

MEDIA KIT 2024

EHSToday[®]

PEOPLE, PUBLIC TRUST AND PROFIT

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PUBLISHER'S NOTE

At EHS Today, our mission of fostering safety leaders through the pillars of People, Public Trust, and Profit is the driving force behind everything we do. We understand that protecting employees' health, well-being, and lives at work is not just a responsibility; it's a sacred commitment. Our goal is to provide our readers with credible, resourceful, independent and enlightening content that resonates and is needed to build a culture of safety excellence.

We keep our mission simple yet profound – to empower safety leaders with the knowledge and tools necessary to create positive safety cultures, safeguard human lives, reduce workplace accidents, ensure regulatory compliance, boost morale and productivity, and comprehend the true ROI of safety investments.

Since 1938, we've earned our stripes as a trusted content source in the safety industry, delivering outstanding results and helping businesses like yours reach their target audience with utmost effectiveness. EHS Today—along with the esteemed Safety Leadership Conference '24 (to be held in Denver, August 26-28, with VPPPA's Safety+ Symposium) and our new EHS Education continuing education platform—leads the way when it comes to workplace safety.

Our over 322,000 monthly reach consisting of safety professionals stands as a testament to our unwavering dedication to providing unmatched insights on safety technology, compliance, construction safety, PPE, industrial hygiene, ergonomics, fall protection, confined space, emergency preparedness, health & wellness, risk management, training, transformational safety, and much more.

Partnering with EHS Today opens the door to a world of unexplored possibilities for your brand. Whether your aim is to boost sales, increase brand awareness, attract new customers, or launch groundbreaking products, our marketing platforms offer the perfect stage to captivate your audience and conquer new markets.

Our customer success team is eager to join forces with you to create a customized marketing strategy tailored to your unique business needs. A meeting with us will unlock a world of opportunities not only on EHS Today but also introduce you to our other exceptional media brands listed on the right.



Please schedule a meeting with us, and let's embark on this exciting journey together!

Thank you for considering EHS Today 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

EHS Today

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

NED
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

AUDIENCE INSIGHTS

[View our **Audience Engagement Report**]



AVERAGE MONTHLY REACH



COMPANIES THAT ENGAGE



EHS Today informs safety professionals on trends, management strategies, regulatory updates and daily news that help them provide safe and healthy work sites. Our core value is to help safety leaders achieve world-class safety at their companies and create a safety culture that starts with the C-suite.

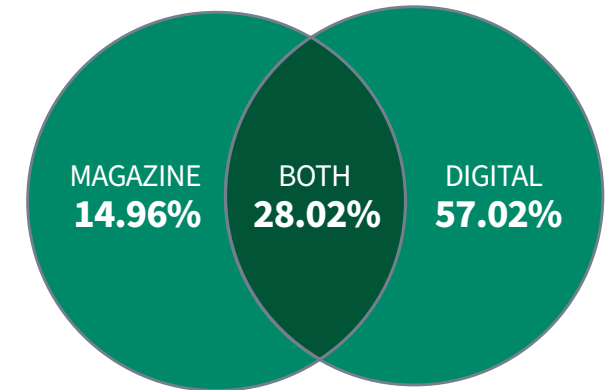
REACH DECISION MAKERS



Safety Professionals Responsible for Variety of Job Functions Throughout Their Organization	%
Safety Equipment/Worker Protection/PPE	62.86%
Training/HR	54.57%
Occupational Health	50.73%
Compliance	47.85%
Emergency Response	46.47%
Fire Protection	45.23%
Industrial Hygiene	44.85%
Construction Safety	43.79%
Ergonomics	43.49%

Top Industries Served	%
Primary/Fabricated Metal Mfg	8.88%
Construction	7.79%
Machinery/Medical Equip/Measuring Equip Mfg	6.90%
Professional/Scientific/Technical Services	6.36%
Electrical Equipment/Computers & Electronics Mfg	5.32%
Government/Public Administration	4.95%
Chemical & Pharmaceutical Mfg	4.50%

MAGAZINE/DIGITAL OVERLAP



The Audience Engagement Report provides an integrated view of the EHS Today 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 loyal monthly readership of over 323,000 safety professionals stands as a testament to our unwavering dedication to providing unmatched insights on safety technology, compliance, construction safety, PPE, industrial hygiene, ergonomics, fall protection, confined space, emergency preparedness, health & wellness, risk management, training, transformational safety, and much more.

