INDUSTRY DIVE

AN INFORMA BUSINESS

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

advertising@industrydive.com →

# We connect marketers with engaged audiences across every industry

Content

Strategy

Virtual Events

**INDUSTRY DIVE**

Research

Digital Media

Content Syndication

## Your brand and message

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

## Executives you want to reach

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

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

### Differentiate Thought Leadership
Create content that resonates with your audience and moves the industry forward.

### Connect Experiences Across the Customer Journey
Deploy an integrated marketing strategy that moves audiences down the funnel.

### Reach and Engage Decision Makers
Drive quality engagement from niche and targeted audiences.

### Build a Sustainable Pipeline
De-risk your marketing spend with sustainable demand and long-term growth.

awareness

consideration

decision

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

## 16.3M
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
- Marketing

→ **Retail**
- C-Store
- Fashion
- Retail

→ **Food**
- Food
- Grocery

**Education**
→
- Higher Ed
- K-12

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

→ **Financial**
- Banking
- CFO
- Payments

→ **Building**
- Construction
- Facilities
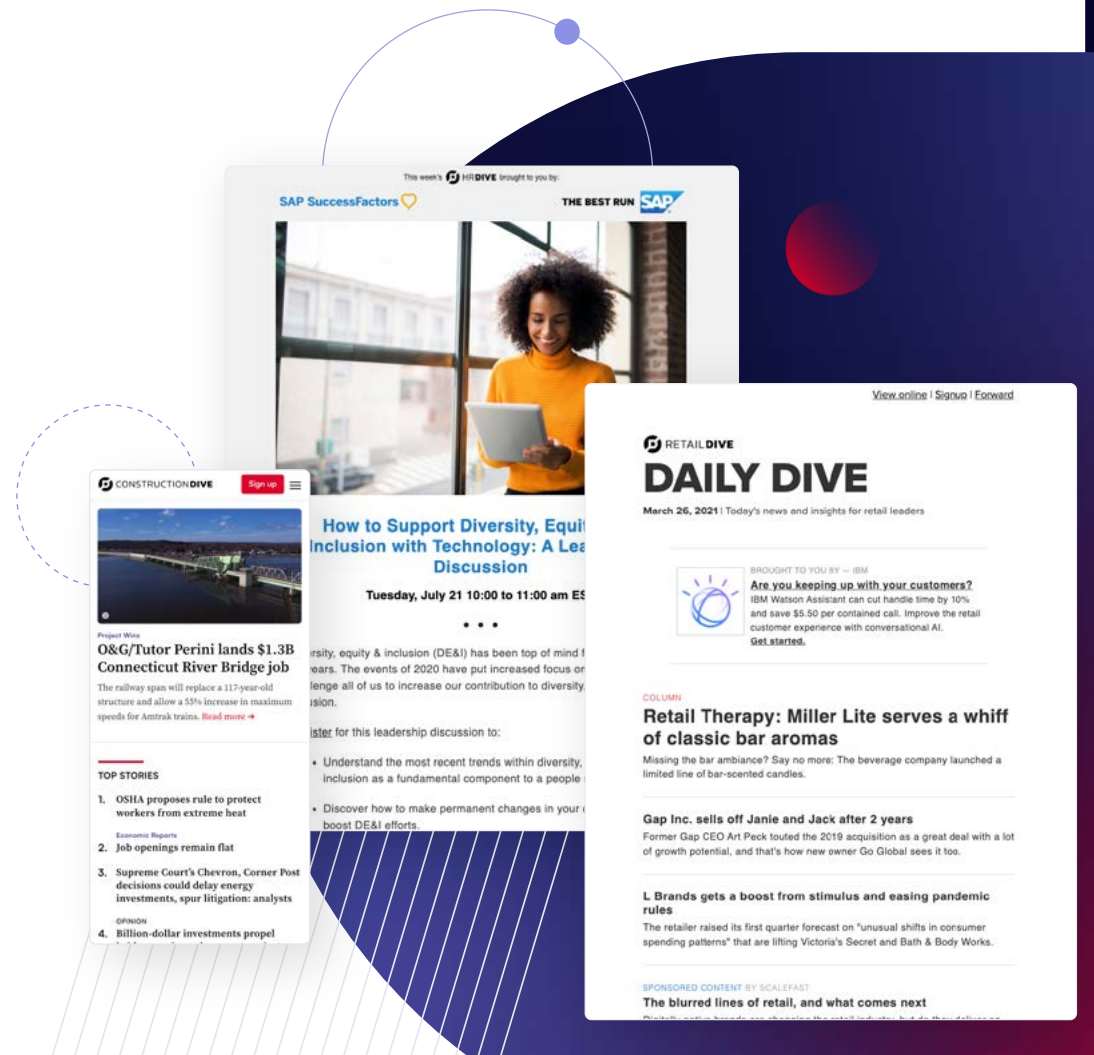- Multifamily

