

MEDIA KIT 2024

Healthcare PURCHASING NEWS™

CLINICAL INTELLIGENCE FOR THE
HEALTHCARE ECOSYSTEM

AUDIENCE
DIGITAL ADS
PRINT
NEWSLETTERS
MARKETING SOLUTIONS
CONTENT CALENDAR
HPN SOURCE GUIDE
CONTACTS



PUBLISHER'S NOTE



We help marketers drive branding, thought leadership, and lead generation for their team

Healthcare Purchasing News remains the only comprehensive healthcare business news magazine dedicated to reporting the information, solutions, and stories about medical products and systems that affect healthcare supply chain management. We offer the most comprehensive multi-media platform and reach for materials and supply chain management, OR/surgical services, infection prevention, central service/sterile processing as well as clinical members of the product evaluation committees at healthcare facilities. Our award-winning content offers marketers the opportunity to connect with key industry decision makers. As a leading healthcare industry resource, our key pillars include educating and informing healthcare professionals about market trends, new products, legislation & policy, and so much more.

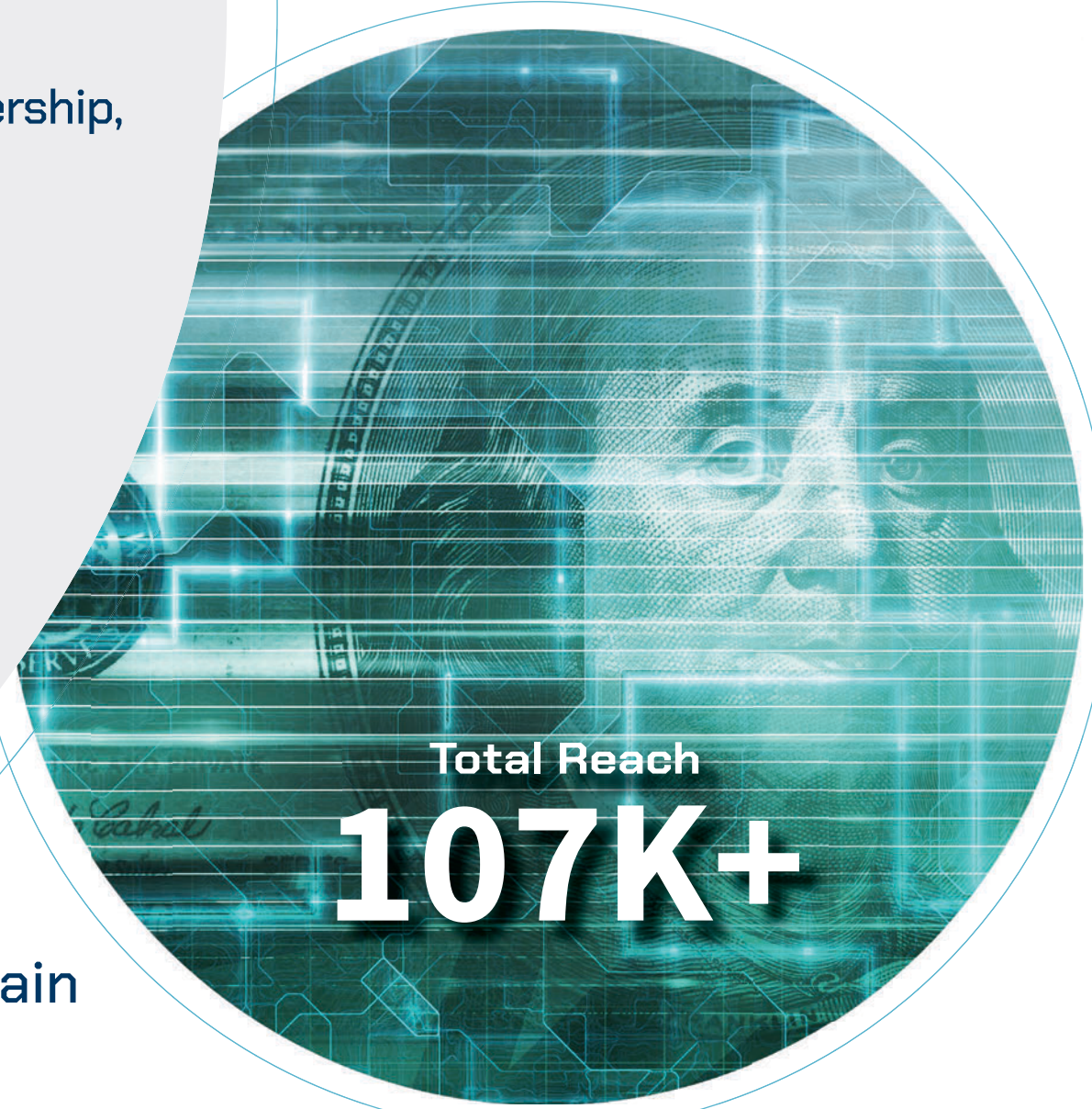
Our media brand, events, and educational programs ensure advertisers receive maximum ROI by connecting with our audience using a multi-pronged strategy.

