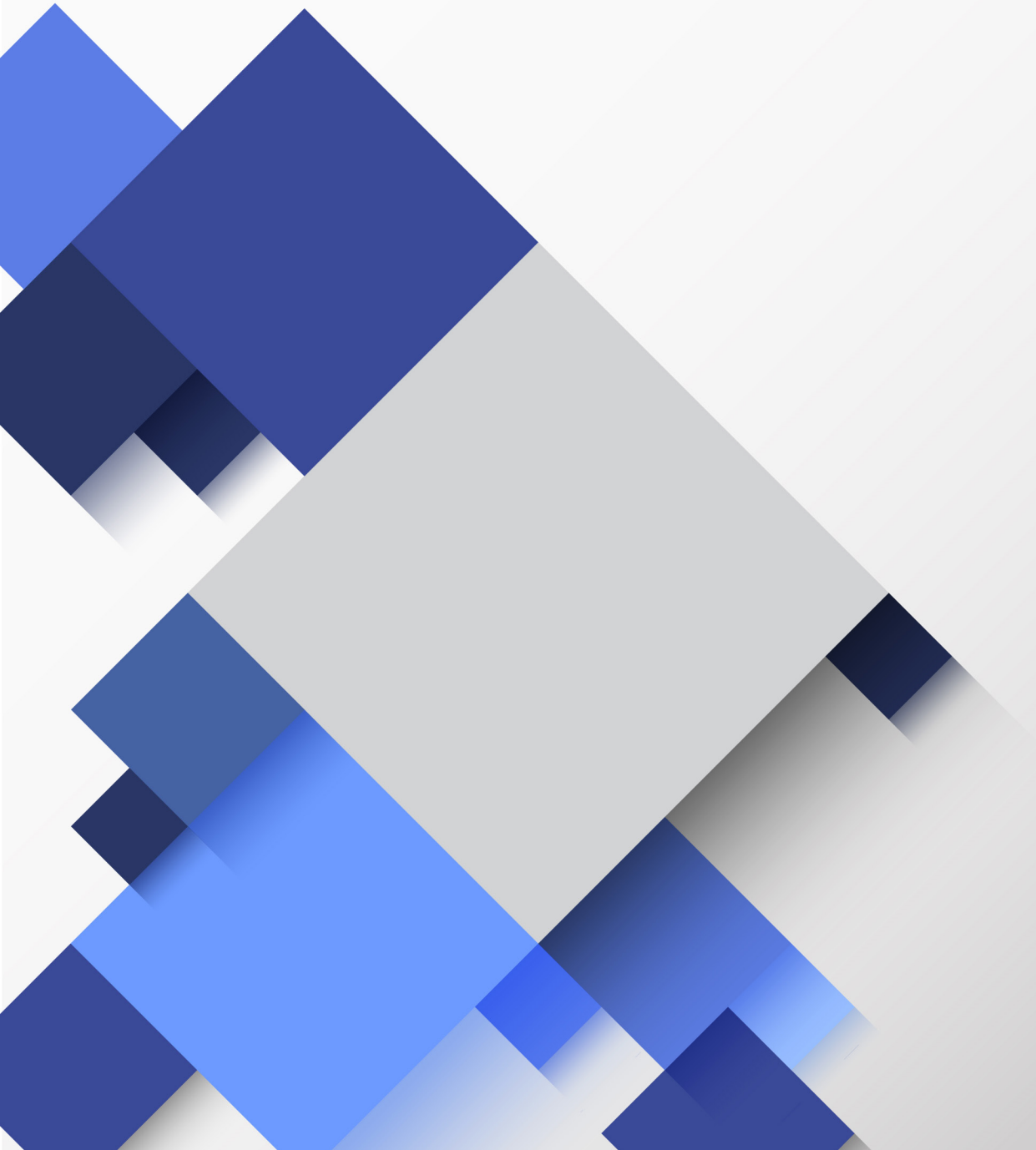




Advertising

in Online B2B

Industry Publications



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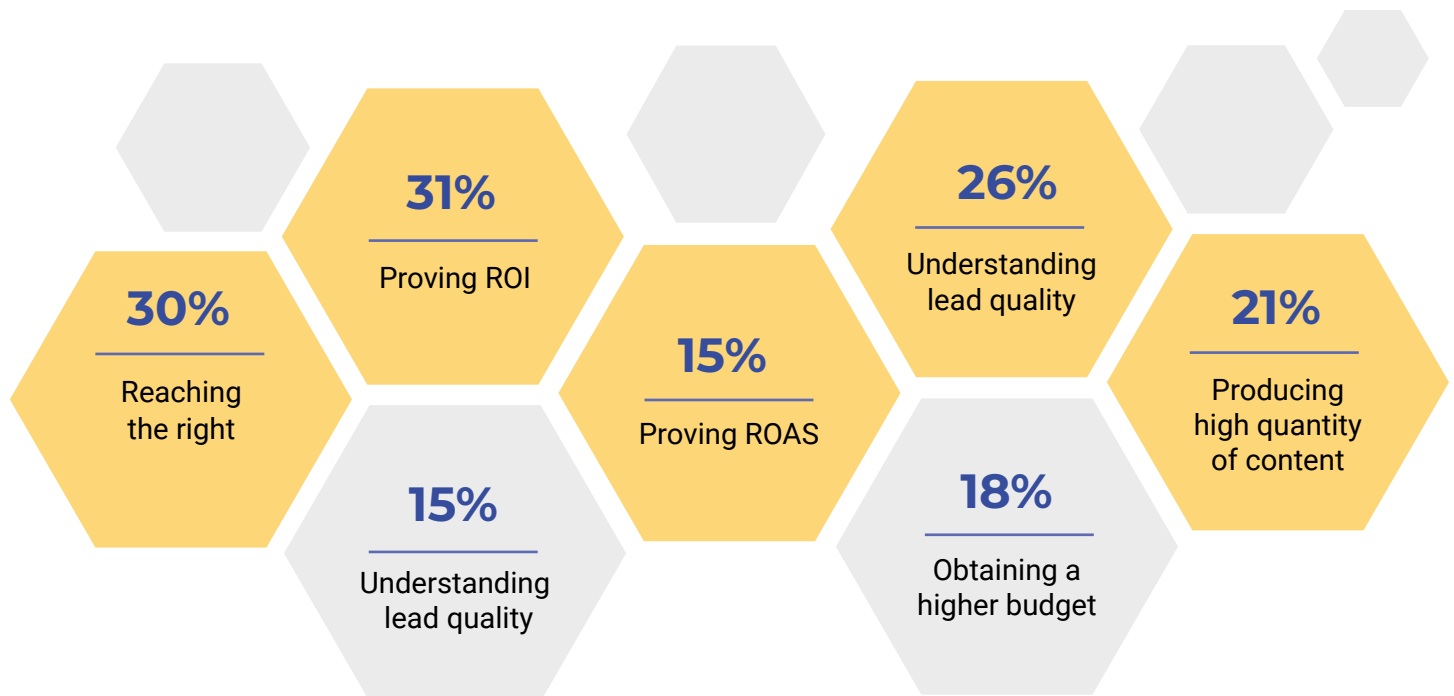
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Introduction

Publications in the internet age continue to combine the power of digital promotions with B2B advertising

Digital advertising was never central to B2B go-to market tactics the way it was for B2C. Yet B2B digital advertising's emergence as a major money maker is reflected in exponential growth in the year-on-year spending on digital ads. A growth rate of 32.5% was recorded in 2020-21 for digital ad spending. In the same year, traditional ad spending came down to 60.8%. Online ads are here to stay, and it's only the beginning of a pivotal shift to the digitalization of advertising.

The Biggest Challenges Faced By B2B Marketers:



2

What's Holding You Back From Leveraging B2B Advertising?

Traditional B2B advertising spend fell from 71% in 2020 to 60.8% in 2021 (Source: Statista).

Digital advertising is not a new concept. However, many B2B marketers fail to harness its untapped potential. One of the reasons why many companies are unable to take full advantage of B2B advertising is that they are unaware of its ability to mobilize their digital presence.

There is no doubt that B2B organizations seeking to leverage advertising in B2B publication platforms will find a compelling business opportunity.

If you are a B2B marketer, keep reading for actionable next steps you can take to implement a holistic, ROI-driven advertising strategy through a niche industry publication.

3

Advertising On Specialized B2B Publications: Making A Next Level Impact On Lead & Revenue Generation

Digital B2B publications offer a powerful opportunity for businesses to meet their niche audience where they are, identify prospects efficiently, and generate leads quickly. In addition, it provides a way to capture and foster a digital presence that can be capitalized on at any time to bolster the brand further.



Reach

