

AMERICAN MACHINIST[®]

MUST READ FOR METALWORKING PROFESSIONALS

2024
MEDIA KIT

AUDIENCE
THE MARKET
DIGITAL ADS
NEWSLETTERS
EVENTS
MARKETING SOLUTIONS
CONTACTS



PUBLISHER'S NOTE

Manufacturing technology is always changing, and manufacturing businesses are always evolving to meet changing demands.

American Machinist is the starting point for business owners, managers, operators and designers striving to learn and profit by these changes. Our purpose is to provide manufacturing leaders with credible, resourceful, and independent insights that will connect them to the market and guide the decisions that will direct the next phase of progress.

American Machinist has been a foundational part of the manufacturing sector for over 150 years – and for that reason we've made AM a cornerstone for Endeavor Business Media and the Manufacturing Group at EBM. Our readership of manufacturing executives and operators is proof of our commitment to providing unparalleled insights on manufacturing leadership, technology, operations, innovation, supply chain, and workforce management solutions.

Partnering with *American Machinist* is an opportunity for your brand to evolve and grow together with the manufacturing technology sector. Whether your goal is increasing sales, expanding brand awareness, attracting new customers, or launching innovative products, *AM* is the right platform for addressing your audience and growing your market.

Our customer success team is excited to work with you, to customize a marketing strategy for your unique business needs. Meeting with us, you'll learn about new opportunities with *American Machinist* – and we'll introduce you to our other exceptional media brands, listed to the right. Please put us on your schedule, and we'll start the process of growing together!

Thank you for considering *American Machinist* as your media partner.



Regards,

John DiPaola
Vice President & Group Publisher
jdipaola@endeavorb2b.com

IndustryWeek

410,719
Average Monthly Reach*

Insights on manufacturing leadership, technology, operations, innovation, supply chain and workforce management solutions

Smartindustry

43,499
Average Monthly Reach*

Digitalization tools, techniques and technologies industrial leaders use to transform their enterprises

EHSToday

299,360
Average Monthly Reach*

Focused on the latest strategies and products to help safety professionals deliver safe and healthy work environments

PLANT
SERVICES

145,308
Average Monthly Reach*

Optimizing the productivity, asset utilization and manufacturing reliability in industrial plants, facilities and utilities

NEED
NEW EQUIPMENT DIGEST

253,782
Average Monthly Reach*

The latest products and solutions for a global network of industrial buyers that are transforming manufacturing

MH&L
Material Handling & Logistics

57,334
Average Monthly Reach*

Addressing the challenges of material handling & logistics and supply chain professionals with solutions on how to make, store, move & compete more effectively

FOUNDRY
Management & Technology

49,852
Average Monthly Reach*

Need to know topics of foundry management including metal casting technology, production processes, and investment strategies

AMERICAN
MACHINIST

72,099
Average Monthly Reach*

Metalworking insights in key industries including aerospace, industrial machinery, machine tools, and automotive

THE MARKET

MACHINING SYSTEMS – AKA, MANUFACTURING TECHNOLOGY – INCORPORATE:

- Heavy equipment
- Electrical and automation systems
- Design software
- Simulation software
- Program software
- Precision tools
- Metrology and Quality Control technologies
- Consumable materials
- Network technologies

CNC MACHINING

is cost effective and has the fastest lead times for low volumes for metal prototypes and parts.

The Machine Shop Services industry includes more than **19,200** business and reported **\$52.4 BILLION** in revenue for 2022.

Source: IBIS World

Related, specialized capabilities include electro-discharge machining (EDM) and hybrid machining (subtractive manufacturing plus Additive Manufacturing.)

Rotating tools are guided by computer-generated tool paths: Some CNC machines can turn/rotate workpieces through five or more axes to form finished parts in metal, plastics, composites, or other materials.

CNC Machined Parts are in Wide Use Across Manufacturing Sectors and Industries, Including:

- Aerospace
- Automotive
- Energy
- Computer/electronics
- Medical/surgical components

MORE THAN 300,000 supply-chain jobs in North America are Metalcasting

Manufacturing technology businesses employ hundreds of thousands of skilled technicians, programmers, and operators, including tool-and-die mold makers, inspectors, as well as product designers and material specialists.

The Machine Shop Services sector had estimated annual revenue of **\$53.4 BILLION** in 2022, and includes **18,826** businesses in 2023.