The unmatched portfolio of EBM marketing solutions & service provides marketers opportunities to engage and educate, generate awareness, create marketing pipelines, and deliver high-quality leads for their organization.

We look forward to partnering with you in 2024!

Chris Driscoll
Healthcare Group Publisher

**We Know
Healthcare Supply Chain**



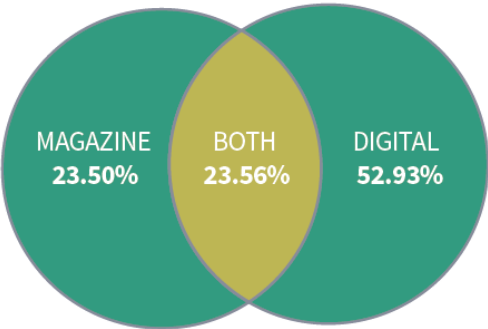
AUDIENCE ENGAGEMENT

[View the **Audience Engagement Report**] 

Healthcare Purchasing News (HPN) remains the only comprehensive healthcare business news magazine dedicated to reporting the information, solutions and stories about medical products and systems that affect healthcare purchasing ecosystem.

93,973

AVERAGE MONTHLY REACH



DAILY UPDATE NEWSLETTER



16,447

Monthly Average



32.23%

Average Total Open Rate

PRODUCT SHOWCASE



17,702

Monthly Average



31.15%

Average Total Open Rate

SOCIAL FOLLOWERS

3,702



WEBSITE ENGAGEMENT



40,083

Average Monthly Page Views



15,814

Average Unique Monthly Visitors



21,753

Average Monthly Unique Sessions

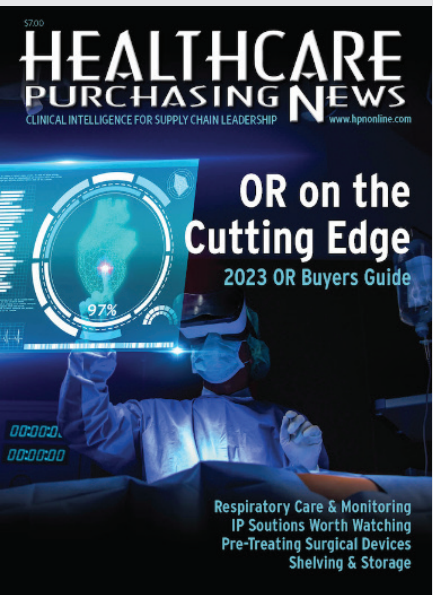


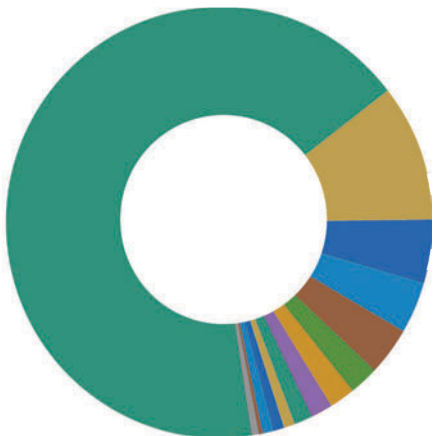
70%

Average Monthly Desktop Visitors

30%

Average Monthly Mobile Visitors





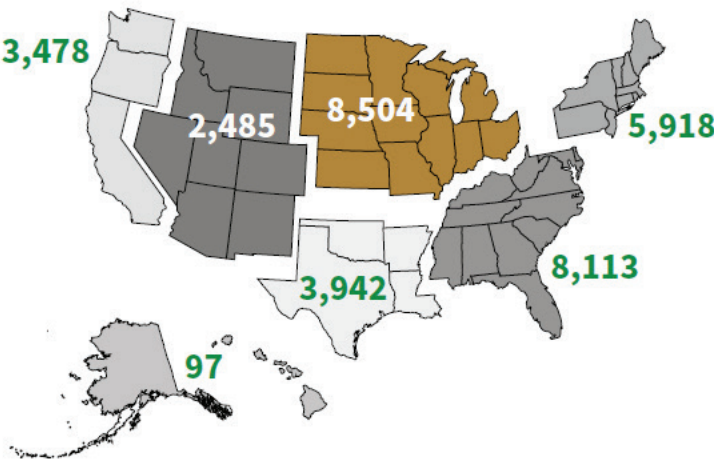
HEALTHCARE FACILITIES

- 67% Stand Alone Hospital (for-profit, nonprofit, gov)
- 11% Integrated Network/IDN (mult hospital/alt sites)
- 4% Hospital Group Purchasing Organization/Alliance
- 8% Surgi-Center/Ambulatory Care Center
- <1% Government Purchasing Agencies
- 2% Long-Term Care
- <1% Home Health Care
- 8% Group Practice/Clinic/Insurance/Accounting/Investment/3rd Party Administrator/Distributor/Manufacturer/Consultant/Other

