

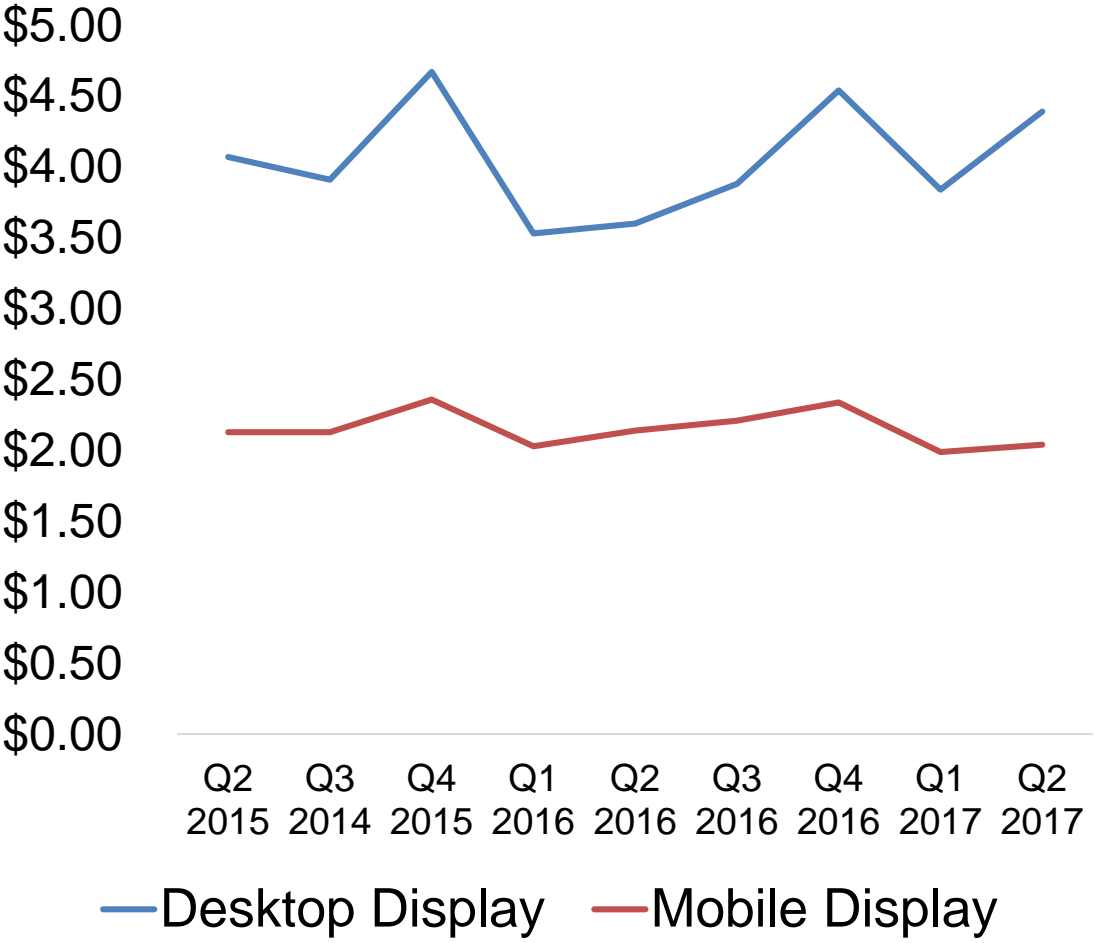
QUARTZ

A focus on value

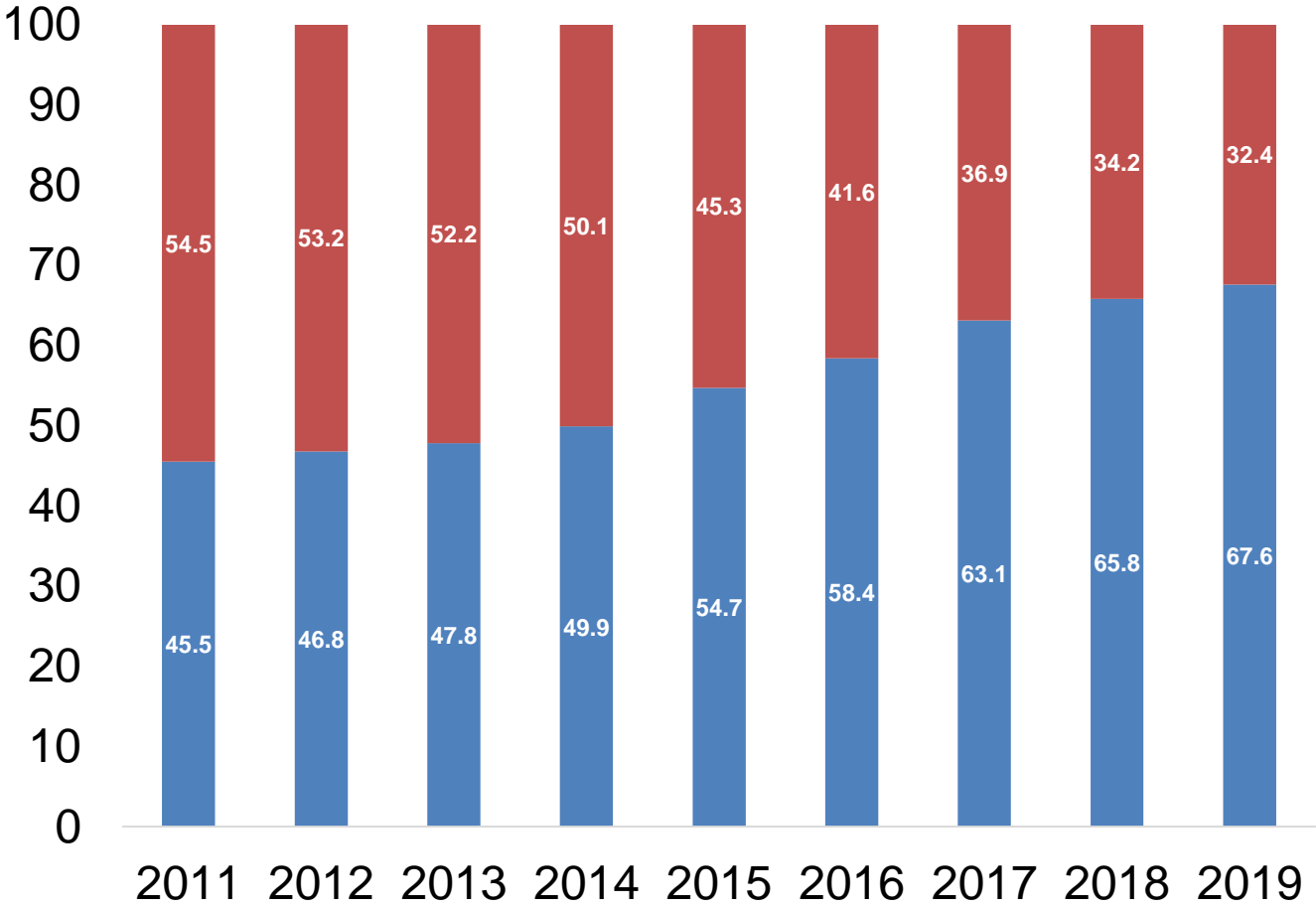
