

# MEDIA KIT 2025

## FleetMaintenance

HELPING FLEETS MAXIMIZE UPTIME  
SAFELY AND EFFICIENTLY



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# THE POWER OF OUR AUDIENCE

FLEET MAINTENANCE SUBSCRIBERS HAVE **PURCHASING AUTHORITY** FOR THE FOLLOWING PRODUCT CATEGORIES:

	%
Batteries, Alternators, Starters, Service Equipment	87%
Brakes, Brake parts	86%
Lubricants & Fluids	86%
Vehicle Lighting	85%
Filters	84%
Tires, Wheels	83%
Specialty, Hand, and Power Tools	81%
Diagnostic tools and electrical test equipment	81%
Safety Equipment, Personal Protection, Video	80%
Chassis & Suspensions	80%
Tool & Equipment Storage	80%

To find out about **Purchasing Authority, Plans to Purchase, and Budgets** for additional product categories, contact your [ *Fleet Maintenance* **Sales Representative** ]

Are your best prospects **decision makers** that are responsible for maximizing Uptime for Commercial Vehicle Fleets? **Such as:**

Job Title/Function:	%
Fleet/Maintenance Management	41%
Executive Management	26%
Operations Management	18%
Safety/Training Management	3%

*Please Note: Results generated from the 2023 Fleet Maintenance Media Usage Study – 515 respondents, August 2023*



Indicated they have an <b>ANNUAL BUDGET</b> for the following:	%
Maintenance	95%
Fuels, Lubricants, and Fluids	95%
Tires and Wheels	93%
New Vehicles/Trucks/Tractors/Trailers	89%
Alternative Fuel Vehicles	43%

*Please Note: Results generated from the 2023 Fleet Maintenance Purchasing Study – 230 respondents, August 2023*

# AUDIENCE INSIGHTS

[ View our Audience Engagement Report ] 



Fleet Maintenance leverages high-quality content and engaging marketing solutions to help connect marketers with fleet, maintenance and corporate management professionals focused on maximizing fleet uptime.

## AVERAGE MONTHLY REACH



Average Monthly Reach is the sum of average site visits, magazine subscribers, newsletter recipients and social media audience.

Job Title	%
Executive Management	58%
Operations Management	21%
Maintenance/Fleet Management	18%
Safety/Training Management	1%
Others Allied to the Field	1%
TOTAL	100%

## COMPANIES THAT ENGAGE



Primary Business	%
Independent Repair Garages/Contract Maint...	22%
Common Carrier	21%
Municipal/Government/Public Safety	14%
Retail/Wholesale Delivery	12%
Construction/Mining	12%
Bus	4%
Manufacturing/Processing	3%
Refuse/Recycling	3%
Utilities	3%
Food/Beverage	2%
Petroleum	2%
Services	2%
TOTAL	100%

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

# AUDIENCE ENGAGEMENT

[ View our Audience Engagement Report ] 

“Noregon has built a strong and mutually beneficial business relationship with *Fleet Maintenance* and *FleetOwner* over the years. We’ve invested in a wide variety of their marketing products and services and continue to get great value out of our investment. They offer a mix of traditional and innovative marketing solutions that support our KPIs and objectives. Our marketing dollars have to generate a reliable ROI and these brands continue to earn our business.”

Dave Fabrizio  
VP of Marketing, Noregon

AVERAGE MONTHLY SESSIONS



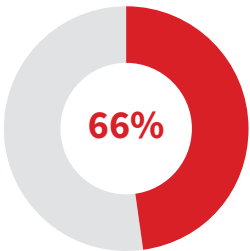
51,299

AVERAGE UNIQUE MONTHLY VISITORS

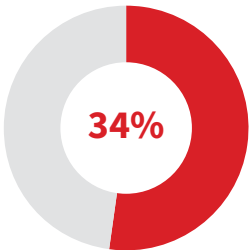


39,303

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



85,153

COMBINED SOCIAL REACH



8,866

FLEET MAINTENANCE  
MAGAZINE SUBSCRIBERS



52,000

DIGITAL EDITION  
MONTHLY AVERAGE

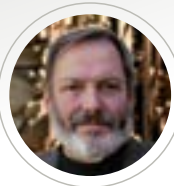


25,000+/-



# MEET THE INFLUENCERS

[ View our **Contributor Guidelines** ] 



