

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

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- Our industries
- Our journalism

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## Audience →

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- Clients
- Campaigns
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- 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

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

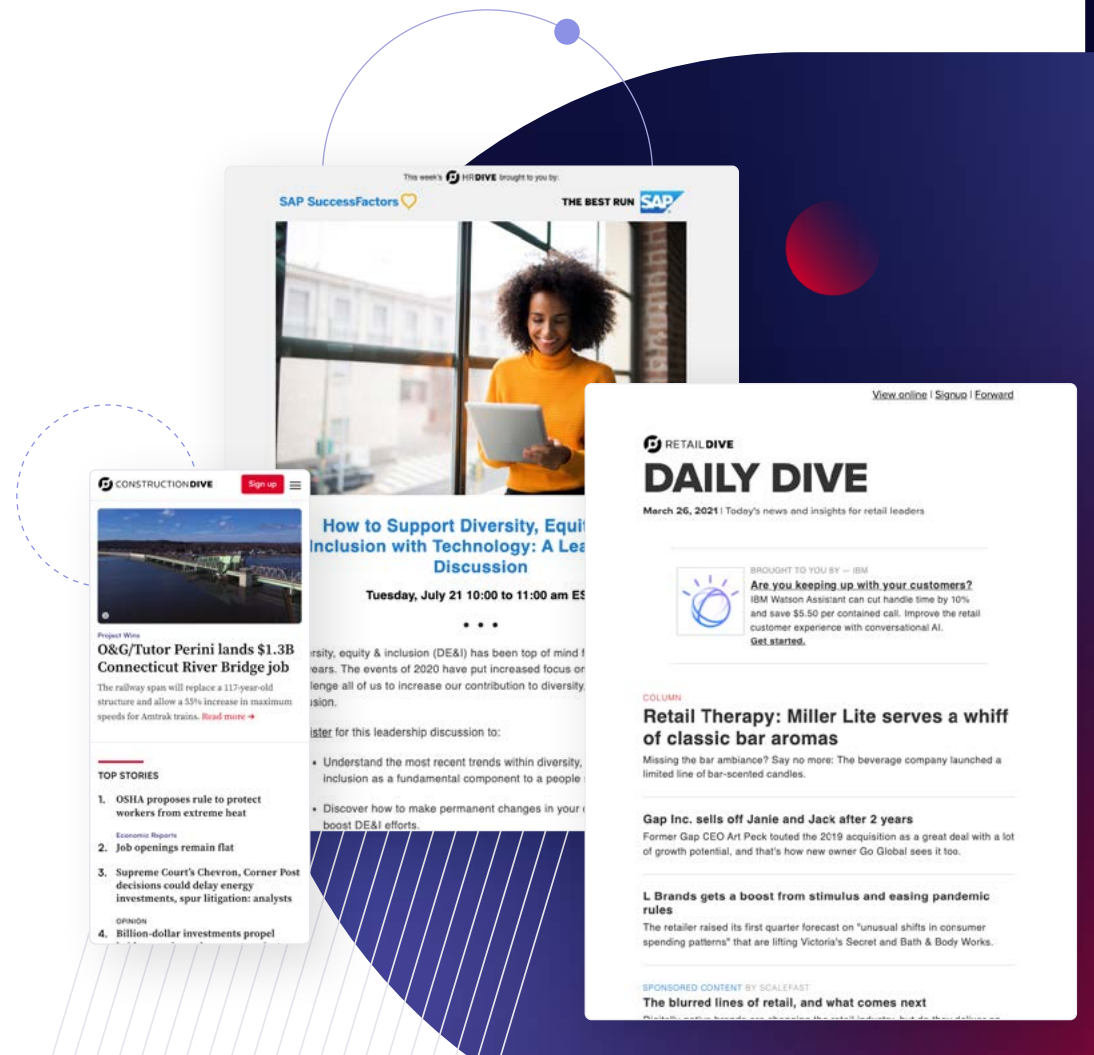
- Hotel
- Restaurant

## → Infrastructure

- ESG
- Smart Cities
- Utility
- Waste

## → Life Sciences

- BioPharma
- Healthcare
- Medtech



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

## Reader growth



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

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

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

