



# STAYING INFORMED

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

***[www.academyofdigitalmedia.com](http://www.academyofdigitalmedia.com)***

## Categories

Ad Tech, Data .....	2
Agency News .....	2
B2B .....	3
Blogs, Bloggers.....	3
Broadcast Media.....	4
Content Marketing, Native Advertising .....	4
Digital Media .....	4
Digital Marketing, Marketing Technology .....	5
Digital Video .....	5
eCommerce .....	6
Email Marketing .....	6
Emerging Tech .....	6
International.....	6
Local Media, Journalism .....	7
Magazine, Print Media .....	7
Mobile .....	8
Other Business, Tech Media .....	8
Radio .....	9
Research and Analytics.....	9
Sales, Publishing .....	10
Search.....	10
Social .....	10

## Staying Informed

Page 2

### Ad Tech, Data

<b>Ad Exchanger</b>	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.
<b>AdMonsters</b>	Ad operations news, conferences, events, services, community.
<b>Data&amp;Programmatic Insider</b>	Just one of several MediaPost publications providing news, blogs, directories to help its members better plan and buy both traditional and online advertising.
<b>ExchangeWire</b>	ExchangeWire provides global data and insight on Marketing Technology, Advertising Technology and Programmatic Advertising.
<b>MarketingTech</b>	Marketing Tech is a thriving community of professionals interested in marketing strategy and technology.
<b>TechCrunch</b>	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.
<b>The Drum</b>	Latest advertising and marketing news, opinion, and industry insight.
<b>ZDNet</b>	News coverage and analysis on the trends, technologies and opportunities that matter to IT professionals and decision makers.

### Agency News

<b>AAF Smartbrief</b>	News for marketing professionals.
<b>Adage</b>	Advertising and Marketing industry news.
<b>AdWeek Agencies</b>	Breaking news in advertising, media and technology <a href="http://www.adweek.com/agencies">www.adweek.com/agencies</a> .
<b>Campaign US</b>	Advertising news and opinion.
<b>MediaPost Agency Daily (MAD)</b>	Daily news for agencies and the agency business.
<b>The Make Good</b>	Inside look into the media and technology industry.

## Staying Informed

Page 3

### B2B

<b>AdAge BtoB</b>	Advertising and Marketing industry news.
<b>B2B e-Commerce World</b>	Get the insights and strategies delivered to you from the leader in B2B e-commerce coverage.
<b>Chief Marketer</b>	Chief Marketer serves marketing professionals at consumer and business-to-business brands, as well as their agencies.
<b>MarketingProfs</b>	Practical marketing insights, lessons, perspectives.

### Blogs, Bloggers

<b>Blogs from Forrester</b>	Featured insights from Forrester.
<b>BoSacks</b>	News about Magazines, Media and the Publishing Industry.
<b>Chad Pollitt</b>	Author, International Speaker, Marketing Professor.
<b>eConsultancy Insights</b>	Comprehensive research and insight into digital marketing and ecommerce.
<b>Eric Franchi IO Newsletter</b>	The IO: a weekly newsletter on what matters in marketing, media and technology (follow on Twitter and/or sign up for The IO).
<b>Gartner</b>	Validate, learn and discover with fresh digital perspectives from successful marketing leaders.
<b>John Hagel</b>	"Strategy @ the intersection of business and technology."
<b>MediaBizBloggers</b>	Thought-leadership blog platform for media, advertising and marketing industry professionals, organizations and companies.
<b>Monday Note</b>	Media, Tech, Business Models viewed from Palo Alto and Paris.
<b>Next Draft</b>	On any given day, Dave turns up the top 10 stories that are important, moving, hilarious, and just weird. Next Draft finds the signal in all the noise.
<b>Nigel Hollis</b> <i>(Kantar, Millward Brown)</i>	Straight Talk with Nigel Hollis, Executive Vice President and Chief Global Analyst, Kantar Millward Brown.
<b>PilipBlog</b>	Mark's thoughts on marketing, product management, testing and leadership, from the point of view of a senior marketing executive.
<b>ReadWrite</b>	"The Blog of Things." ReadWrite aggregates professional communities dedicated to specific subjects of interest such as connected cars, smart homes, AR/VR, fintech and APIs.
<b>Reddit</b>	Reddit gives you the best of the internet in one place. Get a constantly updating feed of breaking news, fun stories, pics, memes, and videos just for you.