Source: IBIS World

The global machining market size was valued at **\$354.92 billion in 2022** and forecast to reach **\$666.23 billion by 2032**, a CAGR of **6.5%**, 2023 to 2032.

AUDIENCE INSIGHTS

[View our **Audience Engagement Report**]



American Machinist connects marketers with an audience of metalworking professionals from key industries such as aerospace, industrial machinery, machine tools, and automotive. Focused on the products and practices of metalworking, including cutting, tooling, forming, materials, robotics, quality, cleaning and finishing, and shop operations, *American Machinist* serves executive and corporate leaders; operations and production personnel, plant management; and purchasing and sourcing management.

AVERAGE MONTHLY REACH

72,099

REACH DECISION MAKERS

79%
of audience are
managers and above

Top Industries Served	%
Machinery Mfg.	15.22%
Fabricated Metal Mfg.	10.51%
Automotive Mfg.	8.04%
Aerospace Mfg.	7.33%
Primary Metal Mfg.	6.62%
Electrical Equipment, Appliance & Component Mfg.	3.54%

Buying Team Reach	%
Corporate & Executive Mgmt	21.73%
Engineering R&D and Technical Mgmt	30.61%
Operations, Production & Plant Mgmt	19.87%
Purchasing, Distribution, & other titles	27.79%

COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the *American Machinist* community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

AUDIENCE ENGAGEMENT

[View our [Audience Engagement Report](#)]

Our over 76,000 monthly reach consisting of manufacturing executives and operators is proof of our commitment to providing unparalleled insights on manufacturing leadership, technology, operations, innovation, supply chain, and workforce management solutions.

AVERAGE
MONTHLY SESSIONS



17,441

AVERAGE UNIQUE
MONTHLY VISITORS



13,683

AVERAGE MONTHLY
PAGE VIEWS



31,424

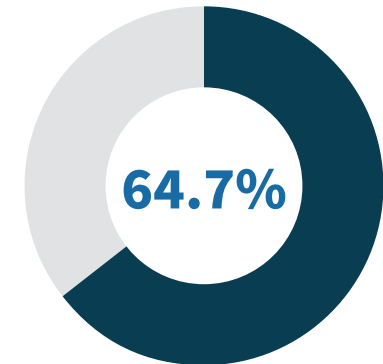
COMBINED SOCIAL REACH



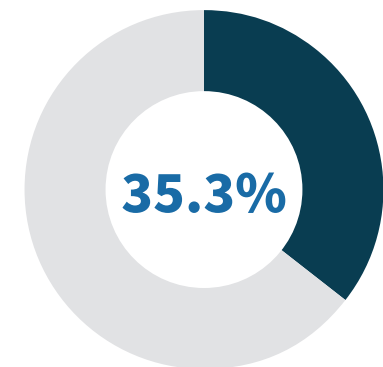
36,687

▲ 9.3% vs. Monthly Average for Previous 6 Months

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



INDUSTRY EXPERTISE

Trusted resource for metalworking professionals



Editor-in-Chief

ROBERT BROOKS

rbrooks@endeavorb2b.com

Robert Brooks leads content development focused on the primary metal and basic manufacturing industries. He brings more than 20 years of writing, editing and reporting experience.

Editors

Delivering technical and editorial expertise that ensures content is accurate, engaging, and focused on the topics that professionals need to know in today's rapidly changing business environment.

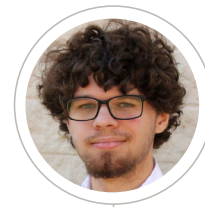
[View our [Contributor Guidelines](#)]



Editorial Director - Manufacturing Group

ROBERT SCHOENBERGER

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Associate Editor

RYAN SECARD

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AmericanMachinist.com presents new ideas for machine shop owners, managers, and operators, to expand their understanding of new machining technology and methods, and their skills for process design, planning, and execution.



Technical & Editorial Expertise

Delivering technical and editorial development expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know in today's rapidly changing business environment.



Ideation & Development

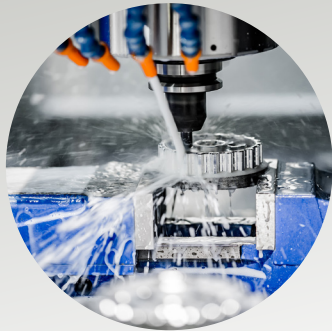
Collaborate with our topic experts to develop topics that will attract target audiences, validate market perceptions and ensure content marketing success.



