

The Opulence of Barons

Barons Media continue it's growth bringing on some very impressive large publishers in key verticals.

ENCINO, CA, USA, March 16, 2016 /EINPresswire.com/ -- Impressively, [Barons Media](#) is continually lavished in exclusive publisher relationships. Some may say this opulence is fitting of a Baron, others may be surprised at the success this small company has achieved. With an attentive staff and proprietary SSP (Throne) and ad serving technology, Barons Media is most definitely earning its royal lineage.



The Barons Media team recently won over Baseballprospectus.com. This is yet another exclusive publisher. With a strong presence in the sports vertical the site is sure to complement the already impressive cache of exclusive sites on Throne.

One of the key differences in Barons Media's business model is their focus on acquiring exclusive publishers. Many companies in the space have set their focus on network relationships. Looking at Barons Media's past this was much the case with them as well. There's been a radical shift at the company, which continues to bring on direct and exclusive relationships.

I had the chance to speak with CEO Jim Larkin who said, "We realized the need to pivot and focus on exclusive relationships with publishers. While there are many quality networks out there, limiting our exposure to networks has dramatically decreased our exposure to fraud and increased interest with our demand partners."

As Mr. Larkin points out it is far easier to manage supply when you have a direct and/or exclusive relationship with the publisher. Barons Media utilizes Picalate to monitor all inventory and ensure a safe marketplace for their demand partners.

I spoke with GM Daniel Kornblit as well. Daniel said, "With the launch of our SSP and recent DSP integrations we have created a vital marketplace. Peter Tran, our Director of Technology has put together a great tech stack capable of competing at the highest level. This along with our own innovative viewability units and outstream units have been key when bringing on exclusive publishers."

Daniel went on to explain the importance of proprietary technology and how it has given Barons Media the freedom to compete in the marketplace. It's easy to see how exorbitant fees across platforms can be prohibitive in what companies can offer to publishers.

I also learned of Barons Media's largest exclusive to date. [AEG](#) was recently on boarded. Barons

Media now runs exclusively on Examiner.com and AXS.com. This is a huge opportunity and is sure to help slingshot Barons Media to the forefront of competition in the ad ecosystem.

As Barons Media continues to expand with it's exclusive publishing base I intend to follow closely. With talent only exceeded by ambition and diligence, I look forward to seeing the day Google becomes the court jester

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