



## Align your brand with the world's leading platform for cutting-edge innovation management content, best practice, and online learning.

**Our partner programs offer premium exposure to an international community of executives and professionals looking for knowledge and inspiration to improve innovation capabilities.**

Showcase your expertise and thought leadership to a targeted audience in a cost-effective way. The result is highly-qualified sales leads and increased brand awareness. Our partners and collaborators represent a diversity of organizations, educational institutions, and innovation service providers.

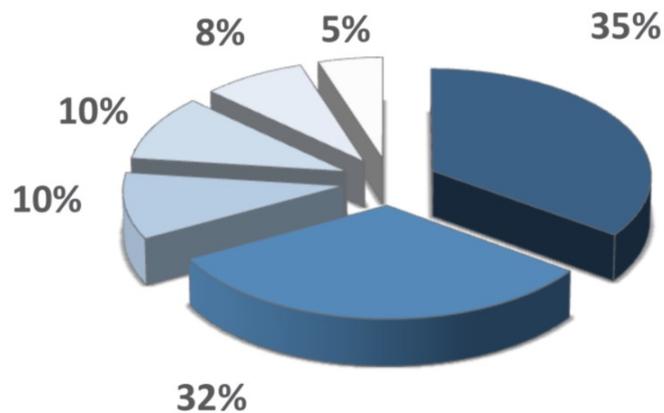




# INNOVATION MANAGEMENT

## Audience Overview

Each month, the InnovationManagement platform receives 100,000 unique visits. Our mailing list has 14,500 subscribers, with hundreds added each month. 93% of our visitors have an influence on the sourcing and purchasing decisions for products and services in their organization. 44% of our visitors are directly responsible for sourcing and purchasing products and services.



- 35% of our audience are C-level, executives, VPs, directors, and heads of innovation
- 32% are innovation managers, engineers, and mid-level management
- 10% are researchers, academics, experts, PHDs, and students
- 10% are SME CEOs, owners, and founders
- 8% are consultants and educators
- 5% are others

Geographically, our readers, subscribers, and partners are mainly located throughout the Americas and Europe, with a quickly growing population in Asia.



## Publishing and Advertising

With more than 3,000 original and evergreen articles, the InnovationManagement library is a well-founded resource for the industry. Publishing original content builds brand awareness and trust toward individual experts and your organization. Present your methods and expertise to a diverse network of practitioners to increase recognition and confidence among your audience.

### Articles

All articles are published on the front page, and included in our weekly email newsletter to 14,500 subscribers. We also share content across all of our social networks, which have nearly 34,000 followers, each day. A short company or author profile with links and contact details are included both on published articles and in your author biography page. More than 100,000 unique visitors read articles published on InnovationManagement every month.

#### → Article Callouts

An alternative to banners, article callouts are placed inline on our most popular evergreen articles, and/or can be added to newly-published articles for the duration of the partnership. Callouts lend extra credibility to the advertisement, showing that InnovationManagement vouches for and recommends the product or service featured. Depending on the placement, article callouts garner 25,000 to 100,000+ impressions per month.

### Newsletter Advertorials

Our newsletter is delivered to 14,500 readers, with hundreds more subscribers signing up each month. Our average open rate is between 15% and 18% (above industry average) and depending on the placement, you may expect 100 to 200+ clicks on a single advertisement. Sponsored advertorials may showcase product demos, events, webcasts, whitepapers, crowdsourcing initiatives, and much more, and we offer a variety of advertorial placement types to fit with your budget and needs.



## Banner Advertising

We offer sidebar 300x250 banner advertising on all of our article and archive pages. Banners garner 100,000+ impressions each month.

### → Sidebar Blurbs

An alternative to banners, sidebar blurbs can feature an image, text, and a link, or just text and a link. Sidebar blurbs garner 100,000+ impressions each month.

## Social Media Promotion

With more than 14,000 members of our LinkedIn group, 13,500 followers on Twitter, and more than 6,200 followers on Facebook, we are able to promote our partners to a sizable and growing audience across a variety of platforms.

## Get in Touch with Us:

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