

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

[advertising@industrydive.com](mailto:advertising@industrydive.com) →

01

Industry Dive →

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

02

Audience →

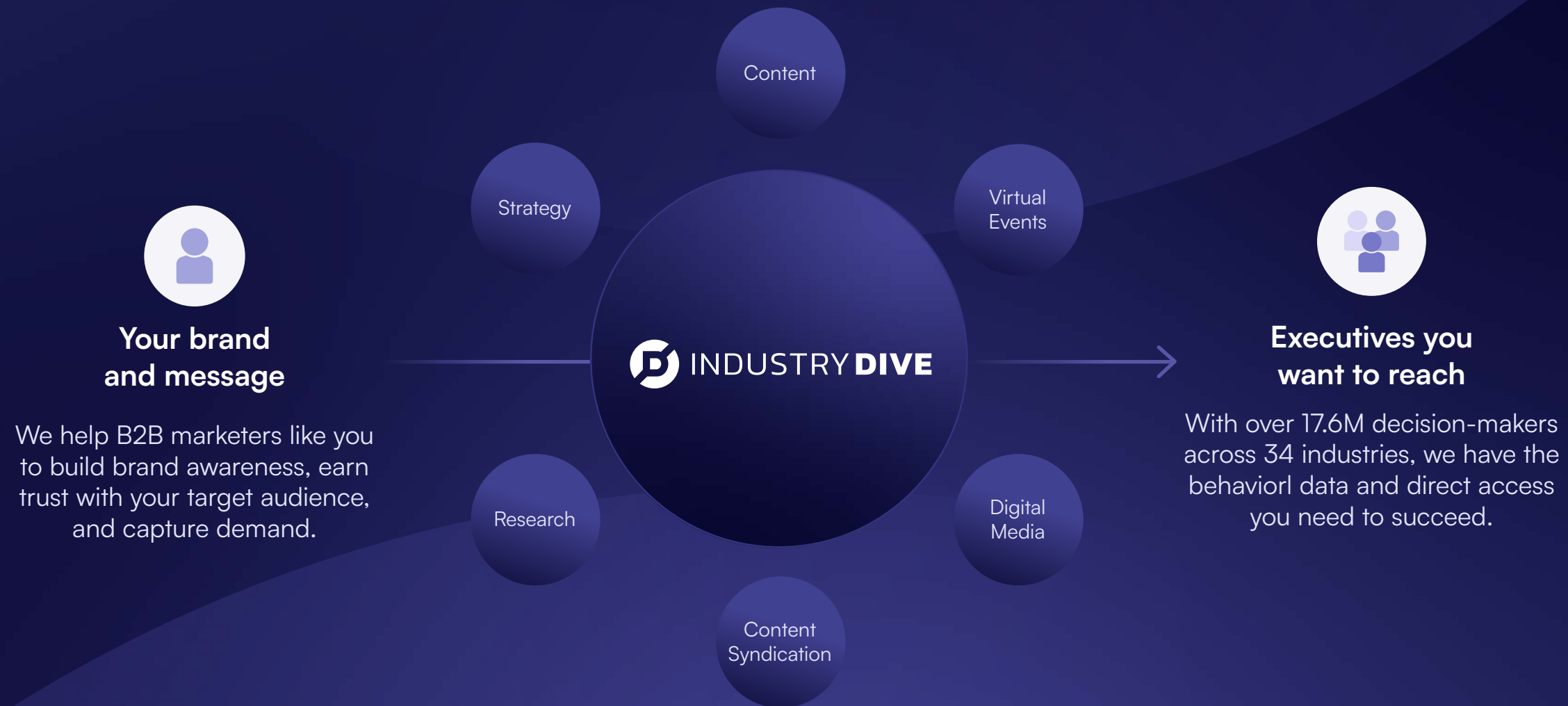
- Audience overview
- Target readers

03

Solutions →

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

# We connect marketers with engaged audiences across every industry



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



## Differentiate Thought Leadership

Create content that resonates with your audience and moves the industry forward.