→ **Hospitality**
- Hotel
- Restaurant

→ **Infrastructure**
- ESG
- Smart Cities
- Utility
- Waste
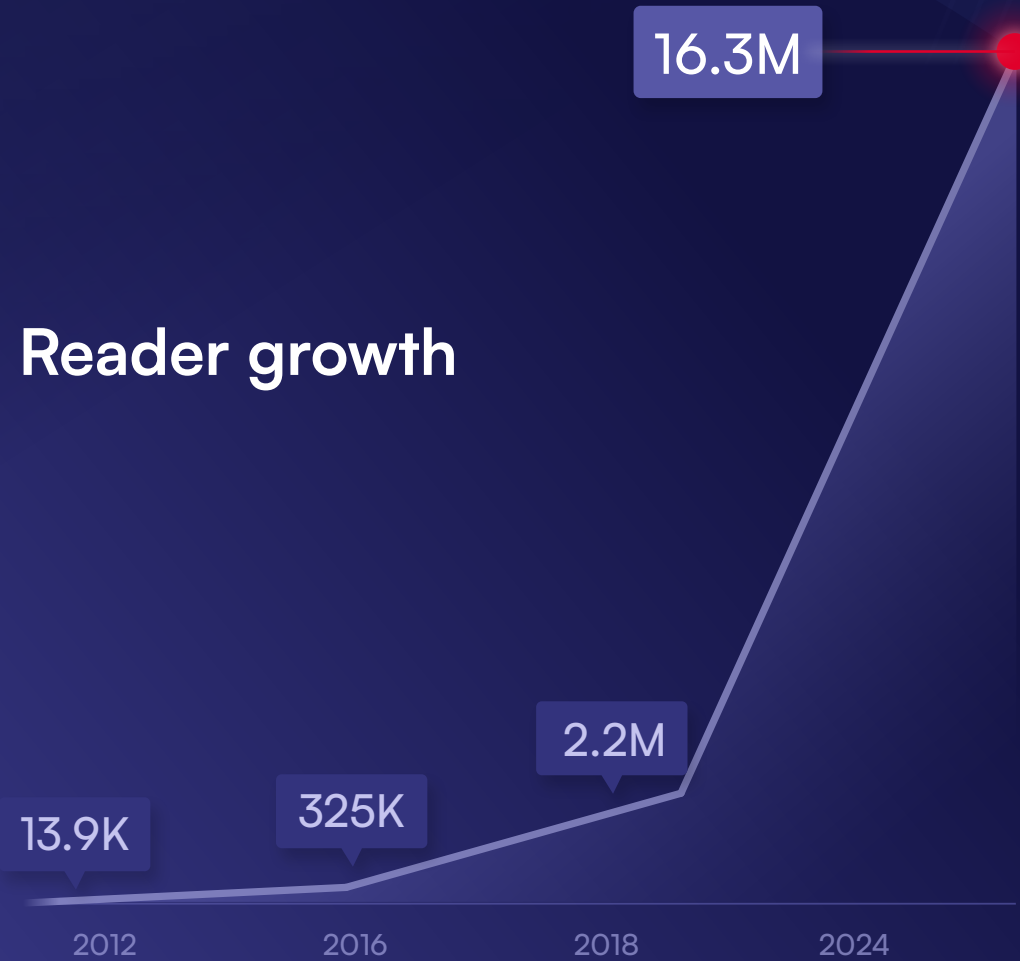
→ **Life Sciences**
- BioPharma
- Healthcare
- Medtech

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

## Reader growth

16.3M

2.2M

325K

13.9K

2012    2016    2018    2024

The Washington Post
**5** Best Place to Work Awards

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

JESSE H. NEAL AWARDS
Est. 1955
**34** Neal Awards

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

GD USA
GRAPHIC DESIGN USA
**11** American Graphic Design Awards

SABEW
SABEW Best in Business Award

FAST COMPANY
World's Most Innovative Companies of 2024

"

