

## Overview

Mobile Marketer is the leading publisher of news, analysis and opinions on mobile marketing, media and commerce. Its goal is to help readers and marketers understand how the mobile channel can be used alone or in conjunction with other channels for branding and customer acquisition and retention purposes.

An estimated 2.8 billion mobile phones are in use worldwide, with 1.6 million being added daily. That overall number is expected to swell to 4 billion by 2011. The entire mobile industry, including advertisers, manufacturers, software developers and carrier networks, generates annual revenue of nearly \$1 trillion, according to market researcher Informa.

With its mix of the latest news and bold opinion, Mobile Marketer is an indispensable read for marketing, media and business executives looking to understand the growing importance of the mobile channel to their marketing efforts in this competitive environment. They also rely on Mobile Marketer as an ideal advertising vehicle for improving brand awareness and generating qualified leads.

Mobile Marketer's Web site at [MobileMarketer.com](http://MobileMarketer.com), newsletters including the Mobile Marketer Daily and its blog at [blog.mobilemarketer.com](http://blog.mobilemarketer.com) offer a highly trusted and reliable news environment to help marketers make objective decisions about mobile marketing, media and commerce.

## Audience

By advertising with Mobile Marketer, you are reaching decision makers and purchase influencers as they actively seek out services and solutions for their business.

This audience – marketer, publisher, advertising agency, technology specialist and wireless carrier network – is in an education mode.

These executives realize that new technologies and changing consumer behavior require a solid presence in the mobile channel.

They have many questions and they need answers. Associating your corporate brand name, product or service with the most respected and trusted source of mobile marketing, media and commerce information will help you meet this audience's needs.

Reach out to this audience through branding campaigns, special offers, demos, white papers and classifieds across the Mobile Marketer franchise. Brand yourself early in the process as these marketers pick partners for their mobile efforts.

Our self-service Job postings section is also available for your use. Make the right call. And make it now. John Roegner, director of advertising sales, will be glad to help you create an effective advertising plan.

Please call him at (646) 785-4544 or email at [ads@mobilemarketer.com](mailto:ads@mobilemarketer.com).

### SALES CONTACT

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## Advertise

Mobile Marketer is the first place that decision-makers turn to for objective and comprehensive news, trends, analysis and opinion on mobile marketing, media and commerce.

The site at [MobileMarketer.com](http://MobileMarketer.com) and the Mobile Marketer Daily newsletter deliver wall-to-wall domestic and international news coverage on the mobile channel.

The Mobile Marketer blog is a perfect vehicle for candid commentary on mobile issues.