INDUSTRY DIVE

AN INFORMA BUSINESS

Serving the client from *brand-to-demand*

advertising@industrydive.com →

We connect marketers with engaged audiences across every industry

Content

Strategy

Virtual Events

INDUSTRY **DIVE**

Research

Digital Media

Content Syndication

Your brand and message

We help B2B marketers like you to build brand awareness, earn trust with your target audience, and capture demand.

Executives you want to reach

With over 16M+ decision-makers across 36 industries, we have the behavioral data and direct access you need to succeed.

Leverage Industry Dive across the funnel from brand-to-demand

Differentiate Thought Leadership

Create content that resonates with your audience and moves the industry forward.

Connect Experiences Across the Customer Journey

Deploy an integrated marketing strategy that moves audiences down the funnel.

Reach and Engage Decision Makers

Drive quality engagement from niche and targeted audiences.

Build a Sustainable Pipeline

De-risk your marketing spend with sustainable demand and long-term growth.

awareness

consideration

decision

Our behavioral data tells you everything you need to know about your buyers

16.9M
READERS

3.3M
SUBSCRIBERS

36+
INDUSTRIES

78%
DECISION MAKERS

Trending topics
Drug Pricing as a topic has risen 39% over the last 90 days for our **BioPharma Dive** audience.

Content formats
Webinars & Virtual Events made up 48% of sponsored content traffic on **Retail Dive**.

Industry insights
Interest in Contractual Work content has grown 1390% from Q4 to Q1 on **HR Dive**.

Engagement metrics
Open rates on **CIO Dive** are significantly higher for Email Blasts that don't mention your product.

Keyword performance
The top keywords for **Healthcare Dive** are: GLP-1, worker burnout, and data breaches.

Reader preferences
Readers of **Supply Chain Dive** stayed 2x longer on articles about manufacturing demand and inventory management.

We shape agendas in 36+ industries

→ Business Services
- CX
- HR
- IT & Cybersecurity
- Legal
- Marketing

→ Retail
- C-Store
- Fashion
- Retail

→ Food
- Agriculture
- Food
- Grocery

→ Education
- Higher Ed
- K-12

→ Industrial
- Automotive
- Manufacturing
- Packaging
- Supply Chain
- Trucking

→ Financial
- Banking
- CFO
- Payments

→ Building
- Construction
- Facilities
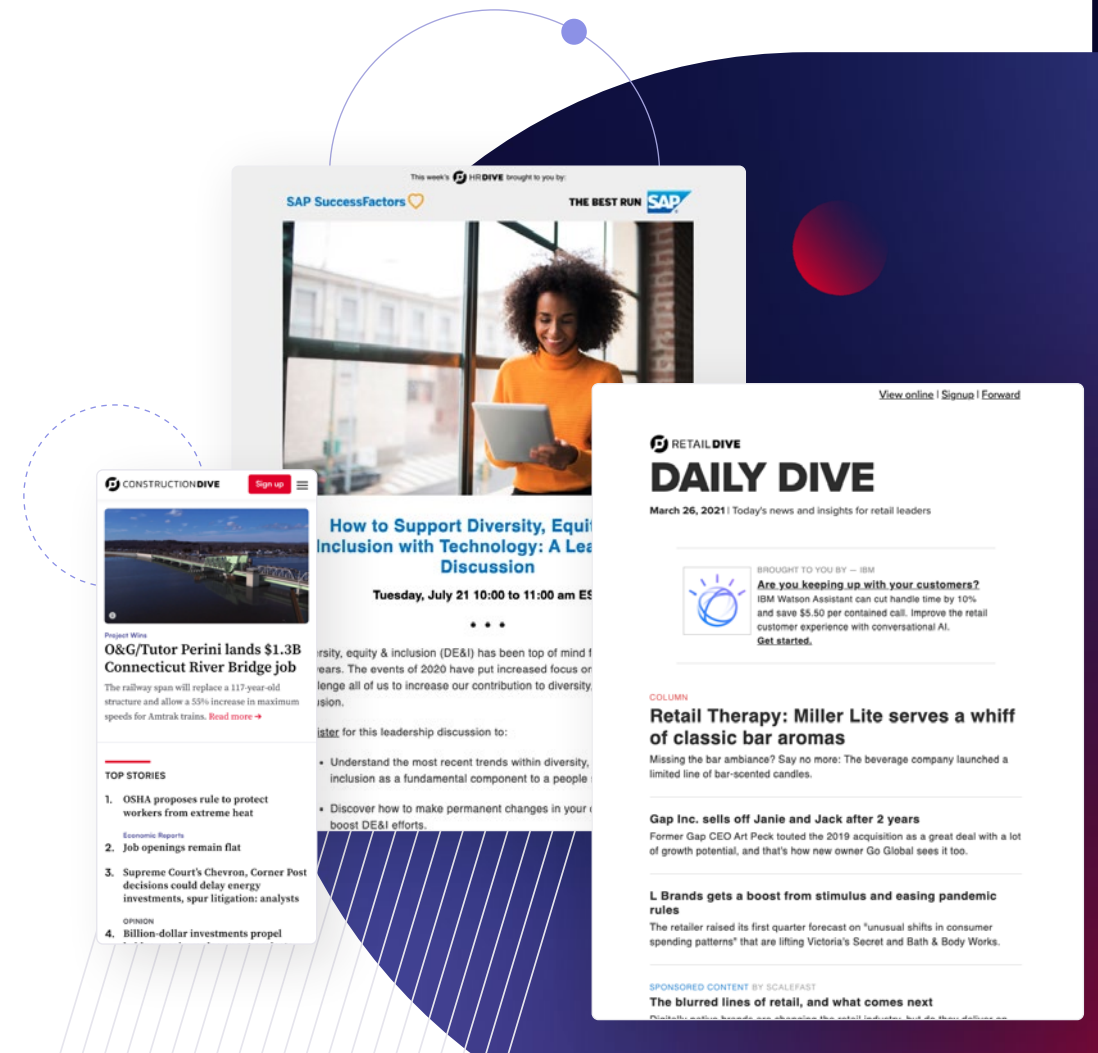- Multifamily

