

Advertising Promotion and Syndication

by Informa Connect

Blog | Sponsored Content

Connect with our audience and stand out from the crowd. Share your knowledge on our website platform.

Our Blogs

The Research Insider Attracting Market Research, Insights, Analytics, Intelligence, Consumer & Marketing Knowledge, Data Science and Marketing Executives	4,000+ unique visitors per month
Edge of Innovation Attracting Innovation, R&D, Product Development, Strategic Planning, Trends, Project Management, Marketing, and Corporate Strategy Executives	4,000+ unique visitors per month
FUSE in Focus Attracting Brand Strategy, Brand Design, Design Strategy, Graphic Design, Creative, Brand Management and Marketing Executives	2,500+ unique visitors per month

Blog

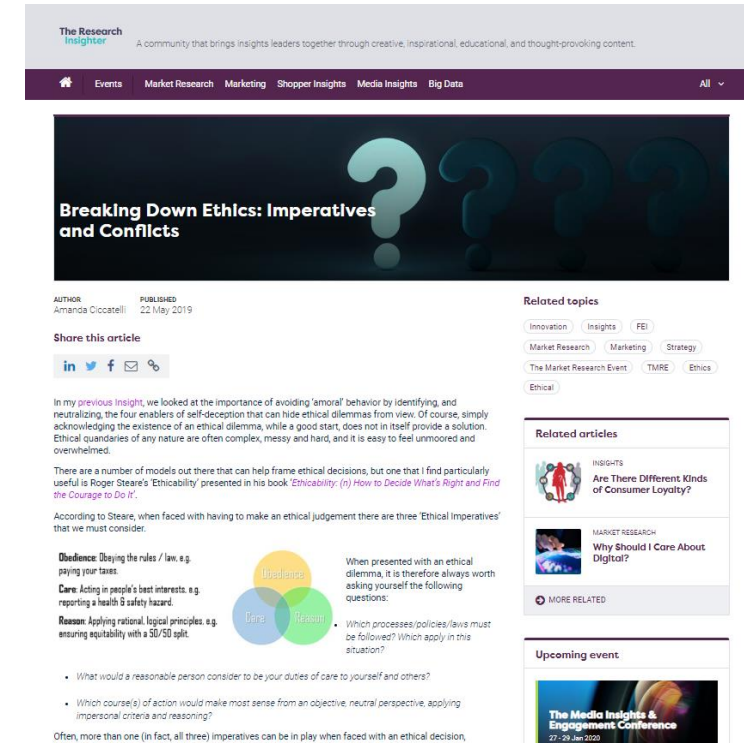
- 500-750 words with 2-3 image; appears on selected blog as sponsored content and tagged to relevant categories
- Educational in nature: brand/ product information can be included as long as the overall story is educational and topical (e.g., no press releases, product overviews, etc.)
- Content is searchable and SEO optimized

Content Distribution:

- Placement in content stream of selected blog
- E-newsletter placement in content stream (1x)
- Social media

Supplied Content: \$750

NOTE: Net rates; rates subject to change



E-Newsletter Ads

Align your marketing message with need-to-know editorial content.

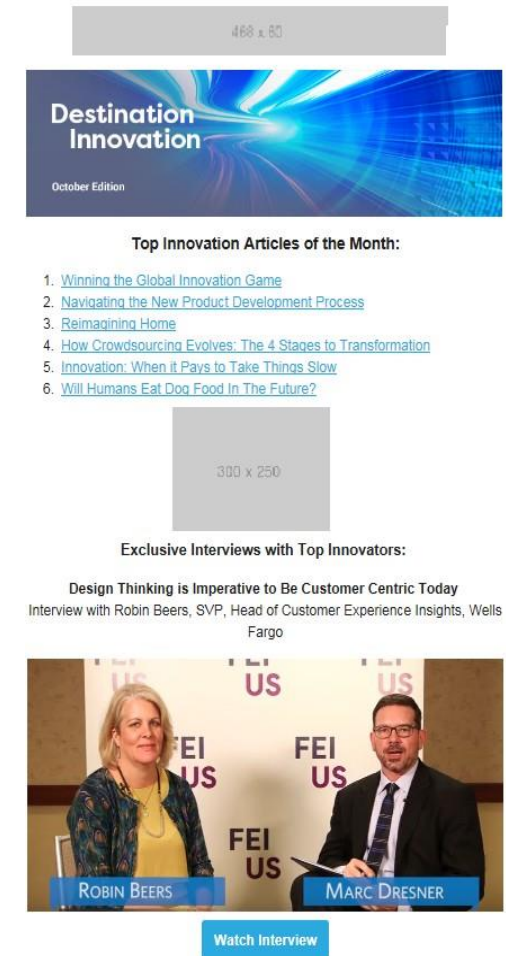
Put your brand in front of thousands of decision makers who rely on our editorial team to keep them up to date. Our diverse portfolio of eNewsletters covers a variety of industries and technologies, that allows you to tailor your campaign and target your message.

