

Vibrant expands global reach for contextual advertising

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Vibrant, the leader in premium contextual advertising, has signed top Russian portal iXBT.com, the 7th largest tech site in Russia (Source: comScore), in addition to new publishers with the largest portals and sites in their regions in Italy, Spain, Netherlands and Asia Pacific. Vibrant, now operating in over 30 markets, has a portfolio of exclusive agreements with over 4,500 premium publishers globally.

Vibrant has tripled its international team, based in London, since January, and has appointed new Heads of Regions, to cover Russia, Italy & Spain and Asia Pacific including Japan and China; while its international business has seen 55% year on year growth in revenue for Q3 of 2010. Advertisers who have booked international single-country and multi-market campaigns includes IBM, General Motors Chevrolet, Epson, Johnson & Johnson and Hewlett Packard; with campaigns running in up to 14 markets including new, emerging markets to in-text advertising such as Czech Republic, Hungary and Romania.

Craig Gooding, co-founder of Vibrant comments, "We've found that by developing tailored advertising in-text units which are more exciting, and which ultimately perform better, we have been successful in appealing to new and existing advertisers. The team also work hard to find and develop relationships with respected publishers in regions and countries that have the audience and reach of relevance to brands."

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Further information:

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About Vibrant

Vibrant is a world leader in contextual technology aligning billions of words across the internet with relevant video, information, tools, and advertising. With over 4,500 premium publishers, reaching more than 200 million unique users per month (comScore, September 2010), Vibrant gives top brand marketers the opportunity to deliver highly targeted advertisements within premium Web content and offers publishers premium editorial tools to re-circulate users throughout their websites. Vibrant works with top brand advertisers such as Microsoft, General Motors, Unilever, Sainsbury's and Hewlett Packard. The company was founded in 2000 and has offices in London, New York, Boston, Detroit, Chicago, San Francisco, Los Angeles, Paris, Hamburg, Munich and Dusseldorf. Vibrant's rapid growth has been recognised by the Inc. 500 and Deloitte Fast 50 lists, and in the UK: Media Momentum 2006, 2007 and 2008 and Sunday Times Tech Track in 2004 and 2005. For more information, visit: www.vibrantmedia.co.uk or www.hyperlinkevolved.com or <http://www.facebook.com/vibrantmedia> or <http://twitter.com/vibrantmedia>.