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## Azbee Awards



**Opening Page/Spread – Typographic National Silver Award**  
July 2023 | Bright Ideas to Speed Up Lighting and Electrical Repairs

## Neal Awards



**Best Overall Art Direction/Design, Finalist**

## Eddie & Ozzies



**Eddies | Single Article | B2B | Winner**  
May 2022 Feature | The Dawn of Hydrogen Trucks



**Eddies | Single Article | B2B | Winner**  
July 2022 Feature | Finders Keepers



**Eddies | Best Profile or Q&A | B2B | Winner**  
August 2022 Feature | Homebody

## Tabbie Awards



**2023 Opening Page or Spread – Gold (Design)**  
April 2022 Opening Spread | Paint Points



**2024 Editor's Column - Gold (editorial)**  
March 2023 Feature | A recovering workaholic's guide to self-maintenance  
**2024 How-to Article - Honorable Mention (editorial)** October 2023 feature: Game On!



**2024 Front Cover, Digital Imagery - Gold (design)**  
April 2023 Cover: Trucking's Fountain of Youth  
**2024 Opening Page or Spread — Honorable Mention (design)** | April 2023 feature: Digging for the Root Cause

# KEY FOCUS AREAS

**Fleet**Maintenance

*Fleet Maintenance*, part of Endeavor Business Media's Commercial Vehicle Group, provides critical information to those that are responsible for maximizing vehicle uptime, safety regulations and operational efficiency by delivering critical know-how to executives, fleet and maintenance managers that are responsible for keeping their vehicles rolling in a safe and efficient manner.



## In the Bay

- Diagnostic and Repair
- Shop Tools
- Shop Equipment
- Fluids and Chemicals
- Collision and Painting



## Shop Operations

- Data and Telematics
- Employee Management, Hiring and Training
- Shop Management



## Parts, Tools, & Equipment

- Body, Cab, & Trailer
- Brakes, Chassis, Steering, & Suspension
- Computer, Diagnostics, Repair Info, & Training
- Engines, & Drivetrain
- Idle Reduction & Fuel Efficiency
- Lubricants, Filters, & Chemicals
- Tire & Wheel
- Shop Equipment & Supplies
- Tools & Personal Gear
- Work Truck Accessories



## Safety and Technology

- ADAS and Vehicle Safety Technologies
- Shop Safety
- OSHA

# 2025 EDITORIAL CALENDAR

[ View our MAGAZINE ARCHIVE ] 

