

Web & Mobile Takeover Dominate the Competition

24 HOURS. EVERY AD. EVERY PAGE. EVERY DEVICE.

The collage displays the Publisher's Weekly website and mobile app interface. At the top, a banner reads "THE HEAT IS ON! ON SALE NOW! CLICK FOR DIGITAL ASSETS! #THEMELTDOWN". Below this, a navigation bar includes categories like NEWS, REVIEWS, BESTSELLERS, CHILDREN'S, AUTHORS, ANNOUNCEMENTS, DIGITAL, INTERNATIONAL, and OPINION. A central article features a photo of two men and a Medallion logo. A large purple ad for "DIARY of a Wimpy Kid THE MELTDOWN" is prominent, stating "MORE THAN 200 MILLION BOOKS SOLD WORLDWIDE!". A grey box on the left shows "350K Daily Impressions". Another purple ad says "WATCH THE MELTDOWN TRAILER!". A smartphone on the right shows the mobile app version of the site with a similar "WATCH THE MELTDOWN TRAILER!" ad. At the bottom, a navigation bar lists "AUTHORS", "LIBRARY", and "INTERNATIONAL".



GET IN. STAND OUT.