

IndustryWeek[®] ADVANCING THE BUSINESS OF MANUFACTURING

2024
MEDIA KIT



AUDIENCE

DIGITAL ADS

NEWSLETTERS

MARKETING
SOLUTIONS

CRITICAL COVERAGE

CONTACTS

PUBLISHER'S NOTE

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

At *IndustryWeek*, we don't just deliver content – we create a powerful impact that resonates. Our mission is simple: to provide manufacturing leaders with credible, resourceful, and independent insights that empower them to be at the forefront of innovation.

Since 1882, we've earned our stripes as a trusted name in the industry, consistently delivering outstanding results and helping businesses like yours reach their target audience with utmost effectiveness.

IndustryWeek stands tall as the flagship brand for Endeavor Business Media and the Manufacturing Group at EBM. Our over 418,000 monthly reach consisting of C-Level executives and engineering leaders is a testament to our unwavering commitment to informing our audience about manufacturing leadership, technology, operations, innovation, supply chain and workforce management solutions.

Partnering with *IndustryWeek* opens a gateway to unexplored possibilities for your brand. Whether your goal is to boost sales, increase brand awareness, attract new customers, or launch a groundbreaking product, our platform offers 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 *IndustryWeek* 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 *IndustryWeek* 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

51,276
Average Monthly Reach*

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

AMERICAN MACHINIST

76,699
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



410,719

SALES VOLUME

39%

have annual sales over \$100 million

20%

have annual sales over \$1 billion

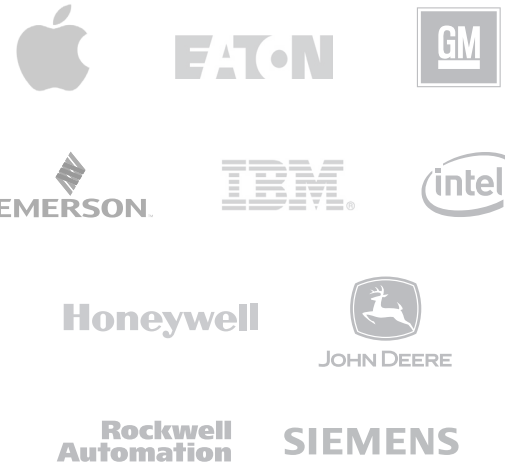
IndustryWeek covers a nearly \$11 trillion* manufacturing industry undergoing a technological transformation, even as it attracts a new breed of employees and copes with global competition. A growing manufacturing audience trusts IndustryWeek to keep them abreast of leading edge ideas and news on technology, operations, leadership, supply chain and workforce management.

*Federal Reserve Bank of St. Louis data for 12 months ending January, 2022.

Primary Area of Responsibility	%
Operations/Plant Operations	49.87%
Engineering/Technology	24.13%
Corporate/Administration	13.67%
Sales/Marketing	6.43%
Supply Chain/Logistics	5.90%

*Survey of IndustryWeek audience September 2023

COMPANIES THAT ENGAGE



Top Industries Served	%
Machinery Manufacturing	11.24%
Fabricated Metal Manufacturing	8.84%
Other Miscellaneous Manufacturing	8.12%
Electrical Equipment, Appliance & Component Manufacturing	7.08%
Automotive Manufacturing	6.61%
Food Beverage Tobacco Product Mfg.	5.46%
Primary Metal Manufacturing	5.46%
Computer & Electronic Product Manufacturing	5.43%
Paper Manufacturing	3.89%
Aerospace Manufacturing	3.85%
Transportation Equipment Manufacturing	3.62%
Chemical Product Manufacturing	3.26%
Plastics & Rubber Manufacturing	3.21%
Medical Equipment & Supplies Manufacturing	3.10%
Oil & Gas Extraction Mining	2.30%
Lumber & Wood Product Manufacturing	1.83%
Textile Mills & Apparel Manufacturing	1.49%
Non-Metallic Mineral Product Manufacturing	1.34%
Pharmaceutical Manufacturing	1.30%
Furniture & Fixtures Manufacturing	1.22%
Measuring Instruments Manufacturing	0.75%
Petroleum & Refining Manufacturing	0.68%

*Federal Reserve Bank of St. Louis data for 12 months ending January, 2022.