## Connect Experiences Across the Customer Journey

Deploy an integrated marketing strategy that moves audiences down the funnel.



## Reach and Engage Decision Makers

Drive quality engagement from niche and targeted audiences.



## Build a Sustainable Pipeline

De-risk your marketing spend with sustainable demand and long-term growth.



awareness

consideration

decision

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

17.6M

READERS

3.2M

SUBSCRIBERS

34+

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 34+ 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

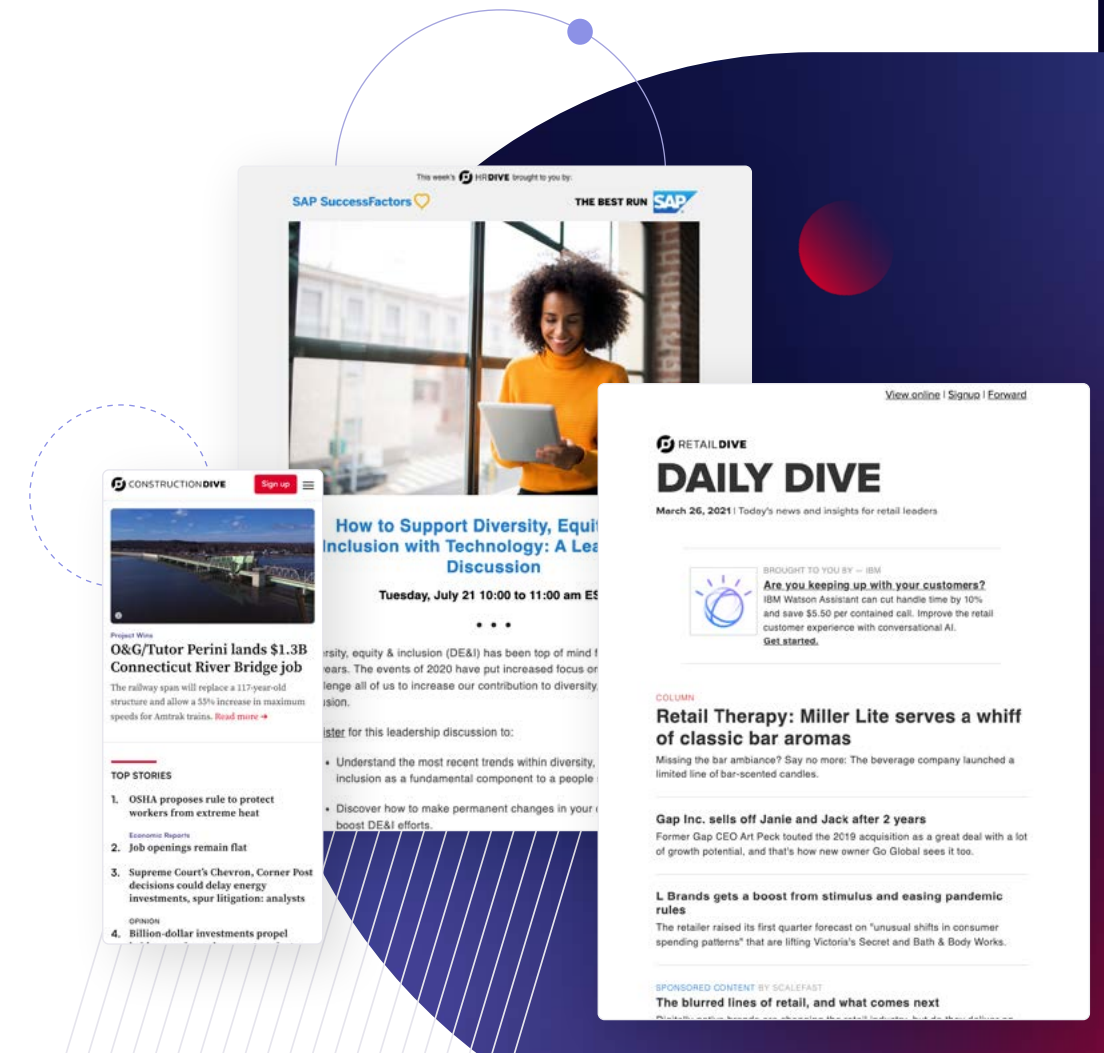
- Hotel
- Restaurant

## → Infrastructure

- ESG
- Smart Cities
- Utility
- Waste

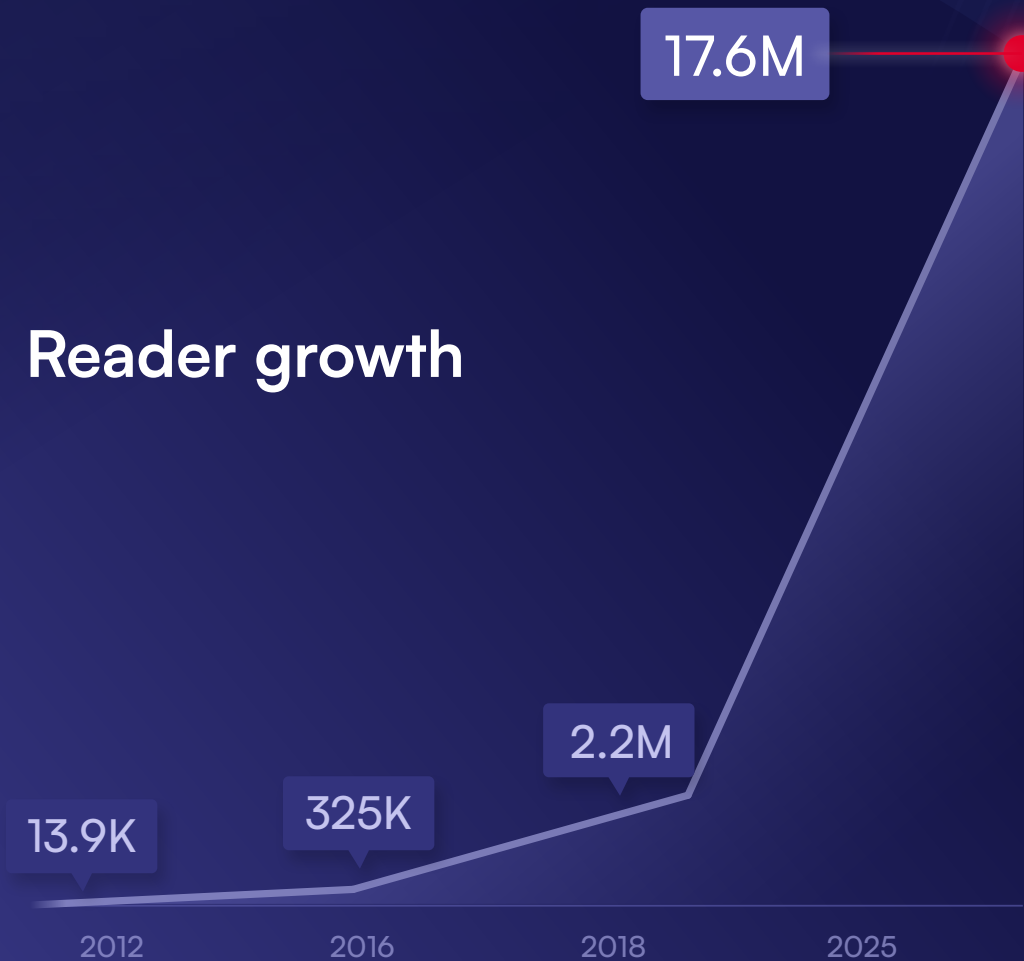
## → Life Sciences

- BioPharma
- Healthcare
- Medtech



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

## Reader growth



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

2020 FOLIO:  
**EDDIE  
OZZIE**  
AWARDS

Design Team  
of the Year

**JESSE H.  
NEAL  
AWARDS**  
Est. 1955

36  
Neal Awards

**A:Z:B:E:E:S**  
ASBPE Awards of Excellence

110+  
Azbee Awards

**GD  
USA**  
GRAPHIC DESIGN USA

11 American  
Graphic Design  
Awards



SABEW Best in  
Business Award

**FASTCOMPANY**

World's Most Innovative  
Companies of 2024

“

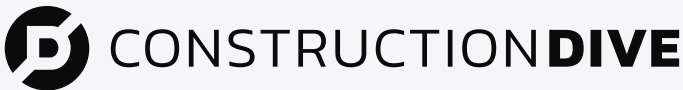
Utility Dive is the **best online resource** that I've come across in years. The articles provide tremendous insight on strategic, timely topics.”

