

MEDIA KIT 2024

**MEDICAL
LABORATORY
OBSERVER**



55
1969-2024

THE PEER-AUTHORED MANAGEMENT
SOURCE FOR LAB PROFESSIONALS
SINCE 1969

AUDIENCE
DIGITAL ADS
PRINT
NEWSLETTERS
MARKETING SOLUTIONS
CONTENT CALENDAR
CLR BUYERS GUIDE
CONTACTS





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

Medical Laboratory Observer (MLO) connects clinical laboratory professionals with peer-authored articles, continuing education (CE) courses, lab management tips, new testing techniques in molecular diagnostics, infection prevention, oncology and pathology practices, regulatory updates, industry trends, and new product reviews. We offer the most comprehensive multi-media platform and reach for lab professionals working in hospitals, group practices, physicians' offices, public health and independent labs, as well as blood banks, medical schools, freestanding emergency care centers, group purchasing organizations, and HMO/PPOs. Our award-winning content offers marketers the opportunity to connect with key industry decision makers. As a leading 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 – generating awareness, creating marketing pipelines, and delivering high quality leads for their organizations.

We look forward to partnering with you in 2024!

Chris Driscoll
Healthcare Group Publisher

**We Know
the Lab Industry**



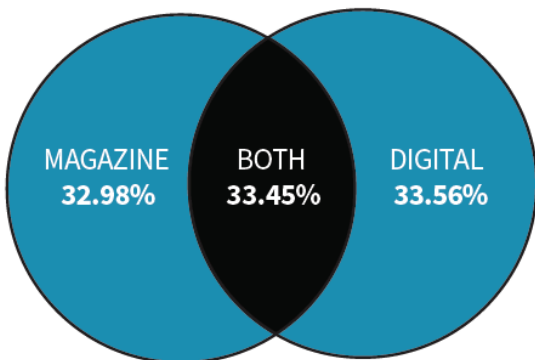
Total Reached
160K+

AUDIENCE ENGAGEMENT

[View our **Audience Engagement Report**] 

MLO-Medical Laboratory Observer is the premier magazine for the clinical lab professional since 1969. MLO publishes peer-authored articles, CE courses, lab management tips, regulatory updates, industry trends, and new product reviews for medical lab directors and managers.

160,866
AVERAGE MONTHLY REACH



LABline eNEWSLETTER



22,864
eNewsletter Reach



41.41%
Average Total Open Rate



ePRODUCT INSIDER

31,475
eNewsletter Reach



37.12%
Average Total Open Rate

SOCIAL FOLLOWERS

27,229



WEBSITE ENGAGEMENT



55,055
Average Unique Monthly Sessions



40,815
Average Unique Monthly Visitors



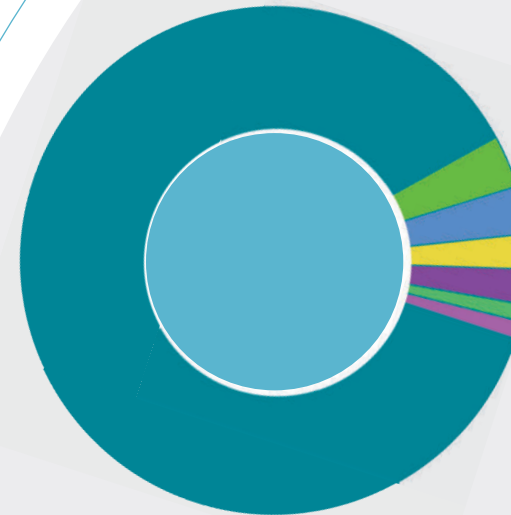
85,221
Average Monthly Page Views



57% Average Monthly Desktop Visitors
43% Average Monthly Mobile Visitors

AUDIENCE ENGAGEMENT

[View our **Audience Engagement Report**] 



DIAGNOSTIC LAB FACILITIES

- 82%** Hospital Lab | Independent Lab | Group Purchasing Organization
- 6% Group Practice Lab | Physician's Office Laboratory
- 3% Government and Public Health Lab | Biomedical Industrial Lab
- 3% Medical School | Med Tech | CLS Ed Programs
- 2% Home Health Care Agency | Long Term Care Facilities
- 3% HMO/PPO | ACO-Accountable Care Organization | Other
- 1% Blood Bank
- 1% Free-Standing Emergency Center | Amb Care Center | Urgent Care | Minute Clinic