COMPANIES THAT ENGAGE



MAGAZINE SUBSCRIBERS



DECISION MAKERS

- 29% Chief Supply Chain/Purchasing/Procurement Officer, VP | Director/Manager of Material | Purchasing Supply Chain | Logistics, ERP | MMIS | Materials IT System Manager, Value Analysis | Evaluation Management, Pharmacy Director, Facilities Management
- 8% Supply Chain | Purchasing Mgr or Supervisor, Buyer, Contracts, Biomedical Engineering
- 13% CEO, CFO, COO, Hospital Administrator
- 8% Infection Control and Prevention Management | Safety Officer
- 8% OR Director/Manager/ Supervisor, Surgical Services Director/Manager/Supervisor, OR Material Manager, Other OR Personnel Involved in Purchasing
- 8% Central Service Director/Supervisor/Manager, Other Central Service Personnel (Tech, Coordinator), Environmental Services Manager
- 23% CNO | Nursing Management, ICU | CCU | Critical Care Management; Other Clinical Management, Clinical Educator | Compliance | Support Management
- 3% Consultant, Other

RESOURCES MOST HELPFUL WHEN DISCOVERING NEW PRODUCTS*

- 92% Buyers Guides
- 96% Newsletters
- 91% Websites
- 97% Webinars
- 89% In-person events
- 92% Virtual events

* HPN 2022 Annual Audience Survey

The 3 most important elements in an ad when shopping for new products are:*

1. Focusing on the product's benefits
2. Web links
3. Videos

READER PROFILE SURVEY

HPN READER PROFILE SURVEY, AUGUST 2023



90,920

Average magazine readers with pass-along, averaging 2.65 readers per issue

89%

have taken action in the last 12 months after reading HPN

99% would recommend HPN to a peer

EXCLUSIVE READERSHIP

51%	do not read Infection Control Today
56%	do not read Becker's Hospital Review Becker's ASC Review
71%	do not read Modern Healthcare
72%	do not read AORN Journal
79%	do not read Process
76%	do not read Outpatient Surgery
78%	do not read Health Facilities Management
83%	do not read OR Manager
86%	do not read Journal of Healthcare Contracting

AD IMPACT

57%

have used HPN ads/articles for ideas

51%

are more likely to click on a digital ad after seeing the advertiser's message in HPN magazine

ENGAGED AUDIENCE

79%

have received HPN for 3 years or more.
38% of those respondents have received HPN for 10 years or more...
a highly loyal and experienced audience!

76%

read at least 3 out of 4 issues of HPN

65

minutes is the average time spent with each issue of HPN

DIGITAL INFLUENCE

97%

find the Daily Update, HPN's newsletter, somewhat or very useful

97%

find the HPN's website, somewhat or very useful

97%

find HPN a reliable and valuable source of practical ideas and solutions

EDITORIAL EXPERTISE



Editor-in-Chief
JANETTE WIDER

jwider@hpnonline.com

Janette has years of experience writing for both Healthcare Innovation & Medical Laboratory Observer. She now oversees the HPN as Editor-in-Chief.



Associate Editor
MATT MACKENZIE

mmackenzie@hpnonline.com

Matt is a 2020 graduate of Providence College and holds a degree in English. He is now writing for HPN's audience as Associate Editor.



Senior Contributing Editor
KARA NADEAU

knadeau@hpnonline.com

Kara has been a healthcare and technology writer and editor for over two decades. She primarily covers sterile processing as Senior Contributing Editor for Healthcare Purchasing News and also Medical Laboratory Observer (MLO).

2024 EDITORIAL ADVISORY BOARD

JIMMY CHUNG, MD, MBA, FACS, FABQURP, CMRP, Chief Medical Officer Advantus Health Partners and Bon Secours Mercy Health, Cincinnati, OH

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ASSOCIATION PARTNERSHIPS

AHRMM – Association for Healthcare Resource & Materials Management

AACN – American Association of Critical-Care Nurses

AHVAP – Association of Healthcare Value Analysis Professionals

ACURITY – formerly known as GNYHA Services

AORN – Association of periOperative Registered Nurses

APIC – Association for Professionals in Infection Control and Epidemiology

AHE – Association for the Healthcare Environment

CBSPD – The Certification Board for Sterile Processing and Distribution

BELLWETHER LEAGUE FOUNDATION

FDA UDI Team Conferences

HFMA – Healthcare Financial Management Association

HIDA – Health Industry Distributor Association

HIMSS – Healthcare Information and Management Systems Society

HSCA – Healthcare Supply Chain Association

HSPA – Healthcare Sterile Processing Association

HSRC – Health Sector Supply Chain Research Consortium, W. P. Carey School of Business, Arizona State University

IDN SUMMIT

MEDICA

MDR & IVDR Conference – Medical Device Regulations & Invitro Diagnostic Regulations

OR Manager

SHEA – Society for Healthcare Epidemiology of America

SMI – Strategic Marketplace Initiative

WORLD CONGRESS – Leadership Summit on Healthcare

KEY FOCUS AREAS

For 46 years, Healthcare Purchasing News has brought our audience the insight they need to make intelligent decisions in an ever-changing environment. Helping navigate the challenges of product and service sourcing, evaluation, contracting, logistics and use that impact patient, worker and visitor safety, efficacy and efficiency represents the core of our mission.