## Staying Informed

Page 4

### Blogs, Bloggers (*continued*)

<b>Sean X Digital Unicorn</b>	Digital Privacy, Blockchain, AI.
<b>Shelly Palmer</b>	Blog posts on technology, media, marketing and politics.
<b>The Moz Blog</b>	The Moz inbound marketing and SEO blog provides tips, tricks, and advice for improving websites and doing better search, social, content, and brand marketing.

### Broadcast Media

<b>AdWeek Lost Remote</b>	Breaking news in advertising, media and technology.
<b>Broadcasting and Cable (B&amp;C)</b>	B&C's editorial covers the spectrum of broadcast, cable, satellite, telco, advertising, multimedia, broadband, and other emerging technologies.
<b>Cyopsis</b>	Latest on TV media news.
<b>Rapid TV News</b>	Online daily news service for the television industry.

### Content Marketing, Native Advertising

<b>Content Marketing Institute</b>	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.
<b>Native Advertising Institute</b>	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.
<b>Numerator</b> ( <i>formerly BrandTale</i> )	Insights, inspiration and intelligence around the branded content community. Please reach out to us at anytime to set up an account to enjoy more personalized features and a lifetime of Numerator. ( <i>requires registration</i> )

### Digital Media

<b>Business Insider (BI)</b>	Business Insider is a fast-growing business site with deep financial, media, tech, and other industry verticals.
<b>ClickZ</b>	Marketing technology news and insights.
<b>Digiday</b>	Digiday is a leading voice of the media and marketing industry and how they are being disrupted by technology.
<b>IAB Smartbrief</b>	Stay on top of the interactive media and marketing industry.
<b>MarketingLand</b>	Daily news coverage includes breaking stories, industry trends, feature announcements and product changes at popular platforms used by digital marketers to reach consumers online.

Copyright © 2019 • Academy of Digital Media • www.academydm.com • All Rights Reserved.

### Digital Media *(continued)*

<b>MediaPost</b>	MediaPost Publications is an on-line publishing resource for all advertising media professionals - TV, cable, radio, print, interactive, agencies, buyers, and reps.
<b>MediaShift</b>	Insight and analysis at the intersection of media and technology.
<b>MediaVillage</b>	Gain actionable insights to future proof your business. Attend events, join the community and connect with Media & Advertising industry thought leaders.

### Digital Marketing, Marketing Technology

<b>Altimeter Prophet</b>	Learn to understand and act on digital as a transformative force in your businesses.
<b>Business Insider (BI)</b>	Business Insider is a fast-growing business site with deep financial, media, tech, and other industry verticals.
<b>Chief Marketer</b>	Chief Marketer serves marketing professionals at consumer and business-to-business brands, as well as their agencies, with rich, detailed information on measurable marketing strategies, tactics and techniques.
<b>Digital Doughnut</b>	Digital Doughnut is a global digital marketing community.
<b>Marketing Dive</b>	Marketing Dive provides news and analysis for marketing executives. Subscribe to this daily newsletter for updates on Social Media, Branding and Advertising, Marketing Technology, Content Marketing, SEO/SEM, Email Marketing and Automation.
<b>Marketing Tech</b>	Digital Marketing New - Marketing Tech News
<b>Marketing Week</b>	Marketing Week brings you all the latest marketing news.
<b>MarketingLand</b>	Daily news coverage includes breaking stories, industry trends, feature announcements and product changes at popular platforms used by digital marketers to reach consumers online.
<b>MediaVillage</b>	Gain actionable insights to future proof your business. Attend events, join the community and connect with Media & Advertising industry thought leaders.

### Digital Video

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

## Staying Informed

Page 6

### eCommerce

<b>Digital Commerce 360</b>	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.
<b>eCommerce Times</b>	Everything you need to know about doing business on the Internet.
<b>eMarketer Retail</b>	Browse retail articles featuring eMarketer's latest data and insights on digital marketing. Topics include media, marketing, industries, companies, social and more.
<b>Internet Retailer</b> <i>(subscription)</i>	Daily news, trend analysis, industry resources and competitive data.