Jay Lauf | @jlauf | QUARTZ

Value and the market

eCPM in Dollars



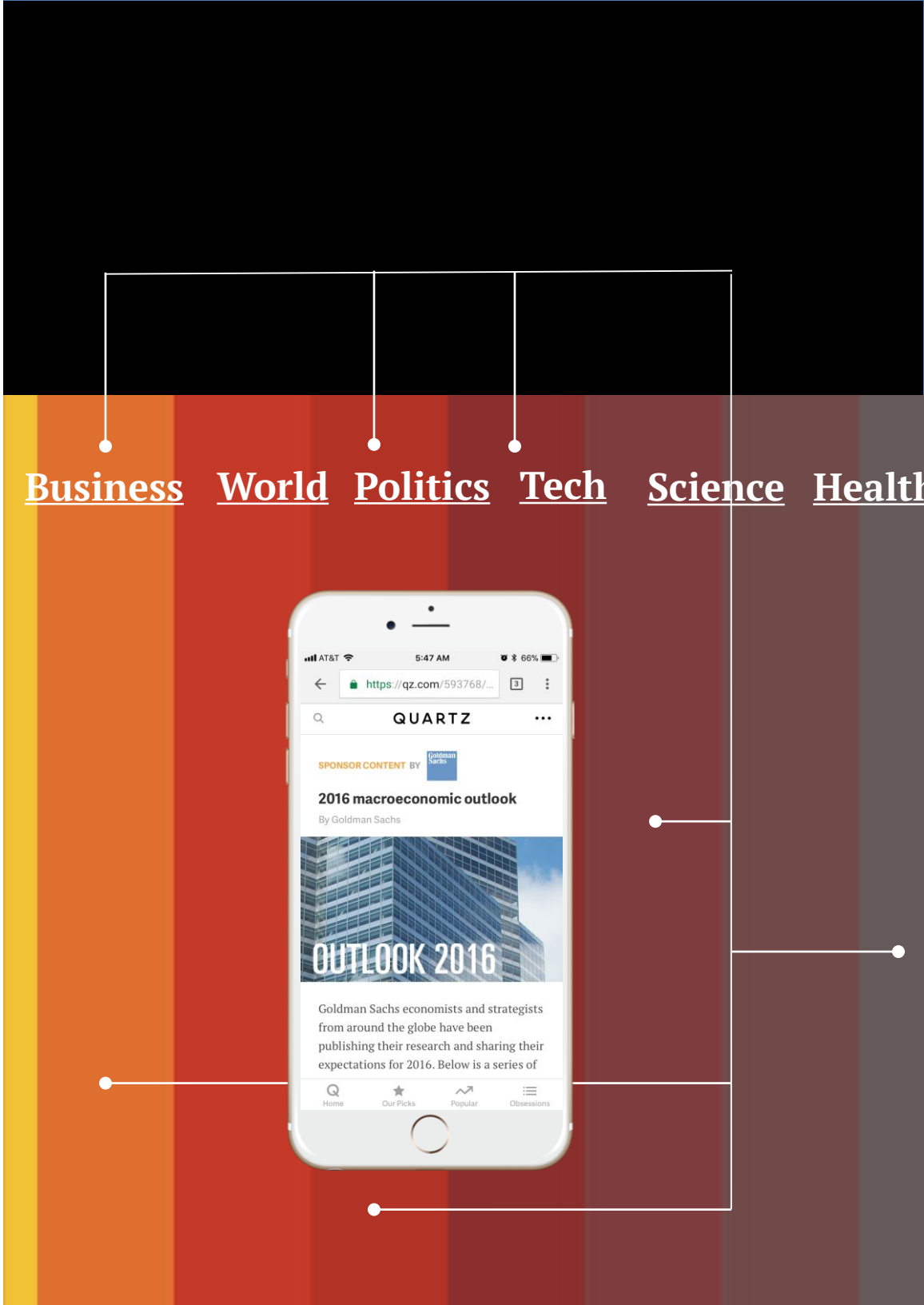
Duopoly Share of US Net Digital Ad Revenues, 2011-2019
(% of total)



The power of
"NO"