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

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

**SABEW** 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



56,500

Total subscribers

140,000

Unique monthly viewers

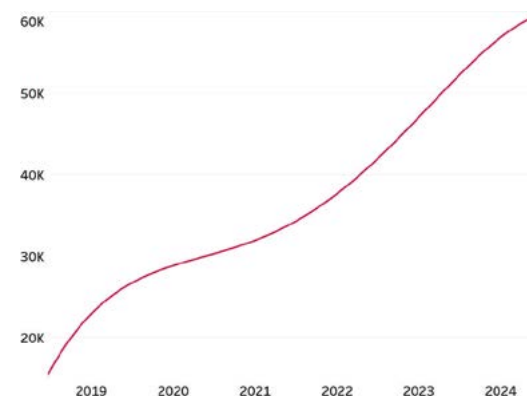
78%

are manager level or above

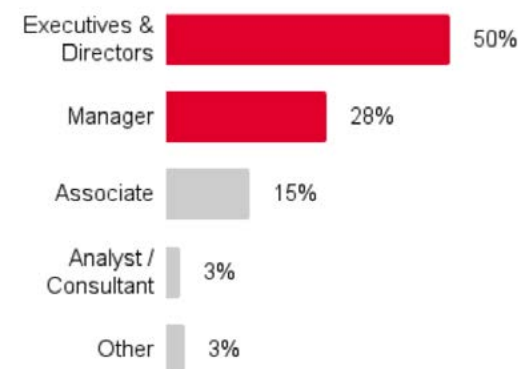
100%

of Fortune 500 Wholesalers: Food, Grocery, and Drug Stores read us

## SUBSCRIBER GROWTH

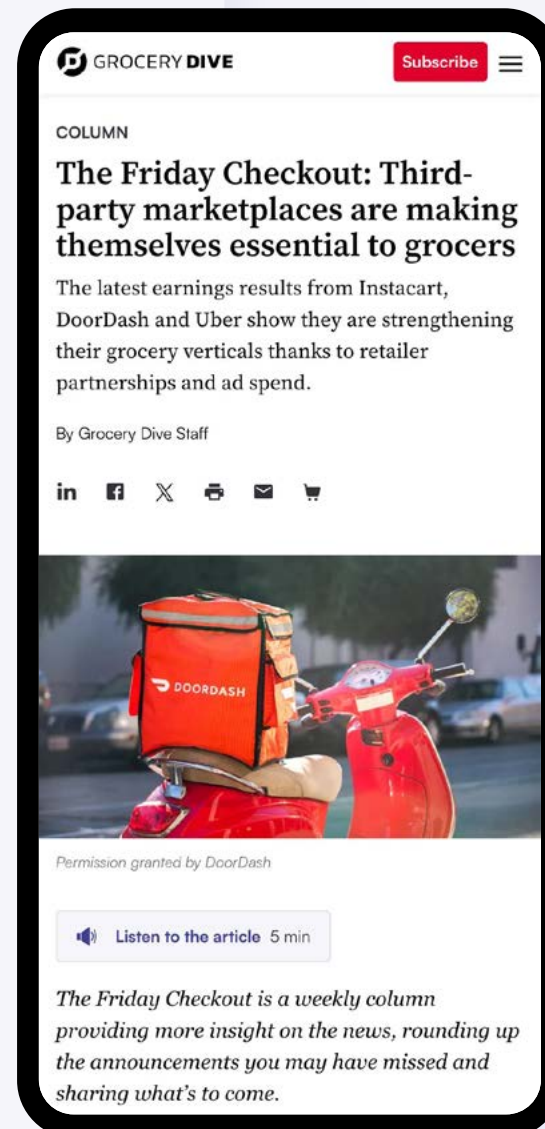


## SUBSCRIBER JOB LEVELS



## TOPICS WE OWN

- Center Store
- E-commerce
- Finance and Deals
- Fresh Food
- Technology
- Foodservice
- Corporate Operations
- Discount Grocers



# Target readers

You'll find **Grocery Dive's** news and insights in the inbox of decision makers from emerging grocery chains to leading supermarket brands.



