

# MEDIA KIT 2025

**Automatic** | **Vending**  
**MERCHANDISER** | **MARKETWATCH**.com

CONVENIENCE SERVICES FOR  
VENDING, MICRO MARKETS AND  
WORKPLACE BEVERAGES

AUDIENCE  
DIGITAL ADS  
NEWSLETTERS  
MARKETING SOLUTIONS  
EDITORIAL CALENDAR  
EVENTS  
CONTACTS



# PUBLISHER'S NOTE

We serve the needs of vending, micro market, and coffee service operators, equipment distributors, technology providers, product brokers, and suppliers.

Automatic Merchandiser and VendingMarketWatch.com, within the Endeavor Business Media Vending Group, is the leading resource for professionals in the convenience services industry. We are **the only magazine that focuses exclusively on three segments:** Vending, micro market, and office coffee service.

Our mission is to facilitate the success and growth of the industry by providing business-building insights, market trends, and information regarding products, technology, and operations management.

Digitally, we produce leading newsletters, including Vending Today, OCS Operator, and market-focused newsletters, as well as the industry's go-to website, VendingMarketWatch.com. With highly targeted solutions, established frequency, and trusted content, our offerings ensure that advertisers receive maximum ROI by connecting to the largest operator audience.

Our unmatched portfolio of EBM marketing solutions and services includes:

- Roundtable webinars that help you generate leads.
- Podcasts that resonate with target audiences.
- Video marketing that increases engagement and conversions.
- Content marketing to accelerate your business growth.
- Event marketing that makes your brand a success at industry events.
- Intelligent research to maximize your marketing efforts.



We look forward to partnering with you in 2025!

Jolene Gulley-Bolton  
Group Publisher

We Know the Convenience  
Services Industry

Total Reach  
**92K+**\*



Source: \*Publisher's Own Data

# AUDIENCE ENGAGEMENT

[ View our **Audience Engagement Report** ] 



Automatic Merchandiser magazine, VendingToday newsletter, and VendingMarketWatch.com provide the industry with timely Operator features and daily industry news and provides a conducive editorial environment for advertising. These sources are the leading advertising tools for targeting the industry’s buyers across the three channels – Vending, Micro Markets and OCS.



AVERAGE MONTHLY REACH\*  
**92,803**

**11,027** of Magazine Subscribers  
are Operators \*\*

## REACH DECISION MAKERS

**60%** of Audience are C-Level or  
Corporate Management



Business/Industry	%
Full-line Vending/Micro Markets/OCS Operators	70%
Product Brokers/Distributors/Mfgs of Vendible Products	15%
Equipment Mfgs/Distributors of Vending Equipment	7%
Consultants	3%
Others allied to the field	5%

Job Function	%
President, CEO, Director, Owner, Partner, Principal, General Manager	53%
Foodservice Director/Manager/Supervisor	11%
Other Manager/Supervisor	10%
Sales/Marketing/Customer Service Representative	9%
VP, Corporate Officer, Treasurer, Controller, CFO	7%
Route Manager, Supervisor, Route Driver, Service Technician	3%
Purchasing Manager, Agent or Buyer	2%
Consultant or Educator	2%
Others allied to the field	3%

## COMPANIES THAT ENGAGE



Source: Audience Engagement Report July-December 2024  
\*Average Monthly Reach is the sum of average site visits, magazine subscribers, newsletter recipients and social media audience. | No attempt has been made to identify or eliminate duplication that may exist across media channels.  
\*\*Based on a subset of the June/July 2024 issue.

# AUDIENCE ENGAGEMENT

[ View our **Audience Engagement Report** ] 

“ Operators have to think outside the box and be creative, because you have to present a valid argument on why people need to keep these products in there break room, why it’s an important part of the business, and not just look at it as an expense, but as an investment in your people.”

Judson Kleinman,  
Corporate Essentials

AVERAGE  
MONTHLY SESSIONS



29,700

AVERAGE UNIQUE  
MONTHLY VISITORS



23,698

AVERAGE MONTHLY  
PAGE VIEWS



50,543

COMBINED SOCIAL REACH



10,828

ENEWSLETTER REACH



30,222

AVERAGE TOTAL OPEN RATE



49.3%

3RD PARTY REACH



8,053

AVERAGE TOTAL OPEN RATE



45.8%

AUTOMATIC MERCHANDISER  
MAGAZINE SUBSCRIBERS



14,000

Based on the average number of subscribers for the 6-month period ending June 2024.