Data & Insights

Deep industry knowledge paired with data and insights from analytic tools provides us the ability to leverage metrics for content decision-making and deliver the right content, in the right channel, to the right audience, at the right time.

KEY FOCUS AREAS



Machining/Cutting

HMC, VMC and
Multitasking (Mill/
Turn) Machining
Hybrid Machining and
EDM
Turning Machines
Grinding Equipment
Laser and Waterjet
Cutting



Tooling Selection

Tool Material
Selection
Toolholding Devices
Workholding Devices
Cutting Tools
Grinding Tools



CAD and CAM

CAD and PLM
CAM for Machining
CAM for Die/Mold
Production
Programming Skills



Enterprise Data

MES and ERP
IoT and Industry 4.0
Machine Learning
and AI



Automation and Robotics

CNCs and Machine
Controls
Machine-Tending
Robots
Material Handling
Robots
Bar Feeders
Molding Machinery



Shop Operations

CMC and Process
Metrology
QC and Product
Testing
Material Testing
Cutting Fluids
Training
Safety and
Ergonomics
Marketing Strategy
for Machine Shops

DIGITAL & NATIVE ADS

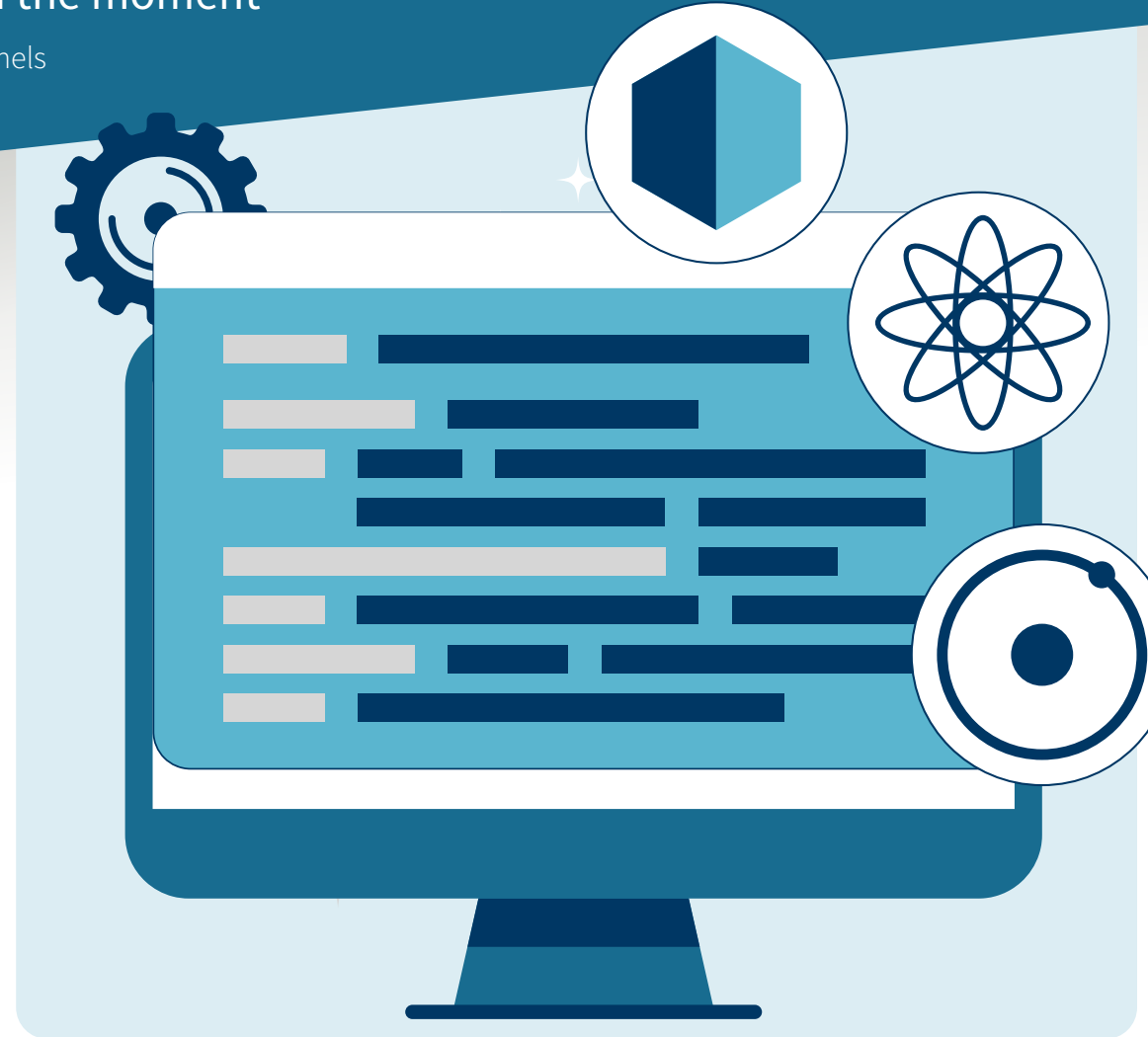
Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