→ Hospitality
- Hotel
- Restaurant

→ Infrastructure
- ESG
- Smart Cities
- Utility
- Waste

→ Life Sciences
- BioPharma
- Healthcare
- Medtech

Our expert editors, journalists, and designers fuel our exponential growth

Reader growth

16.9M

2.2M

325K

13.9K

2012   2016   2018   2024

The Washington Post
5 Best Place to Work Awards

2020 FOLIO:
EDDIE
AND
OZZIE
AWARDS
Design Team of the Year

JESSE H. NEAL AWARDS
Est. 1955
34 Neal Awards

A·Z·B·E·E·S
ASBPE Awards of Excellence
100+ Azbee Awards

GD USA
GRAPHIC DESIGN USA
11 American Graphic Design Awards

SABEW
SABEW Best in Business Award

FAST COMPANY
World's Most Innovative Companies of 2024

"

Utility Dive is the **best online resource that I've come across in years.** The articles provide tremendous insight on strategic, timely topics."

Vice President and Chief Sustainability Officer at Duke Energy

Audience

Audience overview

CIO DIVE

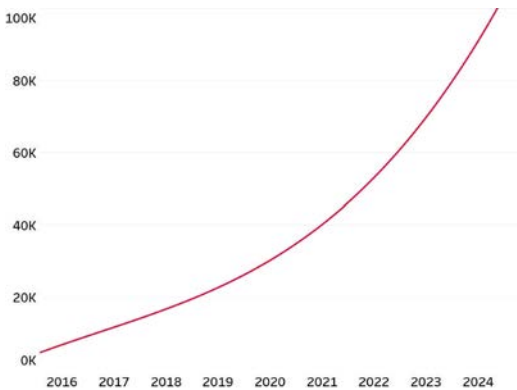**87,000**
Total subscribers

73,000
Unique monthly viewers

78%
are manager level or above

99%
of Fortune 100 companies read us

SUBSCRIBER GROWTH

SUBSCRIBER JOB LEVELS

Job Level	Percentage
Executives & Directors	57%
Manager	21%
Associate	15%
Analyst / Consultant	4%
Other	3%

TOPICS WE OWN

- AI
- Big Data
- Cloud
- IT Strategy
- Leadership
- Security
- Software

CIO DIVE   Sign up

Big tech banks on AI boom as infrastructure spending heads for trillion-dollar mark

"While we're investing a significant amount in the AI space and in infrastructure, we would like to have more capacity than we already have today," Amazon CEO Andy Jassy said.

