



Serving the client from
brand-to-demand

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

18.3M

READERS

3.4M

SUBSCRIBERS

30+

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 30+ industries

→ Business Services

- CX
- HR
- IT & Cybersecurity
- Marketing

→ Retail

- C-Store
- 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

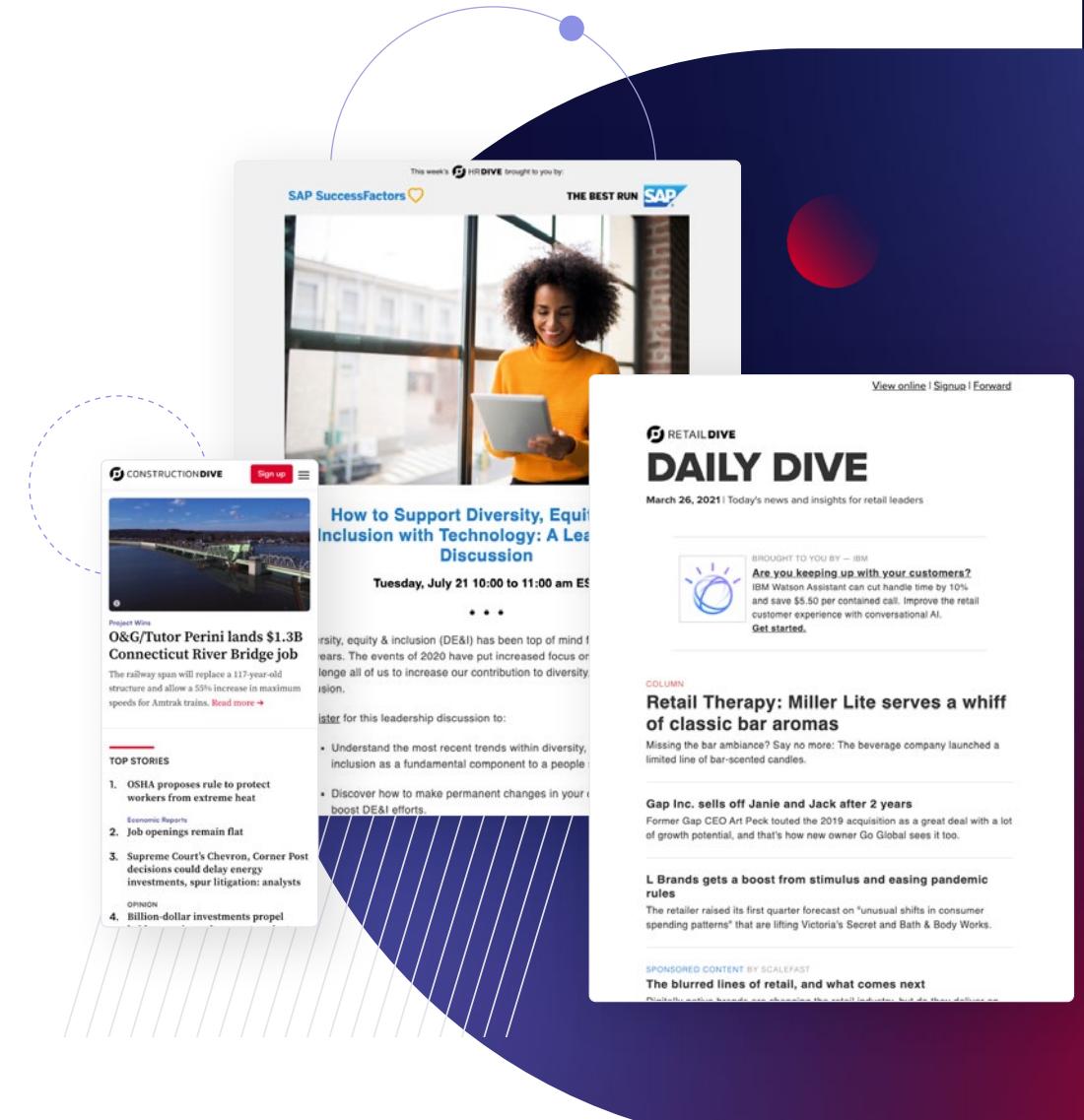
- Hotel
- Restaurant

→ Infrastructure

- ESG
- Smart Cities
- Utility
- Waste

→ Life Sciences

- BioPharma
- Healthcare
- Medtech



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



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

36
Neal Awards

AZBEE:ES
ASBPE Awards of Excellence

110+
Azbee Awards

**GD
USA**
GRAPHIC DESIGN USA

