

Serving the client from *brand-to-demand*

advertising@industrydive.com →

01

Industry Dive →

- About us
- Our data
- Our industries
- Our journalism

02

Audience →

- Audience overview
- Target readers

03

Solutions →

- Capabilities
- Clients
- Campaigns
- Products
- Partnerships
- Case studies

We connect marketers with engaged audiences across every industry



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

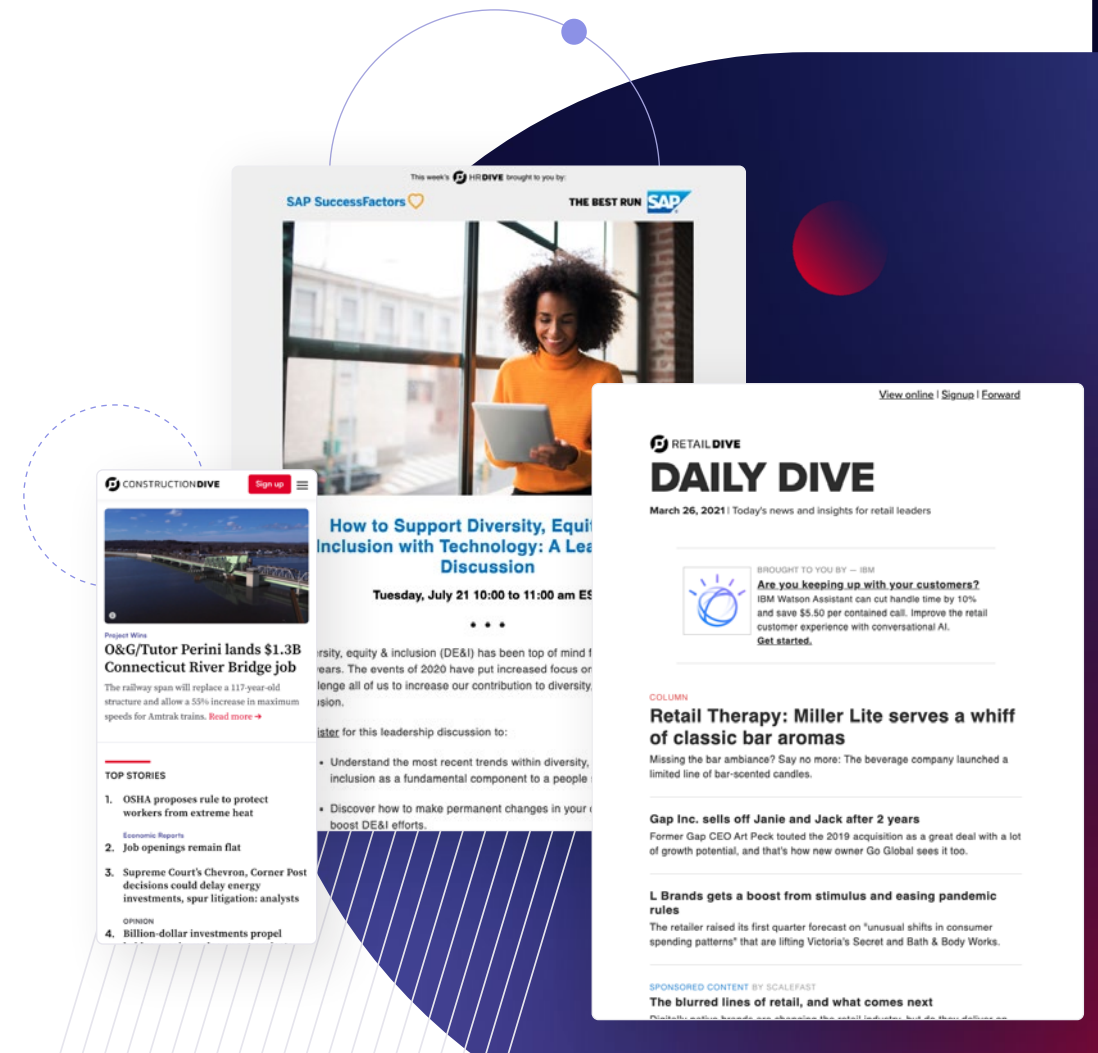
- Hotel
- Restaurant

→ Infrastructure

- ESG
- Smart Cities
- Utility
- Waste

→ Life Sciences

- BioPharma
- Healthcare
- Medtech



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



5 Best Place to Work Awards

Design Team of the Year

34 Neal Awards

100+ Azbee Awards

11 American Graphic Design Awards

SABEW Best in Business Award

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



67,000

Total subscribers

188,500