Digital Banners

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

AD TYPE	RATE (CPM)
Leaderboard	\$60
Billboard	\$125
Billboard Video	\$150
Sticky Leaderboard	\$100
Rectangle	\$60
Expanding Rectangle	\$125
In-Banner video	\$130
Half Page	\$100
Expanding Half page	\$100
Reskin	\$125
Welcome Ads	\$250
In-Article Video	\$100
In-Article Flex	\$175
In-Article Premium	\$175
Native Ad	\$30



Native Advertising

Promote your high-performing content on our brand site through native ad placements and benefit from your ad matching the design and feel of the sites content. *Native ads are labeled as Sponsored Content.*

Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: americanmachinist.com

[View our **DIGITAL BANNER AD SPEC**] 

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

Click to view
OUR NEWSLETTERS AD SPECS

Click to view
OUR NEWSLETTERS

Materials due: Seven business days prior to publication.
Send creative to: webtraffic@endeavorb2b.com

American Machinist Weekly Update

Timely news plus new technologies for machining and manufacturing, with features on the innovations and strategies that machine shops and contract manufacturers are embracing.

Weekly (Wednesdays)

Stats

Subscribers.....8,060
Average Open Rate*51.01%

Net Per Issue

Position 1 \$1,500
Position 2 \$1,000

Quick Manufacturing News

Deliver your message to the broadest and biggest audience built from the files of Endeavor Business Media's Manufacturing Group Network. QMN keeps executives up-to-date on the latest manufacturing news, analysis and products. **Daily Monday - Friday**

Stats

Subscribers..... 28,442
Average Open Rate*37.90%

Net Per Issue

Exclusive Position..... \$3,750

* Audience Engagement Report 2022

Solutions Spotlight

Featuring the latest products, services and solutions that are helping machining and manufactures transform their operations, improve working environments and set the stage for the future of successful manufacturing. All Solutions Spotlight programs will include detailed reporting and analytics on the number of emails sent, emails opened, clicks on your ad, and your CTR.

Use Solutions Spotlight for Lead Generation. We will help you build your landing page including standard questions plus custom questions to drive sales-ready leads to your inbox.

- Marketing Services Landing Page Creation with form: **\$915 Net**
- Marketing Services Creation of Newsletter Advertisement plus Landing Page **\$1,365**
- GDPR compliant leads delivered immediately.

Bi-Monthly (Feb, April, June, Aug, Oct, Dec)

Stats

Subscribers.....9,911
Average Open Rate* 45.87%

Net Per Issue

Position 1 \$1,000
Position 2\$920
Position 3\$880
Position 4\$800

IMTS Preview

The IMTS Weekly Newsletter is the best way to reach manufacturing executives and shop owners before IMTS. Promote your product, promotions, or simply extend your branding message to an audience drawing from American Machinist, New Equipment Digest, and IndustryWeek. We are offering 5 IMTS Newsletter Hot Product positions for the cost of 4.

Weekly May - Sept

Stats

Subscribers..... 61,392
Average Open Rate*38.61%

Net Per Issue

5 Positions \$1,600

MARKET COVERAGE NEWSLETTERS

Click to view
SAMPLE
MARKET MOVES
NEWSLETTERS



OFFERING LARGER AUDIENCES AND BROADER PERSPECTIVES FOCUSED ON GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES MANUFACTURING

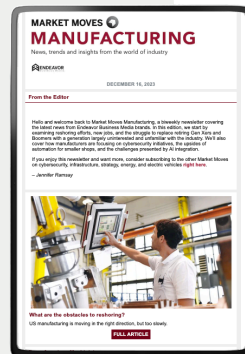
Circulation: 20,000
Deploys: Twice Monthly on Saturdays

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more.