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

AUDIENCE ENGAGEMENT

IndustryWeek.

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

IndustryWeek stands tall as the flagship brand for Endeavor Business Media and the Manufacturing Group at EBM. Our vast readership of C-level executives and engineering leaders is a testament to our unwavering commitment to informing our audience about manufacturing leadership, technology, operations, innovation, supply chain and workforce management solutions.

AVERAGE MONTHLY SESSIONS



127,217

AVERAGE MONTHLY PAGE VIEWS



195,476

AVERAGE UNIQUE MONTHLY VISITORS



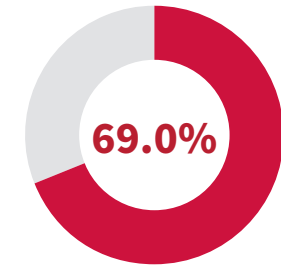
90,029

COMBINED SOCIAL REACH

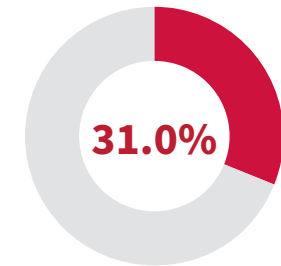


79,762

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



REGISTERED INDUSTRYWEEK SITE MEMBERS



19,539

The only constants for manufacturers are change and the need to continuously get better. Whether it's dealing with interest rate hikes or positioning businesses to benefit from federal infrastructure spending, industry leaders need to understand what's going on in the manufacturing world, how to take advantage of opportunities and how to thrive. These leaders turn to IndustryWeek for news, guidance and to understand what's working, and what's not working, in the incredibly dynamic world of modern manufacturing.

New technologies and efficiency practices have increased manufacturing worker output by **225%** over the last **30 YEARS.**

Source: Bureau of Labor Statistics

141 YEARS

IndustryWeek began its journey as “Iron Review Magazine” in 1882, at the dawn of the second industrial revolution. Over the following 141 years, the brand has helped readers navigate the complexities of every major epoch, economic turn, technological breakthrough, generational change and leadership challenge experienced by the manufacturing industry.



12.8 MILLION workers in the U.S. manufacturing industry in Q2 2022 accounts for **8.5%** of the total American workforce.

Source: Bureau of Labor Statistics

MORE THAN A CENTURY OF EXPERIENCE

IndustryWeek editors carry over 105 years of collective experience in the manufacturing industry.

What IndustryWeek Readers **have to say:**

“I use IW to stay abreast of industry news. It's important to know about activities in our target markets so we can react.”

“I always appreciate information on best practices for improving customer service, product quality, streamlining processes, etc.”



INDUSTRY EXPERTISE

Trusted global resource for manufacturing decision makers

[View our [Contributor Guidelines](#)] 

IndustryWeek



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Robert has written about the auto industry and heavy industry for more than 20 years and is passionate about the transformative power of data and connectivity in modern manufacturing.

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WHAT DO WE COVER?

In a rapidly evolving industry, manufacturers need highly technical and highly relevant content on the topics and trends that impact their jobs.

HOW DO WE COVER IT?

From articles, eBooks and research, to videos, graphics and social media, IndustryWeek covers the industry leveraging every essential platform.

WHY IS IT IMPORTANT?

When we match the right content, at the right time, to the right audience, we ensure the most optimized and engaging information manufacturers have to read to stay on top of the industry.