Source: Audience Engagement Report July-December 2024

# YOUR PARTNER

Trusted resource for vending, micro market and OCS operators.

**Automatic Vending**  
MERCHANDISER | MARKETWATCH

## Technical & Content Expertise

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



**LINDA BECKER**

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**NICK MONTANO**

Contributing Editor



**ADRIENNE KLEIN**

Contributing Editor



**EMILY CAMBRIELLO**

Contributing Editor

[ Click here to **Contribute** ] 

## Contributor Guidelines

### FEATURE/COLUMN IDEAS

Want to see a topic covered in the magazine or online? Send it to us. We also accept bylined, original, unpublished editorial submissions written by experts in the vending, micro market and office coffee service industry.

### INDUSTRY NEWS

Published online, typical industry news includes financial reports, executive changes, major contract awards, mergers and acquisitions, market research reports, and industry events.

### LETTERS TO THE EDITOR

If you would like to comment on something that appeared in the magazine or on our website, send us a letter or email — we'd like to know what you think.

### OPERATION PROFILE

In each magazine issue, we turn the spotlight on a vending/micro market/OCS operation, written by one of our contributing editors. Want to have your operation profiled? Reach out to us.

### NEW PRODUCTS

Keep new product press releases short (less than 200 words) and to the point. Stick to the facts: what's new, the benefits, what market is the product aimed at, and who to contact for more information. Please include the company website address.

### PODCASTS

If you are an operator or supplier and would like to be a guest speaker on an upcoming podcast, contact [lbecker@endeavorb2b.com](mailto:lbecker@endeavorb2b.com).



# AWARDS



## **MOST INFLUENTIAL WOMEN IN CONVENIENCE SERVICES**

Recognizes outstanding women making a difference in the vending, micro market and OCS industry.

**Issue:** February/March



## **READERS' CHOICE NEW PRODUCTS OF THE YEAR**

Recognizes new products released within the year.

**Issue:** April



## **ROUTE DRIVER OF THE YEAR AWARD**

Spotlights hardworking route professionals in the convenience services industry.

**Issue:** April



## **40 UNDER 40 AWARDS**

Highlights young innovators who demonstrate leadership and a commitment to advancing convenience services.

**Issue:** June/July



## **PROS TO KNOW AWARDS**

Recognizes professionals that innovate and change the industry.

**Issue:** September/October

# TOPICS THAT MATTER

Automatic Merchandiser is the ONLY magazine that focuses exclusively on the three segments that define the growing Convenience Services marketplace -- **Vending, Micro Markets and Office Coffee Service.**

Digitally, we also produce the leading industry newsletter, Vending Today, and VendingMarketWatch.com, is the go-to website for unattended retail services.



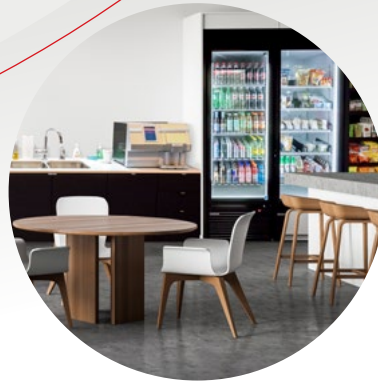
## Office Coffee Service

- Brewing equipment
- Ready-to-drink
- Specialty coffee
- Water/ice dispensers
- Pantry service
- Breakroom supplies



## Equipment

- Vending machines
- Coolers/freezers
- Self-service equipment
- Security systems
- Warehouse equipment



## Micro Market

- Kiosks
- Breakroom design
- Self-checkout
- Planogramming
- Unattended retail
- Point-of-sale
- Loyalty programs



## Technology

- Cashless/contactless payment
- Vending Management System
- Biometric verification
- Point-of-sale (POS)
- Automation
- Artificial intelligence
- Robotics
- Data collection



## Food & Beverage

- Coffee/tea
- Energy drinks
- Functional beverages
- Cookies/Snacks/Confections
- Prepared meals
- Bottled water
- Fresh food
- Breakfast

# 2025 EDITORIAL CALENDAR

[ View our **MAGAZINE ARCHIVE** ] 