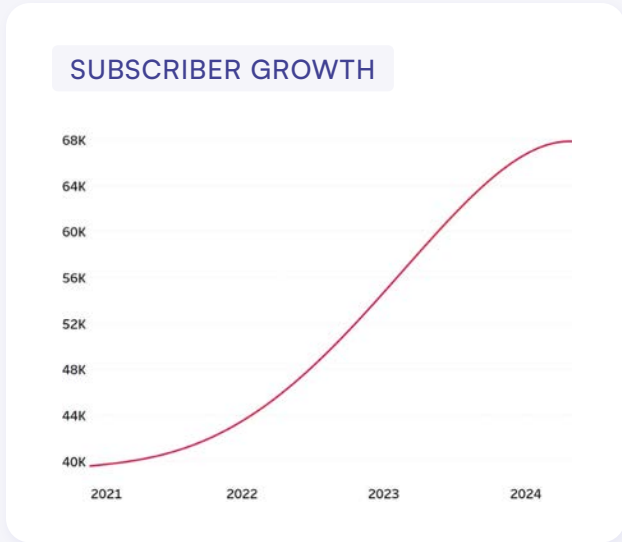
Unique monthly viewers

49%

are in an executive leadership position

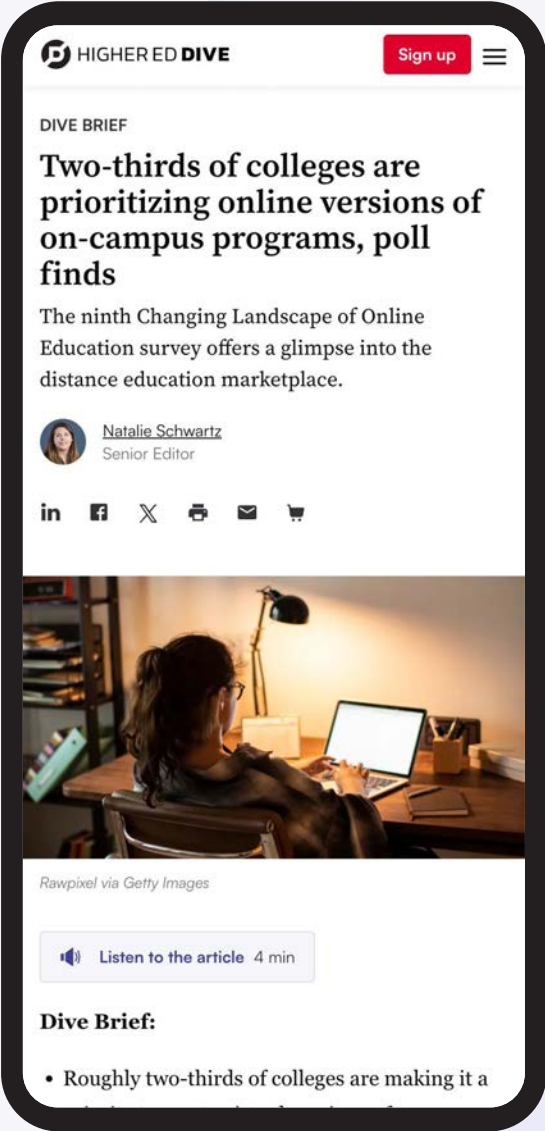
100%

the top 50 US News National Universities read us



TOPICS WE OWN

- EdTech
- Policy & Legal
- Leadership
- Students
- Enrollment
- For-profit
- Finance
- Faculty and Staff
- Closures and Mergers



Target readers

You'll find **Higher Ed Dive's** news and insights in the inbox of decision makers from local colleges to the largest universities and institutions.



Example subscriber job titles

- Dean, President, CFO
- SVP, University Affairs
- VP & Treasurer, Finance
- Vice Dean for Development
- Executive Director, Student Services
- Associate Dean of Admissions
- Associate Dean of MBA & Executive Programs
- Director of Enrollment Services
- Director of Financial Aid
- Director of Online Learning

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.