ENVIRONMENTAL & FACILITY SERVICES

- Biomedical Engineering
- Construction
- Equipment Maintenance & Repair
- Groundskeeping
- Housekeeping
- Transportation
- Utilities Management

HEALTHCARE INFORMATION TECHNOLOGY

- Bar Coding
- Chargemaster/Charge Data Master (CDM)
- Data Analysis and Analytics
- Data Cleansing
- Data Standards
- Enterprise Resource Planning (ERP)
- Inventory Management Software
- Item Master
- Master Data Management (MDM)
- Materials Management Information Systems (MMIS)
- Radiofrequency Identification (RFID)
- Real-Time Location Systems (RTLS)
- Regulations & Legislation
- Track & Trace Workflow
- Warehouse Management Systems (WMS)

INFECTION PREVENTION

- Antibiotic Stewardship
- Antimicrobial Products
- Crisis Planning/Disaster Preparation/Outbreak Response
- Disposables/Single-Use Devices
(Kits, Drapes, PPE, Instruments, Textiles, etc.)
- Healthcare-Acquired Infection (HAI) Prevention
- Hygiene Practices, Products & Solutions
- Product Evaluation
- Regulations & Legislation
- Screening & Surveillance

PATIENT SATISFACTION

- Handheld Computers/Wearables/Sensors
- Patient Engagement/Educational Programs
- Patient Safety Strategies & Tactics
- Population Health/Care Continuum
- Telehealth/Remote Care
- Wayfinding (Digital Signage and Kiosks)

SUPPLY CHAIN: SOURCING & LOGISTICS

- Contracting
- Crisis Planning/Disaster Preparations
- Demand Planning
- Group Purchasing
- Inventory Management
- Regulations & Legislation
- Materials Handling
- Product Distribution
- Purchased Services
- Recycling & Sustainability
- Robotic Process Automation (RPA)
- Supply Chain Strategies & Tactics
- Value Analysis
- Storage & Warehousing

STERILE PROCESSING




- Device/Equipment Cleaning, Disinfection & Sterilization
- Device/Equipment Maintenance & Repair
- Quality/Sterility Assurance
- Regulations & Legislation
- Reprocessing Workflow
- Device/Instrument Storage & Transport

SURGICAL | CRITICAL CARE

- Clinical Integration
- Outpatient Process Management
- Patient Handling, Positioning & Transport
- Physician Practice/Preference Facilitation
- Regulations & Legislation
- Surgical & Critical Care Products & Services
- Surgical Device/Instrument Maintenance & Repair
- Surgical Device/Instrument Tracking & Tracing
- Surgical Equipment Maintenance & Repair
- Surgical Information Technology
- Surgical Procedure Scheduling
- Surgical Robotics
- Workflow Management

2024 EDITORIAL CALENDAR

[Months, themes, and topics are subject to change at the editors' discretion]