ISSUE	SCHEDULED MAIL DATE	SPACE DEADLINE	MATERIAL DEADLINE	SPECIAL EMPHASIS—KEY FEATURES <i>SUBJECT TO CHANGE</i>	ADVERTISER BENEFIT INCLUDED	TRADE SHOW DISTRIBUTION
FEBRUARY/ MARCH	3/11/2025	2/7/2025	2/13/2025	<ul style="list-style-type: none"><li>• Most Influential Women in Convenience Services Awards</li><li>• Coffee/Tea/Water Solutions in the Workplace</li><li>• Inventory Control and Theft Management Technologies</li><li>• Healthy Snack Trends</li><li>• Operation Profile</li></ul>	Free 3rd Party eBlast to 4,000 Recipients with a Full Page Ad	
APRIL	4/15/2025	3/14/2025	3/20/2025	<ul style="list-style-type: none"><li>• 2025 NAMA Show Issue</li><li>• Route Driver of the Year Award</li><li>• Readers' Choice New Products of the Year Awards</li><li>• Small Vendor Spotlight</li><li>• Contactless Payment Solutions</li><li>• Operation Profile</li></ul>	Free 1/4 Page NAMA Booth Profile Ad	NAMA 2025
JUNE/JULY	6/17/2025	5/16/2025	5/21/2025	<ul style="list-style-type: none"><li>• State of the Industry for Vending and Micro Market Report</li><li>• 40 Under 40 Awards</li><li>• Smart and Self-Service Technologies for Micro Markets</li><li>• Hot Food Vending</li><li>• Operation Profile</li></ul>	Free Sponsored Content Ad for 1 Week in eNewsletter	
SEPTEMBER/ OCTOBER	9/9/2025	8/8/2025	8/13/2025	<ul style="list-style-type: none"><li>• NAMA Coffee Tea &amp; Water Show Issue</li><li>• State of the Industry for Office Coffee Service Report</li><li>• Pros to Know</li><li>• Office Coffee Service Trends</li><li>• RTD Beverages</li><li>• Operation Profile</li></ul>	Free Web Banner on VendingMarketWatch.com for 1 Month with a Full Page Ad	Coffee, Tea and Water  Atlantic Coast Exposition

### IN EVERY ISSUE

Operation profile, OCS Update, best practices, business basics, news, emerging products, equipment spotlights and more.

### CONTRIBUTE

Interested in contributing?  
Contact our editor at  
[editor@VendingMarketWatch.com](mailto:editor@VendingMarketWatch.com).

### ADVERTISE



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# MAGAZINE ADVERTISING RATES & SPECS

Click to view  
MAGAZINE  
ARCHIVE



	FULL PAGE SPREAD	FULL PAGE	1/2 PAGE			1/3 PAGE			1/4 PAGE	1/6 PAGE	1/8 PAGE
			HORIZONTAL	VERTICAL	ISLAND	HORIZONTAL	VERTICAL	SQUARE	SQUARE	HORIZONTAL	HORIZONTAL
AD SIZE											
TRIM (W x H)	15" x 10.5"	7.5" x 10.5"	===	===	===	===	===	===	===	===	===
BLEED	15.25" x 10.75"	7.75" x 10.75"	===	===	===	===	===	===	===	===	===
NON- BLEED	===	===	7" x 4.625"	3.375" x 9.75"	4.5" x 7.25"	7" x 2.875"	2.3125" x 9.75"	4.5" x 4.625"	3.375" x 4.625"	4.5" x 2.25"	3.375" x 2.25"

## Magazine Rates

AD SIZE	FULL PAGE SPREAD	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE	1/8 PAGE
RATE	\$6,800	\$4,500	\$3,200	\$2,530	\$2,425	\$750	\$565

+

RICH MEDIA OPTIONS AVAILABLE FOR  
DIGITAL VERSION OF MAGAZINE.

### 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 20MB, please email your ad to: [tgann@endeavorb2b.com](mailto:tgann@endeavorb2b.com).  
Please include advertiser name, publication name, and issue date.

**TO FTP TRANSFER:** For large files over 20MB, please send via ftp, such as the free service:  
[wettransfer.com](http://wettransfer.com). Please use [tgann@endeavorb2b.com](mailto:tgann@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!