Vice President and Chief Sustainability  
Officer at Duke Energy



# Audience

# Audience overview



211,500

Total subscribers

277,000

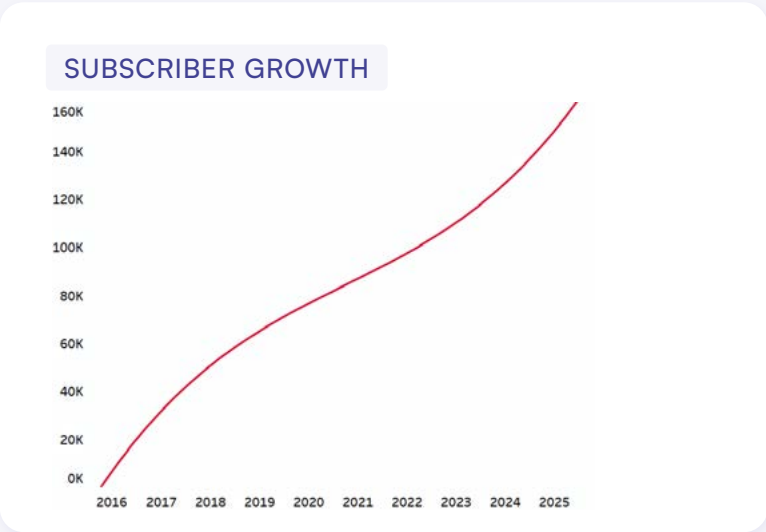
Unique monthly viewers

82%

are manager level or above

100%

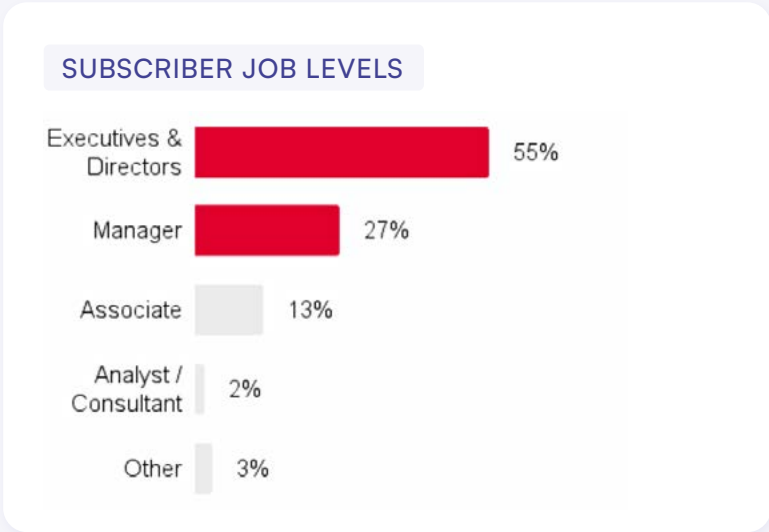
of ENR Top 100 companies read us



TOPICS WE OWN

- Commercial Building
- Corporate News
- Economy
- Infrastructure
- Labor

- Safety
- Sustainability & Resilience
- Technology
- Legal/Regulation



NEWSLETTERS

Daily Dive

DAILY

148,000 subscribers

Tech

WEEKLY

30,000 subscribers

Infrastructure

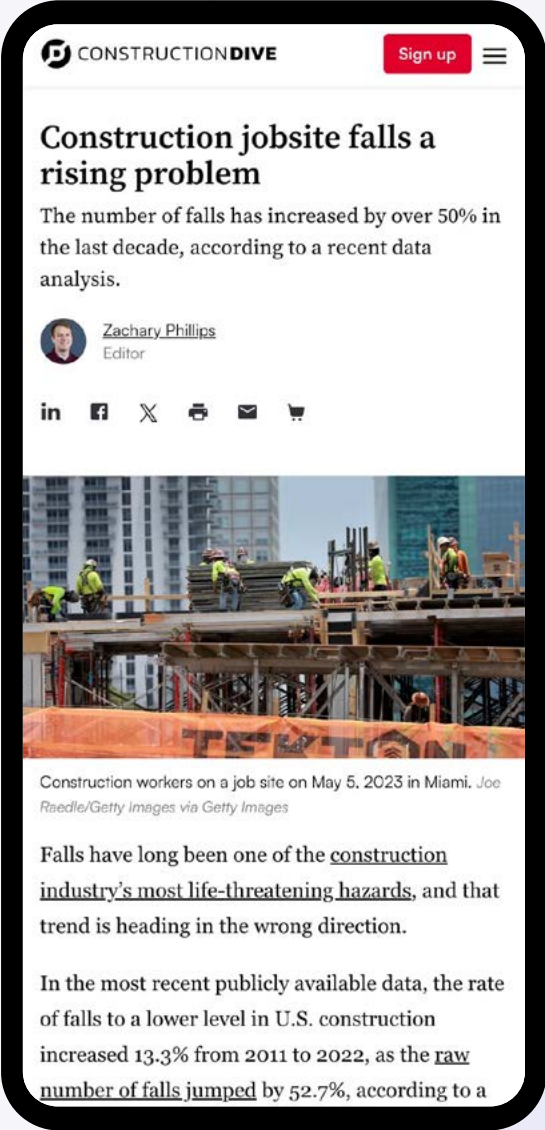
WEEKLY

18,500 subscribers

Labor & Safety

WEEKLY

15,000 subscribers



# 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.

**AECOM**



**Turner**

**FLUOR**®

**CATERPILLAR**



**PROCORE**®

**SKANSKA**

## 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

17.6M