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
ISSUE FOCUS						TECHNICIAN ISSUE	PRODUCT SHOWCASE		DATA ISSUE
AD CLOSE	1/10/2025	2/10/2025	3/10/2025	4/7/2025	5/6/2025	6/5/2025	8/8/2025	9/8/2025	11/6/2025
MATERIAL DUE	1/21/2025	2/18/2025	3/18/2025	4/15/2025	5/19/2025	6/13/2025	8/18/2025	9/16/2025	11/14/2025
EQUIPMENT	Tire spec'ing	Renewable diesel/ alt-fuels	Steering and suspension	Diesel Emissions Deletion	Corrosion prevention	Aftertreatment tools	<b>PRODUCT SHOWCASE</b> <i>Sponsorship &amp; Featured Product Categories Available:</i> <ul style="list-style-type: none"><li>• Battery &amp; Electrical</li><li>• Body &amp; Cab</li><li>• Brakes, Tires and Wheels</li><li>• Chassis, Steering, &amp; Suspension</li><li>• Computers &amp; Software</li><li>• Diagnostic Tools</li><li>• Fuel efficiency, Idle Reduction, and Zero-emission Vehicles</li><li>• Lubricants &amp; Chemicals</li><li>• Engines &amp; Drivetrains</li><li>• Shop Equipment &amp; Supplies</li><li>• Personal Protective Gear</li><li>• Tools</li><li>• Trailers and Work Trucks</li></ul>	Medium duty trucks	Product study
IN THE BAY	Annual PMs	Auction/salvage inspection and repair	Lighting Out-of-Service	Fifth wheel maintenance	Cab detailing	DIY training videos		Trailer maintenance	Fault codes
SHOP OPERATIONS	Performance Reviews	Fire prevention	Lean management	Hiring practices	Managing mixed fleets	Flat rate vs. hourly		Mobile tech scheduling	Overachievers
SPOTLIGHT #1	Smoke machines	Scrap recycling	CNG engines	Maintaining social media	Nuclear verdicts: lessons learned	Hand and eye protection		Wheel ends	Scan tools
SPOTLIGHT #2	Digital mirrors	Paperless operations	Filters	Electric pickups	EV chargers	Mitigating turnover		Shop cleaning equipment	Accessign OEM data
DEPARTMENTS	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment		Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment
SUPPLEMENTS		Lift supplement	Tool & Equipment Supplement		Scan Tool Spec Guide	TMCSuperTech special section		Diagnostic Supplement	Calendar
AD READERSHIP STUDIES	A Value Added survey for Advertisers in this issue to measure the impact of print creative.								
			Ad Readership Study					Ad Readership Study	
BONUS DISTRIBUTION	Technology & Maintenance Council (TMC)  National Trucking Education Assoc (NTEA)	Truckload Carriers Association (TCA)	Advanced Clean Transportation (ACT) Expo  National Private Truck Council (NPTC)			Technology & Maintenance Council (TMC)  Freight Transportation Research Associates (FTR)	ATA-MCE 2025, HDAW, TCA, TMC, The Work Truck Show, ACT, NPTC 2025	American Trucking Association (ATA)	Heavy Duty Aftermarket Week (HDAW)

\*Months, themes, and topics are subject to change at the editors' discretion.



# MAGAZINE ADVERTISING SPECS

[ View our **MAGAZINE ARCHIVE** ] 

DIMENSIONS (inches)	TRIM	BLEED
Tabloid Page	10.25" x 13.75"	10.5" x 14"
Tabloid Spread	20.5" x 13.75"	20.75" x 14"
1/2 Tabloid Page Horizontal	10.25" x 6.875"	10.5" x 7"
Full Page	7.5" x 10.5"	7.75" x 10.75"
1/2 Page Horizontal	7" x 4.625"	
1/2 Page Island	4.5" x 7.25"	
1/2 Page Vertical	3.375" x 9.75"	
1/3 Page Square	4.5" x 4.625"	
1/3 Page Vertical	2.3125" x 9.75"	

Ad Size	Rate
Tabloid Page Spread	\$16,550
Tabloid Page	\$12,000
Full Page	\$10,500
1/2 Tabloid Page Horizontal	\$7,000
1/2 Page	\$6,000
1/3 Page	\$5,000

Ad Type	Rate
Showcase Cover Product	\$5,000
Category Sponsorship	\$2,500
Featured Product	\$895

**PRINT AD SERVICES MANAGER:**

Karen Runion | [krunion@endeavorb2b.com](mailto:krunion@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:** Web Offset

**Publication Trim Size:** 10.25" x 13.75"

**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: [krunion@endeavorb2b.com](mailto:krunion@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: [wetransfer.com](https://www.wetransfer.com). Please use [krunion@endeavorb2b.com](mailto:krunion@endeavorb2b.com) in the [Email To] field for your upload. Please include advertiser name, publication name, and issue date in the message field.

