MNI Media Kit
We’re a team of audience strategists who efficiently deliver a brand’s message to its specific targets.

50+ Years helping accelerate business

+1,200 Clients annually

+7.4 Billion impressions served every year

Nimble. Responsive. Built to Thrive.

A trusted extension of your team.
Our Commitment

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 find and intersect with your audience.
Our solutions, powered by proprietary tools, provide insightful pre-optimized plans.
Successful ad campaigns start here.
Our Unique Positioning

The MNI Difference

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

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

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

- **Programmatic**
  - Display
  - Mobile/Tablet
  - Video
  - Native
  - OTT
  - Streaming Audio
  - Digital Out-of-Home
  - Video Everywhere

- **Social**

- **Search**

- **Local**

- **Email**

- **DataMatch™**

- **Our Ad Network is the #1 Local Ad Focus Network in the country.**

- **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.

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<th>In-Book</th>
<th>Cover Wraps</th>
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**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

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Cover Wrap Titles

- allrecipes
- Better Homes & Gardens
- Bloomberg Businessweek
- CAR DRIVER
- COSMOPOLITAN
- Country Living
- Diabetes Living
- Eating Well
- ELLE
- ELLE DECOR
- Entertainment
- Esquire
- ESSENCE
- FOOD & WINE
- FORTUNE
- GOOD HOUSEKEEPING
- BAZAAR
- Health
- HGTV magazine
- House Beautiful
- InStyle
- Marie Claire
- Living
- Men's Health
- Men's Health
- Parents
- Parents Latina
- People
- People Style & Living
- POPULAR MECHANICS
- Prevention
- REAL SIMPLE
- ROAD & TRACK
- SHAPE
- Southern Living
- Sports Illustrated
- This Old House
- TIME
- TOWN & COUNTRY
- TRAVEL + LEISURE
- VERANDA
- Woman's Day
- Women's Health

Titles with an "H" and "TOH" are available for Pharma programs. Titles with an "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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