

Advertising Inventory & Publishers

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What is a publisher?

A publisher is the standard term for any organisation that owns media inventory and sells advertising space. This includes websites and online publications, streaming platforms, connected TV (CTV) apps, mobile apps, digital audio platforms, news organisations and digital magazines. Publishers form the supply side of the advertising ecosystem and commonly make their inventory available through supply-side platforms (SSPs) and ad exchanges.

Where will my client's ads appear?

Diginus' publisher inventory evolves continuously as new publishers are added. It covers display, video, native, mobile, connected TV (CTV), streaming TV, audio, digital out-of-home (DOOH) and premium publisher inventory.

Which top UK publishers are in Diginus' inventory?

DMG Media, Reach plc, News UK, The Guardian, The Telegraph, The Independent, Financial Times, The Economist, Sky, ITV, Channel 4, Global, Bauer Media, Future plc, Immediate Media, Haymarket Media Group, Newsquest, National World, DC Thomson, Time Out, Autovia, Hearst UK, Condé Nast UK, LADbible Group, Jungle Creations, The Stylist Group, Joe Media, City AM, GB News, PinkNews, TechRadar, Radio Times, Good Food, Auto Trader, Motorsport Network, Business Insider, Bloomberg, Reuters, Euronews, Yahoo UK, AOL UK, MSN, Gumtree, Mumsnet, Netmums, Secret Media Network, National Geographic UK, Hello!, OK!, Which?

Which trade publishers are in Diginus' inventory?

The Engineer, Electronics Weekly, New Electronics, Telecoms.com, Global Defence Technology, Army Technology, Airforce Technology, Naval Technology, Defence Online, Defence Procurement International, European Security & Defence, Shephard Media, Janes, Defence iQ.
