

# Serving the client from *brand-to-demand*

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Industry Dive →

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

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Audience →

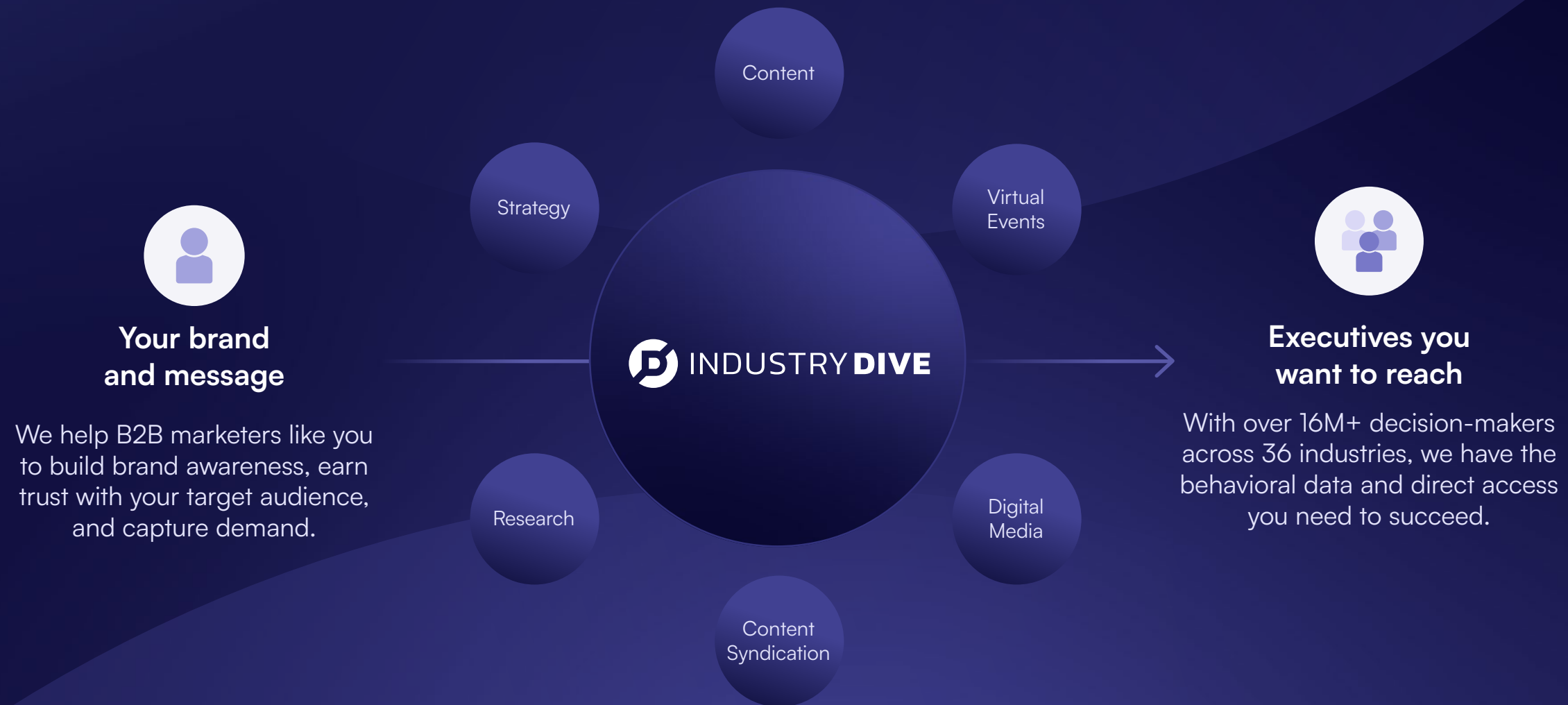
- Audience overview
- Target readers

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

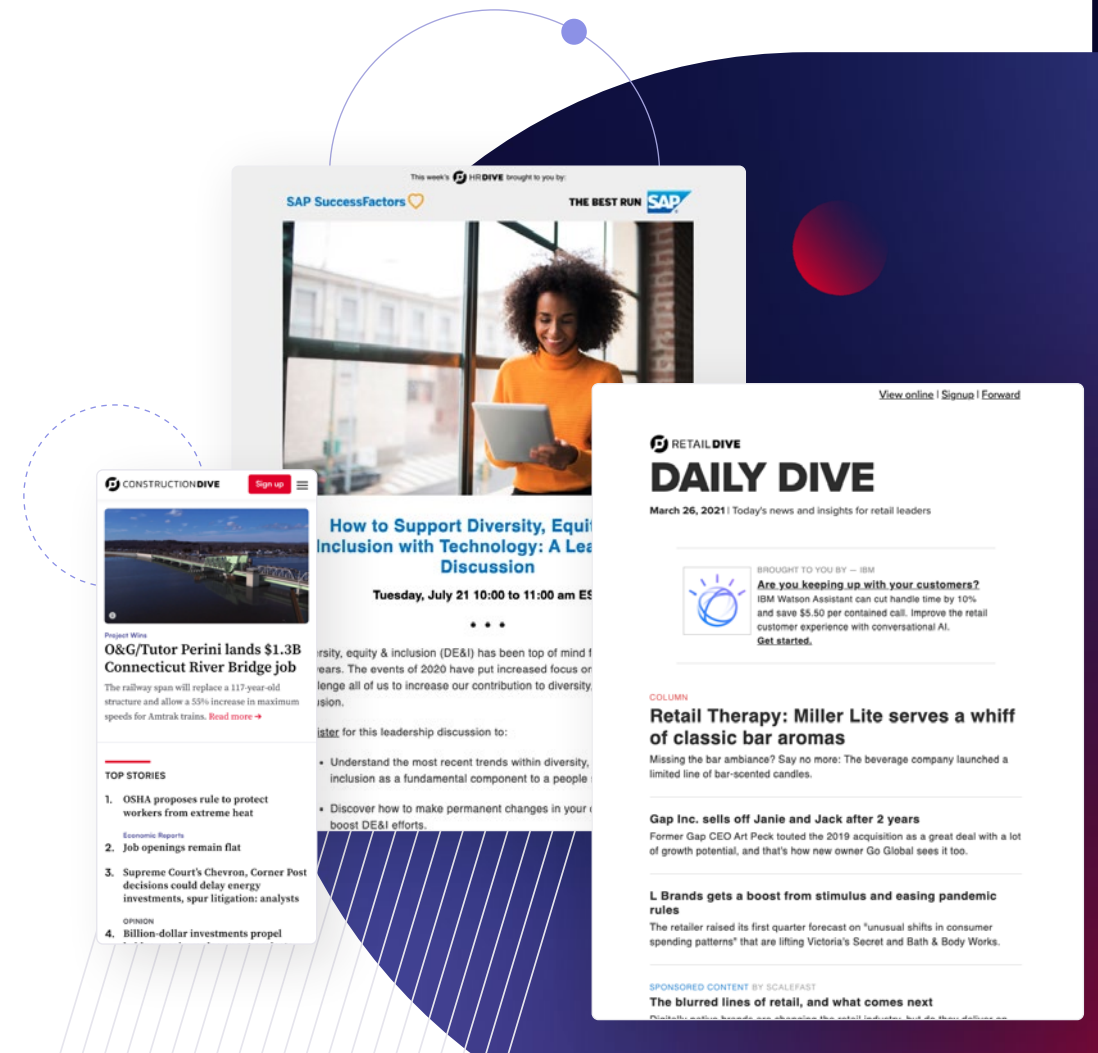
- Hotel
- Restaurant