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

Vice President and Chief Sustainability Officer at Duke Energy
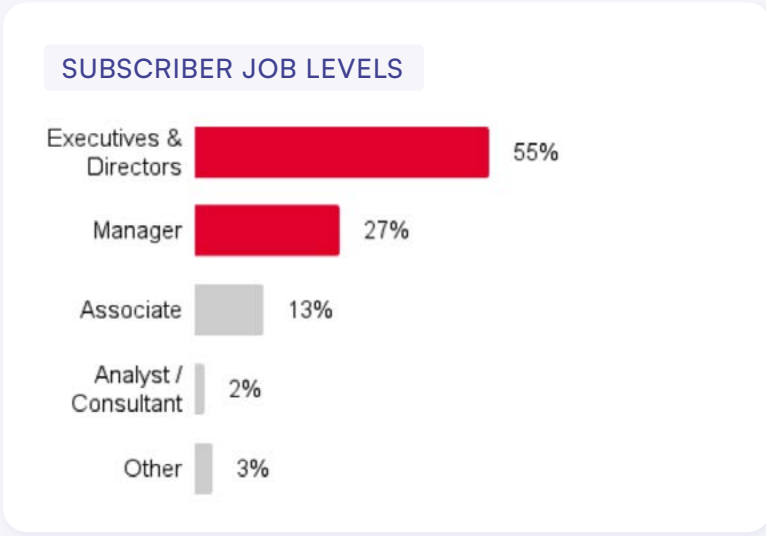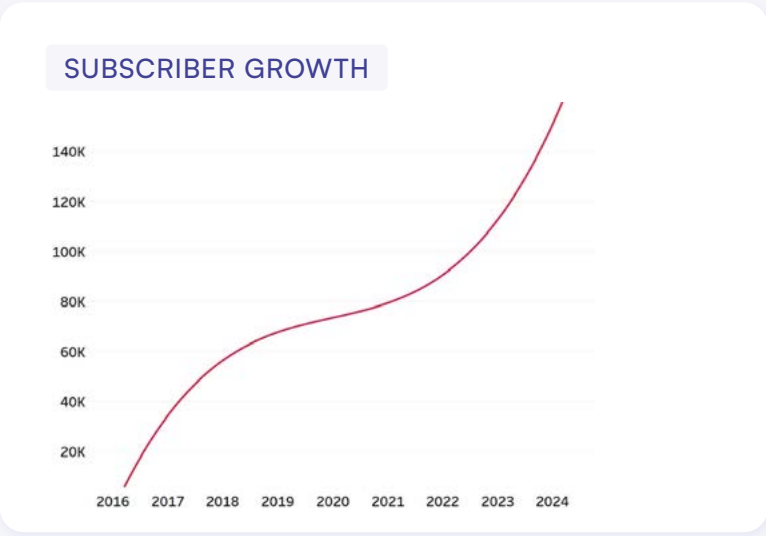
# Audience

# Audience overview

CONSTRUCTION**DIVE**

**202,000**
Total subscribers

**233,500**
Unique monthly viewers

**82%**
are manager level or above

**100%**
of ENR Top 100 companies read us

## SUBSCRIBER GROWTH



## SUBSCRIBER JOB LEVELS

| Job Level | Percentage |
| --- | --- |
| Executives & Directors | 55% |
| Manager | 27% |
| Associate | 13% |
| Analyst / Consultant | 2% |
| Other | 3% |

## TOPICS WE OWN

- Commercial Building
- Corporate News
- Economy
- Infrastructure
- Labor
- Safety
- Sustainability & Resilience
- Technology
- Legal/Regulation

## NEWSLETTERS

**Daily Dive**  DAILY
142,500 subscribers

**Tech**  WEEKLY
29,000 subscribers

**Infrastructure**  WEEKLY
17,000 subscribers

**Labor & Safety**  WEEKLY
13,500 subscribers

CONSTRUCTION**DIVE**   Sign up

### Construction jobsite falls a rising problem

The number of falls has increased by over 50% in the last decade, according to a recent data analysis.

Zachary Phillips
Editor

Construction workers on a job site on May 5, 2023 in Miami. *Joe Raedle/Getty Images via Getty Images*

Falls have long been one of the construction industry's most life-threatening hazards, and that trend is heading in the wrong direction.