DECISION MAKERS

- 40%** Lab Director
Lab Manager | Administrator | Supervisor | Section Manager
Dept. Head | POL Group Practice Manager | Administrator
MA | Nurse
- 20%** Chief | Asst. Chief Medical Technologist | MLT | MLS
- 12%** Pathologist | Physician
- 9%** POCC/POCT Coordinator | Compliance | QA Coordinator | Manager
Educator | Dept. Chair | Faculty | Phlebotomist | Nurse | Other
- 5%** Clinical Chemist | Microbiologist | Hematologist
- 5%** Director/Manager Radiology-Imaging
- 6%** Hospital Admin. | Owner | Officer | Purchasing
- 1%** LIS | EMR | EHR Manager

PRODUCTS THEY RECOMMEND, SPECIFY, OR BUY

- | | | |
|--|--|--|
| Barcode/Patient ID Systems | Genetic Testing, Reagents, Test Kits, and Instruments | Protective Apparel Gloves |
| Blood Bank Supplies Blood Collection Devices | Hematology Analyzers | Rapid Tests |
| Centrifuges | Hematology, Reagents, Test Kits, and Controls | Reference Lab Testing Services |
| Certification and Education Programs | Imaging Systems | Refrigerators Chillers Temperature Monitors |
| Chemistry Analyzers Instruments | Infectious Disease, Test Kits | Safety Products |
| Chemistry, Reagents and Test Kits | Lab Automation Systems | Slide Makers and Stainers |
| Coagulation Analyzers | Lab Furniture and Lighting | Specimen Collection Needles Tubes Containers Identification Products |
| Coagulation, Reagents and Test Kits | LIS Software | Specimen Transport |
| Cytology Histology, Tests and Instruments | Microbiology, Media, Reagents, Test Kits Instruments | Urinalysis, Reagents, Test Kits, and Instruments |
| Diagnostic Equipment and Instruments | Microscopes/Digital Cameras | Waste Management and Disposal Products |
| Diagnostic Testing Services | Molecular Biology, Reagents, Test Kits Instruments | Water Purification Systems |
| Disinfectants and Sterilants | Point-of-Care Testing | Oncology Testing Products |
| Employment Staffing Services | | Mass Spectrometry |
| Flow Cytometry Instruments and Test Kits | | |

READER PROFILE

MLO READER PROFILE SURVEY, AUGUST 2023



75,436

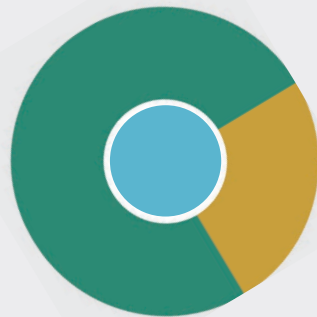
Average magazine readers with pass-along

85%

are involved with the purchasing process



76% ONLY READ MLO



EXCLUSIVE READERSHIP

42%	do not read CAP Today
62%	do not read Clinical Lab News
71%	do not read Clinical Lab Products
74%	do not read Lab Manager
81%	do not read Medical Lab Management

AD IMPACT

71% are influenced by a company's ad in MLO, being more likely to inquire or consider the company during product evaluations

88% expect their budgets to increase or remain the same

59% are more likely to click on a digital ad after seeing the advertiser's print + digital edition ad

ENGAGED AUDIENCE

81% have received MLO for 3 years or more. 53% of those respondents have received MLO for 10 years or more... a highly loyal and experienced audience!

90% utilize the monthly MLO CE articles & CEU tests

69% spend between 30 minutes to 1 hour + reading their MLO issue

66% have shared MLO articles or ads with their lab peers.

DIGITAL INFLUENCE

95% find the MLO website somewhat or very useful

85% find LABline, MLO's daily eNewsletter, somewhat or very useful

90% state MLO's monthly eProduct Insider email is somewhat or very useful

Delivering technical and editorial expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know in today's rapidly changing clinical laboratory environment.



CHRISTINA WICHMANN
Editor-in-Chief

cwichmann@mlo-online.com
618-205-5241

Christina is one of the leading healthcare editors in the country from The Joint Commission and is highly regarded for producing exceptional content. She brings strong interpersonal, analytical, and research skills to her work with a focus on continuous improvement through expertise in Lean Six Sigma.