AVERAGE MONTHLY SESSIONS



82,301

AVERAGE UNIQUE MONTHLY VISITORS



58,429

AVERAGE MONTHLY PAGE VIEWS



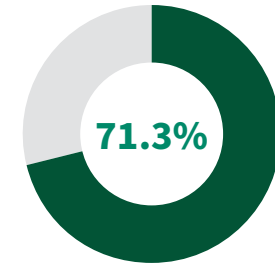
137,503

COMBINED SOCIAL REACH

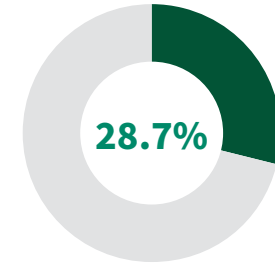


49,250

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



74,001

REGISTERED EHS TODAY SITE MEMBERS



12,595

EHS Today is the premier media brand covering environment, health and safety (EHS) in the workplace. Through its website and daily newsletter offerings, EHS Today brings timely and incisive reporting to its audience. In addition, EHS Today Intelligence, a members-only portal, offers exclusive content resources, including videos, podcasts, research, analysis, and training basics. EHS Education provides continuing education courses and content to help safety professionals remain current in their roles. EHS Today's annual Safety Leadership Conference brings together safety professionals to share best practices on how to achieve world-class safety, as well as exhibits from leading providers of safety solutions and strategies. Since 2002, EHS Today's America's Safest Companies program has honored more than 250 companies in its annual awards competition. These companies set the benchmark for excellence in safety leadership.

\$41,353

The average cost for all workers compensation claims combined in 2019-2020.

Source: National Council on Compensation Insurance

The construction industry has the largest number of preventable fatal injuries, followed by the transportation and warehousing industry.

Source: National Safety Council

A worker in the United States is injured every seven seconds—nearly 13,000 workers per day, and 4.7 million injured workers per year.

Source: National Safety Council

83% EHS professionals say they are satisfied (46%) or very satisfied (37%) with their choice of EHS as a career path.

400,000

people are employed in occupational health and safety jobs, according to the Bureau of Labor Statistics

\$167 BILLION

The total cost of work injuries in 2021 (includes wage and productivity losses, medical expenses, and administrative expenses.)

Source: National Safety Council



INDUSTRY EXPERTISE

Trusted global resource for engineers, researchers, scientists, and technical professionals



Editor-in-Chief

DAVE BLANCHARD

dblanchard@endeavorb2b.com

Over the past 20+ years, Dave has been an award-winning editorial manager who has led several of Endeavor's best known brands. He currently manages EHS Today and the Safety Leadership Conference.

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Editorial Director -
Manufacturing Group