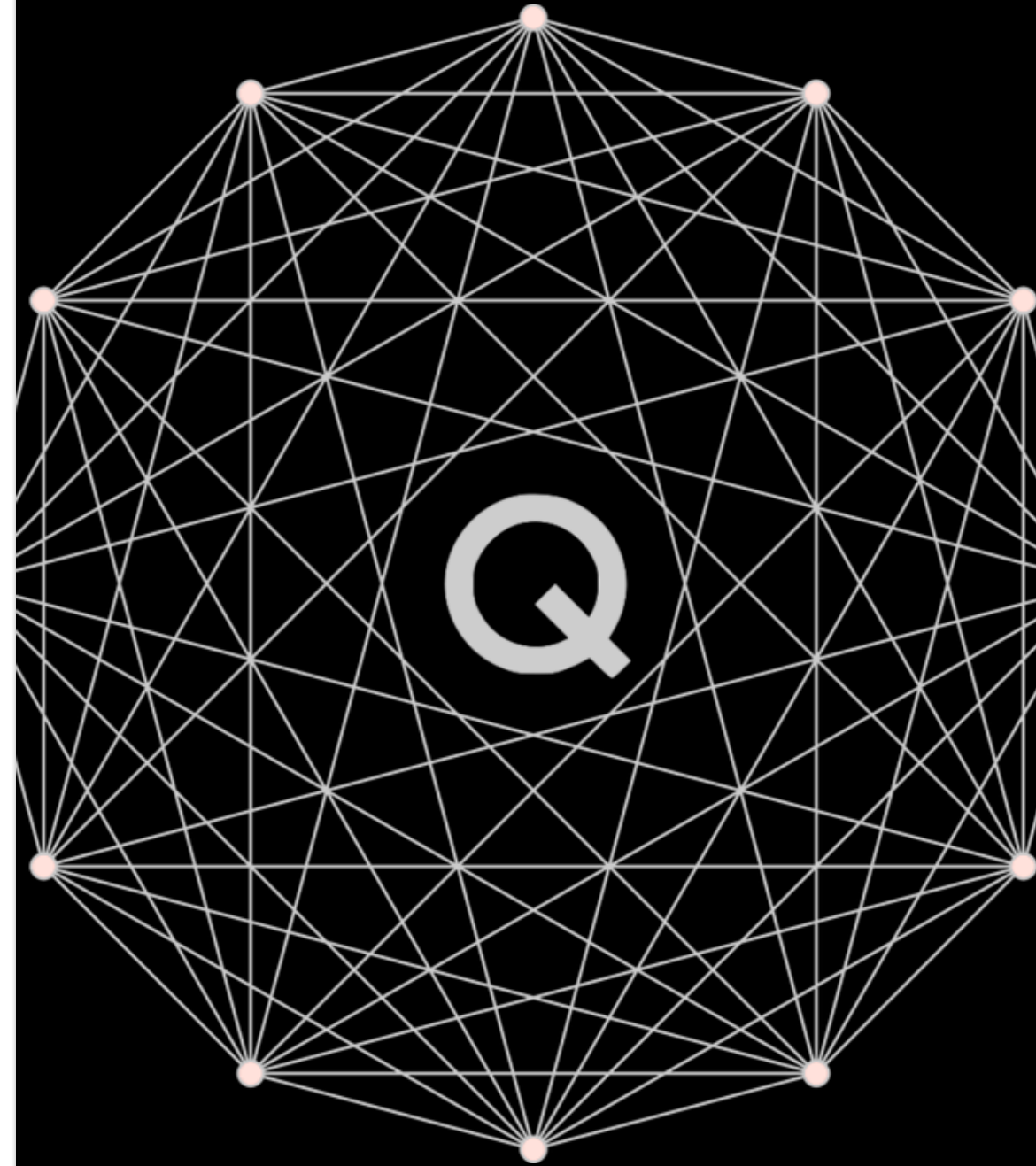
The value of

PERSPECTIVE



The value of

PERSPECTIVE EXPERIENCE



The value of

PERSPECTIVE

EXPERIENCE

AUDIENCE

"Your coverage is perfect for people like me who connect the dots on a 'bigger picture' scale."

"Quick and insightful with a touch of humor and a wealth of humanity."

"I magnanimously turn off my ad blocker for you."