Leadership

- Change management
- Companies & executives
- Corporate culture
- Profiles in leadership
- Strategic planning & execution
- Operations



Talent

- Compensation strategies
- Education/Training
- Labor/Employment policy
- Recruiting/Retention
- Teamwork



Continuous Improvement

- Energy management
- Maintenance
- Quality
- Safety



Technology/IIoT

- Additive Manufacturing
- Automation/Robotics
- Cloud/IIoT
- Cybersecurity
- Emerging technologies



Supply Chain

- Customer/Supplier relationships
- Inventory management
- Logistics
- Planning/Forecasting
- Procurement



Webinars*

- Q1 – Operations
- Q2 – Cybersecurity
- Q3 – TBA
- Q4 – 2025 Outlook

*Sponsorships Available

IndustryWeek Digital Products

Production Pulse

Bi-Weekly livestream conversations on LinkedIn, YouTube and Facebook, discussing manufacturing topics with newsmakers

So That Happened

Bi-Weekly collection of news items from IndustryWeek editors with a little bit of flair and attitude for our Members Only audience

eBooks

Quarterly cross-brand collections of articles on developing topics such as EV batteries, semiconductor investments, labor recruitment and business finance

Talent Advisory Board

Monthly questions about how to build a career in manufacturing, answered by senior talent executives

DIGITAL & NATIVE ADS

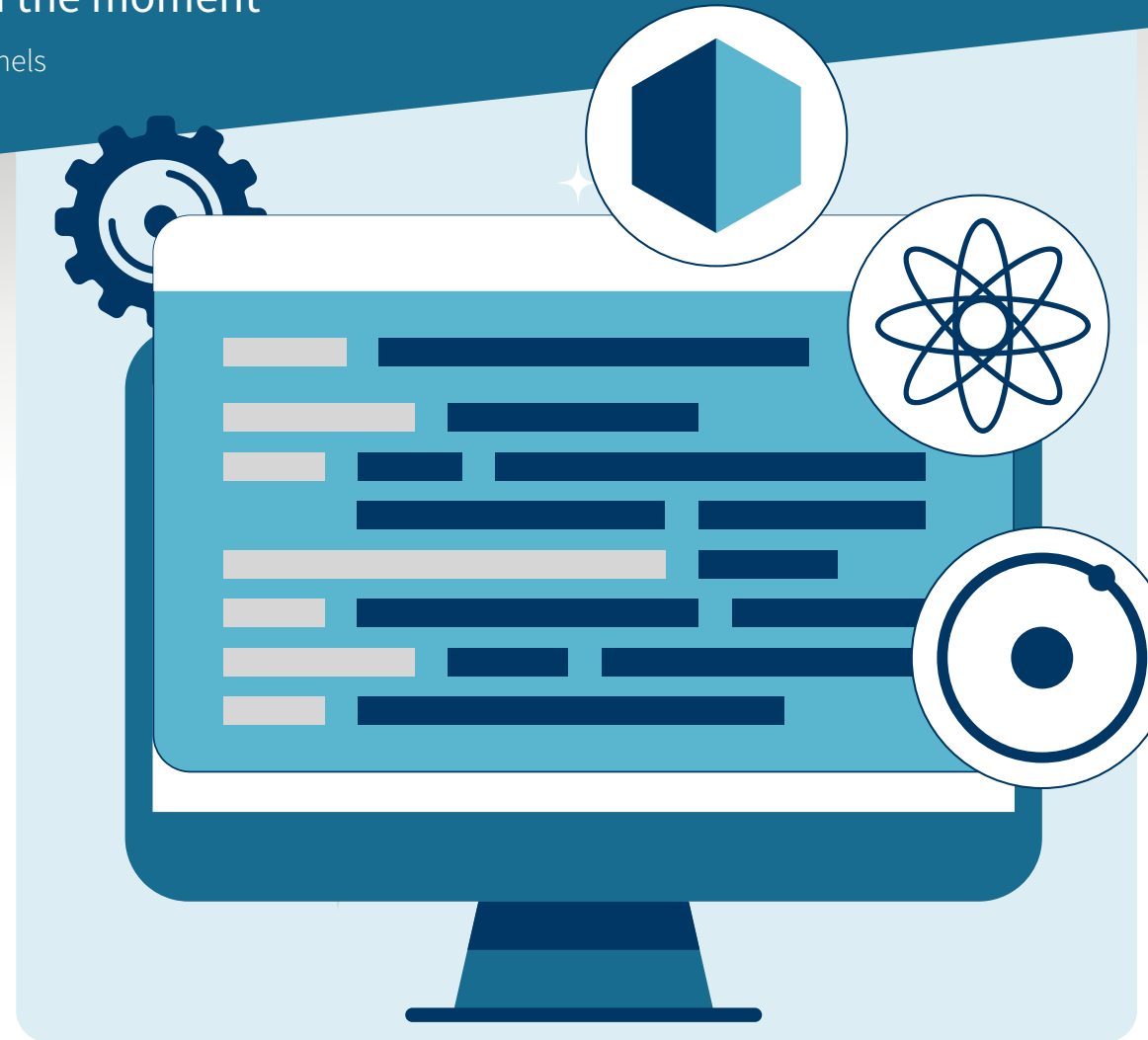
Advertising that reaches decision-makers in the moment