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Managing Editor

NICOLE STEMPAK

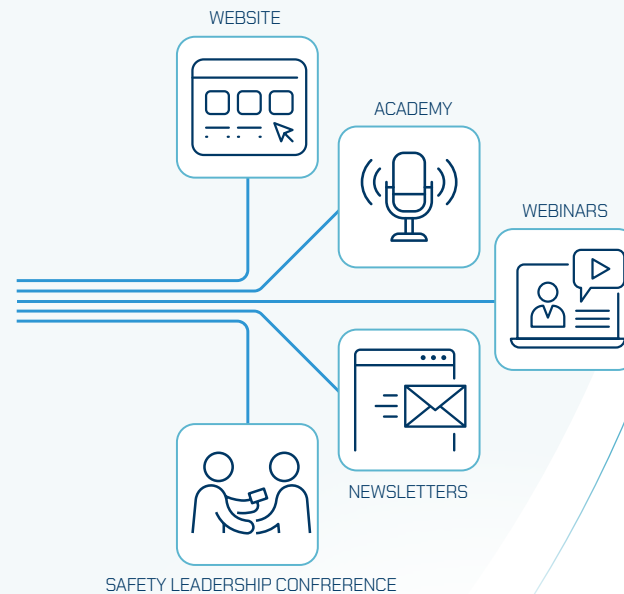
nstempak@endeavorb2b.com



Senior Editor

ADRIENNE SELKO

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What EHS Today Readers Have to Say:

“The time that I put towards training the workforce shows huge dividends when everyone understands their goals and responsibilities regarding safety.”

“EHS Today does a great job reminding us of things some of us may have forgotten about or just need a refresher on.”

“It can be challenging getting buy-in from senior management and project managers about the importance of EHS and compliance.”

[View our [Contributor Guidelines](#)]

CRITICAL COVERAGE

Regulations, Standards & Compliance

- The Regulatory Environment
- Dealing with OSHA and EPA
- ISO 45001
- Risk Management
- Incident Reports and Accident Investigations
- Lockout/Tagout
- Transportation Safety

Safety Leadership

- America's Safest Companies
- Developing a Safety Culture
- Mental Health Awareness & Psychological Safety
- Drug Testing, Opioids and Legalized Marijuana
- Workplace Violence
- Transformational Leadership
- Training & Engagement
- Diversity, Equity & Inclusion
- Business Continuity

Environmental Health

- Sustainability & Corporate Social Responsibility
- Facility Safety
- Hazardous Chemicals
- Work/Life Balance
- Summer & Winter Safety
- Ergonomics & Worker Stress
- Industrial Hygiene

Personal Protective Equipment

- Fall Protection
- Vision Protection
- Hand Protection
- Foot Protection
- Hearing Protection
- Head & Face Protection
- Respiratory Protection
- Fire-Resistant Clothing

Construction Safety

- Forklift & Crane Safety
- Training a Temporary Workforce
- Asbestos Removal
- Confined Spaces
- Combustible Dust
- Electrical Safety
- Fall Protection

Safety Technology

- Wearables
- Machine Safeguarding
- Safety Analytics
- Sensors & Internet of Things
- Digital Technologies
- Virtual Reality/Augmented Reality
- Cybersecurity
- Robots & Automation Safety
- Artificial Intelligence

CONTENT CALENDAR	MARCH	JUNE	AUGUST	NOVEMBER
COVER FEATURE	New Strategies for Training & Engagement	Best Practices in Fall Protection	Special Report: America's Safest Companies	Special Report: National Safety & Salary Survey
FEATURES	Safety Tech: The Role of AI in EHS	Workplace Violence	Mental Health Awareness	Safety Leadership Conference 2024 show report
	Regulations, Standards & Compliance	Heat Stress	Diversity, Equity & Inclusion	Wellness & Total Worker Health
	Industrial Hygiene	Risk Management	Election 2024 Preview	Emergency Management / Communications
	Ergonomics	ASSP President Q&A	Confined Spaces	Gas Detection
	Machine Safety	Construction Safety	ESG & Sustainability	Electrical Safety
PPE FEATURE	Protective Apparel	Vision Protection	Respiratory Protection	Hand Protection
EDITORIAL EBOOKS	Construction Safety	Ergonomics	Training & Engagement	Safety Technology
FEATURED WEBINARS	Safety Leadership	Emergency Planning Facility Safety	Safety Tech: AI in EHS	Risk Management Annual Safety & Salary Survey