**Stand Out!**

ASK YOUR SALES REP  
ABOUT ADDITIONAL  
AD OPPORTUNITIES,  
SUCH AS BELLY  
BANDS, GATEFOLD  
INSERTS, AND MORE!



**RICH MEDIA  
OPTIONS  
AVAILABLE  
FOR DIGITAL  
VERSION OF  
MAGAZINE.**



# DIGITAL RATES

**FleetMaintenance**

WEBSITE ADVERTISING	
HIGH-IMPACT ADVERTISING	ROS [CPM]
In-Article Premium	\$130
Billboard	\$140
In-Banner Video	\$120
Video Billboard	\$150
Sticky Leaderboard	\$2,500/week*
Responsive Reskin	\$3,000/week*
Welcome Ad	\$3,955/week*
STANDARD ADVERTISING	ROS [CPM]
Leaderboard	\$95
Rectangle	\$95
Half-Page	\$130
AUDIENCE EXTENSION	ROS [CPM]
Websites & Mobile	\$35
LinkedIn	\$70
Facebook	\$55
NATIVE ADVERTISING	ROS [CPM]
Native (within a channel)	\$1,500 flat rate
EMAIL BLASTS	NET CPM
3rd Party Email Blast CPM	\$400 (\$1,500 min. spend)

NEWSLETTERS	
Fleet Maintenance Today	WEEKLY
Leaderboard	\$3,515
300x250 w/text	\$3,000
The Fleet Technician Report	MONTHLY
Leaderboard	\$2,745
300x250 w/text	\$2,000
Diagnostics & Technology Update	MONTHLY
Leaderboard	\$2,745
300x250 w/text	\$2,000
Fleet Maintenance Product Showcase	MONTHLY
300x250 w/text	\$1,500
VIDEO AND CONTENT MARKETING	
In-Article Video	\$245 CPM
QuickChat	\$5,000
Custom Video	Priced per project
WEBINARS	
Turnkey Webinar	\$16,835
Webchat	\$7,500

\*50% SOV/flat rate



**Materials Due:** Seven business days prior to publication.

**Send Creative To:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Visit Our Website:** [www.fleetmaintenance.com](http://www.fleetmaintenance.com)

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

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](mailto:webtraffic@endeavorb2b.com)

Fleet Maintenance Today

A concise daily alert for fleet news, tips on maintaining vehicles to minimize the loss of operating time along with interactive resources and industry events.

Weekly (Monday-Friday)

Stats

Average Per Deployment .....36,377

Avg Total Open Rate..... 35.68%

Net Per Week

Leaderboard .....\$3,515

300x250 w/text .....\$3,000

The Fleet Technician Report

Fleet Maintenance’s monthly roundup of the latest shop recruiting and training best practices and personnel management strategies.

First and Third Thursdays

Stats

Average Per Deployment .....24,770

Avg Total Open Rate..... 37.93%

Net Per Month

Lead Banner .....\$2,745

300x250 w/text .....\$2,000

Diagnostic & Technology Update

This focused newsletter features vehicle diagnostic tools, methods and repair information.

Monthly (3rd Tuesday of the month)

Stats

Average Per Deployment .....26,509

Avg Total Open Rate..... 42.78%

Net Per Issue

Leaderboard .....\$2,745

300x250 w/text .....\$2,000

FM Product Showcase

Fleet Maintenance's monthly feature that identifies products to improve and optimize shop operations for vehicles of yesterday, today, and tomorrow.

Monthly (Last Tuesday of the month)

Stats

Average Per Deployment .....58,243

Avg Total Open Rate..... 33.97%

Net Per Issue

300x250 w/text .....\$1,500

Click to view  
OUR  
NEWSLETTERS  
AD SPECS

Click to view  
OUR  
NEWSLETTERS

NEW!

Emergency Vehicle Management

Insights into the proper maintenance and management of emergency vehicle fleets, covering cutting-edge technology, telematics and best practices from public safety agencies and manufacturers.

