





①1Industry Dive →

O2Audience →

O3Solutions →

About us

Our data

Our industries

Our journalism

Audience overview

Target readers

Capabilities

Clients

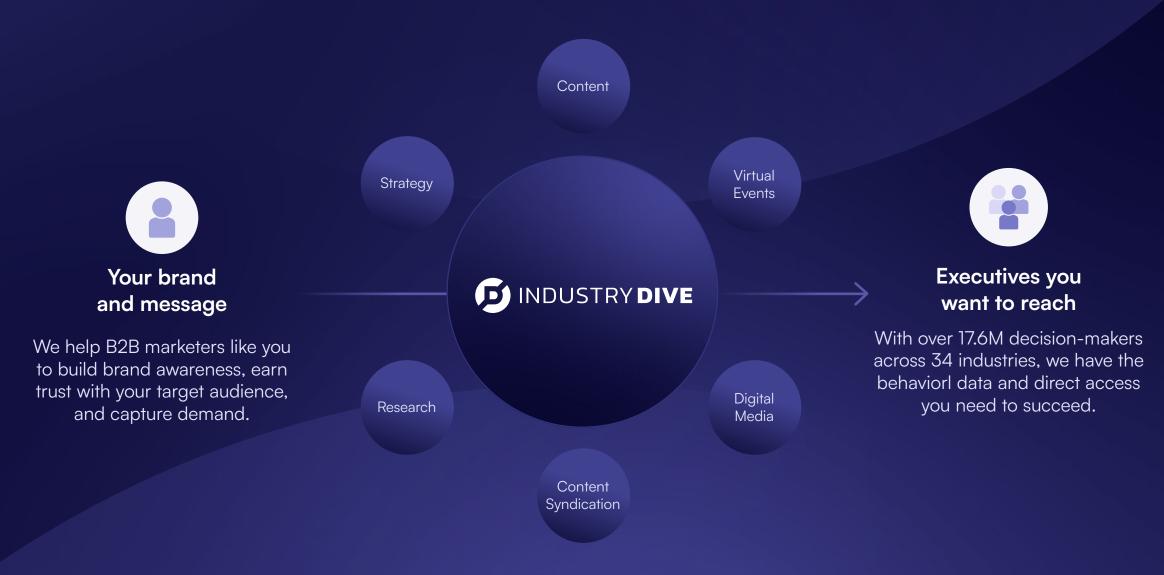
Campaigns

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

17.6M

READERS

3.2M

SUBSCRIBERS

34+
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 34+ 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

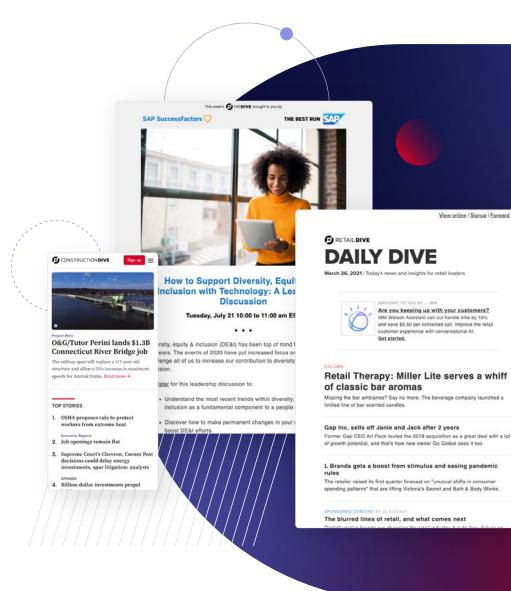
- Hotel
- Restaurant

Infrastructure

- ESG
- Smart Cities
- Utility
- Waste

Life Sciences

- BioPharma
- Healthcare
- Medtech





View online | Signup | Forward

Are you keeping up with your customers?