# 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	ROS RATE PER ROTATION
Leaderboard	\$1,200/month
Billboard	\$2,000/month
Medium Rectangle	\$1,000/month
Half Page	\$1,000/month
Reskin	\$2,200/month
Welcome Ad	\$2,500/month
In-Article Video	\$1,800/month
In-Article Flex	\$1,800/month
In-Article Premium	\$1,800/month
Native Ad	\$1,000/month



**Materials Due:** Seven business days prior to publication.  
**Send Creative To:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)  
**Visit Our Website:** [VendingMarketWatch.com](http://VendingMarketWatch.com)

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

## 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.*

\$1,500/month

## 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.*

\$1,700/month

# NEWSLETTERS

Established frequency, trusted content, and engaged audiences

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



Click to view  
**OUR**  
NEWSLETTERS  
AD SPECS

Click to view  
**OUR**  
NEWSLETTERS



**Materials due:** Seven business days prior to publication. | **Send creative to:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

## Vending Today

Vending Today is the only daily eNewsletter delivering timely news and product information to the vending, micro market and office coffee service (OCS) audience.

**Daily (Monday-Friday)**

### Stats

Average Delivered.....9,070  
Average Total Open Rate..... 44.9%

### Banner Ad Rates Per Week

Leaderboard (limit 1) ..... \$1,179  
Billboard (limit 2) .....\$845  
Weekly Content Ads (limit 4) ..... \$1,066

## OCS Operator

Each month the Automatic Merchandiser editors will provide the OCS Market with operator profiles, coffee, tea and beverage trends, and market news and supplier product updates.