4th Monday of the month

Stats

Average Per Deployment ..... 32,689

Avg Total Open Rate.....58.58%

Sponsorship Opportunities

Sponsored Content Positions 1-4 ..... \$2,500

# MARKET COVERAGE NEWSLETTERS

Click to view  
SAMPLE  
MARKET MOVES  
NEWSLETTERS

OFFERING LARGER AUDIENCES AND  
BROADER PERSPECTIVES FOCUSED ON  
GROWING MARKETS.

## FEATURED NEWSLETTER

### MARKET MOVES ELECTRIC VEHICLES

Circulation:  
**28,800**

Deploys:  
**Twice Monthly on Fridays**

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

#### TARGET AUDIENCE:

Engineers, Manufacturers,  
Utilities, Executives,  
Automotive Repair Shop  
Owners, Technicians,  
Maintenance & Fleet Managers

#### SPONSORSHIP OPPORTUNITIES:

Sponsored Content in 4 Positions - \$2,500 each

[ [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 »](#)

**75,000**  
Twice Monthly  
on Wednesdays

### MARKET MOVES ENERGY

Analysis and viewpoints 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 INDUSTRIAL SUSTAINABILITY

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact. [View Last Issue »](#)

**30,000**  
Twice Monthly  
on Tuesdays

### 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 MANUFACTURING

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. [View Last Issue »](#)

**20,000**  
Twice Monthly  
on Saturdays

### 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

FEATURED CATEGORIES

- BATTERY & ELECTRICAL
- BODY & CAB
- BRAKES, TIRES AND WHEELS
- CHASSIS, STEERING, & SUSPENSION
- COMPUTERS & SOFTWARE
- DIAGNOSTIC TOOLS
- FUEL EFFICIENCY, IDLE REDUCTION, AND ZERO-EMISSION VEHICLES
- LUBRICANTS & CHEMICALS
- ENGINES & DRIVETRAINS
- SHOP EQUIPMENT & SUPPLIES
- PERSONAL PROTECTIVE GEAR
- TOOLS
- TRAILERS AND WORK TRUCKS

PRODUCT SHOWCASE

Highlight Your Brand in the Special Annual Product Showcase Edition of *Fleet Maintenance*

Once again, *Fleet Maintenance* will publish our Product Showcase issue in September. This special edition is highly anticipated and referenced throughout the year as subscribers look to source and purchase products and services that help maximize UPTIME and keep fleets rolling.

SHOWCASE YOUR PRODUCT TO POTENTIAL BUYERS

In addition, this issue offers bonus distribution at all major commercial vehicle tradeshow that *Fleet Maintenance* attends through August 2026.

**Ad Close:** August 8, 2025  
**Materials Due:** August 18, 2025



Additional Opportunities	Rate
<b>Showcase Cover Product</b> - Your product featured on the cover of the 2025 Showcase Issue ( <i>limited availability</i> )	\$5,000
<b>Featured Product</b> - Highlight your product amongst your respective product category	\$895*
<b>Featured Product Video Add-On</b> - A 90 second video based on your featured product (produced by the <i>Fleet Maintenance</i> editorial team)	\$750*
<b>Category Sponsorship</b> - Your logo featured on the header of the pages within your sponsored category ( <i>One sponsor per category</i> )	\$2,500

Contact your sales representative today!

\*NET



# CONTACTS

Contact our sales representatives to discuss your marketing plans.

## Brand Resources

### Sales

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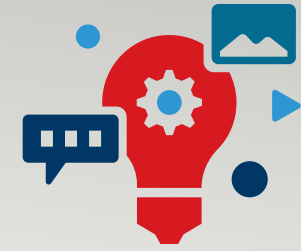
Business Operations Manager  
[rwhite@endeavorb2b.com](mailto:rwhite@endeavorb2b.com)



# 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.

 — Lead Generation



## 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.



# 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.



## 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. 📶

### 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. 📶

### WHY SHORT FORM?

Quick and Digestible  
Increased Engagement  
Shareability  
Cost Efficient  
Mobile Friendly





Click to  
**LEARN  
MORE**

## 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.



## 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.



## 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

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.

