

SIFMA SmartBrief

2025 Media Kit

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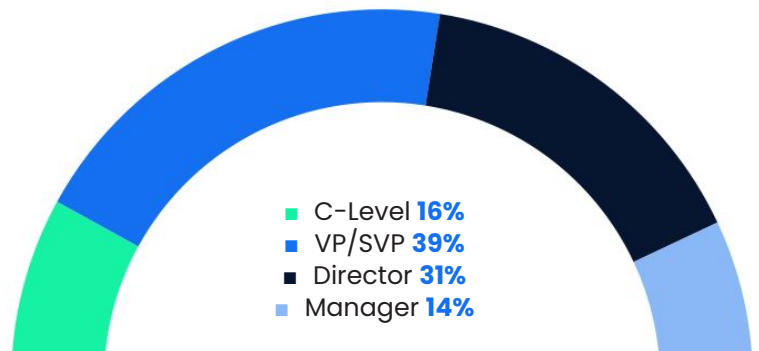
Statistics

Subscribers



56,185

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Contact

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2025 Pricing

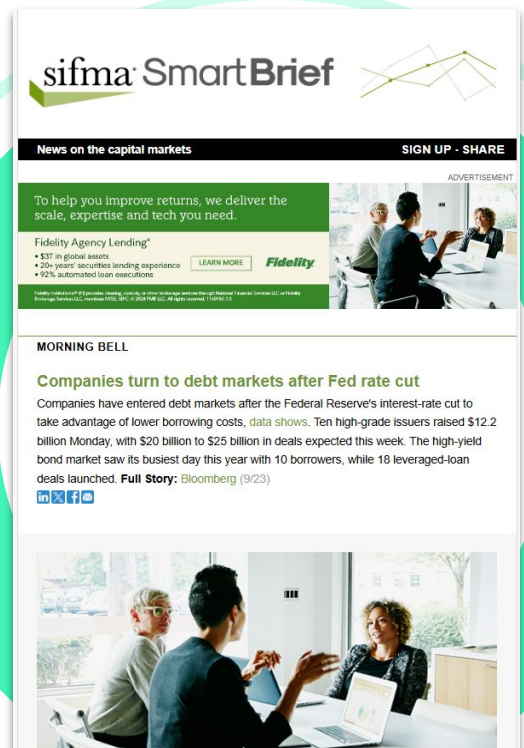
Display & Native Advertising

■ Above-the-Fold Takeover (Billboard + News 1)	\$4,200/issue
■ Billboard	\$3,250/issue
■ News 1	\$3,250/issue
■ News 2	\$2,775/issue
■ News 3	\$2,475/issue
■ Featured Content	\$3,245/issue
■ SmartSocial starting at	\$30 CPM

- **5x minimum on Display & Native Advertising**
- News Section ads include the Rectangle-Text Ad or Video-Text Ad
- Upgrade any news section placement to a Video-Text ad for a premium

Exclusive Opportunities

■ Special Report Single Issue	\$16,500
■ Dedicated Send	\$19,250
■ Spotlight	\$19,250
■ Year In Review	\$12,350



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