11 American
Graphic Design
Awards



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

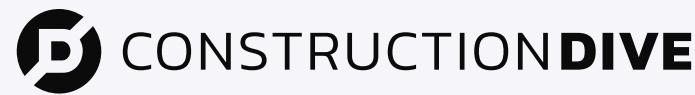


Audience

02 Audience



Audience overview

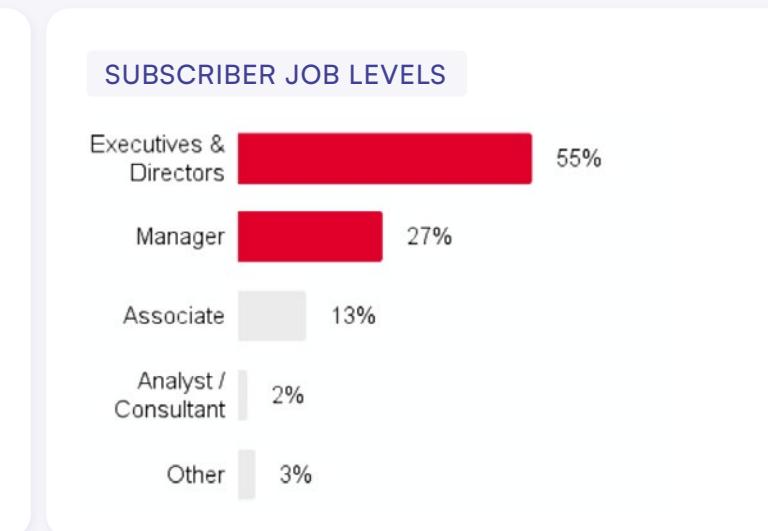
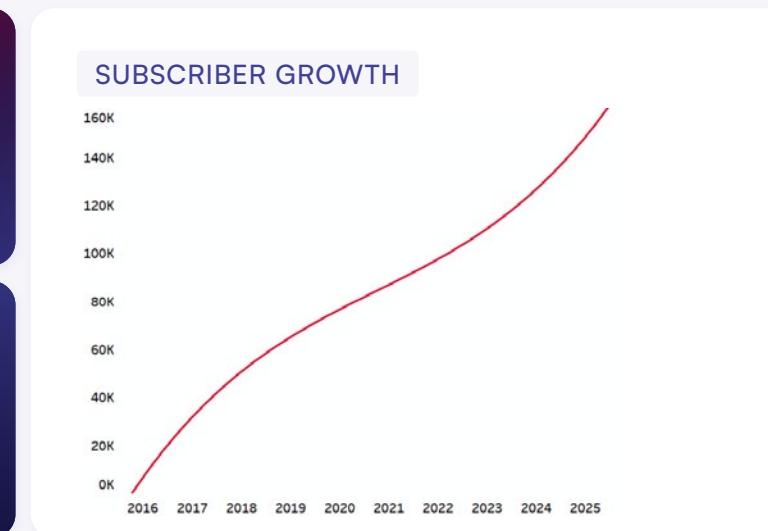


196,500
Total subscribers

287,000
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

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

in f X e-mail shopping


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.

AECOM



Turner

FLUOR®



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

18.3M

READERS

3.4M

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.



Events

Fully managed, custom virtual thought leadership events & roundtables.