Matt Ashare
Senior Reporter

In an aerial view, an Amazon Web Services data center is shown situated near single-family homes on July 17, 2024 in Stone Ridge, Virginia. The hyperscaler poured $30.5 billion into cloud data centers during the first half of the year, CEO Andy Jassy said Thursday. *Nathan Howard / Stringer via Getty Images*

🔊 Listen to the article   7 min

Technology providers are banking on generative

Target readers

You'll find **CIO Dive's** news and insights in the inbox of decision makers from fast-growing tech companies to IT leaders in major enterprises.

Goldman Sachs · HubSpot · Palantir

snowflake · SQUARESPACE · slack

GE · stripe · Walmart

Example subscriber job titles

- CIO, CTO, CEO, COO, CFO
- VP of Information Services
- VP of Business Transformation
- Senior Director Information Technology
- Senior Director of Global Solutions
- Senior Director of IT Service Management
- Senior Director of Engineering
- Global IoT Services and Digital Operations Leader
- Director of IT Transformation Programs
- IoT Planning & Product Strategy

Our audience data fuels your marketing programs from *research to conversion*

Insights from Industry Dive's first-party data

16.9M
READERS

3.3M
SUBSCRIBERS

Research
Generate original data & first party insights to drive your strategy and content.
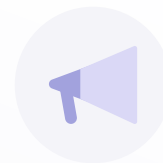
Strategy
Set the foundation for your content marketing needs with a scalable framework aligned to your goals.

Content
Leverage expert creators & strategists to execute content at a global scale.

Events
Fully managed, custom virtual thought leadership events & roundtables.

Digital Media
Boost engagement with your brand and drive decision-makers toward conversion.

Content Syndication
Leverage your pre-existing content and extend your reach via our publications, partner channels and lookalike audiences.

We're a **global marketing studio** for the best in B2B and B2C

10+
YEARS OF
EXPERIENCE

370+
CLIENTS
WORLDWIDE

500+
CONTENT
CREATORS

284K
LEADS DELIVERED
IN 2023

36+
INDUSTRIES WITH
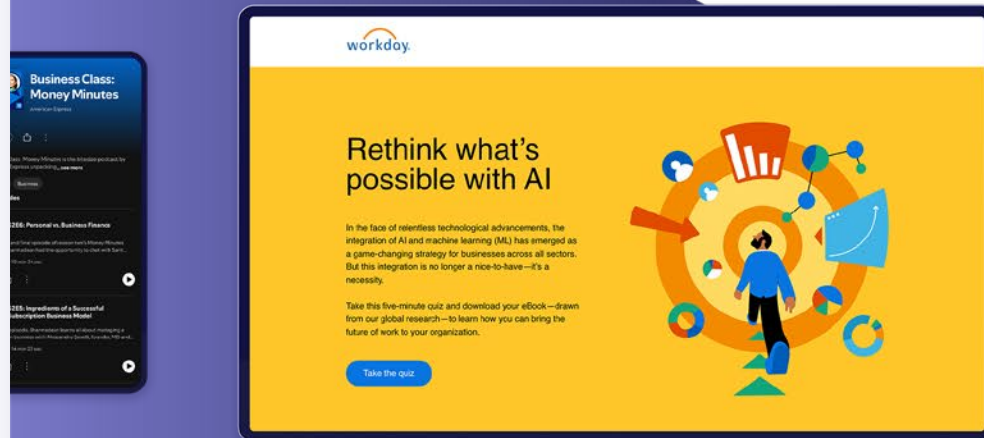EXPERTISE

Serving businesses of all stages and sizes

Lattice   ALLOY   Walmart   Pfizer   IBM

PAVE   Hinge Health   FedEx   salesforce

From ad-hoc campaigns...