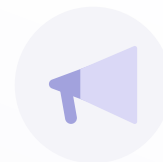
Strategy

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

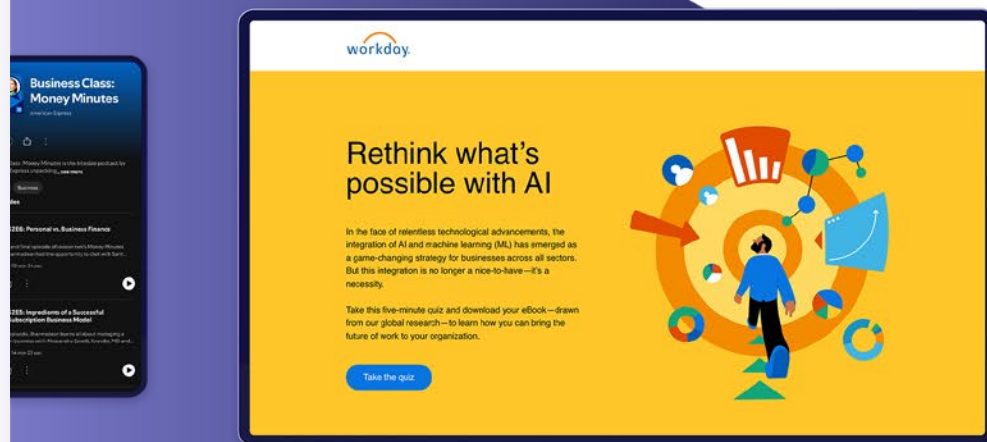


From ad-hoc campaigns...

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

- Email Blasts
- Ebooks
- Infographics
- Syndications
- Newsletter Ads
- Promoted Stories
- Webinars
- Playbooks





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

Video

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

Written

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

Long Form

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

Interactive

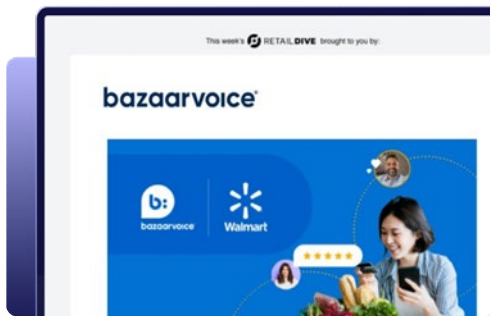
- Interactive Landing Pages
- Decision Trees
- Assessments
- Checklists
- Quizzes
- Calculators
- Microsites