READERS

3.2M

SUBSCRIBERS



### Research

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



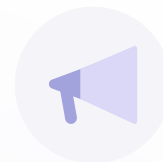
### Strategy

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

34+

INDUSTRIES WITH  
EXPERTISE

## Serving businesses of all stages and sizes

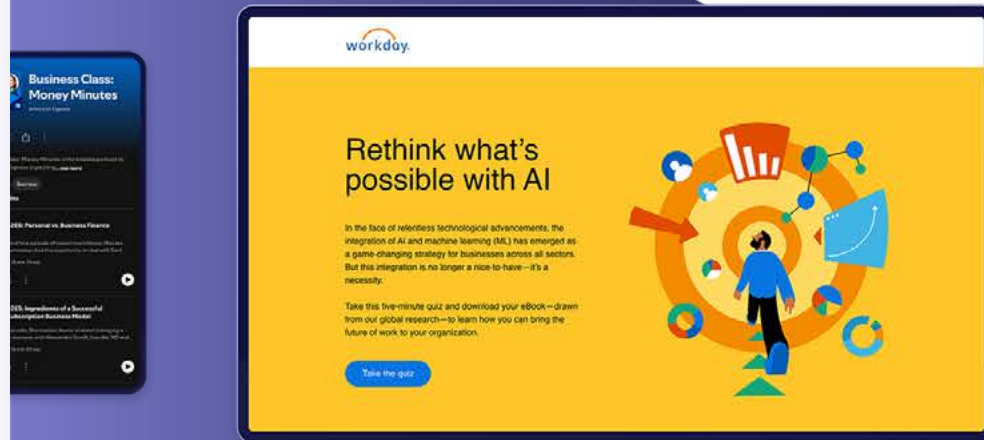


# From ad-hoc campaigns...

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

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





# 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

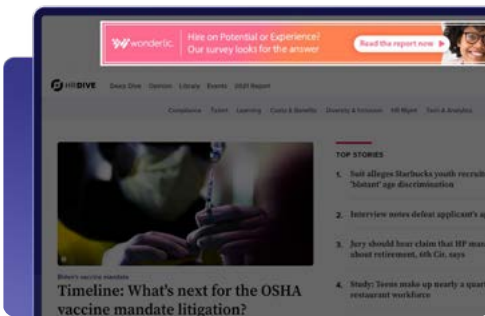
## Dialogues

- Webinars
- Podcasts
- Virtual Events

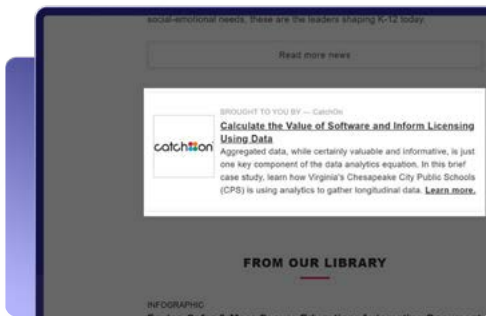
# Optimizing content for engagement across multiple channels



