



STAYING INFORMED

The Short List

An Academy of Digital Media Free Resource for
Digital Advertising & Marketing Professionals

1Q 2021

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Ad Tech, Data

Ad Exchanger

Publication that enables the exchange of ideas between all members of the "ecosystem," including marketers, agencies, publishers, data providers, advertising and marketing technology companies, analysts, the investment community and the press.

TechCrunch

TechCrunch is a popular American online publisher of technology industry news established in 2005. It publishes about the business tech, technology news, the study of emerging trends in tech, and profiling of new tech businesses and products.

Agency News

Adage

Advertising and Marketing industry news.

AdWeek Agencies

Breaking news in advertising, media and technology
www.adweek.com/agencies.

MediaPost Agency Daily (MAD)

Daily news for agencies and the agency business.

B2B

AdAge BtoB

Advertising and Marketing industry news.

B2B e-Commerce World

Get the insights and strategies delivered to you from the leader in B2B e-commerce coverage.

Chief Marketer

Chief Marketer serves marketing professionals at consumer and business-to-business brands, as well as their agencies.

MarketingProfs

Practical marketing insights, lessons, perspectives.

Blogs, Bloggers

BoSacks

News about Magazines, Media and the Publishing Industry.

MediaBizBloggers

Thought-leadership blog platform for media, advertising and marketing industry professionals, organizations and companies.

The Moz Blog

The Moz inbound marketing and SEO blog provides tips, tricks, and advice for improving websites and doing better search, social, content, and brand marketing.

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Content Marketing, Native Advertising

Content Marketing Institute	Practical, how-to guidance, insights and advice from the experts, and an active community for discussing the latest news, information, and advances that are moving the industry forward.
Native Advertising Institute	Whether you are a die-hard expert or just getting started with native advertising this is where you find the insights and tools you need to elevate your game.

Digital Media

ClickZ	Marketing technology news and insights.
Digiday	Digiday is a leading voice of the media and marketing industry and how they are being disrupted by technology.
IAB Smartbrief	Stay on top of the interactive media and marketing industry.
MarketingCharts	Hub of marketing data, graphics, and analyses, to stay on top of the latest trends in digital marketing and advertising.
MediaPost	MediaPost Publications is an on-line publishing resource for all advertising media professionals - TV, cable, radio, print, interactive, agencies, buyers, and reps.

Digital Marketing, Marketing Technology

Marketing Dive	Marketing Dive provides news and analysis for marketing executives. This daily newsletter has updates on Social Media, Branding and Advertising, Marketing Technology, Content Marketing, SEO/SEM, Email Marketing and Automation.
Marketing Tech	Digital Marketing New - Marketing Tech News
MarketingLand	Daily news coverage includes breaking stories, industry trends, feature announcements and product changes at popular platforms used by digital marketers to reach consumers online.

Digital Video

Adweek TV-Video	Breaking news in advertising, media and technology.
ClickZ eMail & Automation	Marketing technology news and insights.
Digiday Video Anywhere	Digiday connects with its audience across web, email, podcasts, a quarterly magazine, a membership program and in-person events.

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eCommerce

Digital Commerce 360	Daily news, trend analysis, industry resources and competitive data through its three brands that cover the digital revolution in global business—Internet Retailer, B2BecNews and Internet Healthcare Management.
eCommerce Times	Everything you need to know about doing business on the Internet.
eMarketer Retail	Browse retail articles featuring eMarketer's latest data and insights on digital marketing. Topics include media, marketing, industries, companies, social and more.

Email Marketing

DMN Daily Insider	DMN covers all aspects of digital and data-driven marketing. A resource for marketing and senior sales professionals, the core audience consists mostly of decision-makers and key influencers within their organizations.
MarketingLand	Daily news coverage includes breaking stories, industry trends, feature announcements and product changes at popular platforms used by digital marketers to reach consumers online.
MediaPost Email Insider	MediaPost Publications is an on-line publishing resource for all advertising media professionals - TV, cable, radio, print, email, interactive, agencies, buyers, and reps.

Magazine, Print Media

Adage	Advertising and Marketing industry news.
Adweek	Breaking news in advertising, media and technology.
What's New in Publishing	News about the independent publishing businesses including news, covering the developments in digital publishing, magazines, and newspapers.

Mobile

Fierce Wireless	FierceWireless provides breaking news and expert analysis of the trends shaping wireless communications.
MMA SmartBrief	News for mobile marketing professionals.
MobileMarketer	Mobile Marketer's mission is to provide busy professionals lwith a bird's-eye-view of the mobile marketing industry in 60 seconds.

Radio

Inside Radio	Latest Radio Industry news, ratings, transactions, people moves, classifieds, special reports and more.
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Radio Ink	Management and marketing magazine - providing management information, sales tips, and digital promotions ideas for radio stations.
RAIN (<i>Radio and Internet News</i>)	Informative, insightful, influential, entertaining — RAIN News is the preeminent source of information and commentary about the future of radio and the emergence of streaming audio.

Research and Analytics

BizReport	A leading source for Internet business and e-commerce news.
eMarketer	Data and research on digital for business professionals.
MarketingCharts	Hub of marketing data, graphics, and analyses, to stay on top of the latest trends in digital marketing and advertising.
Pew Internet and American Life Research	Pew Research Center is a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping the world. It conducts public opinion polling, demographic research, media content analysis and other empirical social science research.

Sales, Publishing

Inside Sales	A source of how-to's, essays, articles, research, and strong opinions on how the web and the phone have come together to leverage inside sales.
Sales and Marketing Management	Each issue contains feature articles on topics such as sales management skills; getting salespeople to set and reach goals; hiring for the long term; and motivating with non-cash incentives.
Seller Crowd	Sellers from every corner of the media & tech world use SellerCrowd to prospect and keep up with their key accounts. We work together to reach decision makers and hit goals.
Selling Power	Best-practice strategies, tactics, and insight from world-class experts on sales strategy, sales training, incentive compensation, sales performance and more.

Search

Moz Blog	The Moz inbound marketing and SEO blog provides tips, tricks, and advice for improving websites and doing better search, social, content, brand marketing.
Search Marketing Daily	Just one of several MediaPost publications providing news, blogs, directories to help its members better plan and buy both traditional and online advertising.
Search Engine Watch	News and information about search engines, SEO and paid search.
Think with Google	Newsletter for consumer trends & insights.

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Social

SmartBrief on Social Business

SmartBrief is a digital media publisher of targeted business news and information by industry.

Social Media Examiner

Online magazines, blogs and podcasts about how businesspeople can use social networks.

Social Media Today

Latest news, trends and tips in social media.