ISSUE	SPACE DATES	CONTRACTING, DISTRIBUTION & LOGISTICS	STERILE PROCESSING	SURGICAL & CRITICAL CARE SERVICES	INFECTION PREVENTION	SPECIAL FEATURES & PRODUCT REPORTS	2024 TRADE SHOWS	FREE AD STUDY WITH FULL PAGE
JAN	Close 11/30/23 Mat'l 12/4/23	Materials Handling	Reprocessing Workflow Improvement	Patient Positioning & Pressure Management	Advancements in Catheters & Infusion Pumps	Artificial Intelligence		
FEB	Close 12/28/23 Mat'l 1/9	Shelving & Storage	Improving IFUs	Surgical Suite Turnover	Preventing Medical & Surgical Errors	Patient Monitoring	HPN's OR Leadership Summit Feb 4-6 Tucson	 SIGNET RESEARCH INC.
MAR	Close 1/25 Mat'l 1/31	Storeroom/Warehouse Technology Innovations	Case Carts, Kits & Trays	Cybersecurity in Surgical/Medical Devices	Evaluating PPE	Carts & Workstations	AORN Mar 10-12 Nashville	
APR	Close 2/29 Mat'l 3/6	Diversity, Equity, & Inclusion in Supply Chain	SPD Department of the Year	Pharmaceutical & Nutritional Delivery/ Injection Devices	Air & Surface Cleaning/ Disinfection	Innovations from Nurses	HSPA Apr 20-23 Las Vegas	
MAY	Close 3/28 Mat'l 4/3	Laboratory Supply Strategies	Surgical Device Pre-Treatment	Critical Care Operations Worth Watching	Reusable vs. Single-Use Strategies	Recycling and Sustainability	AACN NTI May 19-22 Denver	
JUN	Close 5/1 Mat'l 5/7	Orthopedic Service Line Strategies	Manual vs. Automated Device/Instrument Cleaning	Wound Management Solutions	Technology Advances in Infection Prevention	Managing Air Quality & Smoke Evacuation	APIC Jun 3-5 San Antonio	
JUL	Close 5/29 Mat'l 6/4	Automating Inventory Management	Offsite vs. Onsite Reprocessing	Sharps Safety	Environmental Services Update	Freight & Shipping		 SIGNET RESEARCH INC.
AUG	Close 6/25 Mat'l 7/1	Supplying ASCs	Enzymatic Cleaners/ Indicators	Eliminating Surgical Site Infections	Infection Prevention-Value Analysis Partnerships	HPN's 40 under 40	HPN's IP Leadership Summit Aug 19-21 Aurora, CO	
SEP	Close 8/1 Mat'l 8/7	Supply Chain Department of the Year	HLD vs. Sterilization	Room Decontamination	Preventing HAIs	Ransomware	AHRMM Sep 22-25 Columbus	
OCT	Close 8/28 Mat'l 9/4	Value Analysis Operations Worth Watching	Instrument Storage & Containers	Orthopedic Update	Bed & Mattress Maintenance	UV Technologies		
NOV	Close 9/23 Mat'l 9/25	HPN STRATEGIC SOURCING GUIDE Distributed with the November HPN edition and available all year online. Full-page advertisers in Nov issue receive 40% off an ad in the Source Guide plus additional product category selections and logo on all listings in print and online!						
NOV DEC	Close 10/3 Mat'l 10/9	Mobile Imaging Technologies	Endoscope Care	Managing Power Towers	Respiratory	Revenue Cycle Links	HPN Virtual Spotlight: Sterile Processing Nov 6 HPN Virtual Spotlight: IP/EVS Dec 11	 SIGNET RESEARCH INC.

ANNUAL SOURCE GUIDE

List your company, products, and services in HPN's annual reference and buyers guide, published in November in print and online for a full year.



Your listing in the Source Guide reaches thousands of HPN web visitors...plus all HPN magazine subscribers... plus conference attendees throughout the year.

COMPANY LISTING INCLUDES

- ▶ Source Guide Advertisers (half-page or larger) receive six category listings with color logo.
 - Additional listings: \$95 per category listing.
- ▶ Non-advertisers: \$125 per category listing.
 - Add descriptive copy: Up to 35 words: \$280, 36-70 words: \$395
 - Add color photo to category: \$475 each
 - Additional logo to listings: \$300 each
 - Add listing highlights: \$95 each

NEW PARTICIPANTS Sign up for a new username and password here: <https://sg.hponline.com/Admin/userlogin.aspx>.

PREVIOUS PARTICIPANTS If you don't have your username/password, your Sales Manager will email them to you so you can make changes online to your previous listing. Visit <https://sg.hponline.com/> to view your current listings.

The searchable database remains online all year at hponline.com and sg.hponline.com, plus distributed to:

32,767+

HPN print subscribers
in November

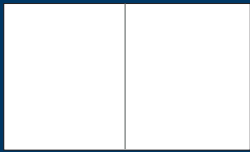

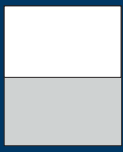
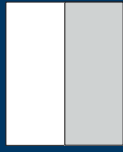
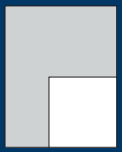
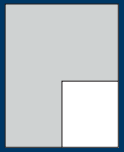
30,000+

HPN digital subscribers
via email

[View the **SOURCE GUIDE**] 

PRINT RATES & SPECS

View our **MAGAZINE ARCHIVE** 

	FULL PAGE SPREAD	FULL PAGE	1/2 PAGE			1/4 PAGE
RATE	\$11,500	\$6,600	\$4,950			\$3,300
FOUR COLOR			HORIZONTAL	VERTICAL	ISLAND	
AD SIZE						
BLEED	15.25" x 10.75"	7.75" x 10.75"	7.75" x 5.5"	4" x 10.75"	5.125" x 8.125"	===
TRIM	15" x 10.50"	7.50" x 10.50"	7.50" x 5.25"	3.75" x 10.50"	4.875" x 7.875"	===
LIVE	14.50" x 10"	7" x 10"	7"x 4.875"	3.375" x 10"	4.50" x 7.50"	===
NON-BLEED	-----	-----	7"x 4.625"	3.375" x 9.75"	4.5" x 7.25"	3.375" x 4.625"

MECHANICAL PREPARATION

Final trim: 7.50" w x 10.50" h.
300 DPI or higher for all images and artwork. No JPEG, PNG, or BMP images.
Use CMYK color profile, Web coated SWOP – no RGB.
Use 100% Rich Black. Do not use Registration Black.
Embed fonts in the final PDF file.
Create final file in PDF format: PDF/x-1a. Crop marks for bleed area are acceptable if offset by .125". Remove color bars and registration marks.