**TRADER JOE'S**



## Example subscriber job titles

- CEO, CFO, COO
- SVP of Operations
- SVP, Marketing & Merchandising
- SVP, Retail Operations
- VP of Customer Success, Retail
- VP of Food & Beverage, US
- VP of Pricing
- Senior Director of Operations
- Senior Director Merchandising Analytics
- Director, Corporate Partnerships



# 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.



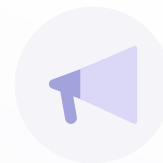
### Strategy

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

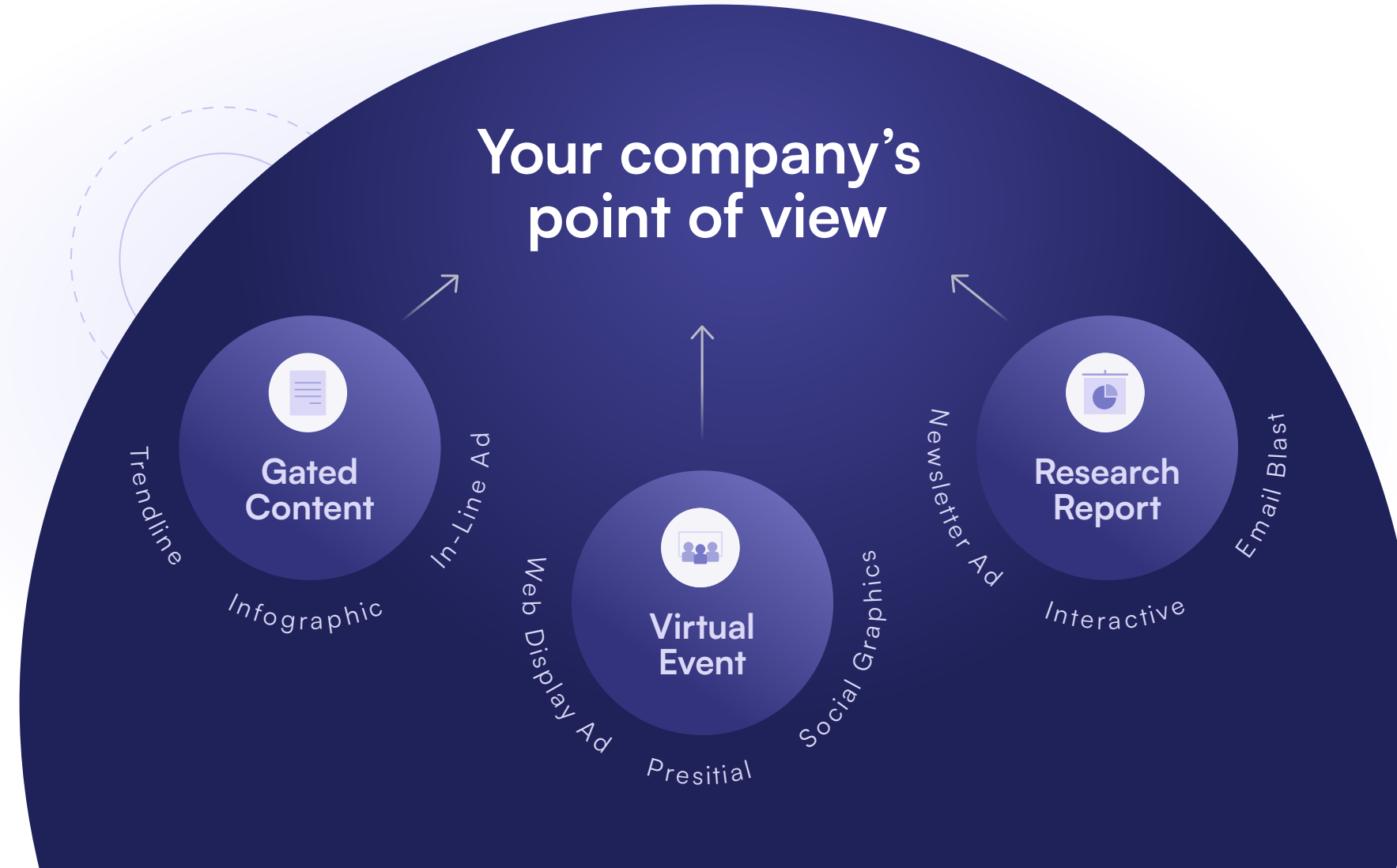
## Serving businesses of all stages and sizes