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
In-Article Flex	\$175
In-Article Premium	\$175
Native Ad	\$100



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: industryweek.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 newsletter deployment. | **Send creative to:** webtraffic@endeavorb2b.com

Continuous Improvement

Insights on the ongoing evaluation and improvement of processes, including benchmarking data to make manufacturing operations work better.

Weekly on Tuesday

STATS:
 Subscribers 17,601
 Avg Total Open Rate* 49.48%

RATE:
 Exclusive Position \$3,400

Morning Daily Headlines & Afternoon Daily Headlines

The latest manufacturing news headlines, features, best practices & discussions.

Daily Monday thru Friday

STATS:
 Morning Daily Subscribers..... 48,726
 Avg Total Open Rate* 43.17%

Afternoon Daily Subscribers 45,143
 Avg Total Open Rate*41.60%

RATE:
 Exclusive Position \$6,000

* Audience Engagement Report 2023

Leadership Insights

Each issue covers current events, past triumphs, and upcoming challenges at the most efficient and most profitable manufacturing companies.

1st and 3rd Thursday each month

STATS:
 Subscribers 13,723
 Avg Total Open Rate* 50.13%

RATE:
 Exclusive Position \$1,700

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 thru Friday

STATS:
 Subscribers 28,442
 Avg Total Open Rate* 37.90%

RATE:
 Exclusive Position \$3,750

Manufacturing Technology

The latest technologies and how they're impacting manufacturers, from hardware to IT and everything in between.

Weekly on Friday

STATS:
 Subscribers 22,238
 Avg Total Open Rate* 44.61%

RATE:
 Exclusive Position \$3,600

Supply Chain Insights

Supply-chain-related features, news, discussions & information to make your company's processes more efficient.

Weekly

STATS:
 Subscribers 14,715
 Avg Total Open Rate* 48.44%

RATE:
 Exclusive Position \$2,400

Workforce Watch

News, trends, strategies and best practices related to labor and workforce management.

2nd and 4th Wednesday of each month.

STATS:
 Subscribers 13,154
 Avg Total Open Rate* 46.84%

RATE:
 Exclusive Position \$1,000

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. Plan for IMTS 2024 **Weekly May - Sept**

STATS:
 Subscribers 61,392
 Avg Total Open Rate* 38.61%

RATE:
 5 Position \$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**

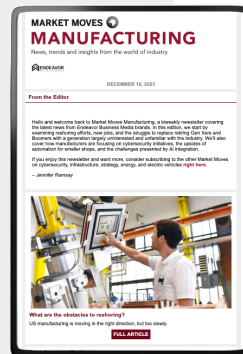
Circulation: **20,000** **Deploys:** **Twice Monthly on Saturdays**

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** NEW EQUIPMENT DIGEST **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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Digital Transformation ACADEMY

August 12 - November 30, 2024

Brought to you by the editors of Smart Industry and IndustryWeek, The Digital Transformation Academy is a three-month educational platform covering topics such as IIOT, CyS, IT & OT Conversion, Automation, MES, ERP, PLM, Industry 4.0, Smart Manufacturing, Crystal Ball Report, Electrification, Asset Performance Optimization, Reliability and Predictability and more.