Approach your niche audience directly
Craft targeted, more appealing advertising campaigns
Connect with industry professionals, decision-makers and stakeholders in one place.



Engage

Provide direct solutions to the audience's problems
Deliver thought leadership content that resonates
Offer two-way interaction opportunities to deliver higher value and engagement



Communicate

Bolster your brand presence with hyper-personalized content
Deliver purposeful content to improve brand positioning
Package contextual content on a platform designed for it



Captivate

Share company updates, developments and projects
Publish market trends and insights for consumers and clients
Promote conferences, awards, webinars



Educate

Announce the launch of a new solutions
Share news about cross-functional collaborations and partnerships
Inform and educate audiences on how to leverage a new solution

Key Outcomes of Advertising on B2B Publications

- Engage the right prospects at the right time
- Create and nurture a community
- Stay on the radar of decision makers in your industry when it comes to providing value
- Heighten your brand's search engine discoverability and digital longevity
- Boost ROI with multi-purpose advertising by selling to engaged prospect audiences on how to leverage a new solution

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B2B Advertising Solutions For All Industries

Takeovers

Run of Site (ROS) & Share of Voice (SOV)

ROS ads can appear anywhere on a website. SOV helps you find your visibility before a campaign. Includes:

- Complete control over ads and improved conversion rates with ROS
- Evaluate brand visibility, competitive analysis and audience profiling with SOV

Newsletters and Email Blasts

Partnering with an industry publication lets you promote your content proactively through massive email lists:

- Connect and communicate with your prospects through their inbox
- Track the performance of your campaigns and make fine tune email strategy

Immersive Storytelling

In a business-to-business world, stories help you connect to your audience authentically.