MAGAZINE ADVERTISING SPECS

DIMENSIONS (inches)	Non Bleed*	Trim (please extend bleed .125" beyond trim, all edges)*
Full Page	7 x 10	7.5 x 10.5
1/2 Page Island	4.5 x 7.25	4.8125 x 8
1/2 Page Vertical	3.375 x 9.75	3.6875 x 10.5
1/2 Page Horizontal	7 x 4.625	7.5 x 5.25
1/4 Page Vertical	3.375 x 4.625	---

Position	Rate
Full Page	\$6,240
1/2 Page	\$4,149
1/4 Page	\$1,673

Product Express	Rate
1 Inch	\$390
2 Inches	\$600
3 Inches	\$795

CLASSIFIED AD SPECS (inches)	1-Column	2-Column	3-Column	Max Height
	2	4.25	6.5	9.25

Creative Specifications

Format (hi-resolution, full color): PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR

ELECTRONIC SUBMISSION OF PRINT & DIGITAL MAGAZINE AD MATERIAL

TO EMAIL: For files up to 10MB, please email your ad to: mmeng@endeavorb2b.com. Please include advertiser name, publication name, and issue date.

TO FTP TRANSFER: For large files over 10MB, please send via ftp, such as the free service: wettransfer.com. Please use mmeng@endeavorb2b.com in the [Email To] field for your upload. Please include advertiser name, publication name, and issue date in the message field.

PRINT AD SERVICES MANAGER:

Melissa Meng
mmeng@endeavorb2b.com

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

Multi-Page and Inserts: Contact Account Manager for Rates and Specifications

Gross Rates Apply: Gross rates based on number of insertions within a 12-month period.

Printing Method: Saddle-stitched

Publication Trim Size: 7.5 x 10.5 inches

PRINT DUE DATES/ SHOW COVERAGE

MARCH

AD CLOSE: 2/8/24

MATERIAL DUE: 2/16/24

JUNE

AD CLOSE: 5/8/24

MATERIAL DUE: 5/16/24

Show Coverage:

AIHA Connect, May 20-22, Columbus, OH

AUGUST

AD CLOSE: 7/1/24

MATERIAL DUE: 7/10/24

ASSP Safety 24, August 7-9, Denver, CO

Safety Leadership Conference, August 26-28, Denver, CO - co-located with VPPPA Safety+ Symposium, August 23-29, Denver, CO