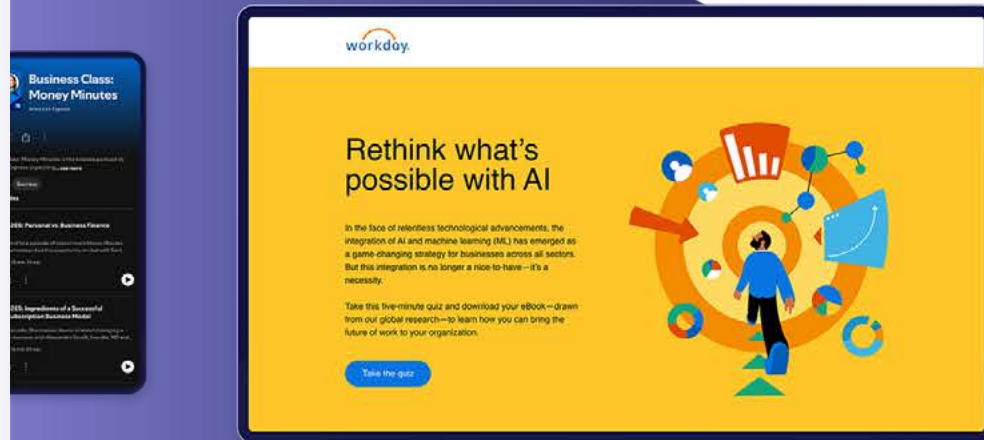


# From ad-hoc campaigns...

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

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





# 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

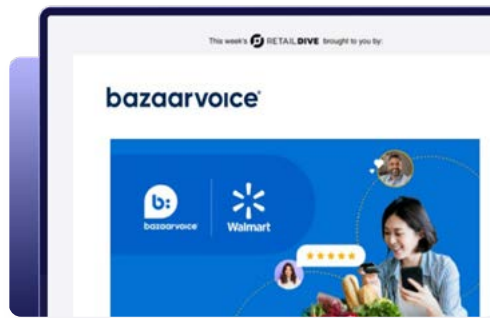
- Playbooks
- White Papers/E-Books
- Original Research
- Industry Outlook Reports
- Case Studies

## Dialogues

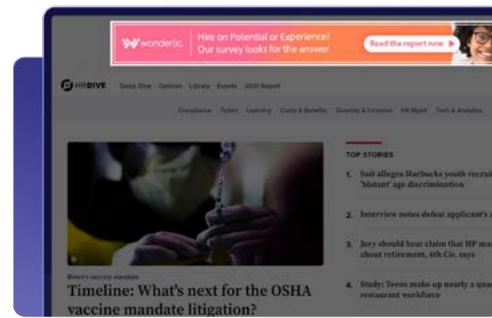
- Webinars
- Podcasts
- Virtual Events



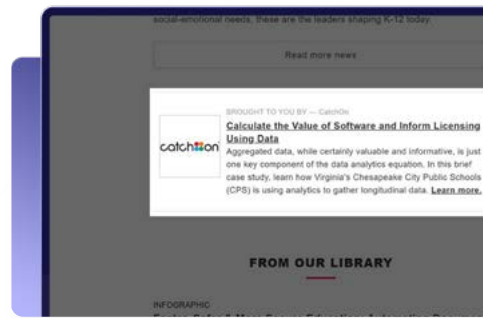
# Optimizing content for engagement across multiple channels