TARGET AUDIENCE: C-Suite and Management titles focused on: Engineering, IT, OT, Distribution, Warehousing, Logistics, Purchasing, Sourcing and R&D. Safety and Occupational Health, Plant Managers, and Engineers focused on: Production Process Control, Design, Assembly, Systems Integration, Manufacturing, Maintenance & Reliability, Regulatory/Compliance, and Quality.

SPONSORSHIP OPPORTUNITIES:
\$4,500 includes up to 4 sponsored content ads

[**View Last Issue**] 



MARKET MOVES CYBERSECURITY

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [**View Last Issue**]

50,000

Twice Monthly on Wednesdays

MARKET MOVES ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance. [**View Last Issue**]

28,800

Twice Monthly on Fridays

MARKET MOVES ENERGY

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance. [**View Last Issue**]

26,500

Twice Monthly on Fridays

MARKET MOVES INFRASTRUCTURE

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IJIA. [**View Last Issue**]

21,000

Twice Monthly on Fridays

MARKET MOVES STRATEGY

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [**View Last Issue**]

28,000

Twice Monthly on Thursdays

MARKET MOVES SUPPLY CHAIN

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry. [**View Last Issue**]

25,000

Twice Monthly on Thursdays

IndustryWeek.

OPERATIONS LEADERSHIP // SUMMIT



Accelerate Your Journey To Operational Excellence

June 26-28, 2024
Indianapolis Marriott
Downtown

@INDUSTRYWEEK

IndustryWeek presents a new experience for manufacturing leaders who are serious about achieving operational excellence. The Operations Leadership Summit will provide unique insights and intelligence that will help with your most pressing operational challenges. Make new connections in structured, innovative formats led by IndustryWeek's editorial staff. It's an experience that's sure to accelerate your journey to operational excellence.

[\[IWOperationsSummit.com\]](http://IWOperationsSummit.com)

Exhibit & Sponsor in 2024

Direct Access to Decision Makers

Interact with the professionals who make things work in manufacturing plants every day, including the VP of Operations, Presidents, Plant Managers, and other manufacturing decision-makers.

Associate with Excellence

Share thought leadership that shows your company understands what it takes to achieve manufacturing excellence.

Present Your Leadership Insights

Communicate your knowledge and expertise through speaking engagements.

Unveil Tech Innovations

Discuss how your leading-edge innovations could support operational improvements with top practitioners.

Engage

Continuous social events provide casual engagement with attendees.

Contact our exhibit sales team for pricing for sponsorships and tabletop exhibits.

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PRODUCED BY: IndustryWeek. Smartindustry®

SUPPORTED BY: AutomationWorld CHEMICAL PROCESSING CONTROL control design FOOD PROCESSING NED pharma MANUFACTURING PLANT SERVICES PMM Processing

EHS Today
Safety Leadership
CONFERENCE

**The Only Event Focused
On High-Level Safety
Decision-Makers**

August 25-27, 2024
Gaylord Rockies Resort,
Denver

The Safety Leadership Conference is designed to share best safety practices with companies wanting to achieve world-class safety. Attendees will hear from industry experts and learn how the 2023 America's Safest Companies provide a sound working environment for their employees.

[SafetyLeadershipConference.com] 

Co-located with VPPPA's
Safety+ Symposium



@EHS TODAY



Exhibit & Sponsor in 2024

Direct Access to High Level Safety Professionals

Interact with Corporate EHS Directors, VPs of Safety & Health, Safety Engineers, Compliance & Safety Directors, HSE Managers, Safety Managers, Industrial Hygienists, Risk Managers.

Communicate Your Thought Leadership

Share your knowledge and expertise through speaking engagements.

Unveil Safety Innovations

Showcase your leading-edge safety equipment, technologies and solutions in our exhibit hall.

Engage

Intimate and personal interactions set this event apart from other conferences.

Contact our exhibit sales team for pricing for sponsorships and tabletop exhibits.

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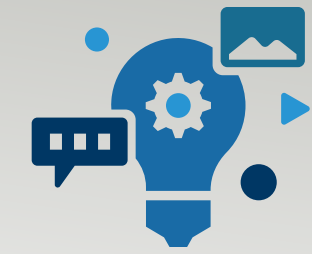
Jim Philbin

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Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.




