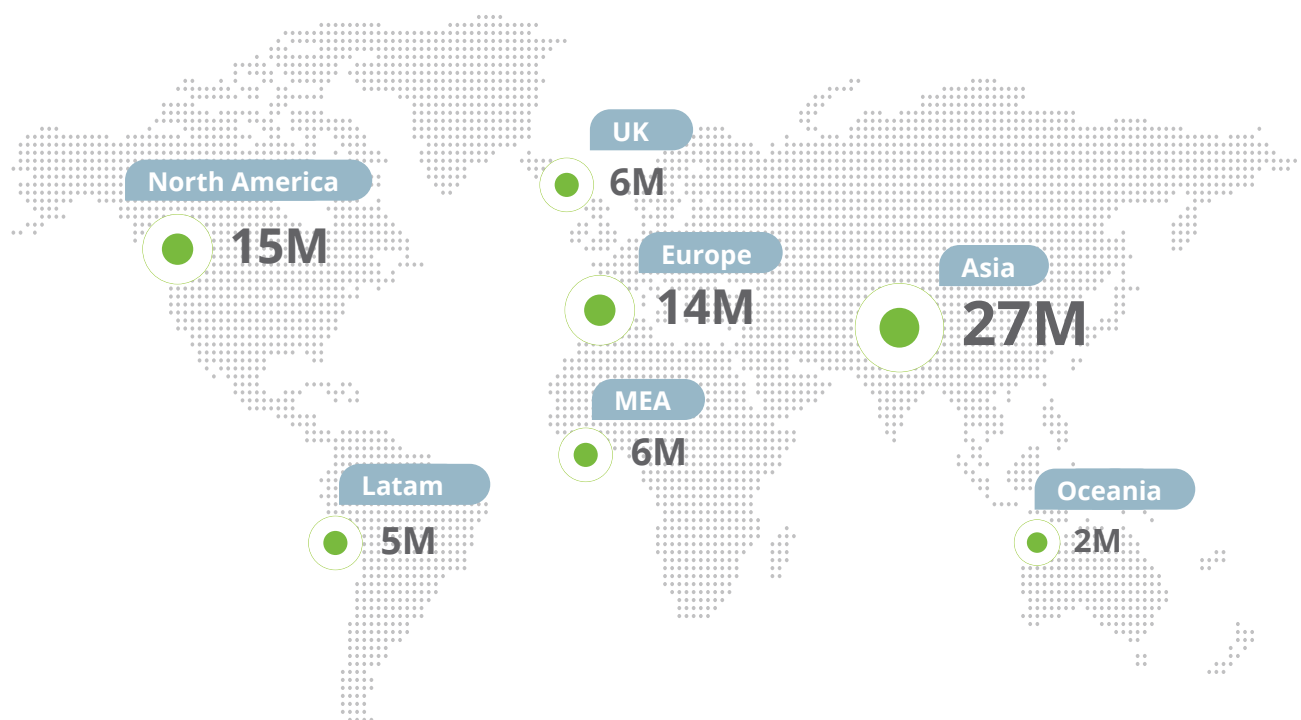



Source: Google Analytics & Ad Server

## Locations

Our global audience is mainly concentrated in Northern America, Europe and Asia, with over 60 million visitors per month in these regions.

### Monthly figures



 Users per month  
Source: Google Analytics

# Users Insights

## Our Audience

The proportion between women and men is balanced and stable over time. More than half of our audience is below 35, mostly students, teachers and young professionals.

