



PROVIDER OF REVOLUTIONARY REVIEW PORTALS
'DOZEN MEDIA RANKS THE ONLINE WORLD'

Contact our USA sales team at:
marketing@dozenmedia.com
sales@dozenmedia.com





The Dozen Media Concept

'Dozen Media Ranks the Online World'

The Dozen Media network is an exclusive online service provider, designed to make online product searching easy, accessible and hassle-free. Dozen Media's network of sites provides their thousands of visitors with the most up-to-date, independent and comprehensive reviews of a range of online products and services, from sport and entertainment to travel and finance. The Dozen Media network is the only network in the world to so thoroughly filter, evaluate and rank the industry of online service providers, and is the ultimate one-stop-shop for finding the top sites that the internet has to offer.

Network Communication Channels:

- Online ranking websites
- Dozen Media Tool Bar
- Email campaigns
- RSS news updates feed
- Weekly e-newsletter

Why Dozen Media?

- The Network Advantage: constantly targeting your audience from every angle, all the time
- Transformative Branding: building your brand to capture your market in an instant
- A one-stop-shop: providing for all your advertising needs
- Cutting-edge, centralized ad system: constantly monitoring, controlling and evaluating your campaigns
- The leading provider: online service and product review sites, powered by the unique ARS© algorithmic ranking system
- Non-stop traffic: over 100,000 visitors across the network every day
- Extensive demographic: range of targeted demographic groups, focused on the most active age groups of 18-33 and 34-45.
- Unique advertising channels: running across the whole of the network, allowing full coverage of all audiences, in different fields.
- Sophisticated social communication: fully connected to social networking devices, including face book, Twitter and RSS feeds

Contact our USA sales team at:

marketing@dozenmedia.com
sales@dozenmedia.com





The Network Advantage

The growing Dozen Media network currently holds a variety of websites that encompass a range of online industries, and each site is comprised of various layers of product analysis. The breadth and depth of the Dozen network allows unparalleled cross-marketing packages that target a captive and relevant mass audience. The unique advertising channels allow an effective 'flooding' of the network, providing an invaluable branding opportunity.

Study Case

Cover Direct are a successful online insurance provider, but with a flooded and confusing market, consumers are getting lost and are relying on search engine results to give them their first choice of insurance agent. Dozen Media recognize the need to get your name known, and their brand-led advertising packages provide the maximum exposure to the maximum audience.

Cover Direct chose to take a sponsored link package with Dozen Media, which allowed them to instantaneously advertise across three of the most popular Dozen sites. In this way, Cover Direct were targeting all of their relevant markets, from extreme sports enthusiasts and holiday makers, to car drivers and bankers.

What did this mean for Cover Direct?

By advertising through one of Dozen Media's channels, Cover Direct had the opportunity to brand themselves on 3 homepages, and over 200 targeted content pages. Not only does this increase their market exposure exponentially, but it considerably boosted their SEO profile. By affiliating themselves with an ever-expanding network, Cover Direct will find that their advertising possibilities only ever expand too.

"Thanks to Dozen Media and the unique way in which we were able to target such a huge demographic, we saw our site jump 5 places up the Google page rankings" - Mike Allison, CEO Forest Industries.

"Around 46% of our new clients over the last 6 months said they saw our text ads on the [Dozen] network, so I have no hesitation in attributing our recent growth to this campaign" - Jackie Latner, Founder and co-owner of Luxe Living

Contact our USA sales team at:

marketing@dozenmedia.com
sales@dozenmedia.com





CPM Banner Package

Choose from the following banner

Placement options:

GIF / JPG banners

Flash Media

Text ads and links

Ad Sizes:

200X250

200X200

125x125

234x60

For many more, download our Ad Spec list



Sponsored Articles

Every Dozen site has a dedicated industry news page. Sponsored articles include:

- News homepage exposure for 2 weeks
- Amazing SEO value
- Headline article written by expert Dozen editor, talking straight to our audience
- 2 images
- 1 follow link



Sponsored Links

- Up to 25 words text ad.
- Strategically located at prime locations across the whole of Dozen Media network
- Headline description of site
- Follow link
- Static placement (100% probability).
- Long and short term packages.



Branded Landing Pages

- Splash landing page to Dozen site of your choice
- Maximum exposure, highly targeted
- SEO advantages and increased branding awareness
- Localized mini sites on our domains
- Can be specially designed by our creative department or provided by you



RSS and News related Advertising

- Connect with your industry buzz, with your latest updates delivered to our audience
- Quality content reaching mass audience
- Your message delivered to targeted demographic
- Can be implemented across as many Dozen sites as desired



Newsletter Advertising

Every Dozen site has a dedicated industry news page. Sponsored articles include:

- Article in monthly e-newsletter
- Includes images, promotional content and follow link
- Reaches captive audience



Sales

Home Page Button 160X90/160X25 with Fly out 300X250	Per Month	1000
AD Units - Banners - network Wide	CPM	10\$
Text AD + Link	Per Month	\$200
Sponsored Article	Per Publication	\$500
RSS feed Text Ad	Per Publication	\$150
Email News letter Button	Per Broadcast	\$150
Special Landing Page For your site	Per Design and publication	\$1000
Local Mini site under our network domain	Per Design, Development and Publication	\$2000