Email Blasts



Display Ads



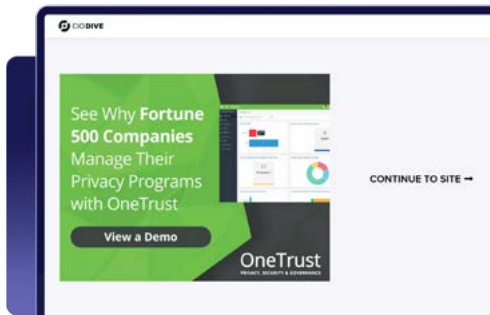
Newsletter Sponsorships



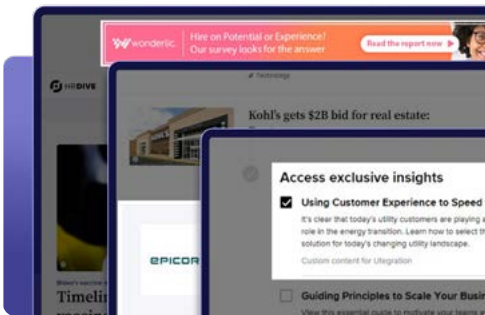
In-Line Ads



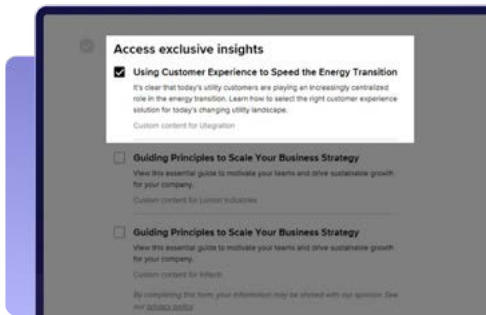
Promoted Stories



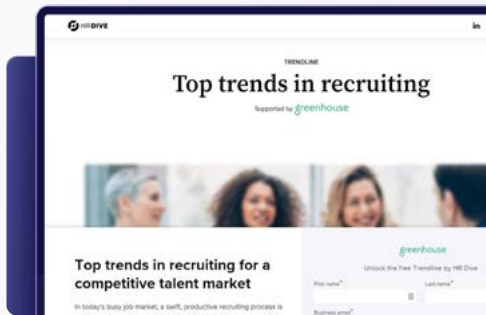
Prestitals



Syndication



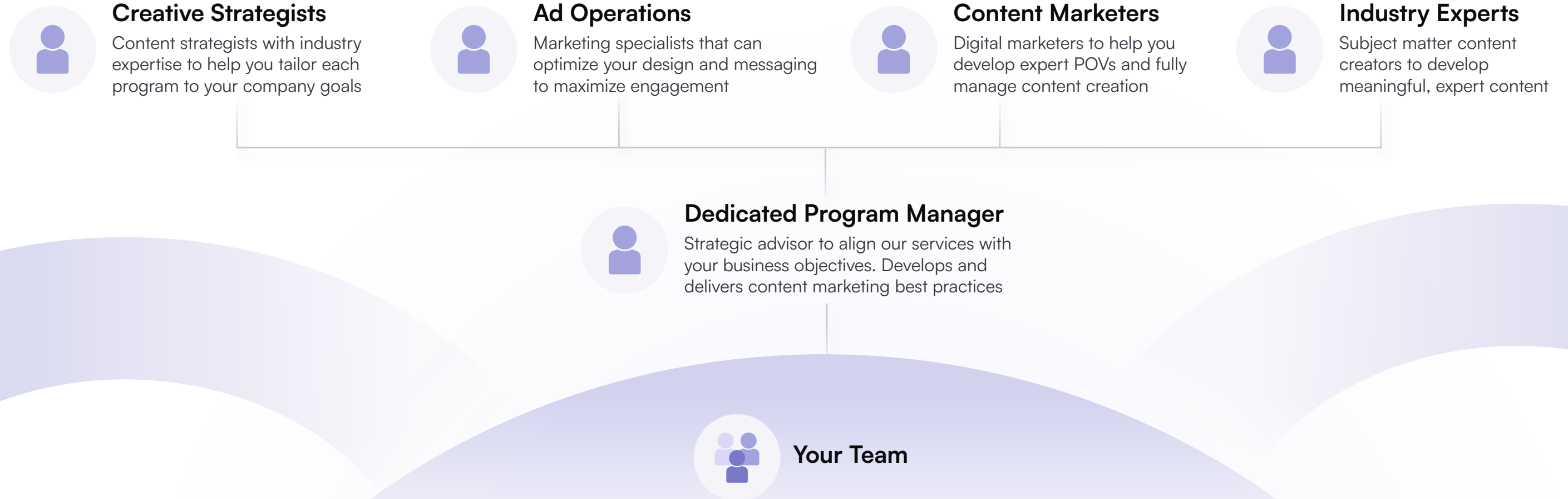
Co-Registration



Trendlines



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



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



**Build a  
strategic  
roadmap**



**Design and  
scale your  
campaigns**



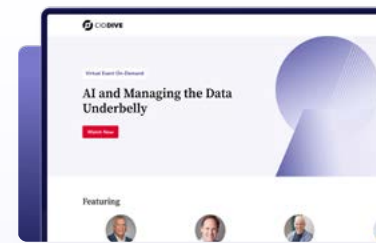
**Distribute  
to targeted  
audiences**



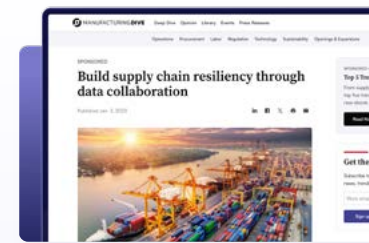
**Measure,  
optimize,  
and repeat**

## Case study

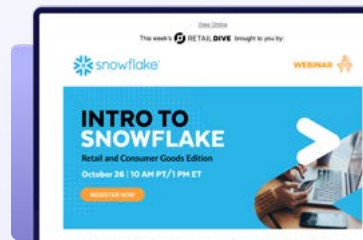
An enterprise cloud service provider leveraged our solutions to create industry-specific content that moved prospects toward conversion in a full-funnel approach.



Editorial Events



Promoted Stories



Email Blasts



Playbooks



Webinars

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

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

**Generate leads for sales**  
with consistent nurture and distribution.

## Case study

A Fortune 500 tech company used our solutions to build an integrated and targeted marketing program that drove traffic toward their big-rock annual report.





# Let's talk

Have questions or looking for pricing?  
Send us an email and we'll get back to you  
in less than 24 hours.

[advertising@industrydive.com](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)