National Safety Council Congress & Expo, September 16-18, 2024, Orlando, FL

NOVEMBER

AD CLOSE: 10/10/24

MATERIAL DUE: 10/18/24

DIGITAL & NATIVE ADS

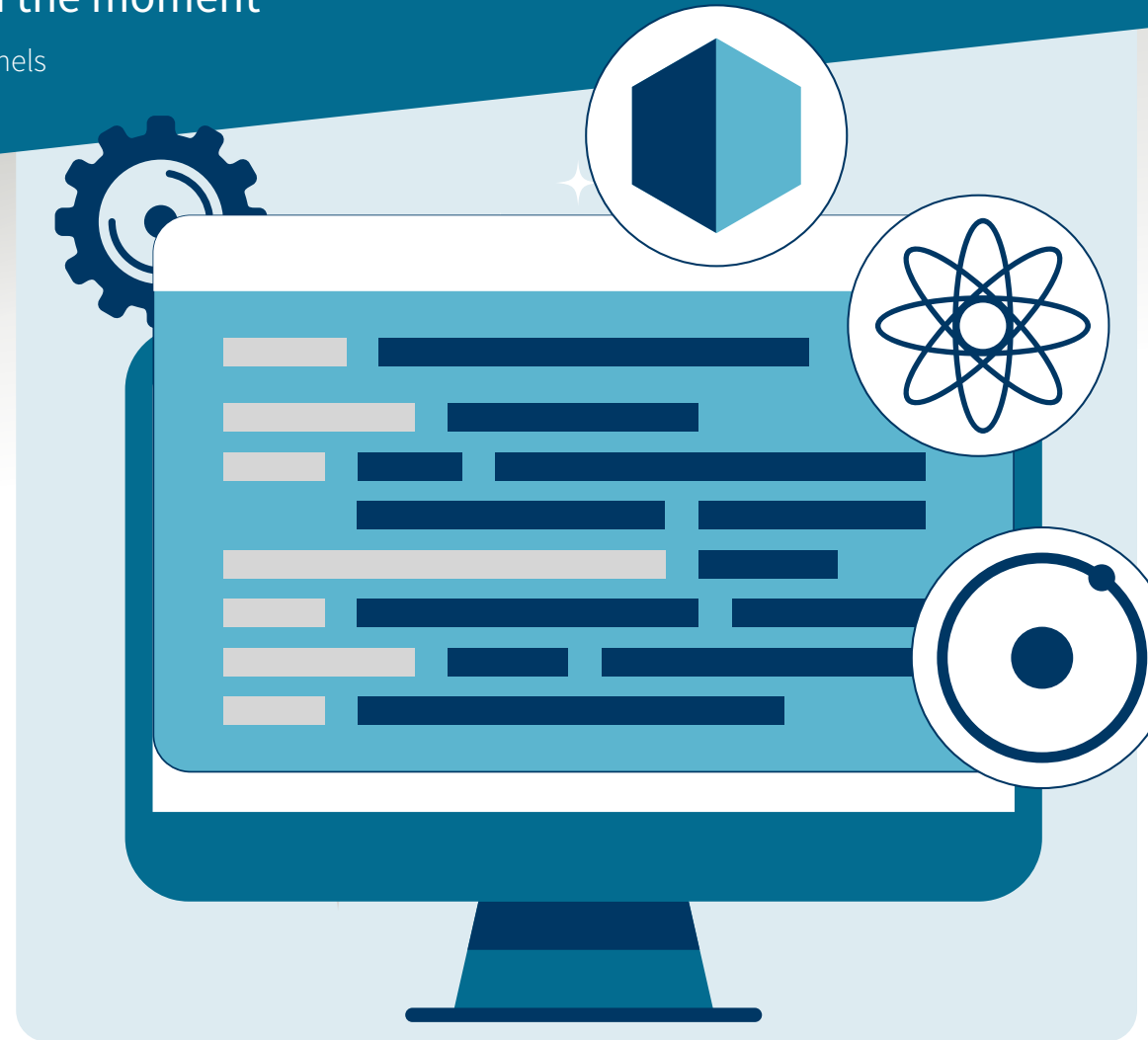
Advertising that reaches decision-makers in the moment

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	\$100
Billboard	\$150
Billboard Video	\$175
Sticky Leaderboard	\$200
Rectangle	\$100
Expanding Rectangle	\$125
In-Banner Video	\$130
Half Page	\$120
Expanding Half page	\$125
Reskin	\$250
Welcome Ad	\$350
In-Article Video	\$130
Native Ad	\$40



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

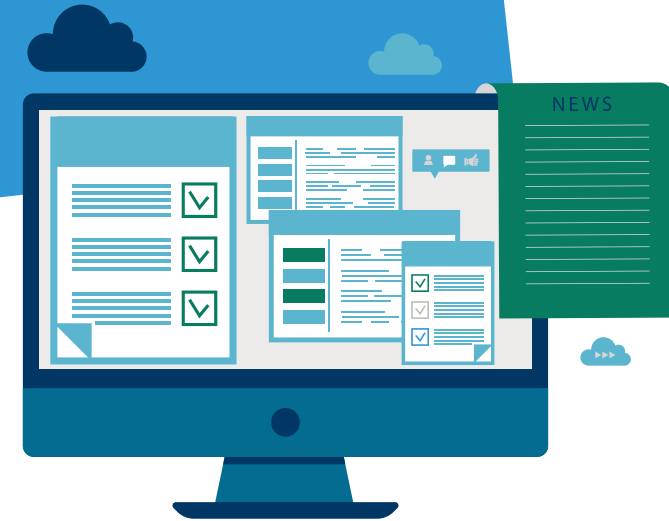
Visit Our Website: ehstoday.com

[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.