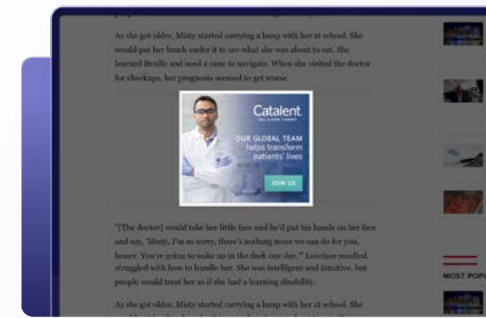
Email Blasts



Display Ads



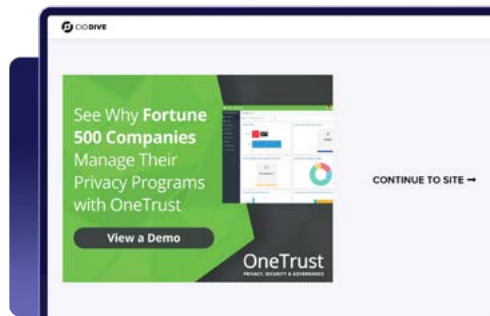
Newsletter Sponsorships



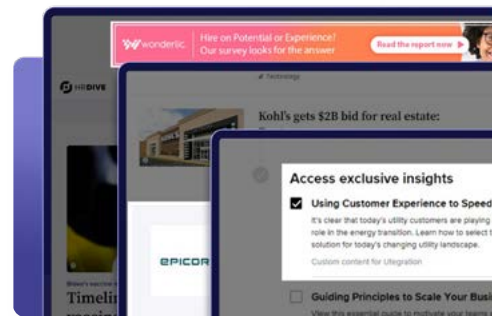
In-Line Ads



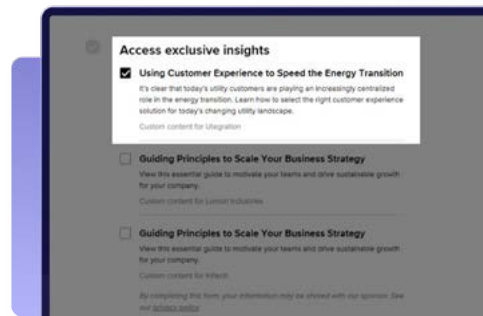
Promoted Stories



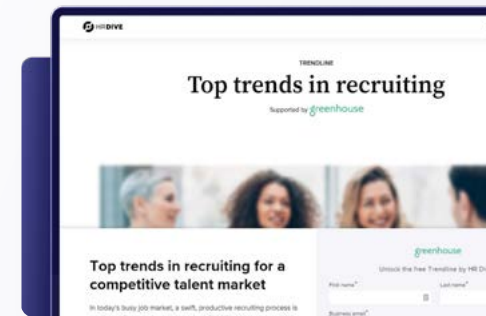
Prestitials



Syndication



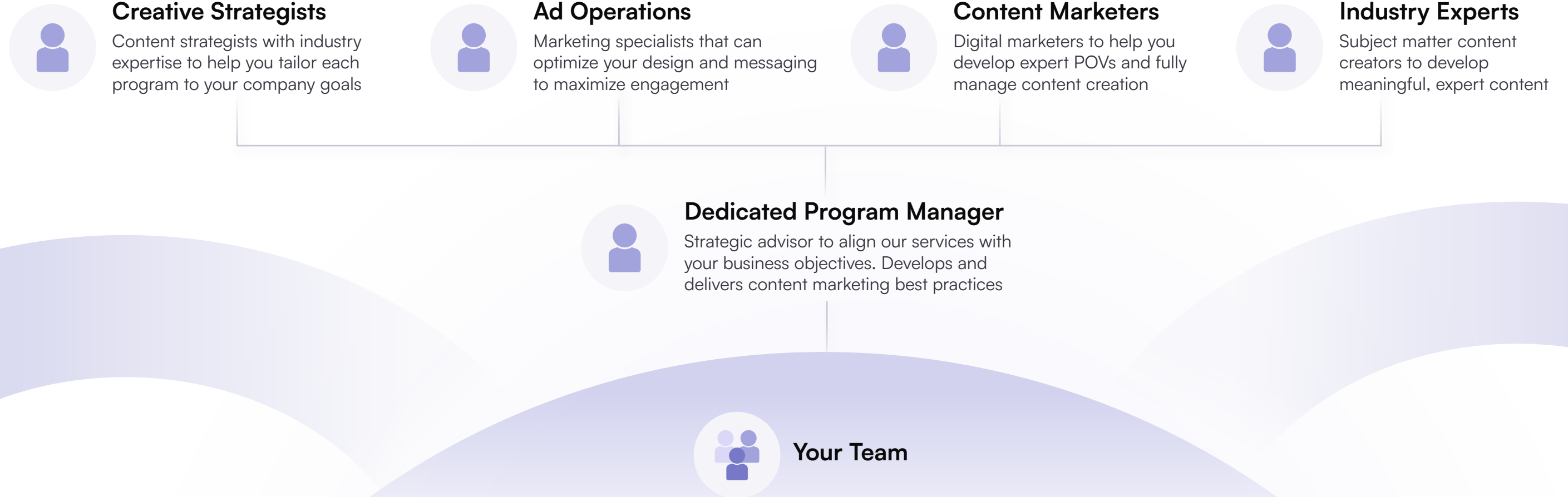
Co-Registration



Trendlines



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