## → 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



41,000

Total subscribers

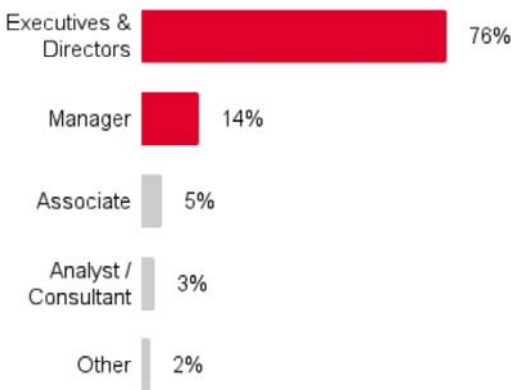
92,500

Unique monthly viewers

90%

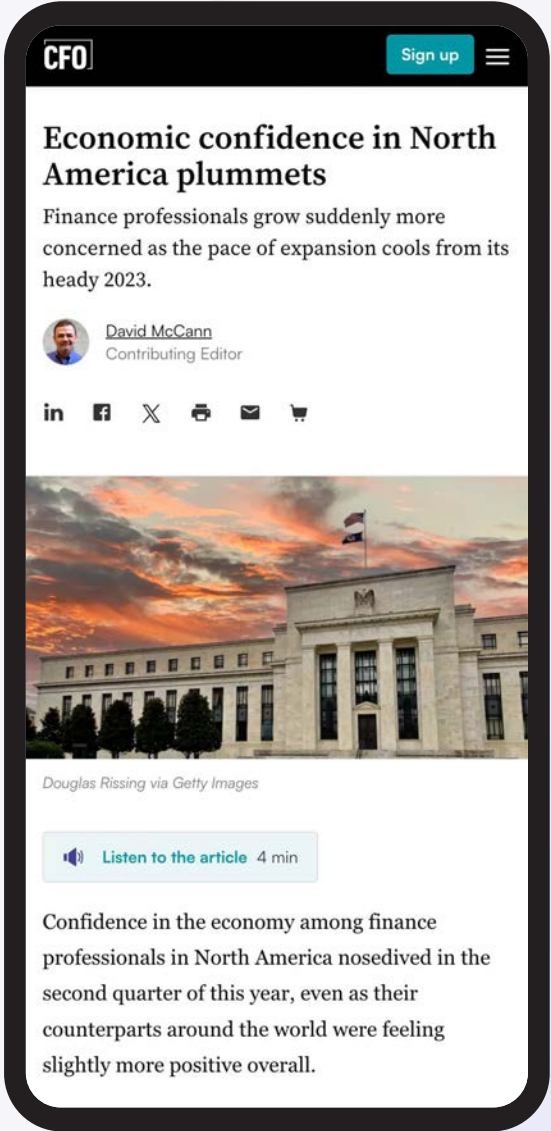
Manager level and above

## SUBSCRIBER JOB LEVELS



## TOPICS WE OWN

- Tax
- Regulation & Compliance
- Corporate finance
- Strategy
- Human capital
- Technology
- People
- Risk
- Series



# Target readers

You'll find **CFO.com's** news and insights in the inbox of decision makers at fast-paced start-ups to CFOs in leading Fortune 500 corporations.

**INTUIT**

J.P.Morgan

**ramp** 

 **Brex**



**fiserv.**

 **PayPal**



## Example subscriber job titles

- CEO, CFO, CAO
- Global Treasurer & Credit Risk Officer
- Executive Director, Head of Payment and Services
- VP of Finance
- VP of Global Markets
- VP of Finance and Strategy
- Corporate Controller
- Senior Director of Accounting & Finance
- Director, Treasurer
- Director of Quantitative Finance