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

Click to view
OUR NEWSLETTERS AD SPECS

Click to view
OUR NEWSLETTERS

EHS Today Daily Update

The EHS Today Daily Update newsletter offers news, analysis and features focused on issues related to environment, health and safety in the workplace, including risk management, sustainability, regulatory compliance, and employee wellness.

1 Weekly Position - Monday-Friday. Ad will run 5 consecutive days.
2-4 Daily Positions - Ad will run on specified day

For the Top Weekly position, your ad will appear each day. Ad may be changed daily, but all pieces must be included 7 days prior to program launch

Stats

Subscribers.....	49,311
Average Open Rate*	38.56%

Net Per Issue

Position 1	\$3,900
Position 2	\$3,000
Position 3	\$1,950

EHS Construction Safety

Get guidance from construction safety experts, see trends and regulatory action in the construction industry, control the hazards that cause the most serious injuries and offer information about products and services related to construction safety. **Monthly**

Stats

Subscribers.....	19,355
Average Open Rate*	42.35%

Net Per Issue

Position 1	\$1,550
Position 2	\$1,300
Position 3	\$1,075

* Audience Engagement Report 2023

EHS Today Sustainability Update

News, best practices and current trends involved in global sustainability, and the emergence of environmental, social, and corporate governance (ESG) in the workplace. This newsletter will focus on the role of EHS professionals in measuring ESG at their companies and how to use analytics to better protect their employees. **Monthly, Exclusive sponsorship**

Stats

Subscribers.....	25,142
Average Open Rate*	46.54%

Net Per Issue

Exclusive Position.....	\$3,500
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Digital Edition Exclusive Sponsorship

An exclusive sponsorship around the digital edition. Your sponsorship will include the following:

- Full-Page ad in the digital edition
- Company name in the email preview text
- Clickable banner ad within an email blast (600px x100px).

Monthly, Exclusive sponsorship

Stats

Delivered	45,462
Average Open Rate*	32.90%

Net Per Issue

Exclusive Position.....	\$5,000
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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 IIJA. [**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.

Dave Altany

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Dave Madonia (East)

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Jeff Mylin

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Jim Leahy (West)

312-914-0536 | jleahy@endeavorb2b.com

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.

Dillon Parkhill

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EHS Education is a source of on-demand, self-paced continuing education courses on topics that are compelling, up to date and relevant to professionals involved in environment, health and safety (EHS) activities in the workplace. Taught by prominent subject matter experts, researchers and thought leaders, these courses offer valuable information and training for safety professionals seeking to grow their career or practice.

EHS Education (part of the EHS Today family) was created to provide access to quality educational content that EHS professionals can use to stay current with trends, best practices and lessons learned. The site leverages our wide network of safety experts to develop a robust collection of courses that cover a range of topics, from risk management to leadership strategies to regulatory compliance to safety technology, and more. New content is continually added to the site.

EHS Education's user-friendly platform makes continuing education easy and enjoyable. When a user completes coursework, they receive a certificate of completion, which they can use to pursue recertification points towards the maintenance requirement of their safety credentials.

The main categories of offerings include:

- Construction Safety
- Health & Well-Being
- OSHA Compliance
- Risk Management
- Safety Leadership
- Safety Technology

Training is available for one person, for specific teams, or for an entire company, with group rate offerings based on number of users.

[[Contact us now for more information on how you get involved with EHS Education as a content partner, with various revenue-share models opportunities.](#)]

Custom Learning Management System (LMS)

Partner with us to create your own Learning Management System (LMS) website. License our educational content and elearning platform to train your internal staff or use it to connect with new customers. Our LMS is a powerful tool for:

- Establishing your organization as a thought leader
- Building brand authority
- Attracting and retaining customers
- Improving brand visibility
- Gathering valuable data for marketing strategies

[[Contact us to schedule a consultation](#)]

Continuing Education Webinars

Align your organization with educational content for the (insert market or industry) by sponsoring an engaging webinar that qualifies for 1 credit hour of continuing education. Sponsorship includes promotional emails to our audience, social media promotion, lead reports and your logo on all marketing material.