The value of

PERSPECTIVE

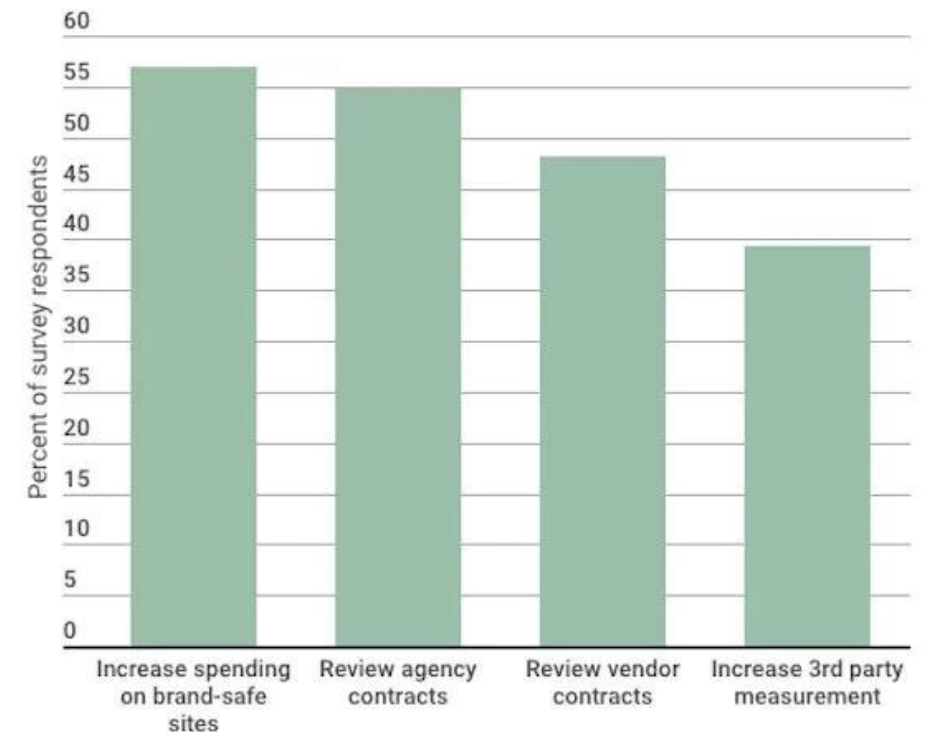
EXPERIENCE

AUDIENCE

CONTEXT



How advertisers address brand safety concerns



The value of

PERSPECTIVE

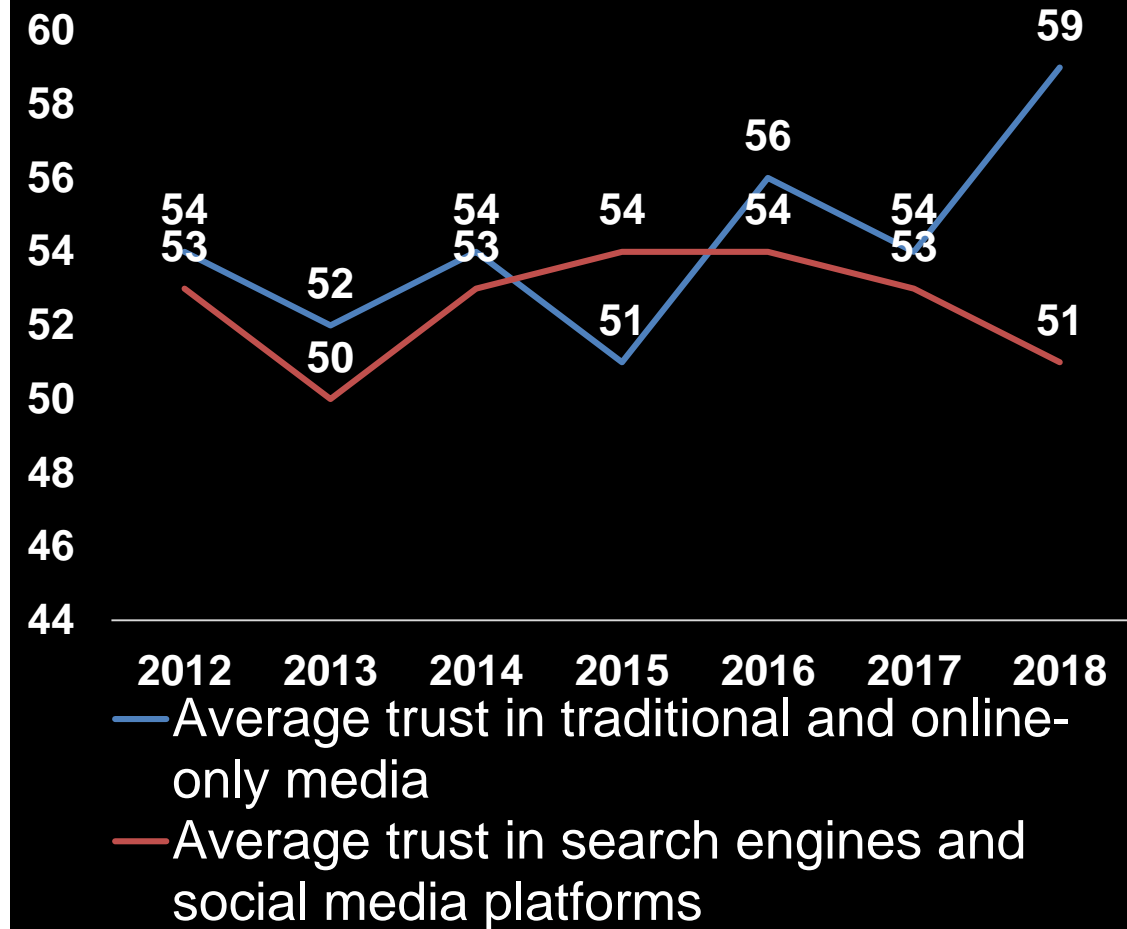
EXPERIENCE

AUDIENCE

CONTEXT

TRUST

Percent trust in each source for general news and information, 2012 to 2018



The value of

PERSPECTIVE

EXPERIENCE

AUDIENCE

CONTEXT

TRUST

COMMITMENT

550+

Campaigns

155+

Clients

90%

Renewal Rate

Media has value that
MATTERS

QUARTZ

Thank You

A focus on value

Jay Lauf

President and Publisher
Quartz

Peter Kafka

Senior Editor, Media
Recode



#DCNlive
@DCNorg

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summit