Choose from one of our two e-newsletters:

- **Destination Innovation (monthly)** : Delivered to 7,500+ innovation professionals with a mix of industry news, insights, tips, trends and more.
- **The Insider (monthly)**: Delivered to 7,500+ insights professionals with a mix of industry news, insights, tips, trends and more.

Ad Unit	1x	3x	6x
Top Leaderboard Ad (468x60)	\$495	\$405	\$295
Middle Page Unit Ad (300x250 w/ 50 words)	\$495	\$405	\$295
Single-Sponsored	\$795	n/a	n/a

NOTE: Net rates; rates subject to change



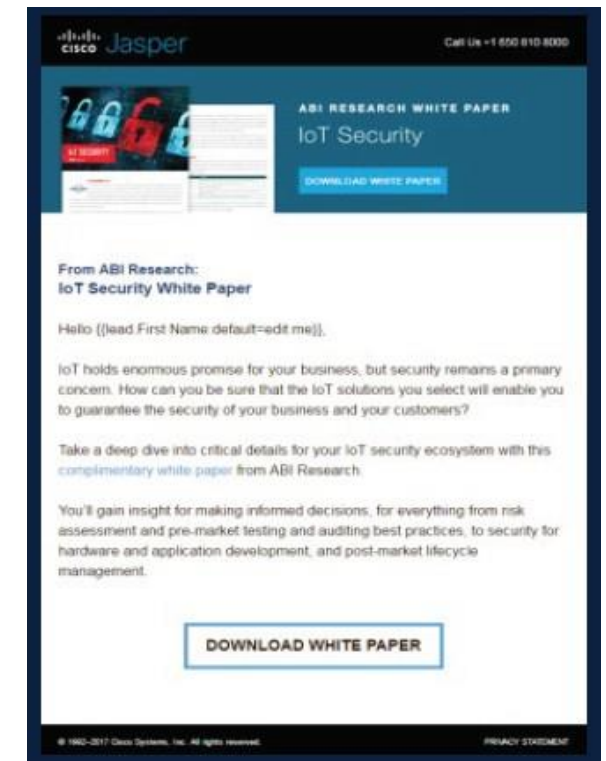
Custom E-Blasts | E-mail Campaign

Deliver your message directly to professionals in the industry.

E-mail remains one of the most effective methods for targeting and reaching potential customers with specific and detailed messaging. Leverage the power and scale of the IMI's audience database for your marketing efforts to help you reach who you want, directly via e-mail

Targeting	Reach*	Rate
Full IMI Database (Insights, Marketing & Innovation)	85,000+	\$14,995
Insights Database	38,000+	\$7,995
Innovation Database	18,000+	\$5,995
Data Science & Marketing Analytics Database	6,500+	\$2,995
Brand & Design Database	13,000+	\$4,995
Pharma Marketing Database	8,000+	\$3,495
Custom E-Blasts on Request		CONTACT US

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Content Syndication

Give us your criteria then sit back and wait for the leads to start coming in!

Content syndication is great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results. Our content syndication programs help you generate leads while establishing subject-matter expertise and thought leadership.

Details

- Opportunity to include two (2) additional questions to registration form
- Hosted on IMI communities page
- Co-branded registration e-mails to the IMI audience (2x)
- Content promoted for 30 days, including on social channels
- Registration leads with contact information (provided at end of program)
- Supplied Content: \$5,995 (minimum of 100 leads)

TMRE

November 5-7, 2019
The Mirage
Las Vegas, NV

Download the TMRE 2019 Mid-Year Market Report

*Required information

Country *

Select a Country

First Name *

Last Name *

Email *

Phone Number *

Job Title *

Company Name *

Please tick these boxes if you do not wish to receive marketing information relevant to you from KNeC365 IMI

☐ via Email

☐ via Telephone

☐ via Mail

☐ Please tick this box if you do not wish to be included on our third party mailing list to receive any related marketing communications from our third party partners

☐ I am interested in sponsoring or exhibiting

☐ I am interested in speaking

☐ I am interested in attending

View our [Privacy Policy](#)

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Contact Us Today!

Elizabeth Hinkis

Email: elizabeth.hinkis@informa.com

Phone: 646-616-7627

Aimee Croke

Email: aimee.croke@informa.com

Phone: 617-645-4794

Clay Collier

Email: clay.c.collier@informa.com

Phone: 772-489-2850

Brian Scott

Email: brian.scott@informa.com

Phone: 646-616-7600