# 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.



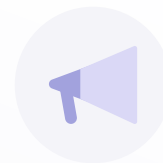
## Strategy

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

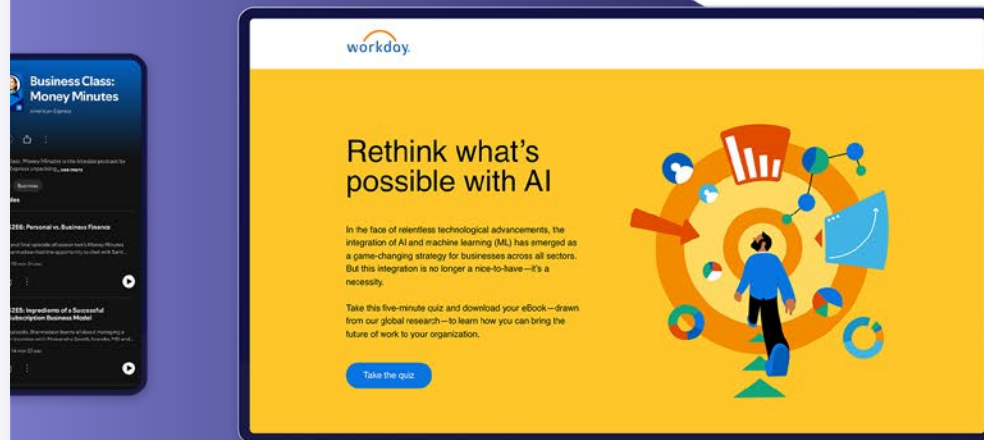


# From ad-hoc campaigns...

# ...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

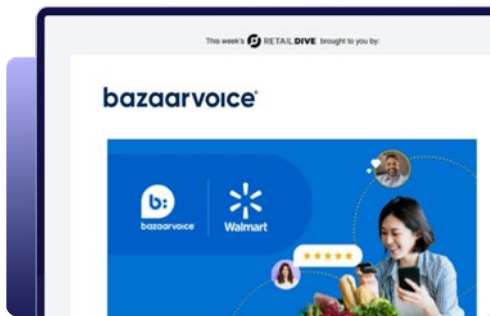
- Interactive Landing Pages
- Decision Trees
- Assessments
- Checklists
- Quizzes
- Calculators
- Microsites