- Increase engagement by using design and visuals to present facts and perspectives
- Deliver business messaging that underlines relevant, jargon-free communication

Whitepaper Downloads

Whitepaper is an enriching B2B collateral that supports the below objectives:

- Push the envelope with thought leadership by offering solid, researched content
- Generate leads by tracking the downloads of your white paper

Branded and Co-Branded Content

Branded or co-branded content enables you to quickly reach your audience and:

- Leverage the authority and reach of industry publications to reach your audience
- Deliver diverse content through articles, interview pieces, and thought-leadership write-ups

Sponsored Research

Sponsored research offers many benefits for B2B businesses. It helps to:

- Cover topics of special interest for an industry's professionals and enhance authority
- Uncover critical insights and data points that can be used by stakeholders for better visibility

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Media 7 Solutions



Content Creation

Collaborate with our industry experienced editorial team to develop marketing assets such as white papers, infographics, case studies, e-books, and other content formats.



Content Syndication

Syndicate your existing proprietary online content to our 30+ industry publications and take the first step in connecting with your right target audience and potential buyers.



Advertising

Place your ads in our publications relevant to your product or service and directly target the audiences specific to your industry to generate leads, recognition, and growth.

Creating effective, engaging, and high-quality content is just half the work done. To extract the maximum output in terms of brand building and revenue generation, efficiently marketing the content is equally important. Media 7 can use its content marketing wand to reach your target audience, enhance your brand visibility, build customer loyalty, and drive conversion.

Industry Experts Featured



Morgan Greigory
Security Architect and Officer
Google



Div Manickam
Director of WW Services
Marketing
Lenovo



Herve Suquet
VP Energy Group
Orange



Nicholas McQuire
Director of AI and
Innovation
Microsoft



Carolyn Bao
Product Marketing
Consultant
Intuit



Tom Raftery
Global VP
SAP



Madhumita Mantri
Sr. Tetchnical PM,
Data Platform & Products
Linkedin



Patrick Ward
Vice President of
Marketing
Rootstrap



Anjali Gugle
Security Architect and Officer
Cisco

Event Organizers We Have Worked with



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Decision Makers

initiators | influencers | deciders | buyers | users

30+

publications

190

countries

274M+

audience reach

ABM (Account-Based Marketing)
Advertising
Aviation
Biotechnology
Capital (Banking, Finance, Insurance)
Channel (Marketing)
Chemical
Cloud (IT)
Data Analytics (IT)
Education
Engineering
Entertainment
Government
Green Energy
Healthcare
Human Resources
Information Security (IT)
Infotech (IT)
IT Infrastructure (IT)
Manufacturing
Networking (IT)
NonProfit
Policy (Insurance)
POS (Retail & Wholesale Trade)
Pharmaceutical
RE (Real Estate)
Small Business
The Internet of Things (IT)
Travel
Virtualization (IT)
Wheels (Transport & Logistics)
& Others

with an audience reach of 274+ million, Media 7 reaches decision makers across 190+ countries. Campaign geographies include NORAM, LATAM, EMEA, APAC, ANZ, and more focused regions like Nordics, BENELUX, DACH, MENA, GCC, BRIC, ASEAN, and APJ.

Campaigns are also conducted in localized languages like French, German, Spanish, Chinese, Japanese and other languages.

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industries and markets

IT and technology
Banking, accounting, and financial services
Insurance
Healthcare and pharmaceuticals
Transportation and logistics
Entertainment, travel and hospitality
Retail and wholesale trade
Human resources, compensation and benefits
Central, state and local government
Marketing, advertising and public relations
Education, training and development
Non-profit and non-governmental organizations
Real estate and construction
Renewable energy
Chemicals and plastics
Engineering and manufacturing



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Who we are

The Media 7 group is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 190+ countries.

What we do

Advertisers, agencies, and platforms rely on us for audience engagement at scale. Marketers from large enterprises to small and mid-sized companies use our services for their advertising and marketing programs.

Media 7

For content creation, advertising, and content syndication solutions:

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www.media7.com



6 Reasons To Advertise



Industry Outreach



Large Specialized Audience



Omni-Channel Touchpoints



High Visibility



Customized Analytics



Optimize ROI

Audience targeting

Demographic + Firmographic + Technographic

ABM (named accounts, lookalikes)

Geography (region, country, state, zip code)
NORAM, LATAM, EMEA, APAC, ANZ
Nordics, BENELUX, DACH, MENA, GCC, BRIC, ASEAN, APJ
190+ COUNTRIES

Industry (SIC, NAICS)

Job levels (C-level, VP, Director, Manager, Staff, Other)

Specific titles and keywords

Job functions (IT, HR, Finance, Marketing, Sales, Engineering, Procurement, Logistics, Customer Success, Other)

Tech stack (install base, IT infrastructure)

Employee count

Company revenues

Intent targeting