### Email Marketing

<b>DMN Daily Insider</b>	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.
<b>MarketingLand</b>	Daily news coverage includes breaking stories, industry trends, feature announcements and product changes at popular platforms used by digital marketers to reach consumers online.
<b>MediaPost Email Insider</b>	MediaPost Publications is an on-line publishing resource for all advertising media professionals - TV, cable, radio, print, email, interactive, agencies, buyers, and reps.

### Emerging Tech

<b>IDG Connect</b>	<b>IDG Connect</b> provides research and editorial insight to its global community of B2B decision makers.
<b>NewCo</b>	NewCo connects people with business on a mission through events, media, and unique partnerships.
<b>Startup One Stop (SOS)</b>	For Startups by Startups.
<b>Venture Beat Weekly</b>	VentureBeat is the leading source for latest technology news.

### International

<b>International News Media Association (INMA)</b>	The International News Media Association (INMA) provides global best practices for news media companies looking to grow revenue, audience, and brand amid profound market change.
<b>The Guardian</b>	Latest World news news, comment and analysis.

## Local Media, Journalism

<b>American Press Institute</b>	The American Press Institute advances an innovative and sustainable news industry by helping publishers understand and engage audiences, grow revenue, improve public-service journalism, and succeed at organizational change.
<b>BIA Local Media and Technology</b>	News for local broadcasters, brands and publishers.
<b>BoSacks</b>	News about Magazines, Media and the Publishing Industry.
<b>Local Media Insider</b>	LocalMediaInsider is an online trade journal founded in 2010 to provide best practices for emerging business models.
<b>MediaShift</b>	Insight and analysis at the intersection of media and technology.
<b>NetNewsCheck</b>	NetNewsCheck.com covers the revolution in local media as it plays out online and on mobile.
<b>Nieman Lab</b>	The Nieman Journalism Lab is an attempt to help journalism figure out its future in an Internet age.
<b>Poynter Institute</b>	Poynter taps into the expertise and experience of media executives, journalists, technologists and academics to answer the biggest questions around the future of journalism and democracy.
<b>Reuters Institute</b>	The Reuters Institute for the Study of Journalism is dedicated to exploring the future of journalism worldwide through debate, engagement, and research.
<b>Street Fight</b>	Street Fight covers the business of hyperlocal marketing, commerce and technology.

## Magazine, Print Media

<b>Adage</b>	Advertising and Marketing industry news.
<b>Adweek</b>	Breaking news in advertising, media and technology.
<b>Digital Content Next</b>	
<b>FIPP World</b>	Global trade association, whose purpose is to improve all aspects of the media content industry through the sharing of knowledge, mutual co-operation, and strategic partnerships.
<b>FOLIO</b>	Magazine Publishing News, Magazine Jobs, Publishing Company Feature & Information Resource.
<b>Publishing Executive</b>	Stay up-to-date on the magazine media industry through Publishing Executive's daily online content; newsletter Publishing Executive Insight, webinars, events, white papers, and print magazine.

## Staying Informed

Page 8

### Mobile

<b>Appcelerator Blog</b>	The week in mobile.
<b>Fierce Wireless</b>	FierceWireless provides breaking news and expert analysis of the trends shaping wireless communications.
<b>MMA Smartbrief</b>	News for mobile marketing professionals.
<b>MobileMarketer</b>	Mobile Marketer's mission is to provide busy professionals with a bird's-eye-view of the mobile marketing industry in 60 seconds.