IT & OT Convergence is a unique area of manufacturing. Serving this market addresses issues important to CIO's, CISO, network administrators and computer technicians in addition to manufacturing operations leaders.

Don't miss your opportunity to:

- Engage with Manufacturing IT & OT professionals
- Get your content before a unique manufacturing audience and promoted to over 200,000 engaged users
- Generate leads and receive timely reports of their performance from the Academy

Early Bird Deadline April 1.

Close Date May 1.

Sponsorship Opportunities:

FOUNDING SPONSOR*: (EXCLUSIVE) \$35,000

This sponsorship includes 3 webinars (60 minutes), leads from 2 editorial webinars on manufacturing technology topics, up to 10 relevant PDF content assets, the promotion of 3 content assets on the home page, top logo placement within promotional efforts and “Partner” block on all pages, logo in awareness campaign to 1.5m manufacturing technology decision makers, and contact information from all registrants. *Estimated leads = 750+*

GOLD SPONSORSHIP*: \$25,000

The Gold Sponsorship includes 2 webinars (60 min), leads from 2 editorial webinars on manufacturing technology topics, up to 10 relevant PDF content assets, promotion of 2 content assets on home page, logo placement within promotional efforts related to your assets and sponsor logo gets second-line placement within “Partner” block on all pages. Sponsor receives contact information from 1 topic channel. *Estimated leads = 500+*

STANDARD PACKAGES:

Content Syndication: \$4,000

Host up to 2 whitepapers or case studies and receive leads (50+).

Content Syndication XL Package: \$ 7,500

Host up to 4 whitepapers or case studies and receive leads (100+)

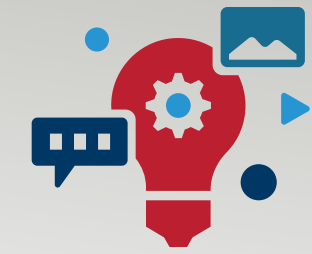
Webinar Package: \$14,000

We produce a 60-minute webinar on a topic that you select. You invite the speaker. Moderator can be provided. Receive leads (200+)

***Founding and Gold Early Birds Get Content Syndication FREE**

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

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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.



Unique & Sponsored Content Solutions **For Impact**

Leverage our trusted content, respected brands, and well established channels to create turnkey marketing solutions that deliver results.



IW US 500 - Celebrating the 500 Largest Manufacturers

This highly anticipated list was completely revamped for 2023, eliminating many prominent companies such as Nike and Apple that may sell products but don't manufacture anything. Drive excitement and engagement from powerful industry executives across the country. Be top of mind with this targeted audience through a 3-month marketing program that offers sponsors thought leadership, content marketing and high impact branding alongside IndustryWeek's annual ranking of the Top 500 Manufacturer's in America.

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. 📧

The IndustryWeek Technology Survey

This annual survey has become manufacturing's go-to content for a true pulse on technology trends including evolving perspectives on emerging technologies. Sponsoring this thought leadership content ideally positions your brand's solutions and offerings as our targeted audience of manufacturing decision makers fine-tune their technology investments.

The IndustryWeek Annual Salary Survey

This long-running research program provides deep insights into current compensation packages across the manufacturing industry, plus multi-year trends, analysis, and critical best practices to help guide leaders through one of their most difficult budgeting challenges. Sponsors will position their companies at the heart of these discussions, raising their visibility and profile throughout one of IndustryWeek's most highly anticipated annual programs.

Click to
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MORE**



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



GREAT QUESTION

A Manufacturing Podcast

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.