In the most recent publicly available data, the rate of falls to a lower level in U.S. construction increased 13.3% from 2011 to 2022, as the raw number of falls jumped by 52.7%, according to a

# Target readers

You'll find **Construction Dive's** news and insights in the inbox of decision makers from specialized construction firms to the largest general contractors.

## Example subscriber job titles

- CEO, COO, CCO, CFO
- SVP Transportation and Infrastructure
- SVP of Business Development
- VP & Chief Counsel
- District Chief Estimator
- Group President of Building Construction
- Director of Business Development
- Controller, Director of Accounting
- Energy Innovations & Product Development
- Senior Manager, Business Operations

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

## Insights from Industry Dive's first-party data

### 16.3M
READERS

### 3.3M
SUBSCRIBERS

**Research**

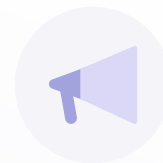Generate original data & first party insights to drive your strategy and content.

**Strategy**

Set the foundation for your content marketing needs with a scalable framework aligned to your goals.

**Content**

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

**Events**

Fully managed, custom virtual thought leadership events & roundtables.

**Digital Media**

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

**Content Syndication**

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

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

**10+**

YEARS OF
EXPERIENCE

**370+**

CLIENTS
WORLDWIDE

**500+**

CONTENT
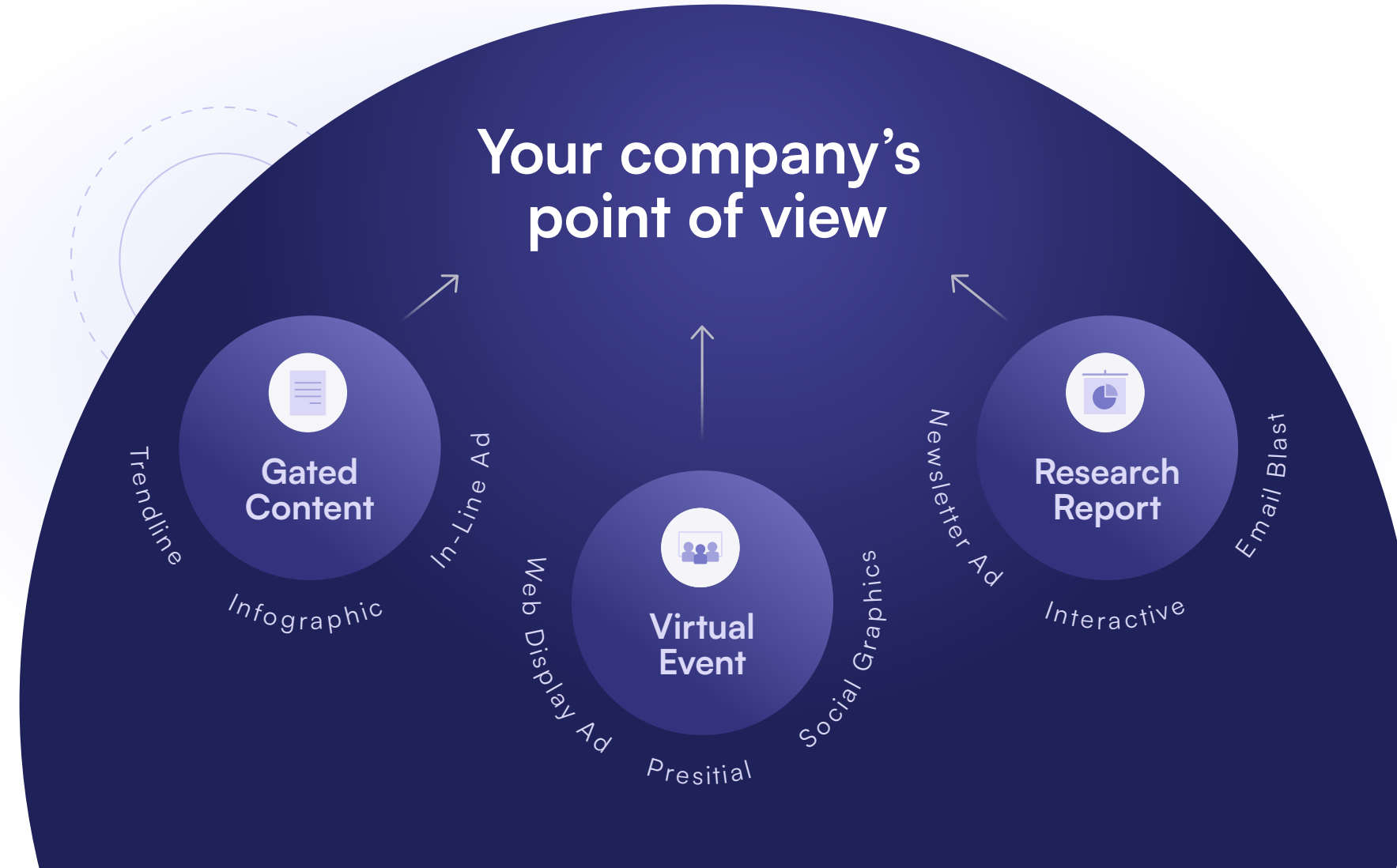CREATORS

**284K**

LEADS DELIVERED
IN 2023

**36+**

INDUSTRIES WITH
EXPERTISE

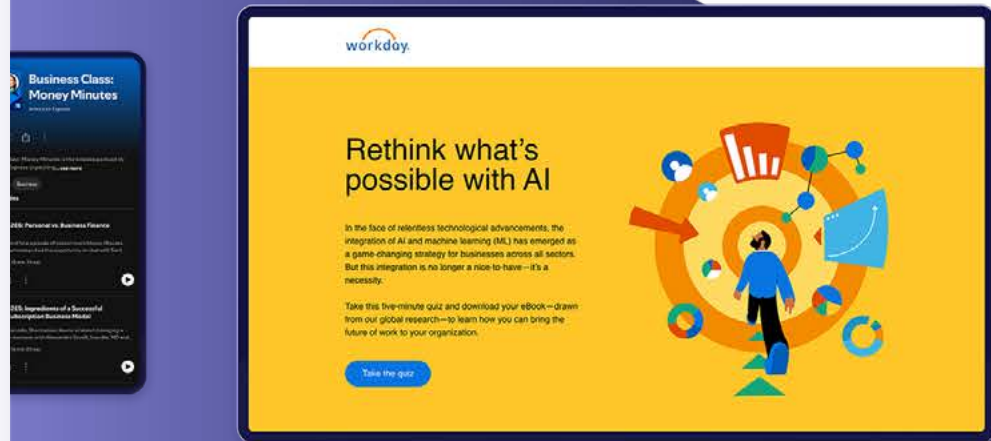## Serving businesses of all stages and sizes

Lattice   ALLOY   Walmart   Pfizer   IBM

PAVE   Hinge Health   FedEx   salesforce

# From ad-hoc campaigns...

→ **Email Blasts**

→ **Infographics**

→ **Newsletter Ads**

→ **Webinars**

→ **Ebooks**

→ **Syndications**

→ **Promoted Stories**

→ **Playbooks**

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

## Your company's point of view

**Gated Content**

Trendline

In-Line Ad

Infographic

**Virtual Event**

Web Display Ad

Social Graphics

Presitial

**Research Report**

Newsletter Ad

Email Blast

Interactive

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

## Visual

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

## Written

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

## Interactive

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

## Video

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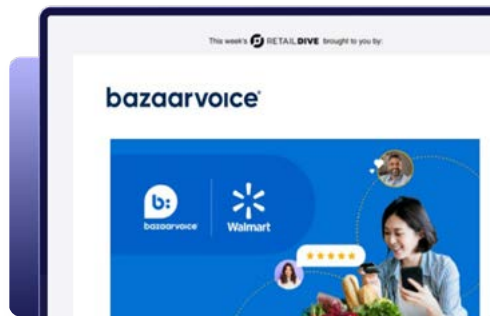- 2D/3D Animated Gifs