### Other Business, Tech Media

<b>Bloomberg Technology</b>	Bloomberg delivers business and markets news, data, analysis, and video to the world, featuring stories from Businessweek and Bloomberg News.
<b>BusinessWeek</b>	Insights and in-depth analysis on the people, companies, events, and trends.
<b>Center for Digital Future</b>	Since 1993, the Center for the Digital Future has been tracking the global evolution of digital technology and platforms, studying their impact on users and non-users, and working with clients worldwide.
<b>Economist</b>	Get insights into topics that matter most to you.
<b>Fast Company</b>	Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, leadership, and design.
<b>Forbes</b>	Forbes is a global media company, focusing on business, investing, technology, entrepreneurship, leadership, and lifestyle.
<b>Gizmodo</b>	Gizmodo is a design, technology, science and science fiction website.
<b>GrowthHackers</b>	GrowthHackers runs the largest online community of growth professional where members share insights for driving sustainable growth.
<b>Huffington Post</b>	Read the latest headlines, news stories, and opinion from Politics, Entertainment, Life, Perspectives, and more.
<b>Marketing Tech</b>	Marketing Tech News: Advertising, commerce, content, customer experience, data-driven, cloud, mobile, personalised, search and social.
<b>Mashable</b>	Mashable is a global, multi-platform media and entertainment company.
<b>MIT Technology Review</b>	Features, news analysis, business reports, photo essays, reviews, and interactive digital experiences that invite readers to probe deeper, examine data, and get to know experts and their opinions to see, explore, and understand new technologies and their impact.
<b>New York Times Technology</b>	Technology news from the New York Times.
<b>The Drum</b>	Marketing, advertising, design and digital news.
<b>The Next Web (TNW)</b>	TNW was started to bring insight, meaning to the world of technology.

Copyright © 2019 • Academy of Digital Media • www.academydm.com • All Rights Reserved.

### Other Business, Tech Media *(continued)*

<b>WIRED</b>	In-depth coverage of business news and trends.
<b>WSJ</b>	The Wall Street Journal (WSJ) online coverage of breaking news and current headlines from the US and around the world.

### Radio

<b>FMQB</b> ( <i>Friday Morning Quarterback</i> )	Daily source for radio industry news.
<b>Inside Radio</b>	Latest Radio Industry news, ratings, transactions, people moves, classifieds, special reports and more.
<b>Radio Ink</b>	Management and marketing magazine - providing management information, sales tips, and digital promotions ideas for radio stations.
<b>RAIN</b> ( <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

<b>BizReport</b>	A leading source for Internet business and e-commerce news.
<b>Center for Media Research</b>	MediaPost's Center for Media Research.
<b>eMarketer</b>	Data and research on digital for business professionals.
<b>L2 Daily Insights</b>	Gartner L2's Blog: The Daily provides marketers with the latest digital news and research analysis across digital marketing, site & e-commerce, mobile and social media.
<b>MarketingCharts</b>	Hub of marketing data, graphics, and analyses.
<b>Metrics Insider</b>	MediaPost's Online Metrics Insider .
<b>Nielsen Newswire</b>	Nielsen newsletter for news and business insights delivered weekly to your inbox.
<b>Pew Internet and American Life Research</b>	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.
<b>Statista</b>	Statistics, consumer survey results and industry studies from over 22500 sources on over 60000 topics on the internet's leading statistics database.
<b>WARC News</b>	Latest marketing news and opinion from a global network of contributors.

## Staying Informed

Page 10

### Sales, Publishing

<b>Inside Sales</b>	The Sales Insider is the source of how-to's, essays, articles, research, and strong opinions on how the web and the phone have come together to leverage insidesales.
<b>Publishing Executive</b>	Intelligent coverage of the publishing industry, from strategic management insight and digital publishing innovations to production, marketing, audience development and more.
<b>Sales and Marketing Management</b>	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.
<b>Seller Crowd</b>	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.
<b>Selling Power</b>	Best-practice strategies, tactics, and insight from world-class experts on sales strategy, sales training, incentive compensation, sales performance and more.

### Search

<b>MarketingLand</b>	Daily publication that covers all aspects of the digital marketing industry alongside sister publications, MarTech today and Search Engine Land.
<b>Moz Blog</b>	The Moz inbound marketing and SEO blog provides tips, tricks, and advice for improving websites and doing better search, social, content, and brand marketing.
<b>Search Marketing Daily</b> <i>(MediaPost)</i>	Just one of several MediaPost publications providing news, blogs, directories to help its members better plan and buy both traditional and online advertising.
<b>SearchEngineWatch</b>	Search Engine Watch provides news and information about search engines and search engine marketing.
<b>Think with Google</b>	Newsletter for consumer trends & insights.

### Social

<b>SmartBrief on Social Business</b>	SmartBrief is a digital media publisher of targeted business news and information by industry.
<b>Social Media Examiner</b>	Online magazines, blogs and podcasts about how business people can use social networks.
<b>Social Media Today</b>	Latest news, trends and tips in social media.