Digital Media

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



Content

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



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

30+

INDUSTRIES WITH
EXPERTISE

Serving businesses of all stages and sizes

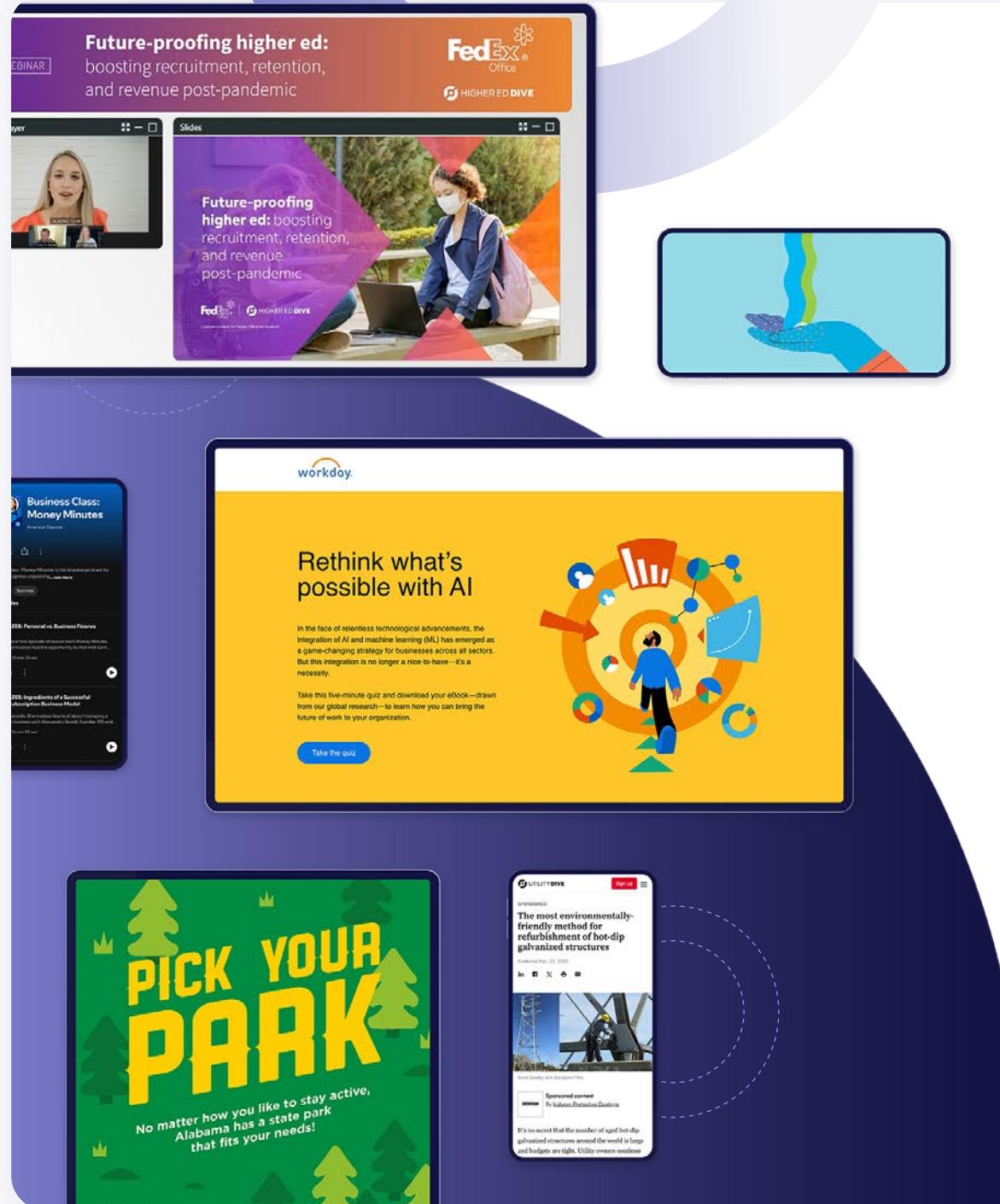


From ad-hoc campaigns...