→ **Email Blasts**

→ **Infographics**

→ **Newsletter Ads**

→ **Webinars**

→ **Ebooks**

→ **Syndications**

→ **Promoted Stories**

→ **Playbooks**

...to full-funnel solutions that cover every corner of the market

Your company's point of view

Trendline

Infographic

In-Line Ad

Gated Content

Web Display Ad

Presitial

Social Graphics

Virtual Event

Newsletter Ad

Interactive

Email Blast

Research Report

We're experts at creating content in over **40+ formats**

Visual

- Static Infographics
- Animated Infographics
- Social Graphics
- Custom Illustrations
- Animated Gifs
- Data Visualizations
- Micro-Graphics
- Photoshoots

Written

- Short Form Articles
- Long Form Articles
- Ghostwritten Articles
- Licensed Content
- Listicles/Guides
- Q&As
- Promoted Stories

Interactive

- Interactive Landing Pages
- Decision Trees
- Assessments
- Checklists
- Quizzes
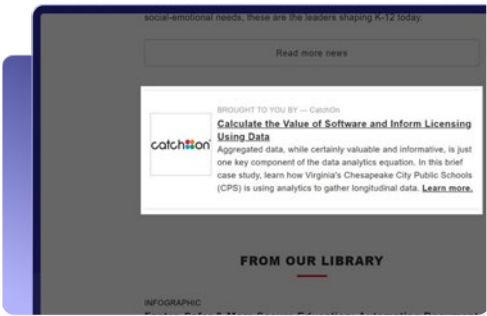- Calculators
- Microsites

Video

- Webinars
- Social Videos
- Explainer Videos
- Interview/On-location Videos
- 2D/3D Animated Gifs

Long Form

- Playbooks
- White Papers/E-Books
- Original Research
- Industry Outlook Reports
- Case Studies

Dialogues

- Webinars
- Podcasts
- Virtual Events

Optimizing content for engagement across **multiple channels**
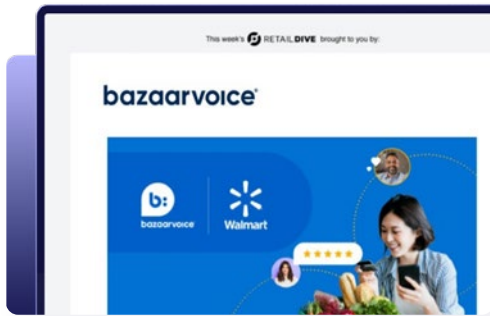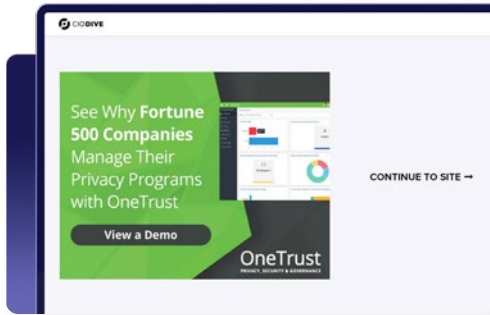

Email Blasts
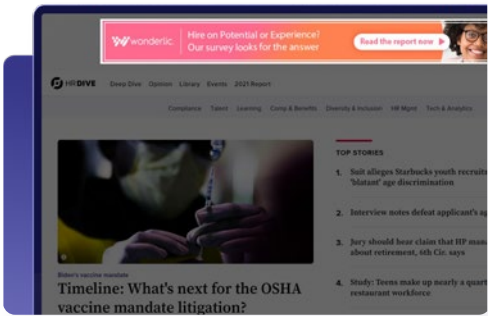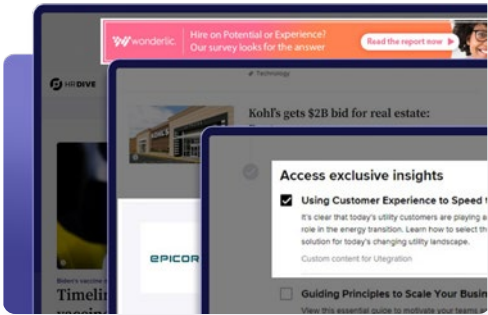

