MNI Media Kit
Who is MNI Targeted Media?

A team of targeted media planners and buyers who are passionate about media’s power to connect brands with humans.

We efficiently target your audiences online and offline—at integral touchpoints along their path-to-purchase.

We accelerate businesses, as we’ve been doing for over 50 years and for over 1,200 clients annually. We aim to be your favored partner.

Nimble. Responsive. Built to Thrive.
(and help you thrive, too.)
As a marketing and media solutions provider,

We learn and understand your audience and specific goals. Then we craft the right strategy, employing the appropriate tactics to deliver your targeted message.

**We ask the questions.**
The more we know and understand your business challenges, the better our work.
As your business evolves, so do we.

**We continually evaluate.**
We never rest. We always optimize your plans, as well as our partners.
Our work is never done.

**We deliver your audience.**
Our solutions, powered by proprietary tools, provide insightful pre-optimized plans. Successful campaigns start here.
**Our Unique Positioning**

**The MNI Difference**

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**Our Team**
- 140+ team members operating as a unit
- Highly-vetted best-in-class group of 150+ data and targeting partners
- Over 50 years of targeting expertise
- Media-agnostic point-of-view and approach
- Collaboration between MNI and your brand
- A polished and refined process

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**Our Tech**
- The Omnipoint System: Our integrated tech stack and data warehouse
- DataMatch: Proprietary deterministic programmatic targeting solution
- Digital Marketing Manager (DMM): End-to-end platform
- A commitment to navigating what’s next

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**Our Tools**
- Powerhouse digital and magazine products
- Effective data and targeting tools
- Extensive research informs media strategy
- Thought Leadership content which shares critical industry information and insights
Media Solutions

Media-agnostic solutions portfolio puts your KPIs first.

We connect you with your audience across:

- The online ecosystem
- Top-tier magazine brands
The Omnipoint System

Data-Driven Insights, Out of the Gate.

The Omnipoint System marries process, data, and technology to deliver optimized, highly-targeted plans.

- First: We identify and understand your audience and their behaviors across various platforms and properties.

- Then: We utilize our proprietary historical campaign performance data to inform our media planning and buying.

- Next: We develop a pre-optimized plan based on research and data, our expertise, and your KPIs.

- Finally: We optimize your campaign while capturing the data to enhance all future campaigns.
On the Pulse.

The MNI Digital Suite

Utilizing the latest technology, including our proprietary tool, The Omnipoint System, reach your consumers with a pre-optimized, never pre-purchased plan to drive results for your brand.

Our unique portfolio of products provides on-point solutions to effectively deliver in an ever-changing digital landscape.

- Our programmatic solution, MNIx, delivers 99% of the U.S. online audience.
- Our Local Ad Network is the #1 Local Ad Focus Network in the country, according to comScore, for the past five years.
- Our DataMatch solution reaches your target audience on a deterministic, one-to-one level.
- MNI serves over 7.4 billion ad impressions annually.

Targeted Magazines

Target and engage your audience with levels of interactivity just like how you buy digital ads.

We’ve made it easy to buy precise audiences across high-impact print media solutions, to boost like-minded consumer engagement.

Use one of our fourteen lifestyle-aligned networks, or build your own network for niche audience targeting.

Multi-page high-impact Cover Wraps use CRM or custom built lists.

**Additional Benefits:**
- Geographic targeting for optimal campaign impact.
- High-impact units to drive engagement and increase recall.
- Flexibility with no-charge copy splits
In-Book Magazine Networks

MNI Beauty
- COSMOPOLITAN
- ELLE
- BAZAAR
- InStyle
- marie claire

MNI Business
- Bloomberg Businessweek
- Entrepreneur
- Forbes
- FORTUNE
- THE WEEK

MNI Entertainment
- Entertainment
- People

MNI Food 360°
- allrecipes
- EatingWell
- rachael ray everyday

MNI Healthy Living
- allrecipes
- EatingWell
- Health
- SHAPE
- WomensHealth

MNI Hispanic Family
- Parents
- Latina
- People

MNI Home
- Better Homes & Gardens
- REALSIMPLE
- House

MNI Living Well
- Living
- REALSIMPLE

MNI Luxury
- FOOD & WINE
- Living
- Town & Country
- Travel + Leisure

MNI Men's Lifestyle
- Esquire
- Forbes
- FORTUNE
- Men's Health
- MENS.JOURNAL
- Sports Illustrated

MNI Modern Family
- InStyle
- Parents
- People

MNI News
- Bloomberg Businessweek
- Country Living
- Sports Illustrated
- THE WEEK
- TIME

MNI Style & Design
- Esquire
- FOR FORTUNE
- House Beautiful
- TOWN & COUNTRY
- TRAVEL + LEISURE
- THE WEEK
- TIME

MNI Thought Leader
- Forbes
- Smithsonia
- THE WEEK
- TIME
Cover Wrap Titles

Titles with an “H” and “MA” are available for Pharma programs. Titles with a “T” “FM” and “M” are available for Single Activation programs.
Contact Us

Contact your local targeting expert to develop the media agnostic solution that’s right for your business challenges.

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*Don’t know who to contact, reach out to info@mni.com or call 1-800-225-3457 for more information*