ERIN BRADY
Managing Editor

ebrady@mlo-online.com
941-208-0197

Erin has been an integral member of the MLO editorial staff since 2021. She is a graduate of Ohio Wesleyan University where she was an English literature major and recipient of the Ûlle Lewes Prize for Non-Fiction Writing.

[View our **Contributor Guidelines**] 

MLO EDITORIAL ADVISORY BOARD

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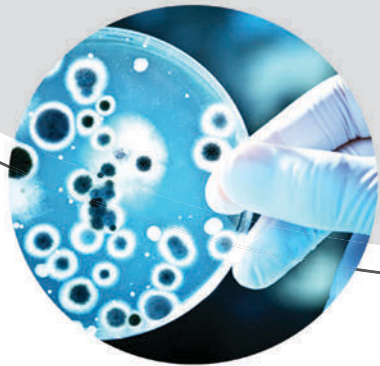
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Freelance Consultant, Ann Arbor, MI

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Consultant at Dan the Lab Safety Man and Safety Officer
Sentara Healthcare, Norfolk, VA

KEY FOCUS AREAS

MLO is the premier media publication for clinical lab professionals, delivering peer-authored articles for 55 years. In addition, MLO provides CE courses, lab management tips, regulatory updates, industry trends, and new product reviews via print and digital editions, daily e-newsletters, the MLO website and CLR-Clinical Laboratory Reference, the annual Clinical Laboratory Reference guide published in August, in print and online.



Diagnostics

- Antimicrobial resistance
- Blood banking
- Cardiac biomarkers
- C. Difficile
- Chemistry
- COVID-19
- Diabetes
- Endocrinology
- Flow cytometry
- Flu | Respiratory
- Group B strep
- HCV
- Hematology
- HIV



Diagnostics (cont)

- HPV
- Immunohistochemistry
- Inflammatory diseases
- Mass spectrometry
- Microbiology
- Oncology
- Phlebotomy
- POCT
- Rapid testing
- Serology
- STIs
- Urinalysis
- Virology
- Zoonotic diseases



Lab Management

- Controls | Reagents
- Cost of errors
- Improving work flow
- Informatics
- Lab management
- Lean Six Sigma
- LIS | EHR
- Preventing cross contamination
- Reimbursements
- Revenue cycle management
- Staffing issues
- Supply forecasting



Education

- Accreditation
- Analyzers
- Automation
- Certification ready
- Continuing education
- Proficiency testing
- QC practices
- Regulatory



Molecular Diagnostics




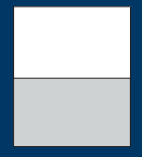
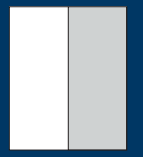
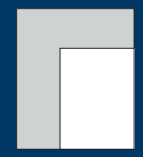
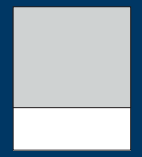
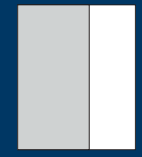
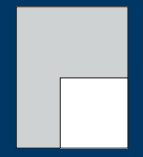
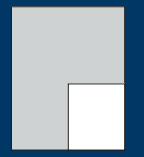
- Cell Therapies
- Genetic disease testing
- Genomic profiling
- NGS
- PCR
- Pharmacogenomics
- Syndromic testing
- Variants
- Womens Health