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR

CREATIVE SPECIFICATIONS

Native files are not accepted. EBM is not responsible for PDF files prepared incorrectly. Publisher does not assume responsibility for color accuracy.

ADDITIONAL CHARGES: Creative services and ad alterations are available at \$85 per hour.

MATERIALS SUBMISSION: Email PDF, or request FTP access:

krunion@endeavorb2b.com

BONUS: Print advertisers receive free link to their website in our monthly “It’s on the way” eNewsletter announcing the new monthly issue.

 RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE

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 homepage and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

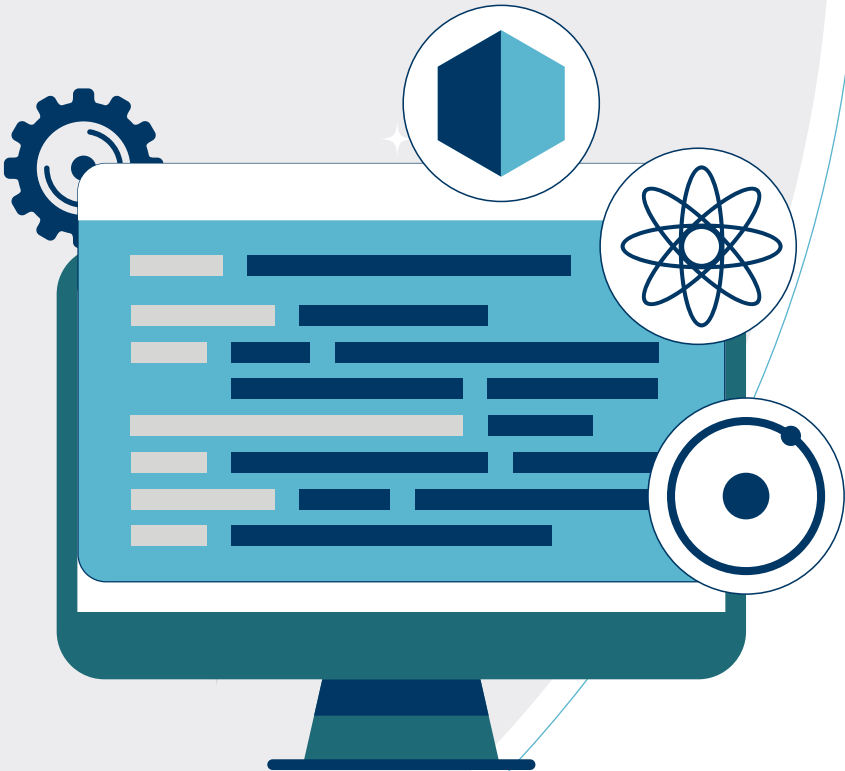
AD TYPE

Leaderboard
Sticky Leaderboard
Billboard
Billboard Video
Billboard Flex
Rectangle
Expanding Rectangle
Half Page
Expanding Half Page
Reskin
Welcome Ad
In-banner Video
In-article Video
In-Article Flex
In-Article Premium
Native Ad

Digital programs are customized to your spend levels. Discounts are available for multiple insertions.

All web banners are run-of-site, including these channels:

- Sourcing & Logistics
- Sterile Processing
- Surgical & Critical Care
- Patient Satisfaction
- Infection Prevention
- EVS & Facility Services
- Healthcare IT
- Regulatory



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.

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.

Submission Information

Materials due: Seven business days prior to publication.

Send creative to: webtraffic@endeavorb2b.com

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

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

Materials due: Seven business days prior to publication. | **Send creative to:** webtraffic@endeavorb2b.com

Click to view
NEWSLETTERS AD SPECS

Click to view
SAMPLE NEWSLETTER

DAILY UPDATE

Timely news and information to the healthcare supply-chain community. Includes monthly reports of impressions and clicks. **Daily (Monday-Saturday)**

Please note: We do not deploy on New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

STATS

Subscribers..... 17K+
Avg Total Open Rate* 24.67%

RATES (Billed monthly)

Leaderboard			
First Position	\$1,600/wk	\$5,800/mo*	
2nd/3rd Position	\$1,400/wk	\$4,900/mo*	
Native			
First Position	\$2,100/wk	\$7,200/mo*	
2nd/3rd Position	\$1,800/wk	\$5,900/mo*	

**Monthly rates are for 4 consecutive weeks.*



EPRODUCT INSIDER

A product-only newsletter providing the healthcare industry with the latest solutions. **(Monthly)**

STATS

Subscribers..... 23K+
Avg Total Open Rate* 18.84%

RATES

\$1,250 net
Top Position: Add 15%

Includes image, headline, 35 words, URL

IN-PERSON SUMMITS



[LEARN MORE] 



[LEARN MORE] 

Exclusive 2-day events where you meet face-to-face with pre-screened, high-level healthcare executives serving hospitals with 100 beds or more.