Overview of Our Solutions

Advertising
Target the right audiences in the right channels.

Research & Intelligence
Make data-driven decisions with our expert intel.

Content Development
Drive engagement with high quality content.

Video & Podcasts
Solutions that bring your brand to life.

Lead Generation
Lead generation programs built for your goals. 

Data-Driven Marketing
Leverage our first-party data through direct & targeted marketing.

 — Lead Generation

Click to
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Intelligence That Empowers Smart Business Decision Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.

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Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📶

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Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

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Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

Podcasts



Sponsor the Great Question: A Manufacturing Podcast and build affinity for your brand. Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.



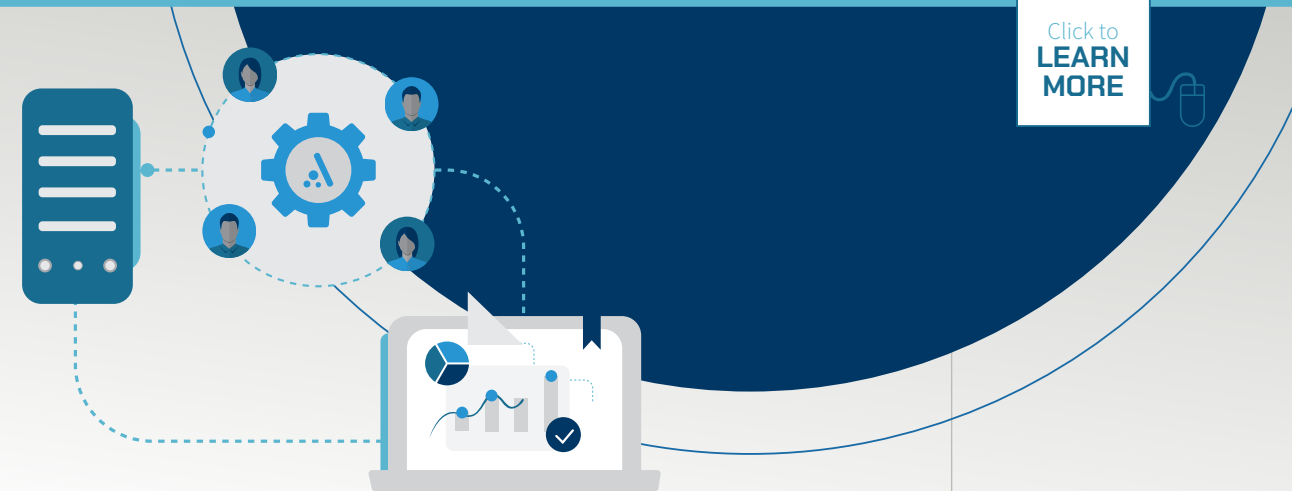
THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Click to
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MORE**

Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.



Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📄

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📄

[\[MORE CONTENT CREATION\]](#) 🖱️

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📄

Content Syndication: Recommended For You

Syndicate your best content with co-branded email marketing that exclusively features your assets and drives users to your site. Our co-branded templates are easily recognized by audiences as trusted and reliable content from a known sender.

What's included:

- Co-branded email that includes up to 4 assets designed to drive traffic to your website. Assets can be gated or ungated.
- Promotional message development and deployment.
- Two eblasts deploy 1st to full targeted list, 2nd to all who opened the first email but didn't click on any links. 📄



WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📌

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📌

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📌

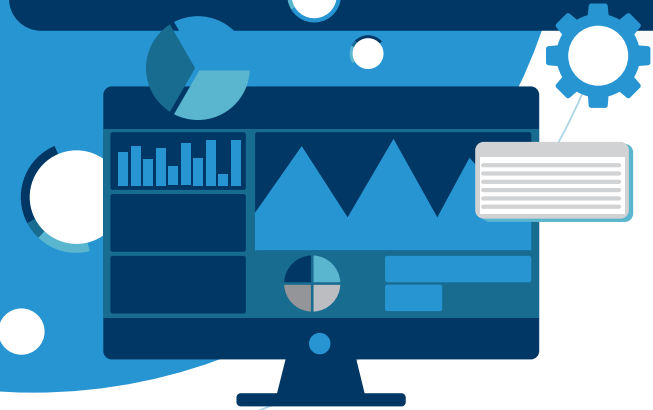
Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.





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Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 

CONTACTS

Contact our sales representatives to discuss your marketing plans.



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WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.