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

Video

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

Written

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

Long Form

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

Interactive

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

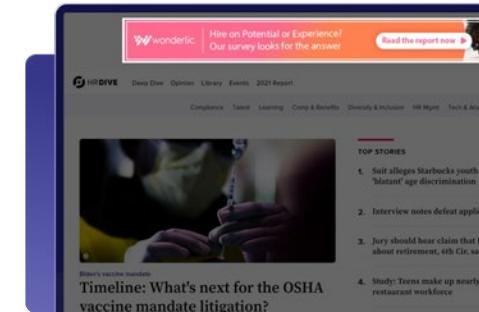
Dialogues

- Webinars
- Podcasts
- Virtual Events

Optimizing content for engagement across multiple channels



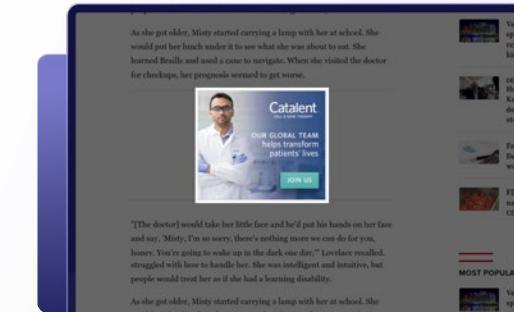
Email Blasts



Display Ads



Newsletter Sponsorships



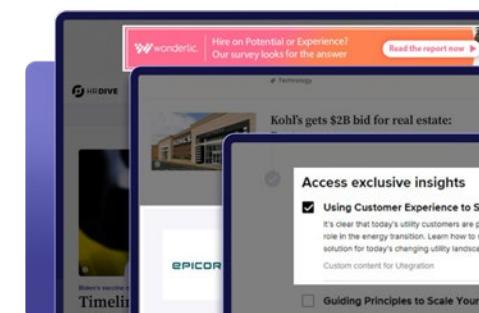
In-Line Ads



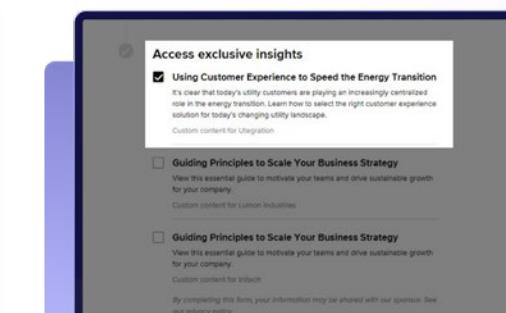
Promoted Stories



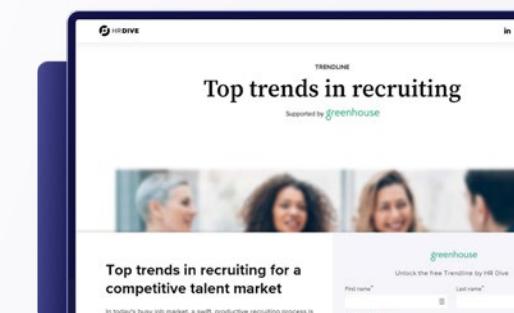
Prestitials



Syndication



Co-Registration



Trendlines

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

Creative Strategists



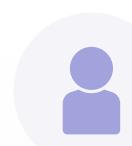
Content strategists with industry expertise to help you tailor each program to your company goals