**Monthly**

### Stats

Average Delivered.....7,176  
Average Total Open Rate..... 53.8%

### Banner Ad Rates Per Month

Leaderboard.....\$845  
Billboard (limit 2) .....\$845  
Content Ad.....\$800

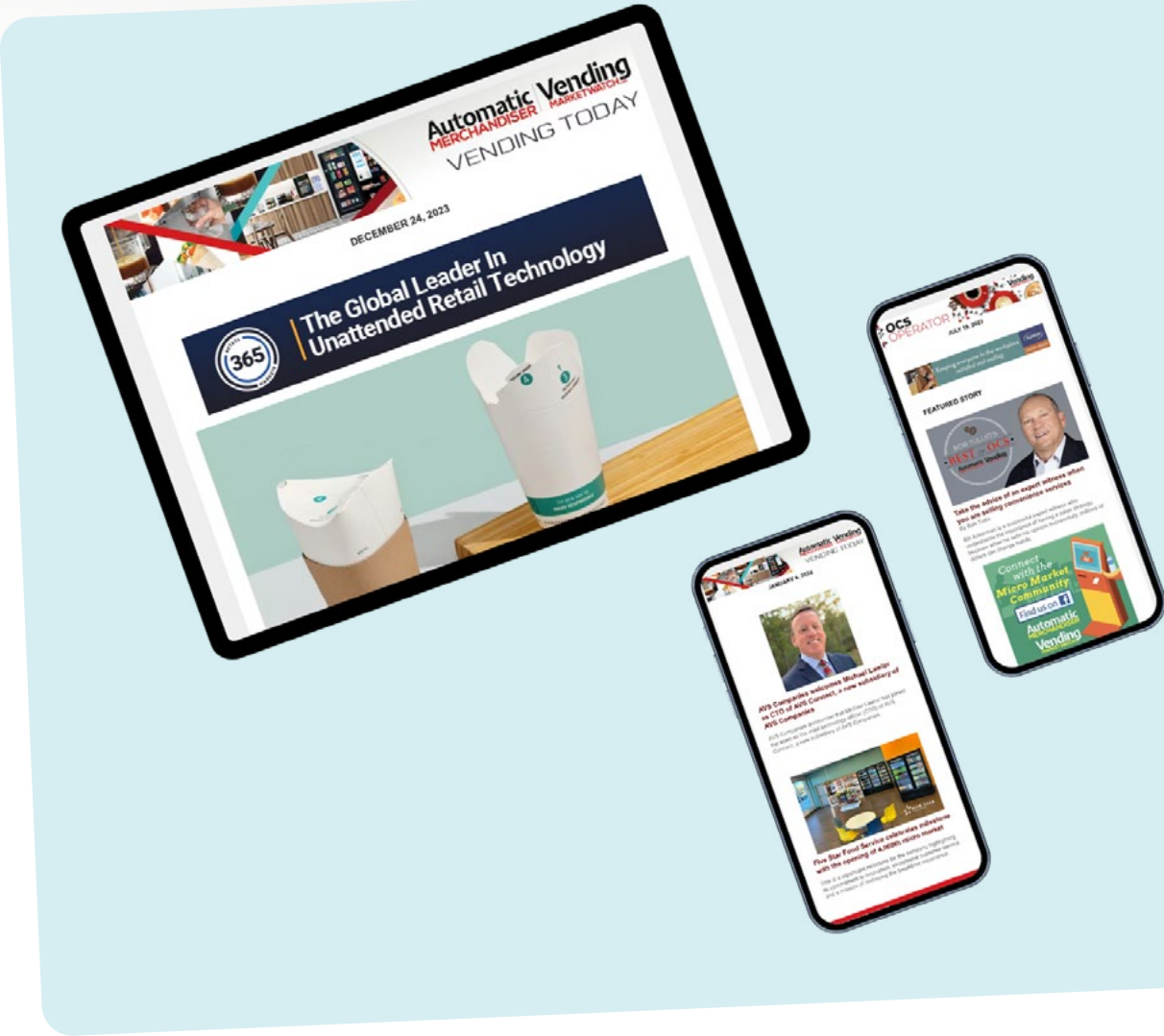
## Product Showcase

New for 2025, the Product Showcase newsletter will give sponsors the opportunity to show off their products in one of up to 6 positions.

**Monthly**

### Banner Ad Rates Per Month

Product Sponsor .....\$600



Source: Audience Engagement Report 2022

# MARKET COVERAGE NEWSLETTERS

Click to view  
**SAMPLE  
MARKET MOVES  
NEWSLETTERS**

OFFERING LARGER AUDIENCES AND  
BROADER PERSPECTIVES FOCUSED  
ON GROWING MARKETS.

## FEATURED NEWSLETTER

### MARKET MOVES CYBERSECURITY

**Circulation:** **75,000** **Deploys:**  
**Twice Monthly on Wednesdays**

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.

**TARGET AUDIENCE:** C-Suite  
job titles including CTO, IT  
& Technology Management,  
Networking & Data Center  
Management, Software Development, Software Integration

#### SPONSORSHIP OPPORTUNITIES:

Top Leaderboard - \$2,000  
Sponsored Content in 4 Positions - \$2,000 each

[ **View Last Issue** ]



### 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** ]

### MARKET MOVES ENERGY

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

### 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** ]

### 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** ]

### 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** ]

### 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** ]

### 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** ]

**28,800**

Twice Monthly on Fridays

**26,500**

Twice Monthly on Fridays

**30,000**

Twice Monthly on Tuesdays

**21,000**

Twice Monthly on Fridays

**20,000**

Twice Monthly on Saturdays

**28,000**

Twice Monthly on Thursdays

**25,000**

Twice Monthly on Thursdays

# EVENTS

## Your Event Marketing Strategy Starts Here

Automatic Merchandiser has specifically developed special pre-show and post-show media opportunities to make your brand's presence at NAMA Show a measurable success!



### NAMA Show and Coffee, Tea & Water Video Showcases

We will professionally capture video at your booth (2-5 minutes in length) and deploy your video in the [NAMA Show Video Showcase](#) Email Promotion or Coffee, Tea & Water Video Showcase to our marketing partner list.

*Contact a sales representative for more information.*

### Automatic Merchandiser Magazine

February/March NAMA Show Preview issue will include your [booth profile](#). April will be the At-Show issue with full distribution. August Coffee, Tea & Water Show Preview issue will include your [booth profile](#). September/October will be the At-Show issue with full distribution. Special opportunities such as belly wraps, outserts and pre-printed inserts are available for maximum impact in preview and At-Show issues.

*Contact a sales representative for more information.*

### eNewsletter Banner Advertising

Our daily eNewsletter delivers the latest industry news to more than 9,000\* opt-in subscribers. Include your pre and post show message in [Vending Today](#).

*Contact a sales representative for more information.*

### Booth Video Shoot

We shoot at your direction, edit with your approvals and then send out an eBlast to more than 10,800\* opt-in subscribers to both Vending Today and Automatic Merchandiser magazine. This is the largest online audience of operators in the industry!

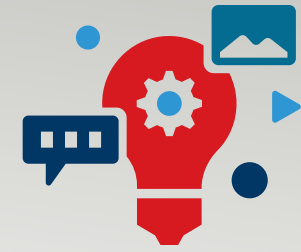
*Contact a sales representative for more information.*

Source: \*Publisher's Own Data

# 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

### Special Opportunities

Leverage our trusted content to reach your target audience.

### 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.

## Unique Solutions For Impact

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

### Sponsorship Opportunities

#### Roundtable Webinar Series

Join Automatic Merchandiser in the Roundtable Webinar Series. Offer your professional insights to help vending, micro market and OCS operators understand the impact of industry trends. Choose from a variety of topics.