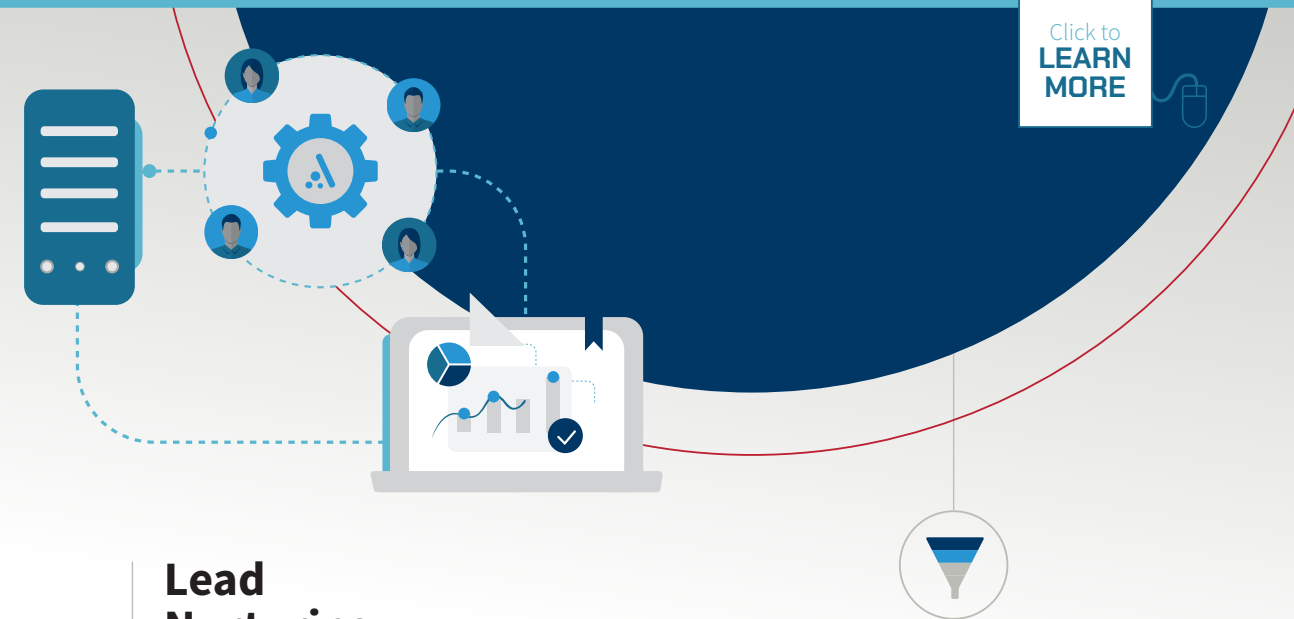


THE POWER OF VIDEO IS UNDENIABLE.

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

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

Industry Brief and Industry Resources Content Syndication Programs

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. 📄

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📄

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. 📡

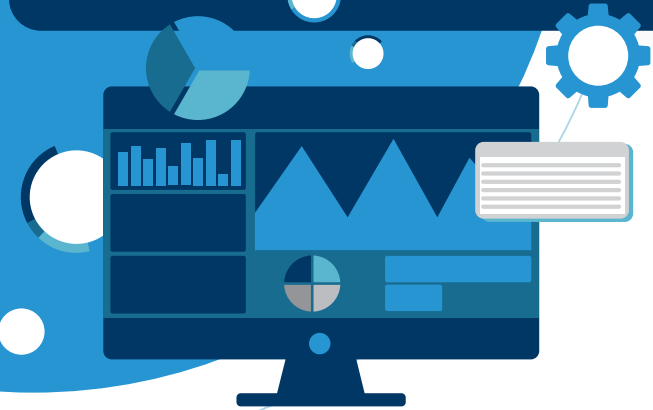
Webinar Lead Touch

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.

IndustryWeek.



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WE KNOW THE MARKETS

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

