

OBSERVER

noun | ob·serv·er

: a person who pays close attention to something and is
considered an expert at it

2016 MEDIA KIT

THE WORLD OBSERVED

Authoritative content that informs and inspires an educated audience of influential readers.

Observer.com engages an influential, affluent and highly-educated audience by creating premium content on the topics they care about most: style & design, arts & entertainment, tech & innovation and news & politics. Our elite team of writers, editors and exclusive contributors are some of the most credible and authoritative voices in the media today. We create a premium content environment for global thinkers, business leaders and luxury consumers to stay informed, inspired and challenged. Observer is the world observed.





NEWS & POLITICS

Observer's News & Politics channel provides perspectives on the nation's most pressing issues and the communities most affected by their outcomes. Our team delivers readers news, insights and trend analysis on politics, policy, and legislation.



ARTS & ENTERTAINMENT

Observer's Arts & Entertainment channel delivers inside takes and must-read reviews of film, visual arts, music, television, opera, books, and theater. Deceptively accessible and intentionally addictive, our arts and entertainment coverage is geared towards both prominent players and enthusiastic followers of the arts.



STYLE & DESIGN

Observer's Style & Design channel captures the gorgeous aspects of life and living well. From fashion, fine jewelry and watches, to high-end vehicles, and interior design, our coverage provides a fresh perspective on the world of luxury.



BUSINESS & TECHNOLOGY

Observer's Tech & Innovation channel covers pioneering trends and leaders revolutionizing the way we lead our daily lives. Our team analyzes and reveals cutting-edge technologies and the cultural shifts that demand new methodologies. We champion disruptive ideas and celebrate thinkers who get things done.

OUR AUDIENCE



NATIONAL REACH

Observer delivers a national audience, with traffic evenly distributed from coast to coast.

Northeast: 24%

Midwest: 24%

West: 24%

South: 28%

GROWING

Observer is one of the fastest growing digital media platforms, with monthly traffic growing over 500% in the past three years:

2013 Monthly UVs: 1,048,359

2014 Monthly UVs: 1,205,995 (+15%)

2015 Monthly UVs: 3,384,415 (+180%)

2016 Monthly UVs: 6,754,544 (+100%)

AFFLUENT & EDUCATED

Observer.com reaches an elite audience by focusing on the topics that they care about—style, arts, culture, and politics.

Total HHI \$150K+: 173 (Index)

Total HHI \$100K-\$150K+: 133

College degree: 122

Graduate degree: 179

Has a C-suite title: 187

Value of primary residence \$1MM+: 158

Value of investment portfolio \$1MM+: 178

SOCIAL

Observer connects with over 500K influencers every day via its social handles.

Facebook: Observer

Twitter: @Observer

Instagram: @Observer

Sources: Google Analytics January 2013, 2014, 2015, March 2016; comScore Dec 2015; Quantcast January 2016

OBSERVER CONTENT STUDIO

ENGAGE & DELIVER

Observer Content Studio partners with brands to create compelling custom native content that engages our premium audience. Through our contributor network we have access to authoritative and leading voices across all areas of expertise. Observer's established content amplification tools and proven social strategy ensure dynamic delivery and resonance on and offsite.

CASE STUDIES

SHOWTIME: L.A. Power 25

Building off of a rich history of chronicling the most powerful individuals across industries, sectors, and geographic locations, Observer unveiled L.A. Power 25 on July 7th, 2015 – a round up of the most powerful men and women in Hollywood. Observer commissioned original, hand drawn illustrations of each of the power players on the list. Coming to life online and in print, the feature natively integrated sponsor SHOWTIME's Ray Donovan as tinseltown's go-to fixer.

John Varvatos: Native Content

John Varvatos natively incorporated its messaging into Observer Style & Design with a sponsored post showcasing their Madison Avenue store, luxury menswear collections, and Personal Wardrobe Service. Seamlessly woven into Observer/Style & Design's editorial content, sponsored posts provided John Varvatos a dedicated space to share their collections and offerings with Observer's highly affluent, fashionable audience.

Douglas Elliman: New to the Neighborhood

Douglas Elliman partnered with Observer to showcase their position as New York City's leading neighborhood experts as sponsor of New to the Neighborhood, which profiled prominent Manhattanites who had recently relocated. The series highlighted what attracted New Yorkers to their new locales, and zeroed in on hidden neighborhood gems that you can normally only discover by being a local.

FedEx: The Pitch

In the first two seasons of The Pitch, sponsored by FedEx, 20 startups vied to be selected by top venture capitalists for a cash prize. The series attracted VCs from top firms—including Lerer Ventures, Softbank Capital, and RRE Ventures—and the fierce competition made it the most-watched video series in Observer's history.