[\[ LEARN MORE \]](#) 

[\[ VIEW OUR WEBINARS \]](#)



#### Vending & OCS Nation Podcast

Sponsor the Vending & OCS Nation podcast and build affinity for your brand alongside Automatic Merchandiser. Hosted by Bob Tullio and covers people, trends, issues and products pertaining to vending, OCS, micro market and pantry service.

[\[ LEARN MORE \]](#) 

[\[ LISTEN TO THE PODCAST \]](#)



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



# 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



## 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.

[\[ CHECK OUT OUR PODCAST \]](#)

## 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. 📶

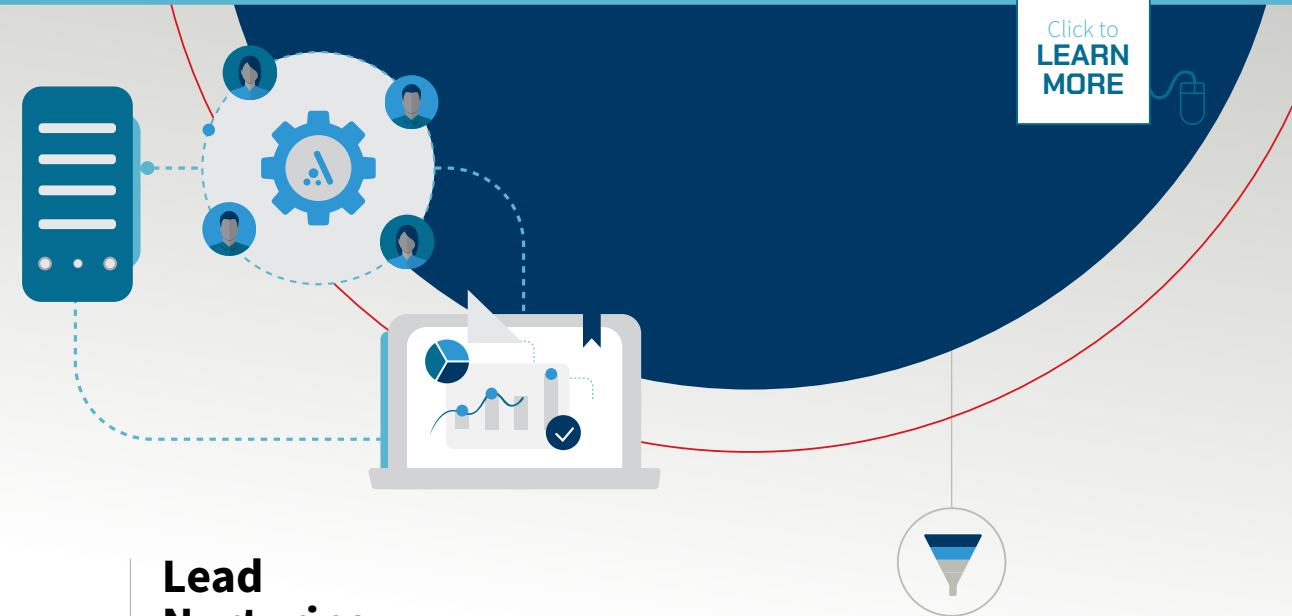
[\[MORE CONTENT CREATION\]](#) 🖱️

#### 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. 📶

### 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.



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.

[\[VIEW SPECS\]](#) 

#### 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.

CONTACT YOUR SALES REPRESENTATIVE TO LEARN  
HOW TO REACH AUDIENCES IN MULTIPLE MARKETS.



AVIATION



BUILDINGS & CONSTRUCTION



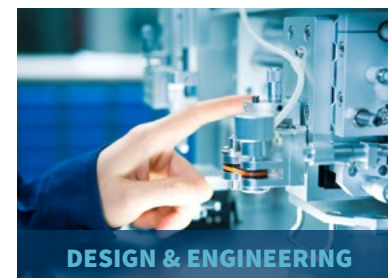
CITY SERVICES



COMMERCIAL VEHICLE



DENTAL



DESIGN & ENGINEERING



DIGITAL INFRASTRUCTURE



ENERGY (UTILITY/OIL & GAS)



HEALTHCARE



INFRASTRUCTURE



LIGHTING



MANUFACTURING



PROCESSING



SECURITY & VENDING



VEHICLE REPAIR



WATER