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



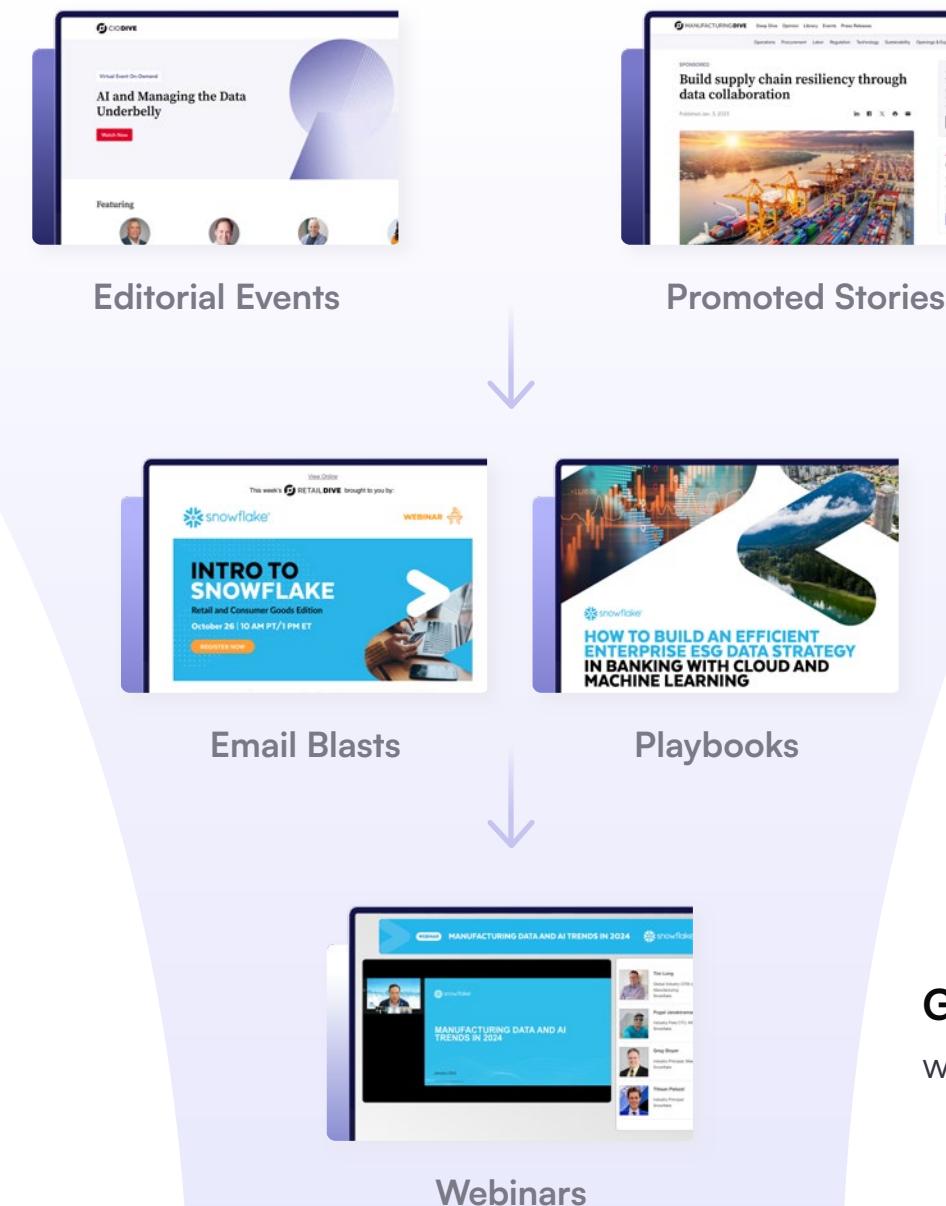
Distribute to targeted audiences



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.

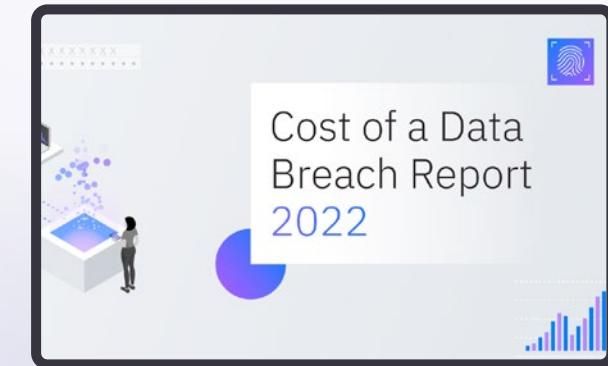


Build brand and earn trust
with industry-specific messaging and content.

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

Generate leads for sales
with consistent nurture and distribution.

ORIGINAL RESEARCH



WEBINAR

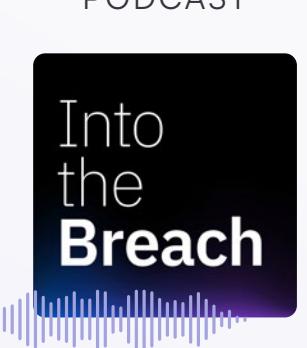
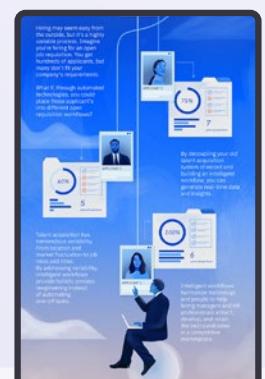


PROMOTED STORIES



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

INFOGRAPHICS



PODCAST



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

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)