2024 EDITORIAL CALENDAR

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

	Closing Dates	Continuing Education	Clinical Issues	Lab Management	Infection Diagnostics	Education	Best Practices	Molecular Diagnostics	Product Focus	Full Page Ad Bonus	Show Coverage or Bonus Distribution
JAN	Close 11/30/23 Mat'l 12/5/23	Urinalysis	POCT / Decentralized Testing	Quality Control and Preventing Errors	Urinalysis	In-house Lab Testing	Henry Ford Health Case Study	Preanalytic Processes	Assays	Clinical Spotlight	
FEB	Close 1/4 Mat'l 1/5	Respiratory Testing	HPV and Cancer	LIS / Revenue Cycle Management	HIV	HbA1c Testing	Professional Certification	PCR for Hepatitis C Testing	Antibody Tests	Email List Rental	
MAR	Close 1/26 Mat'l 2/1	AI	Pre-eclampsia	Prognostic Testing	STIs	Diabetes	State of the Industry: Clinical Data	Liquid Biopsies	Vitamin D	Signet Ad Study	HIMSS Mar 20-24, Orlando MLO Virtual Forum: Technology and Trends
APR	Close 2/27 Mat'l 3/4	Digital Pathology	sNfL in MS	Lab of the Year Award	Hematology	QC/QA	Employee Retention	Variant Testing	Lab Safety	Social Media Message	
MAY	Close 3/27 Mat'l 4/2	Diabetes	CLIA Regulatory Changes	Analyzers/ Automation	STI Testing at the POC	Women's Health	State of the Industry: Best Practices in Lab management	Next Generation Sequencing	Analyzers	Clinical Spotlight	KnowledgeLab'24 Apr 30-May 1, San Antonio COLA Forum May 7-9 Destin, FL APHL May 6-9, Milwaukee ASCO May 31 - Jun 4, Chicago ASM Microbe Jun 13-17, Atlanta
June CE article and test available online: Rare Disease Testing											
JUL	Close 5/28 Mat'l 6/3	Antimicrobial Resistance	Alzheimer's/ Dementia Testing	Cybersecurity	Group A & B Strep	Biomarkers ----- Oncology	Developing QC Practices	CDC Hepatitis Guidelines	Rapid Testing & Bench Top Testing	Clinical Spotlight	ASCLS, AGT & SAFMLS Jul 7-11, Pittsburgh ADLM Jul 28-Aug 1, Chicago
CLR	Close 6/12 Mat'l 6/17	Clinical Laboratory Reference 2024-2025 ANNUAL BUYERS GUIDE print, digital edition, online, industry shows CLR FULL-PAGE AD BONUS: Free 5" listing in print + 30% off additional August MLO ad									
AUG	Close 6/24 Mat'l 6/28	POCT	Cell Therapies	Phlebotomy & Safety	Mass Spectrometry	UNIVANTS Award ----- 55 Under 55	State of the Industry: Disease Management	Syndromic Testing	Specimen Collection	Clinical Spotlight	ADLM Jul 28-Aug 1, Chicago
SEP	Close 7/30 Mat'l 8/5	Flu/ Respiratory	Controls & Reagents	Automation ----- Pharmacogenomics	Antimicrobial Stewardship	Salary Survey ----- STI Testing	Needle Stick/Sharps Injury Prevention	Genetic Disease Testing	Diabetes	Signet Ad Study	ASCP Sep 4-6, Chicago AABB Oct 19-22, Houston
October CE article and test available online: Reducing Lab Errors Plus: ADLM Round-up Product Focus available online											
NOV	Close 9/25 Mat'l 10/3	Transplant Testing	Sepsis ----- Patient Blood Management	LIS Product Guide	Flu/Respiratory	Lab Test Utilization/ Diagnostic Stewardship	Lab Challenges: QC/QA	State of the Industry: Molecular Diagnostics	ADLM Round Up	Social Media Message	AMP Nov 21-23, Vancouver MEDICA TBD, Dusseldorf
December CE article and test available online: STI Testing											

PRINT RATES & SPECS

	FULL PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE			1/3 PAGE			1/4 PAGE
RATE	\$13,458	\$7,005	\$5,603	\$4,200			\$3,635			\$3,055
FOUR COLOR				HORIZONTAL	VERTICAL	ISLAND	HORIZONTAL	VERTICAL	SQUARE	
AD SIZE										
BLEED	15.25" x 10.75"	7.75" x 10.75"	5.125 x 10.75"	7.75" x 5.5"	4" x 10.75"	5.125" x 8.125"	===	2.8125"x10.75"	===	===
TRIM	15" x 10.50"	7.50" x 10.50"	4.875" x 10.50"	7.50" x 5.25"	3.375" x 10.50"	4.875" x 7.875"	===	2.5625"x 10.50"	===	===
LIVE	14.50" x 10"	7" x 10"	4.50" x 10"	7"x 4.875"	3.375" x 10"	4.50" x 7.50"	===	2.3125"x10"	===	===
NON-BLEED	-----	-----	4.5" x 9.75"	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"

FREQUENCY DISCOUNTS AVAILABLE. PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE 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

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.

+ RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.