The sixth annual HPN summits are a unique opportunity providing you with a pre-screened audience of high-level healthcare executives whom you select and who want to hear from you.

48 hours of face-to-face meetings, presentations, roundtable meals, and fun activities deliver an agenda of dynamic engagement within the perfect environment to establish solid relationships. Engage with 40-50 highly qualified, senior-level decision makers from hospital systems of 100 beds or more. You'll know exactly who they are before they arrive, along with their product requirements for the next 6 to 18 months.

A personalized agenda provides time for one-to-one interactions during a productive 3 days without the crowds, distractions, booths or hidden fees. Your resort room, airport transfers, all meals, audio/visual equipment, small group meetings, one-to-one meetings, special events, and yes, even your bar tab is included at one all-inclusive price.

Supplier participation is limited for minimal competition. Reserve your position today to ensure your selection of which facilities we invite to the event.

VIRTUAL SPOTLIGHT SERIES

Healthcare
PURCHASING NEWS™

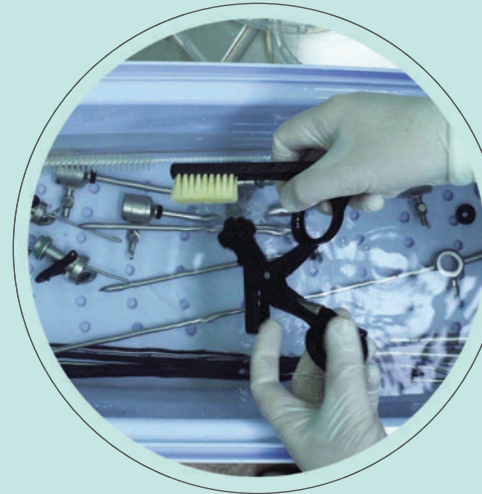
DRIVE THOUGHT LEADERSHIP AND GENERATE QUALIFIED LEADS

Join us for these virtual events presenting an exclusive HPN report on one topic followed by specific product solutions.

Our editor will introduce your company's thought leader for a 15-minute presentation on a related topic of your choice. Presentations will be pre-recorded and may include a Q&A video session with our editor, a PowerPoint deck, a webcast, or an existing company video.

SPONSORS RECEIVE

- ▶ All contact leads from the live and on-demand registrants from our digital audience
- ▶ 90 days posting of the Forum on hpnonline.com
- ▶ Full promotion by HPN before and after the Forum to generate high quality traffic and leads
- ▶ Lead report the day after the Forum and reports up to 90 days post-event
- ▶ Royalty-free use of the presentation



JUNE 5
“Sterile Processing”



NOVEMBER 6
“Supply Chain”