Display Ads

Newsletter Sponsorships
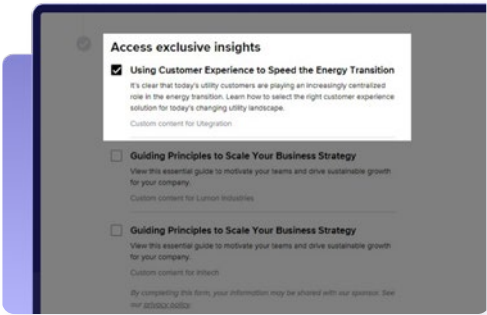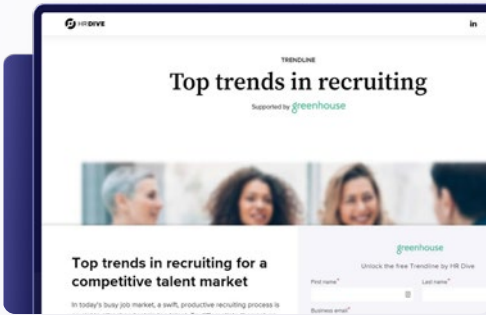

In-Line Ads

Promoted Stories

Prestitials

Syndication

Co-Registration

Trendlines

From strategy to execution, we can be an **extension of your team**

Creative Strategists
Content strategists with industry expertise to help you tailor each program to your company goals

Ad Operations
Marketing specialists that can optimize your design and messaging to maximize engagement

Content Marketers
Digital marketers to help you develop expert POVs and fully manage content creation

Industry Experts
Subject matter content creators to develop meaningful, expert content

Dedicated Program Manager
Strategic advisor to align our services with your business objectives. Develops and delivers content marketing best practices

Your Team

Providing a flexible Enterprise Framework for our most strategic clients

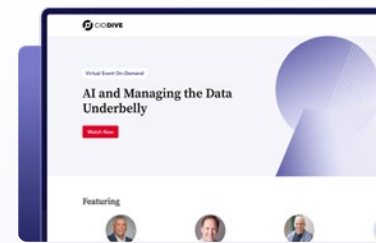**Build a strategic roadmap**

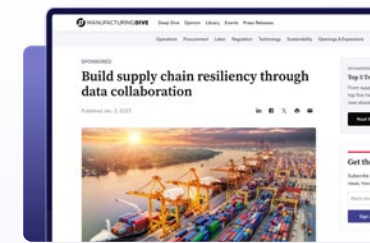**Design and scale your campaigns**

Distribute to targeted audiences
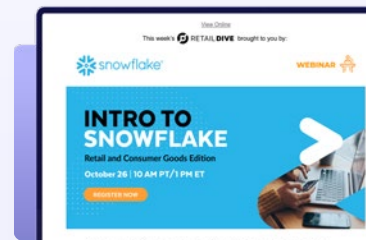
Measure, optimize, and repeat

Case study

An enterprise cloud service provider leveraged our solutions to create industry-specific content that moved prospects toward conversion in a full-funnel approach.
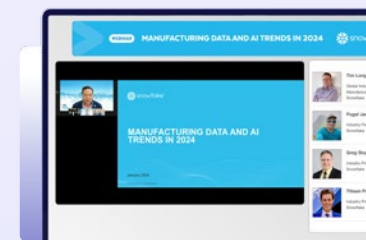
Editorial Events

Promoted Stories

Email Blasts

Playbooks

Webinars

Build brand and earn trust
with industry-specific messaging and content.

Target decision makers
with content they are most likely to engage with.

Generate leads for sales
with consistent nurture and distribution.

ORIGINAL RESEARCH

Cost of a Data Breach Report 2022

WEBINAR

IBM Events

Webinar: 2022 IBM Security Cost of a Data Breach Report

08/03/2022 to 08/03/2022

11:00:00 AM - 11:45:00 AM EST

If you have any questions regarding the event please send an e-mail to selina.wuttke@ibm.com

PODCAST

Into the Breach

PROMOTED STORIES

CYBERSECURITY

IBM's latest "Cost of a Data Breach" report reveals alarming increases

Data breaches cost an average $9.44m in the US last year

IBM Cost of a Data Breach 2022 – Highlights for Cloud Security Professionals

INFOGRAPHICS

ARTICLES

Case study

A Fortune 500 tech company used our solutions to build an integrated and targeted marketing program that drove traffic toward their big-rock annual report.

Let's talk

Have questions or looking for pricing?
Send us an email and we'll get back to you
in less than 24 hours.

advertising@industrydive.com

We can help you

→ Identify which audiences will engage with your brand

→ Leverage experts to build insights for your marketing

→ Build a full-funnel strategy for creating and distributing content

→ Drive leads with targeted placements that convert

Interested in learning more? Check out our digital ad specs and our portfolio (Password: studioID123)