Dialogues

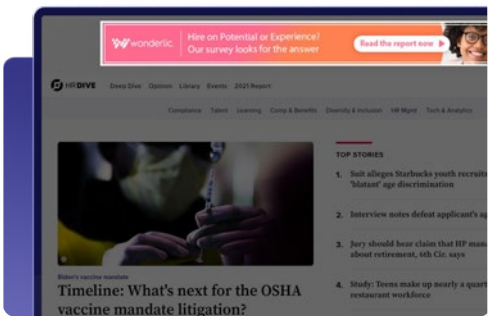
- Webinars
- Podcasts
- Virtual Events



Optimizing content for engagement across multiple channels



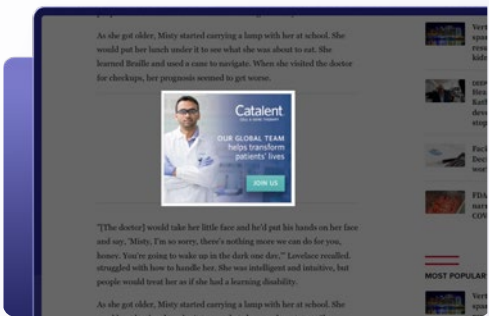
Email Blasts



Display Ads



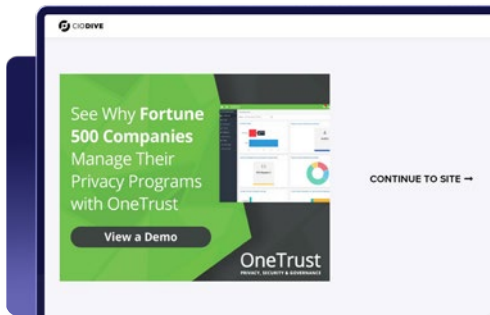
Newsletter Sponsorships



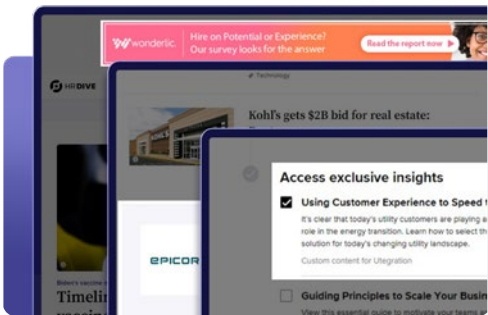
In-Line Ads



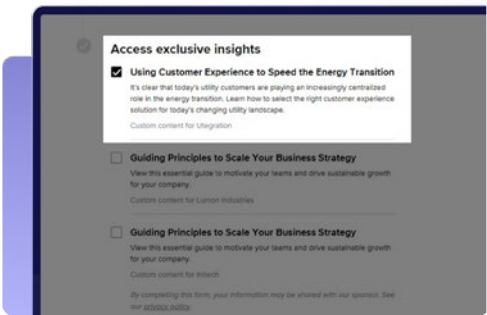
Promoted Stories



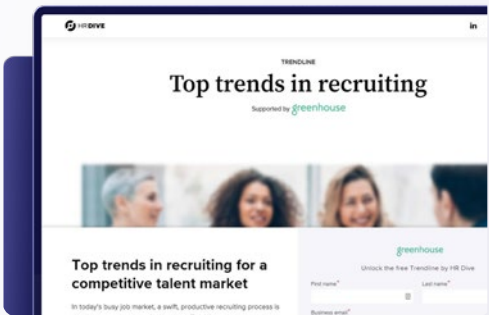
Prestitials



Syndication



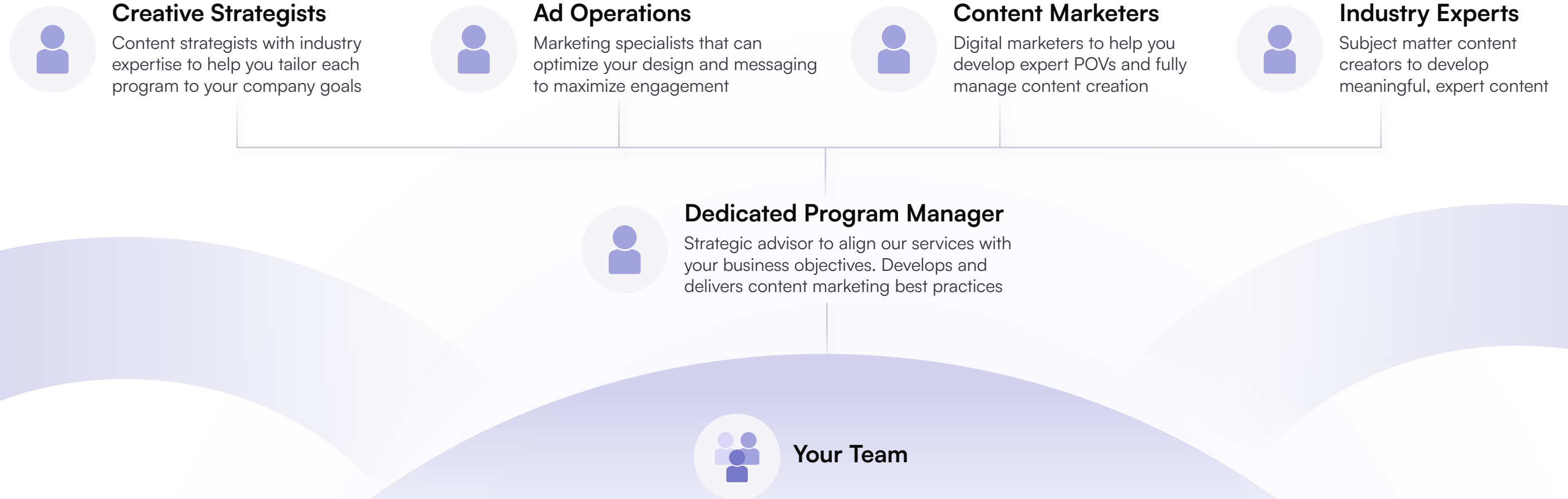
Co-Registration



Trendlines



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



Providing a flexible **Enterprise Framework** for our most strategic clients



**Build a
strategic
roadmap**



**Design and
scale your
campaigns**



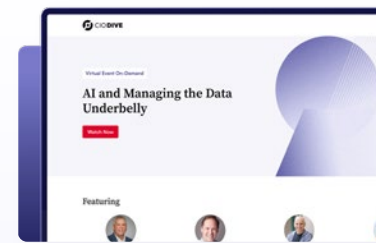
**Distribute
to targeted
audiences**



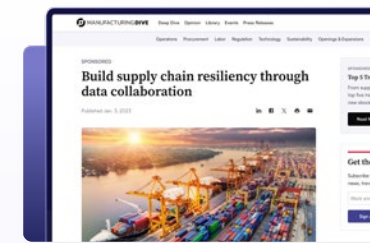
**Measure,
optimize,
and repeat**

Case study

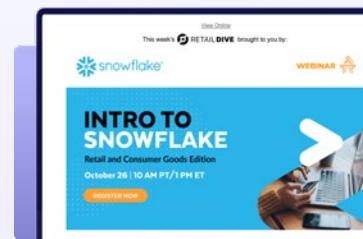
An enterprise cloud service provider leveraged our solutions to create industry-specific content that moved prospects toward conversion in a full-funnel approach.



Editorial Events



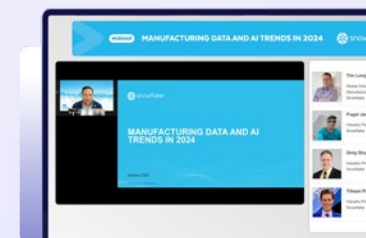
Promoted Stories



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.

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)