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

MLO Sales

CAROL VOVCSKO East/Midwest, Classifieds
CVovcsko@MLO-online.com 941-321-2873

LORA HARRELL West/South/Illinois
LHarrell@MLO-online.com 941-328-3707

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

AD TYPE

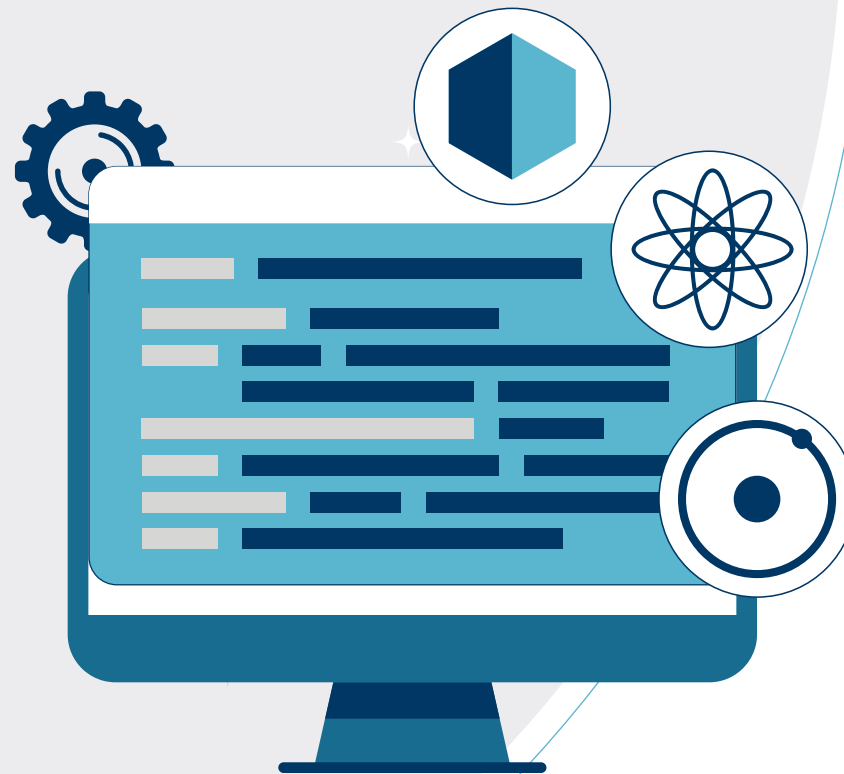
Leaderboard
Sticky Leaderboard
Billboard
Billboard Video
Billboard Flex
Rectangle
Expanding Rectangle
Half Page
Expanding Half Page
Reskin
Welcome Ad
In-banner Video
In-article Video
In-Article Flex
In-Article Premium
Native Ad

Digital programs are customized to your budget and discounts are available for multiple insertions.

Sponsorships of individual channel pages are available.

Channels include

Information Technology
Molecular
Diagnostics
Disease
Management



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**] 

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Established frequency, trusted content, and engaged audiences

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

[Click to view](#)
OUR NEWSLETTERS AD SPECS

[Click to view](#)
SAMPLE NEWSLETTER

LABline

Timely news and information to the clinical laboratory community. Reports of impressions and clicks.

Daily (Monday-Saturday)

Stats

Subscribers.....22,864
Avg Total Open Rate* 41.41%

Sizes Available

- Display 600x100, URL
- Text & Image (300x250 image, 50 character headline, 350 character body copy, CTA 34 characters max, URL)
- Text Only (70 character headline including spaces, 350 character body text including spaces, 34 characters max call-to-action, URL)

EXCLUSIVE HOT CLIPS SPONSORSHIP

A collection of MLO articles focused on one topic.

- 300x250 image, 70 characters headline, 400 characters body text, 35 characters call-to-action, URL

Topics may be customized:

- | | |
|----------------|-----------------|
| Women's Health | Blood Banking |
| HIV/Hepatitis | Pathology/AP |
| Diabetes | QC/QA |
| LIS/Software | Flu/Respiratory |
| HAI/Sepsis | Cancer |
| MDx | |



eProduct Insider

A product-only newsletter providing the lab with the latest solutions.

Monthly

Stats

Subscribers.....31,475
Avg Total Open Rate* 37.12%

Size

Image & Text (300x250 image, headline, 35 words, URL)

Show Discount

For print advertisers in KnowledgeLab 2024, ADLM, AABB and AMP show issues.