## Long Form

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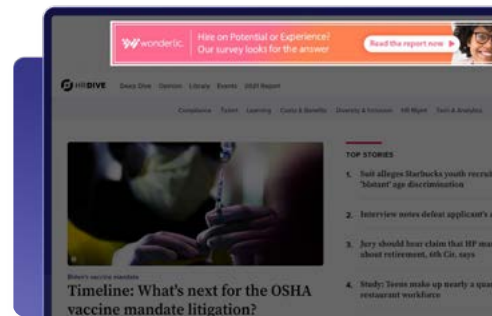- Industry Outlook Reports
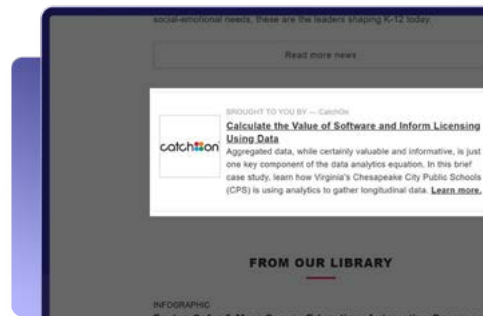- Case Studies

## Dialogues

- Webinars
- Podcasts
- Virtual Events

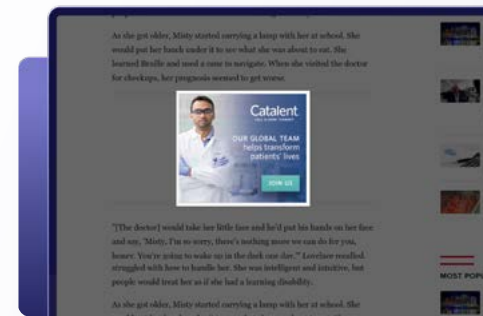# Optimizing content for engagement across multiple channels

**Email Blasts**

**Display Ads**

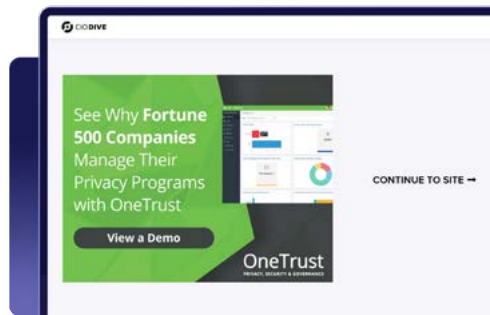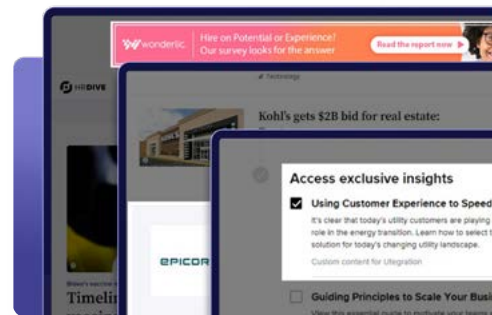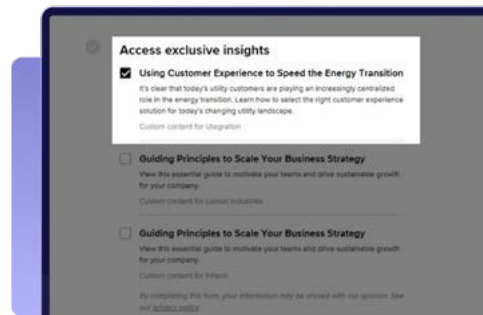**Newsletter Sponsorships**

**In-Line Ads**

**Promoted Stories**

**Prestitials**

**Syndication**

**Co-Registration**

**Trendlines**

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

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

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

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

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

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

**Your Team**

# Providing a flexible Enterprise Framework for our most strategic clients

**Build a strategic roadmap**

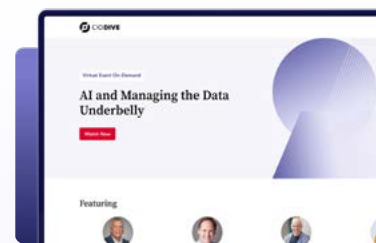**Design and scale your campaigns**

**Distribute to targeted audiences**

**Measure, optimize, and repeat**

# Case study

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

**Editorial Events**

**Promoted Stories**

**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.

ORIGINAL RESEARCH

Cost of a Data
Breach Report
2022

WEBINAR

PODCAST

Into
the
Breach

# 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.

IBM   Events

Webinar: 2022 IBM Security
Cost of a Data Breach
Report

08/03/2022 to 08/03/2022

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

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

PROMOTED STORIES

ARTICLES

INFOGRAPHICS

CYBERSECURITY

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

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

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

The Needs of a Modernized SOC for
Hybrid Cloud

# 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)