SHOWTIME: L.A. POWER 25



JOHN VARVATOS: NATIVE CONTENT



DOUGLAS ELLIMAN:
NEW TO THE NEIGHBORHOOD



FEDEX: THE PITCH

2016 EDITORIAL CALENDAR



JANUARY

- Observing Education
- Winter Travel
- Awards Season: Golden Globes & Oscar Noms

FEBRUARY

- Fashion Week Around the World
- Armory Arts Week
- Awards Season: Oscars
- Valentine's Day Made Easy: Gift Guides

MARCH

- Spring Arts Preview
- Parenting
- Spring Design
- Young Philanthropists
- Observing Wealth: Investing in Your Future

APRIL

- Politics Power List

MAY

- Collector: Spring Watch Edition
- Mother's Day: What to Give Mom

JUNE-JULY

- Guide to the Tonys
- Father's Day: The Best Gifts for Men
- Summering: Arts, Style and Second Homes
- Tech Insurgents: Tech's Most Promising Stars

AUGUST

- Parenting
- U.S. Open

SEPTEMBER

- Fall Fashion: Women's
- Fall Arts Preview
- Men's Style

OCTOBER

- Fall Design
- Philanthropy: Biggest Corporate Givers

NOVEMBER

- The Rich List
- Collector: Holiday Watch Edition

DECEMBER

- Art Basel
- Collector: Holiday Jewelry Edition
- PR Power List

EVERY MONTH ON OBSERVER.COM

- Real Estate • Politics • Business & Technology
- Art: Galleries, Auctions, Fairs & Museums
- Performing Arts • Movies & Entertainment
- Style • Health & Wellness • Events & Red Carpet

OBSERVER.COM SPECS

HIGH-IMPACT UNITS

AD SIZES: Billboard (970x250), Pushdown (970x60 expands to 970x418), Portrait (300x1050)

FILE TYPES ACCEPTED: .jpg, .gif, html5, 3rd party tags (3rd party tags only accepted for Pushdown units)

INITIAL MAX FILE SIZE: 60K

ADDITIONAL POLITE DOWNLOAD: 100K

ANIMATION: :30

AUDIO: Upon user-initiation

VIDEO: 1.2MB polite download max. Must contain visible player controls; stop, play, pause, mute

FRAME RATE: 15-20 FPS

WEBSKINS

AD SIZES: 2400x1400

FILE TYPES ACCEPTED: .jpg, .gif

NOTES: No copy accepted for webskin creative. See [Observer Webskin Specs](#) for further information and best practices.

INTERSTITIAL & PRESTITIAL UNITS

AD SIZES: 800x600, 600x400, 500x500

FILE TYPES ACCEPTED: 3rd party tags

INITIAL MAX FILE SIZE: 60K

ADDITIONAL POLITE DOWNLOAD: 100K

ANIMATION: :30

AUDIO: Upon user-initiation

VIDEO: 1.2MB polite download max. Must contain visible player controls; stop, play, pause, mute

NOTES: Observer can build and site serve Interstitial & Prestitial units with delivery of all creative assets 7-10 business days in advance of launch

STANDARD UNITS

AD SIZES: Wide Leaderboard (970x90), Leaderboard (728x90), Half Page (300x600),
Medium Rectangle (300x250)

FILE TYPES ACCEPTED: .jpg, .gif, .html5, 3rd party tags (3rd party tags only accepted for Pushdown units)

INITIAL MAX FILE SIZE: 50K

ADDITIONAL POLITE DOWNLOAD: 100K

ANIMATION: :15

AUDIO: Upon user-initiation

VIDEO: 1.2MB polite download max. Must contain visible player controls; stop, play, pause, mute

NOTES: Observer can build and site serve Interstitial units with delivery of all creative assets 7-10 business days in advance of launch

OBSERVER.COM SPECS

MOBILE UNITS

AD SIZES: Mobile Leaderboard (300x50), Mobile Adhesion Unit (300x50)

FILE TYPES ACCEPTED: .jpg, .gif, 3rd party tags

INITIAL MAX FILE SIZE: 7.5K

ADDITIONAL POLITE DOWNLOAD: N/A

ANIMATION: :15

AUDIO: Upon user-initiation

VIDEO: N/A

FRAME RATE: 15-20 FPS

AD SIZE: Mobile Medium Rectangle (300x250)

FILE TYPES ACCEPTED: .jpg, .gif, .html5, 3rd party tags

INITIAL MAX FILE SIZE: 40K

ADDITIONAL POLITE DOWNLOAD: 100K

ANIMATION: :15

AUDIO: Upon user-initiation

VIDEO: 1.2MB polite download max. Must contain visible player controls; stop, play, pause, mute

FRAME RATE: 15-20 FPS

OBSERVER NEWSLETTERS

AD SIZES: 300x250, 728x90

FILE TYPES ACCEPTED: .jpg, .gif

INITIAL MAX FILE SIZE: 20K

ADDITIONAL NOTES

- All creative units and additional files must be sent to adops@observer.com.
- All Standard/Rich Media ad products listed above support: 3rd Party 1x1 impression tracking & 3rd Party click tracking via click command URLs
- Observer.com no longer accepts Flash ad creative
- 4th Party 1x1 impression tracking is billable.
- Observer.com uses DFP as its ad server. DFA ad tags gladly accepted.
- All assets should be provided within spec and received by the Ad Ops team no later than (3) business days in advance of launch.
- If assets are NOT within spec, launch of campaign may be delayed.
- All advertising content is subject to Observer's approval. Observer reserves the right to reject any advertisement if such advertisement is not consistent, in Observer's sole editorial judgment, with the content of observer.com.