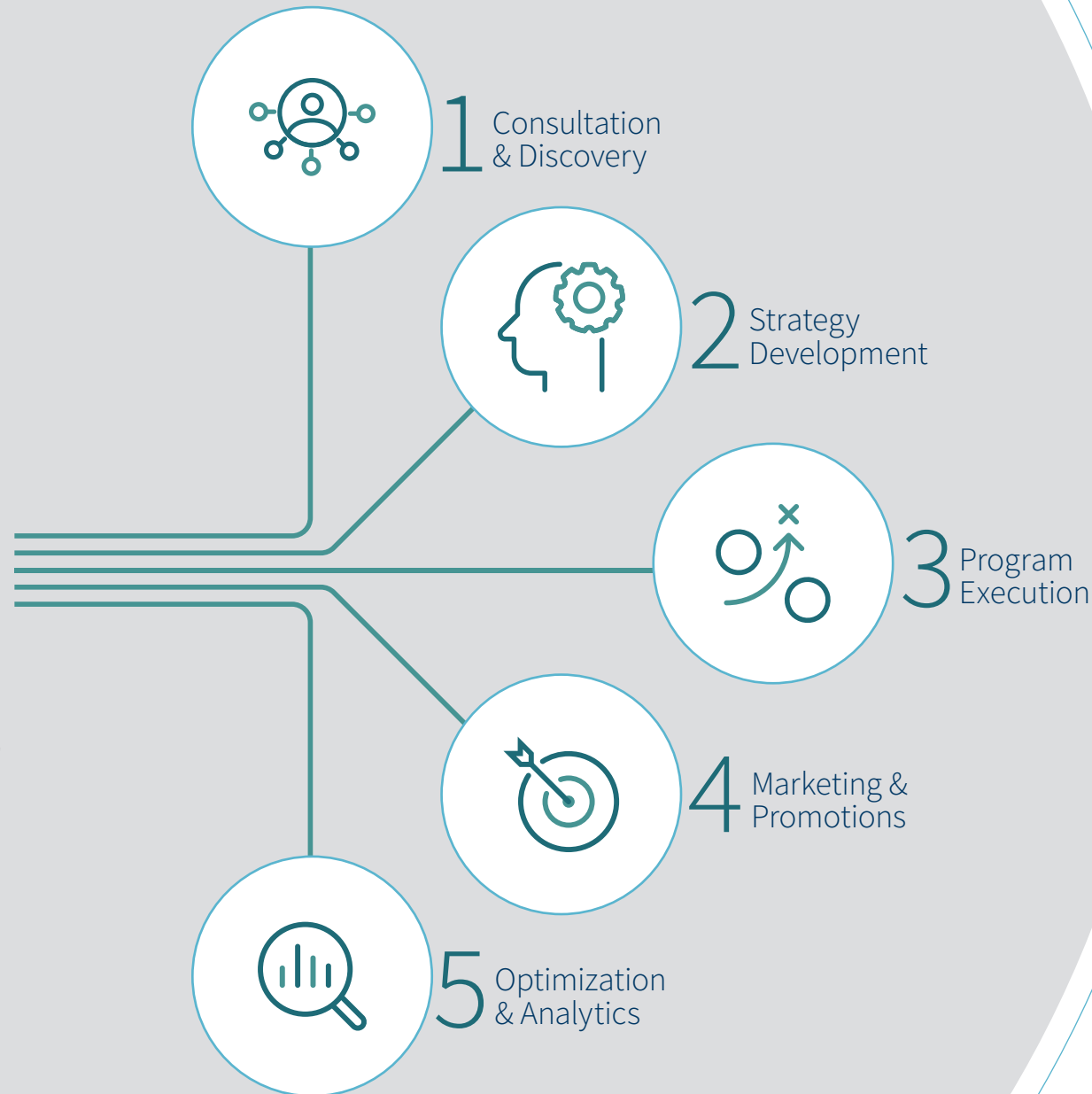


DECEMBER 11
“Infection Prevention | Environmental Services”

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.

[LEARN MORE] 



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.



DELIVERING ALL
THE KEY INGREDIENTS

-  60+ Years of Research Experience
-  150 In-House Subject Matter Experts
-  Engaged B2B Audience Database

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.

[LEARN MORE] 

Research & Intelligence

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 Industry


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.

[[LEARN MORE](#)] 

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.



WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly

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.

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.

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

INCREASED ENGAGEMENT

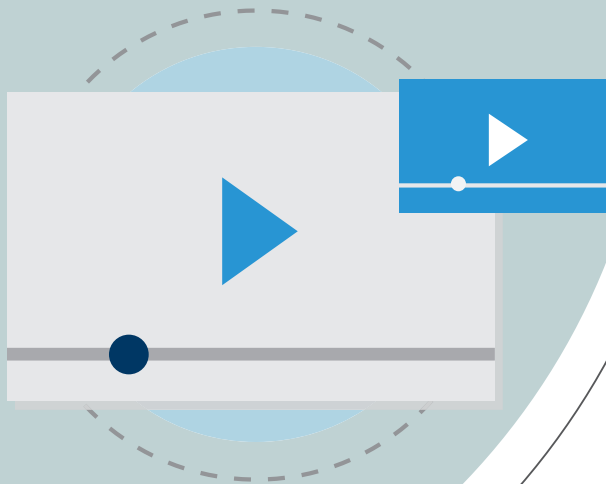
Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

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.



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.

[[LEARN MORE](#)] 

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.

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.

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 manager to learn more about our podcast marketing solutions.

LEAD GENERATION

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.

[\[MORE LEAD GEN CREATION\]](#) 

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.

[LEARN MORE] 

DATA-DRIVEN MARKETING



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.

[LEARN MORE] 

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.

CONTACTS

Brand Resources



Website



Marketing Website



LinkedIn



Facebook



Twitter

CONTACT OUR TEAM TO
DISCUSS YOUR GOALS
FOR 2024



HEALTHCARE GROUP PUBLISHER
STRATEGIC SALES ACCOUNTS

CHRIS DRISCOLL
cdriscoll@endeavorb2b.com
978-880-8345



HEALTHCARE GROUP SALES DIRECTOR
CENTRAL ACCOUNTS

BRIAN ROSEBROOK
brosebrook@endeavorb2b.com
918-728-5321



SALES MANAGER
EAST/WEST ACCOUNTS

KRISTEN HOFFMAN
khoffman@endeavorb2b.com
603-440-9459

WE KNOW THE MARKETS

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