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CLR ANNUAL BUYERS GUIDE

List your company, products, and services in MLO's annual reference and buyers guide published in August, in print and online.

Your listing in Clinical Laboratory Reference reaches thousands of MLO and CLR web visitors ... plus MLO magazine subscribers ... plus conference attendees throughout the year.

COMPANY LISTING INCLUDES

- ▶ Web listing of your color logo, 100 words, your contact information, and list of products... cross-referenced and searchable three ways by:
 1. Company
 2. Test
 3. Equipment, Products, Services
- ▶ CLR print edition, mailed to 44k+ MLO subscribers in August
- ▶ The CLR digital edition is emailed to 44k+ subscribers and remains online all year at both mlo-online.com and clr-online.com.

NEW ADVERTISERS Sign up for a new username and password here:
<https://www.clr-online.com/Admin/NewUser.aspx>

PREVIOUS ADVERTISERS 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.

CLR listings are published in print and online, organized by COMPANY in alphabetical order, with cross-references in the CLR Index by CATEGORY. (Choose from 4,900 Index Categories of tests, equipment, products and services.)

LISTING RATES published in print edition, digital edition and cross-referenced on CLR-online.com

- ▶ **Standard listing** (100 word description) and includes color logo, contact information, and up to 50 FREE Index category cross references. \$1,200 Net.
- ▶ **Upgraded listing** (up to 200 word description) and includes color logo, contact information, up to 100 FREE Index category cross references. \$1,700 Net.
- ▶ **Premium listing** (200-300 word description) and includes color logo, contact information, up to 150 FREE cross references and 1-2 product photos. \$2,250 Net.

Click to view
[2023-2024 CLR BUYERS GUIDE](#) 



Full page CLR print advertisers receive **FREE Standard listing + 30% off additional ad in MLO August issue.**

Company Listing Ad Close: May 15
Company Listing Materials Close: June 1

Display Ad Close: 5/17
Display Materials Close: 5/30

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55TH ANNIVERSARY

MLO celebrates 55 years with our business partners and loyal readership

MLO'S 55TH ANNIVERSARY PRINT & DIGITAL EDITION PACKAGE IN SEPT/OCT

Buy one Full Page and get a second Full Page for 55% off
(Display or Advertorial page)

MLO'S 55TH ANNIVERSARY DIGITAL BUNDLE AVAILABLE EACH QUARTER

- 5,500 EMAILS to targeted contacts in one deployment
- 55,000 WEB impressions on the MLO website
- 5 SOCIAL media posts

*\$5,500 net package, discounted from \$7,000 net
Limited to one package per quarter.*



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THE LAB DIRECTORS SUMMIT

MEDICAL
LABORATORY
OBSERVER



FALL 2024 | LOCATION TBD

NOT A TRADE SHOW...

A new way to engage senior-level decision-makers from hospital and hospital system labs that serve 100 beds or more. There are no booths, no hassles and best of all — no hoping that a decision-maker walks down the aisle and stops by. The Lab Directors Summit is a unique experience where you'll share two days of private meetings and social activities with clinical lab directors who you are interested in meeting and who are interested in meeting with you.

Lab Directors come to our summit because they want to make smart buying decisions. They want to hear what's working for their peers, and what's not. They're looking to learn about the latest products and services in the marketplace. And most important, they want to meet the people behind those solutions. You're going to meet with decision-makers who are pre-screened. You'll know what they want and what they need. It's a qualification process you won't find anywhere else in the marketplace.