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



**Build a  
strategic  
roadmap**



**Design and  
scale your  
campaigns**



**Distribute  
to targeted  
audiences**

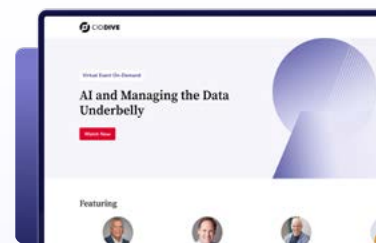


**Measure,  
optimize,  
and repeat**



## 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

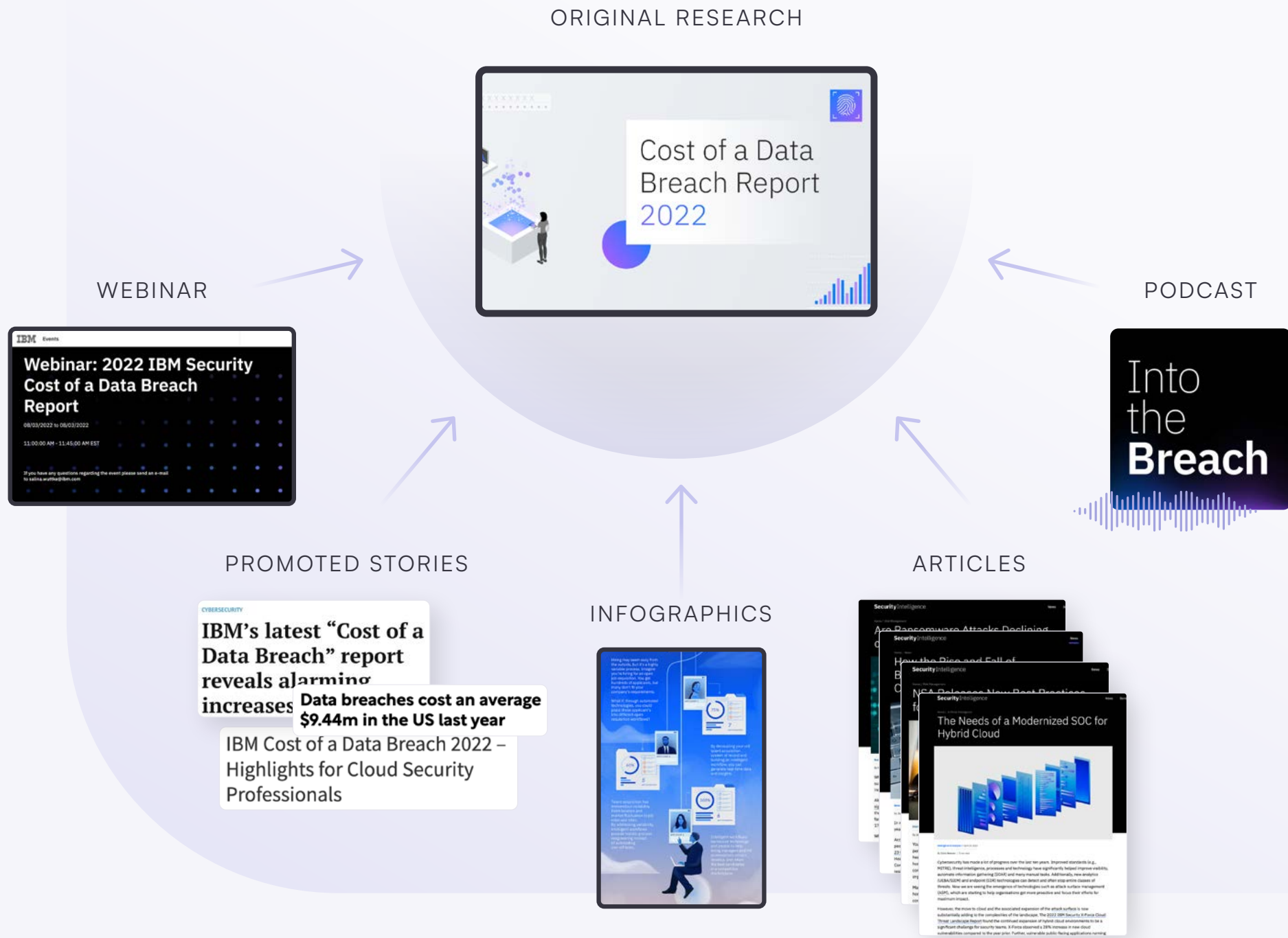
**Build brand and earn trust**  
with industry-specific messaging and content.

**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)