- Increase brand exposure
- Generate qualified leads
- Establish your organization as a thought leader
- Reach a highly targeted, engaged audience

[[Contact us to Learn More](#)]



Workplace Safety **ACADEMY**

EHS Today's Workplace Safety Academy (WSA) (JULY-OCTOBER)

The Workplace Safety Academy brings together the ecosystem of safety decision makers and influencers, delivering real world examples, webinars, product selection guides and content focused on the future of safety.

3-month long program

[\[Learn More \]](#) 



▯▯ *Audiences tend to seek out companies aligned with thought leadership, keen business strategies, and insights into solutions to their key concerns.* ▯▯



Sample Give-Aways

Tap into the minds of safety professionals and give them the opportunity to take your development kit or new PPE product on a test run. Sponsors are required to meet the T&C of the program and fulfilling the give-away. Landing pages hosted on EHS Today's site and full contact leads provided to sponsors.



Trade Satisfaction Reports

Trade Satisfaction Studies are a key source of market intelligence that can help grow your business. This competitive benchmarking tool analyzes your company's brand performance in key areas – including price, quality, customer service, product/service warranties and other important factors – and then measures how well you stack up against your competition.

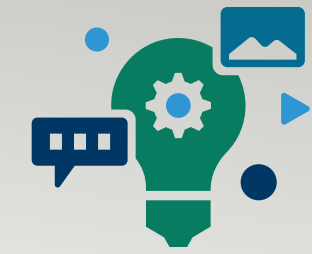


State of the Market Research

Industry research that helps safety professionals understand where safety is headed and gain intelligent insights for smart decision-making. Collaborate with us on the direction and benefit from thought leadership, content strategy insights and lead generation.

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.

Click to
**LEARN
MORE**



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.

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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. 📶

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. 📶

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. 📶

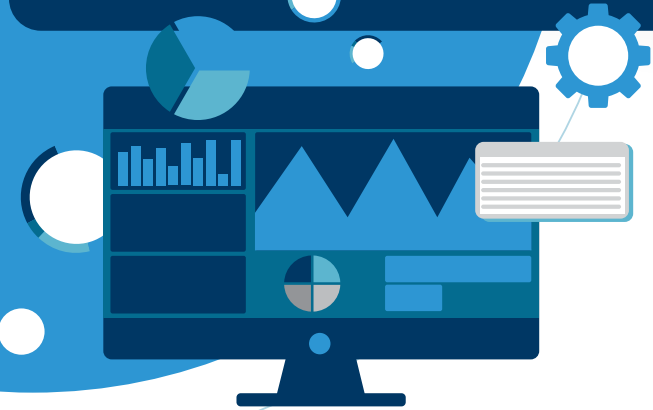
Webinar Lead Touch

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.



Brand Resources



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WE KNOW THE MARKETS

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



AVIATION



BUILDINGS & CONSTRUCTION



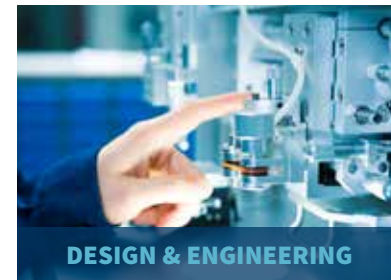
CITY SERVICES



COMMERCIAL VEHICLE



DENTAL



DESIGN & ENGINEERING



DIGITAL INFRASTRUCTURE



ENERGY (UTILITY/OIL & GAS)



HEALTHCARE



INFRASTRUCTURE



LIGHTING



MANUFACTURING



PROCESSING



SECURITY & VENDING



VEHICLE REPAIR



WATER