## 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. 📶

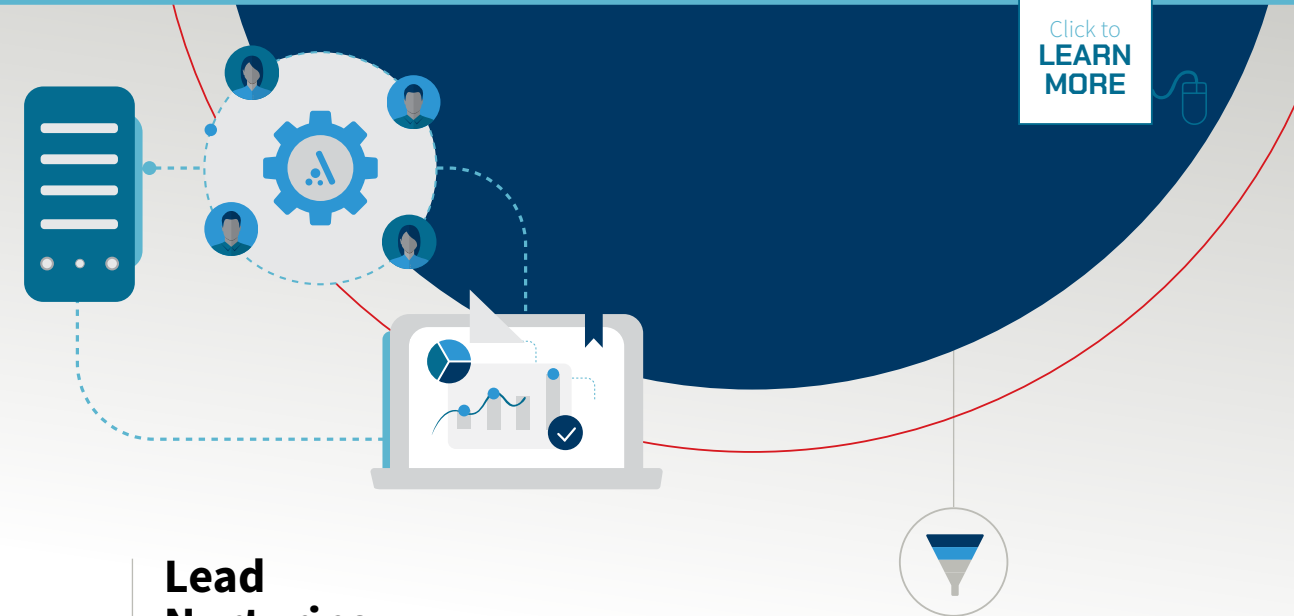
[\[MORE CONTENT CREATION\]](#) 🖱️

#### 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. 📶

#### 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. 📡

### 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.





Click to  
**LEARN  
MORE**

## 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** ] 

# WE KNOW THE MARKETS

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



AVIATION



BUILDINGS & CONSTRUCTION



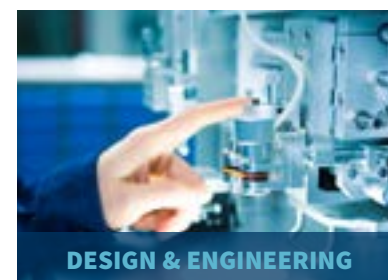
CITY SERVICES



COMMERCIAL VEHICLE



DENTAL



DESIGN & ENGINEERING



DIGITAL INFRASTRUCTURE



ENERGY (UTILITY/OIL & GAS)



HEALTHCARE



INFRASTRUCTURE



LIGHTING



MANUFACTURING



PROCESSING



SECURITY & VENDING



VEHICLE REPAIR



WATER