

Staying Informed

| TOPIC | PUBLICATIONS / WEBSITES |
|--|---|
| Ad Tech, Data | Ad Exchanger, AdMonsters Technology Today (Adweek), RTB Insider (MediaPost), ZDNet Today, NYTimes Tech section, TechCrunch |
| Agency | Adweek, AdAge Agency News, Mediapost MAD, ClickZ Experts, MakeGood, Adverblog, 4As Smartbrief, Adrants, AgencySpy |
| B2B | AdAge BtoB, Chief Marketer, MarketingProfs, American Business Media (ABM), Chief Marketer |
| Blogs, Bloggers | MediaBizBloggers, ReadWrite, Shelly Palmer, Mashable, Reddit, The Hub's Cool News, Next Draft, Monday Note, Nigel Hollis (MillwardBrown), Bo Sacks, Sean X Digital Unicorn, Chad Pollitt |
| Broadcast Media | Cynopsis, eConsultancy, Lost Remote, TV Today (Adweek) |
| Content Marketing/ Native Ads | NewsCred, Percolate, ContentMarketingInstitute, Visually, BrandTale |
| Digital Media/Marketing | Digiday, MediaShift (PBS.org), MediaPost, ClickZ, MarketingVOX, IAB Smartbrief, Business Insider (BI) |
| Local Media | NetNewsCheck, American Press Institute ("Need to Know"), Local Media Insider, BIA/Kelsey, Borrell Associates |
| Magazine/Newspaper/ Print Media | min, Folio, AdWeek, AdAge, Digital Content Next, Magazine Media (MPA), Presstime, Publishing Executive, The Media Minute, The Skinny From min |
| Mobile | MobileMarketer, MMA Smartbrief, Mad Ave Mobile, Pixelate |
| Other General, Business, Tech Media | BusinessWeek, Economist, Fast Company, Forbes, Huffington Post, Wired, WSJ |
| Radio | Radio Ink, Rainnews.com, FMQB (Friday Morning Quarterback) |
| Research, Analytics | Pew Internet and American Life Research, eMarketer, BizReport, MarketingCharts, Statista, Nielsen Newswire, Warc News, Metrics Insider (MediaPost), Center for Media Research (MediaPost) |

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|------------------|--|
| Sales | Sales and Marketing Management, Insidesales, SellerCrowd, Selling Power |
| Search | MarketingLand, SearchEngineWatch, Think with Google, WordStream |
| Social | SmartBrief on Social Media, Social Media Today, Social Media Examiner |
| Start –Up | Startup One Stop, OpeView Venture Partners, Palazzo Report, StreetFight, M&A Advisor |
| Video | Brightcove, BrighRroll, Ooyala News, TubeMogul, YouTube re:View |

Please send us your favorite sites, newsletters and blogs that you read to stay informed.

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