IBM Watson Assistant can cut handle time by 10% and save \$5.50 per contained call. Improve the retail

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



01 Industry Dive / About us / Our data / Our industries / Our journalism

The Washington Post

5 Best Place to Work Awards



Design Team of the Year



36 Neal Awards

A Z B E E S
ASBPE Awards of Excellence

110+ Azbee Awards GD

11 American Graphic Design Awards



SABEW Best in Business Award

FAST @MPANY

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



57,500Total subscribers

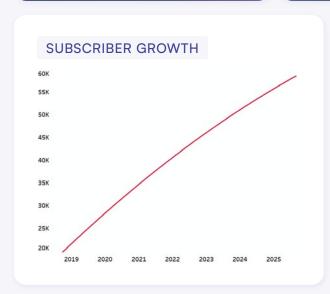
185,000
Unique monthly viewers

78%

are manager level or above

100%

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

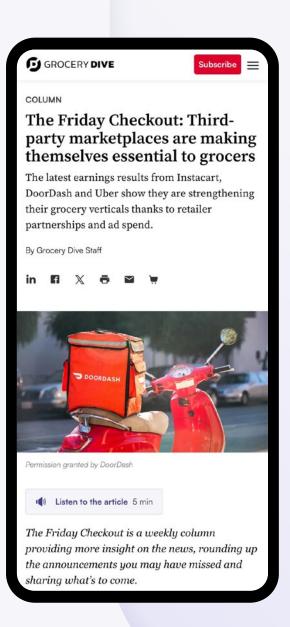




TOPICS WE OWN

- Center Store
- E-commerce
- Finance & 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.



















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

17.6M

READERS

3.2M

SUBSCRIBERS



Research

Generate original data & first party insights to drive your strategy and content.



Events

Fully managed, custom virtual thought leadership events & roundtables.



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.



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 34+

INDUSTRIES WITH EXPERTISE

Serving businesses of all stages and sizes





















From ad-hoc campaigns...

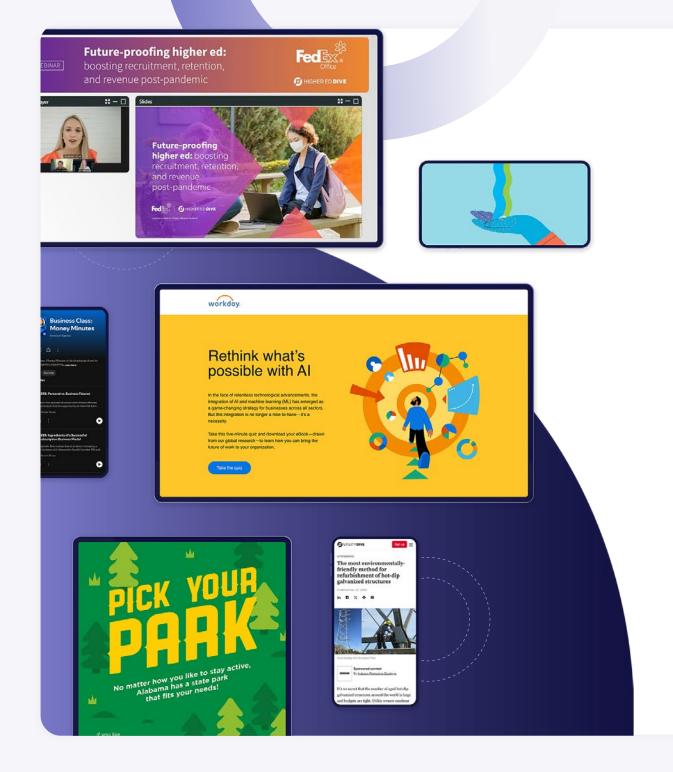
...to full-funnel solutions that cover every corner of the market

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





Ebooks



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



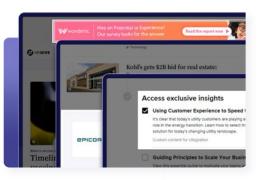
In-Line Ads



Promoted Stories



Prestitials



Syndication



Co-Registration



Trendlines



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



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





Editorial Events



Promoted Stories

Build brand and earn trust

with industry-specific messaging and content.

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.



Email Blasts



Playbooks

Target decision makers

with content they are most likely to engage with.



Webinars

Generate leads for sales

with consistent nurture and distribution.

ORIGINAL RESEARCH



PODCAST

Breach

Into

the

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.



WEBINAR

PROMOTED STORIES

IBM's latest "Cost of a
Data Breach" report
reveals alarming
increases
Data breaches cost an average
\$9.44m in the US last year

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





INFOGRAPHICS

ARTICLES





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