### Gender



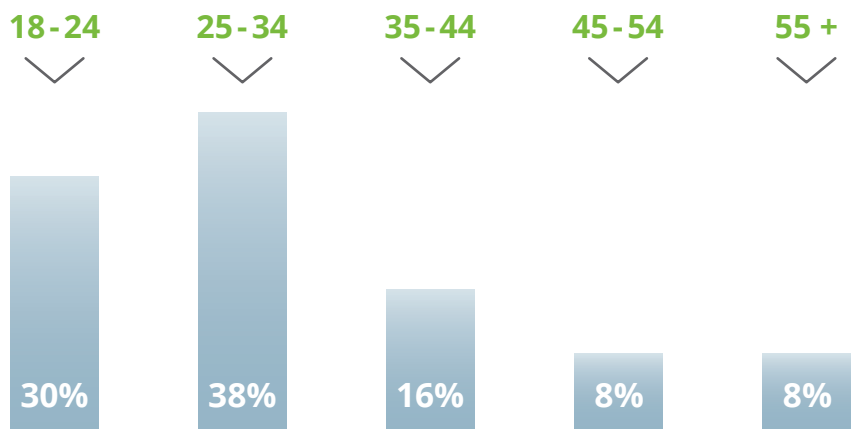
55%  
Women



45%  
Men

Source: Google Analytics

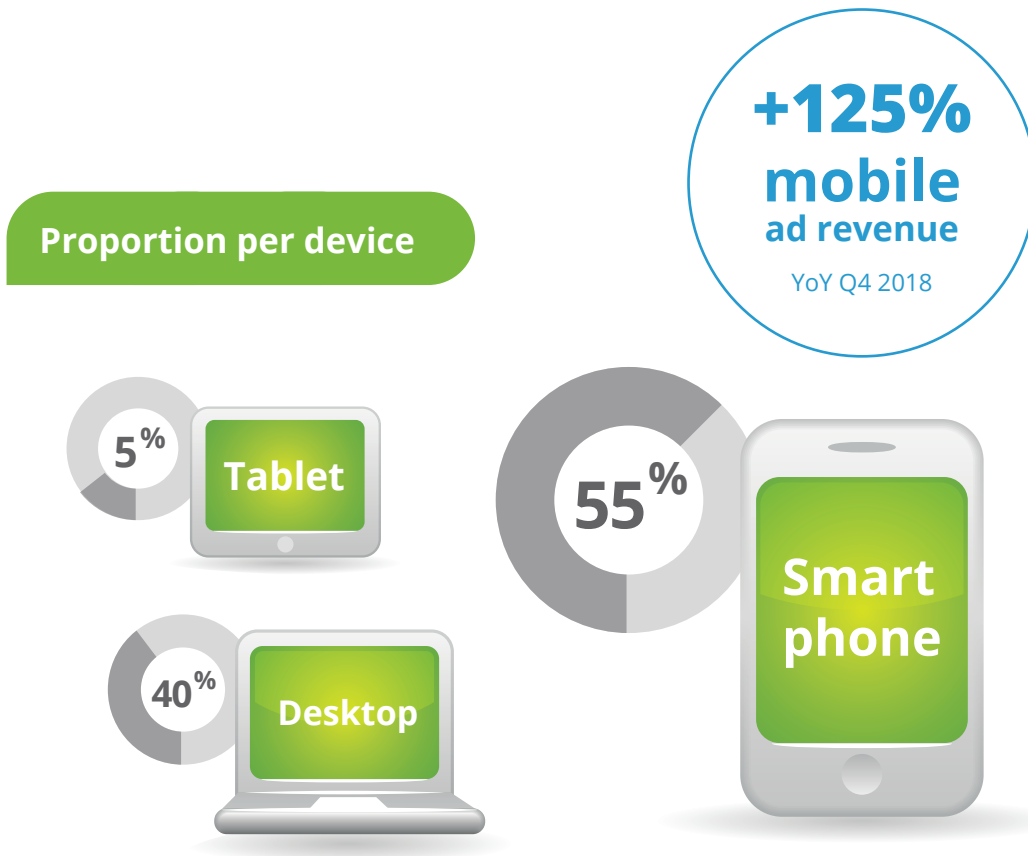
### Age Groups



Source: Google Analytics

## Devices

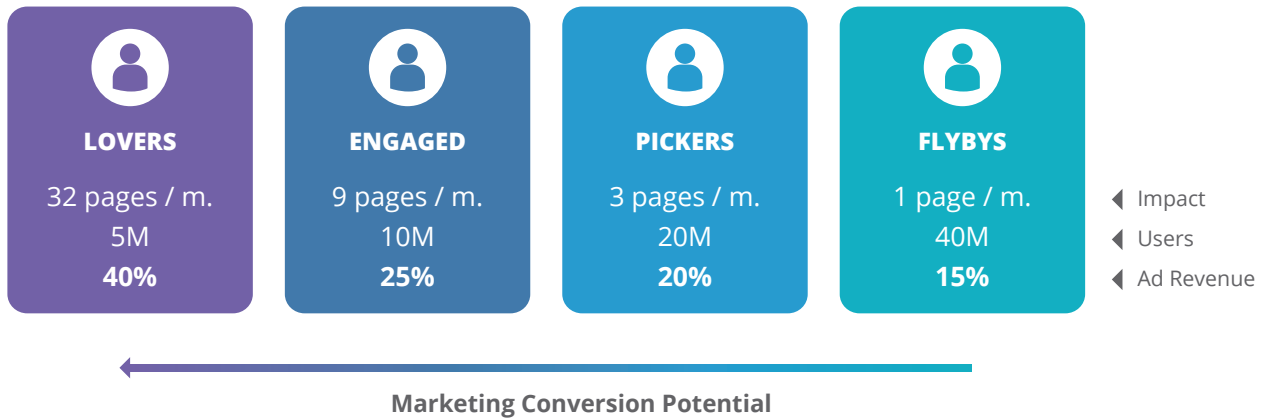
Our digital-savvy audience, mostly urban, benefits from a high level of connectivity, and is already very mobile through smartphones and tablets.



% in sessions

# Audience Profiling

Know our visitors better

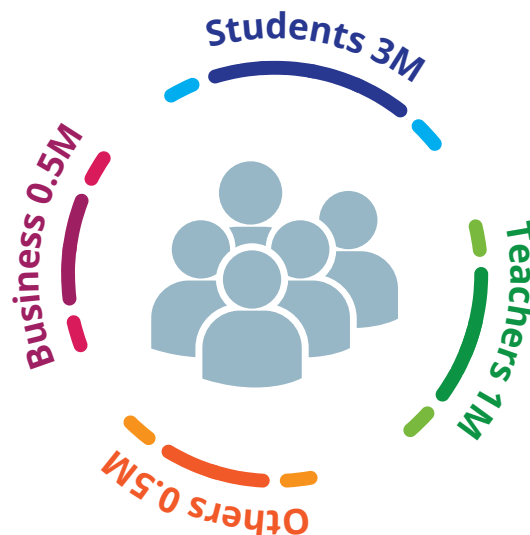


5M+ LOVERS / month

IDM Audience enables publishers to target LOVERS and take real-time marketing actions: website personalization, promotion, couponing, questionnaires.

A LOVER is a returning user visiting at least 4 pages per session.

Source: **idm** Audience Profiling



# Advertising Formats

## Creative sizes

### Classic Leaderboard

**728x90**  
expandable to  
728x180

### Wide Skyscraper

**160x600**  
expandable to  
300x600 and 600x600

### Medium Rectangle

**300x250**  
expandable to  
600x250

### Mobile Leaderboard

**320x50**  
320x100

### Billboard

**970x250**  
970x90

### Wallpaper

depending  
upon site

### Natives & country specific

(like 750x200 in Poland)

## Creative properties

### Allowed file types:

GIF, JPG, PNG, HTML5 (css, js, video), SWF

### Image creatives:

Max file size: 40Kb

### Destination/click-through URL:

To be provided

### Video & animation:

- Max video & animation frame rate: 24fps
- Max animation length: 15 seconds
- Max animation loops: 3
- Only user-initiated sound allowed

### HTML5 creatives :

- Suggested tool: Google Web Designer
- Initial Load: Max 150Kb for Desktop/Tablet, Max 40kb for Mobile
- Politely Loaded: Max 2MB for Desktop/Tablet, Max 300kb for Mobile

# Advertising Partnerships

## Display options

Run advertising campaigns that maximize the reach and impact of your marketing efforts.



desktop  
& mobile



website  
section



geo-  
targeting



user  
language



time  
of day

## Contact us

Any question about sales, design or creatives?  
Get in touch with us at [ads@idmgroup.com](mailto:ads@idmgroup.com)



[www.idmgroup.com](http://www.idmgroup.com)