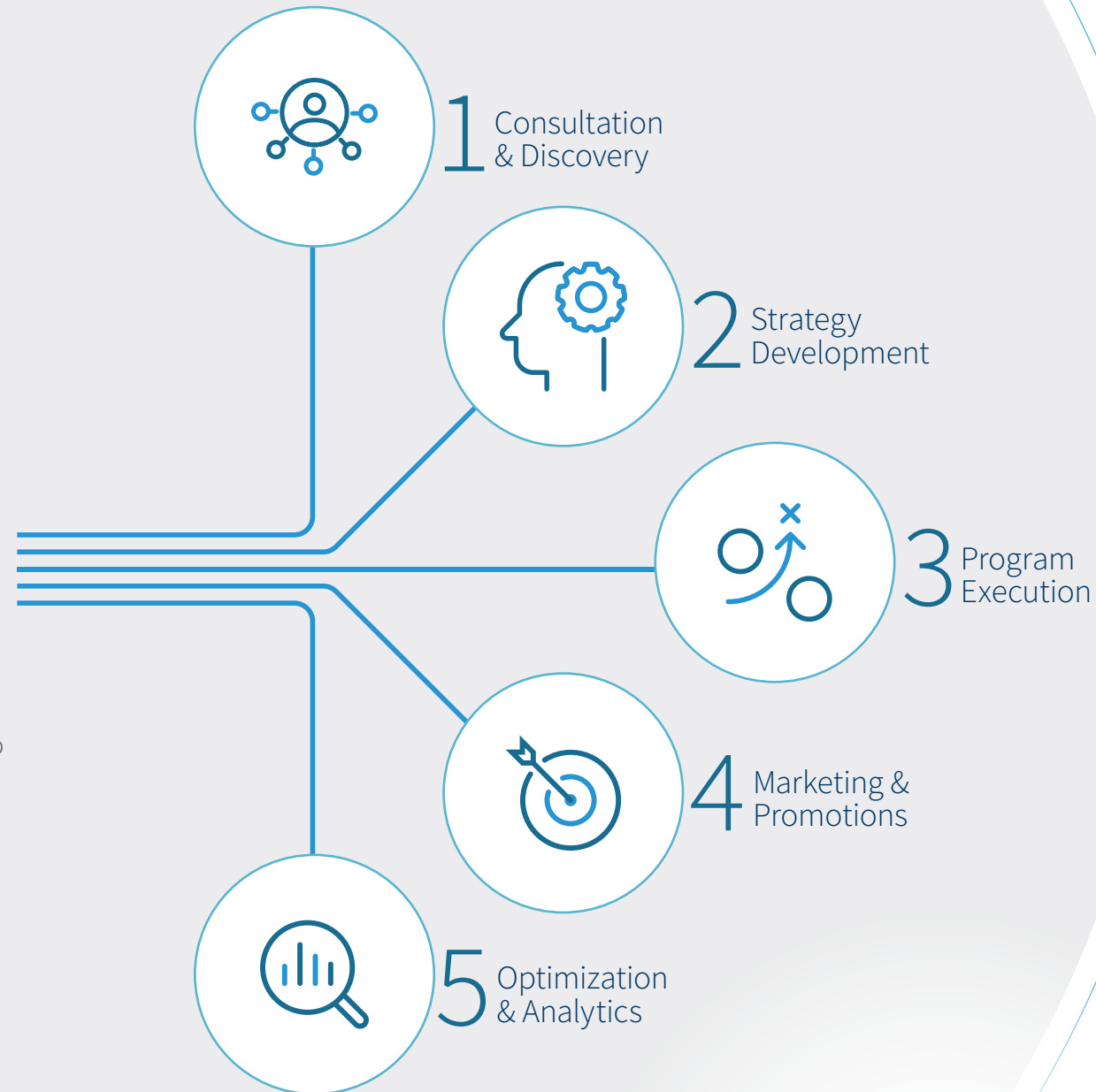
Supplier participation spots are limited with only a few per product category allowed. This ensures that the Summit attendees are seeing the range of solutions and resources within the 48-hour time frame. And your competitors can't outspend you! Each company gets to send two of their best relationship builders, and we take care of the rest with one all-inclusive price, including room, airport transfers, a/v, meals and bar tab.

[[LEARN MORE](#)] 

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

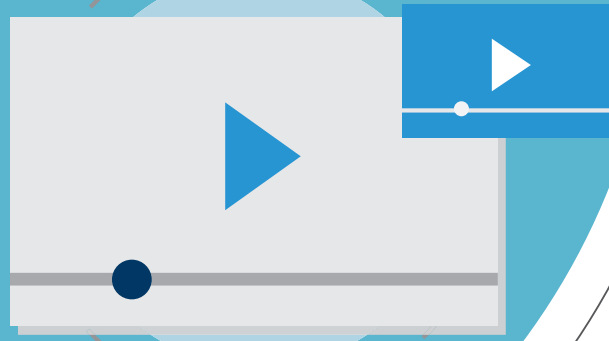
Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

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](#)] 

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.

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 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.

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.

[MORE LEAD GEN CREATION] 



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.



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



CONTACT OUR TEAM TO
DISCUSS YOUR GOALS
FOR 2024



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WE KNOW THE MARKETS

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