## Dialogues

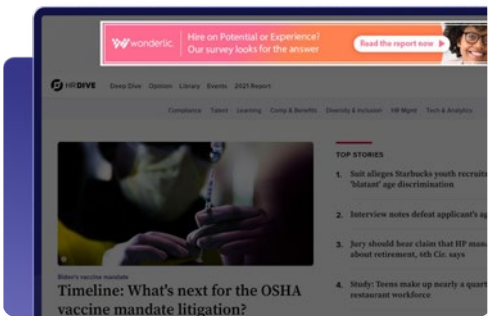
- Webinars
- Podcasts
- Virtual Events



# Optimizing content for engagement across multiple channels



Email Blasts



Display Ads



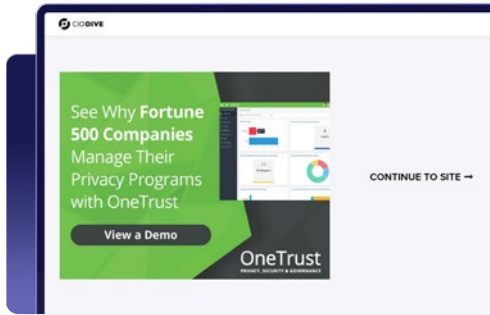
Newsletter Sponsorships



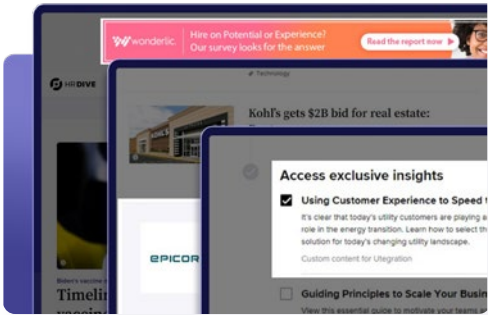
In-Line Ads



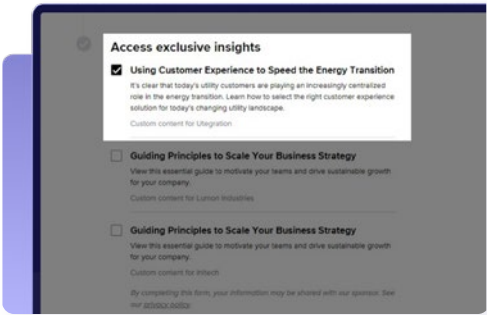
Promoted Stories



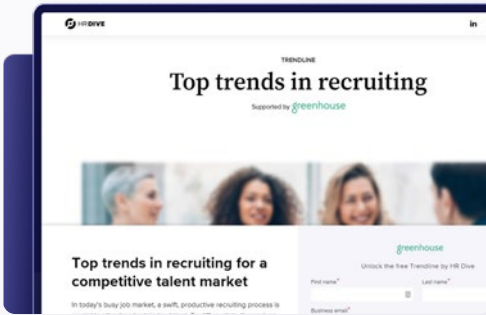
Prestitials



Syndication



Co-Registration

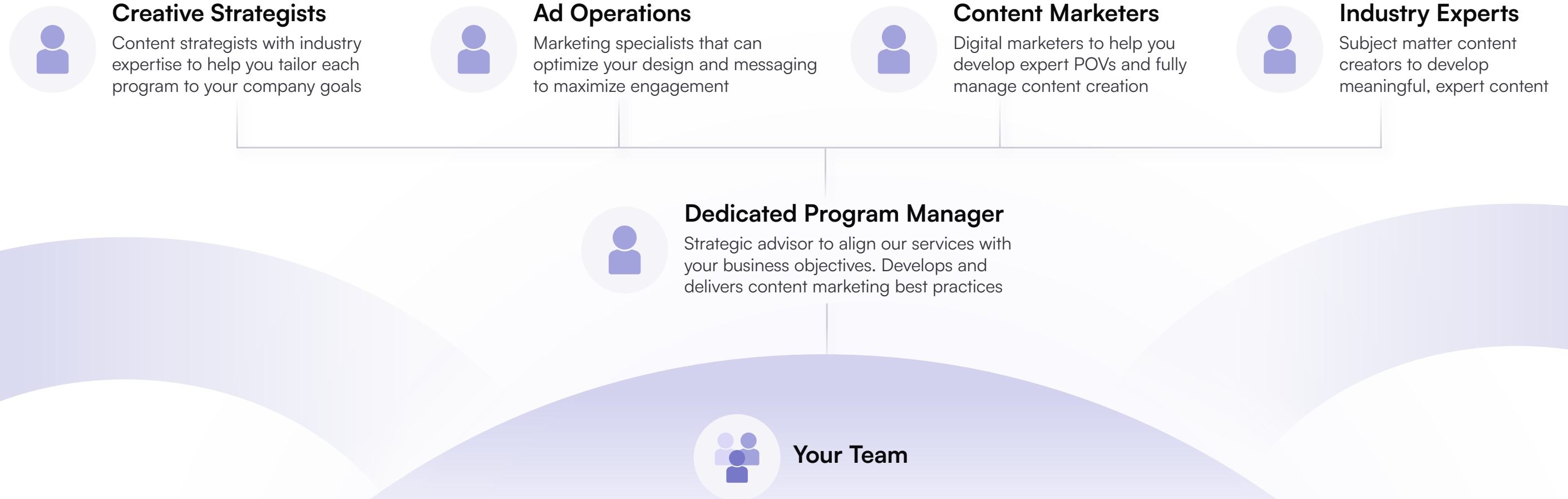


Trendlines





# 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**



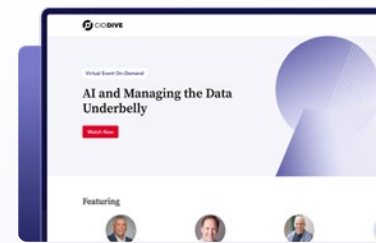
**Distribute  
to targeted  
audiences**



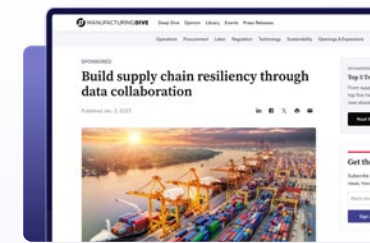
**Measure,  
optimize,  
and repeat**

## 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.

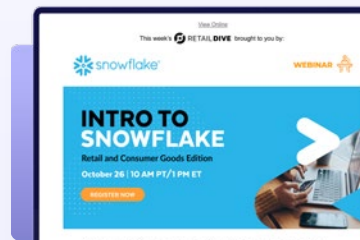


Editorial Events



Promoted Stories

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



Email Blasts



Playbooks

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



Webinars

**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](mailto: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)