

# News WatchMedia

## Rates for Email Marketing

*[Visit us at newswatchmedia.com.](http://newswatchmedia.com)*

Publication	Subscribers	Cost per send
HRNEWSWATCH Human Resource Professions	90000	\$1080 (\$12 cpm)
LAWNEWSWATCH Attorneys	80000	\$1200 (\$15 cpm)
ACCOUNTINGNEWSWATCH Financial officers and Accountants	90000	\$1530 (\$17 cpm)
FDANEWSWATCH Food and Drug Industry Executives	75000	\$1500 (\$20 cpm)
ENERGYNEWSWATCH* Power and Energy Industry Executives *also known as the Daily Power Report and PowerMarketers.com	70000	\$1500 (\$21 cpm)  *CPM = Cost per thousand delivered

### HOW DOES IT WORK?

You send us your email marketing piece. We send you a test email to make sure it works well with our system. Once you approve, we schedule and send.

If you need help with ad design, we can generally help at no additional charge.

We do recommend that you keep it simple. Most email clients automatically block graphics, so a piece should look good even if the graphics are blocked. We can't send attachments, but links are no problem.

In fact, we can let you know how many times each link was

clicked on, as well as how many times each email was opened.

We recommend a series of at least three for best results. It's like any kind of advertising--repetition yields increasing returns.

While we can readily offer you one subscriber base, we don't offer sorts below that level, although we can arrange A/B splits

Questions? Want to get started? Contact Scott Spiewak, at:

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### Why Email?

*We are often asked why our media kit focuses on email rather than banner ads.*

The Answer: Our newsletters are a welcome part of our subscribers' inboxes, and we have a considerably larger presence in the inbox than we, or any website can have on the web.

Emails work. Quickly and dramatically.

We have been email marketing to our subscribers since 1995, when we proudly reached the 1000 subscriber mark for our earliest publication, The Daily Power Report. As you can see from the adjacent table, we've expanded quite a bit since then.

How do we set our rates? The bulk of our email clients provide conferences and training. We support them by marketing their programs on a commission basis.

We charge our fee-based clients based upon our average net revenue from commission sales. This explains why our energy and pharma subscribers are more expensive to reach than subscribers to our professional letters, and why our rates change over time. Still want a banner? We'll often throw them in as a bonus for large email clients