
Media Kit

Business journalism for competitive industries. **Your brand. Our audience.**

Meet Industry Dive

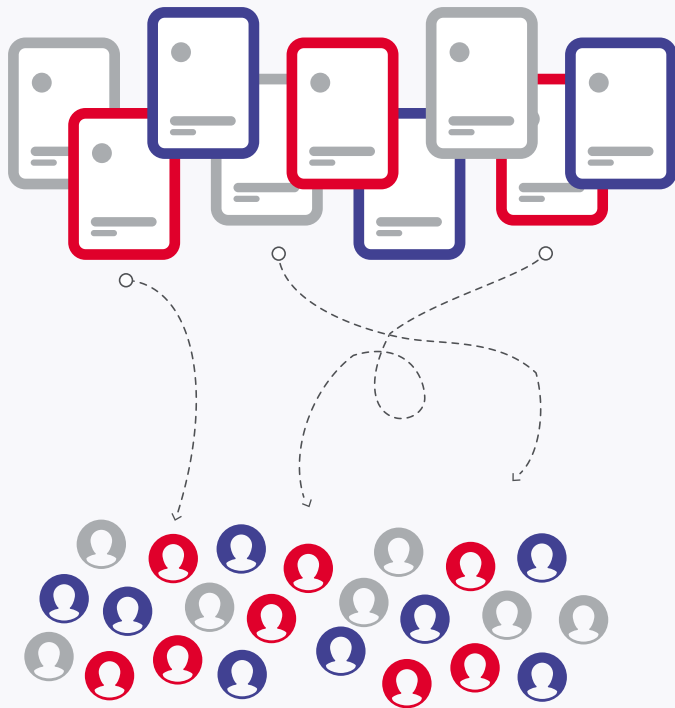
Industry Dive is a leader in business journalism, reaching over 15 million decision-makers who rely on our news, insights, and in-depth analysis to make complex decisions. Our 100+ full-time reporters keep their fingers on the pulse of trends that move markets. We pride ourselves on having both the widest reach in B2B journalism and the most engaged audience.

We leverage this editorial expertise to **create brand content that complements our coverage and serves as a resource for leaders who control budgets**. We also connect marketers with this audience through well-executed and targeted campaigns that raise brand visibility and drive new business. Most of all, we live by our core value: Serve the reader. Serve the client.



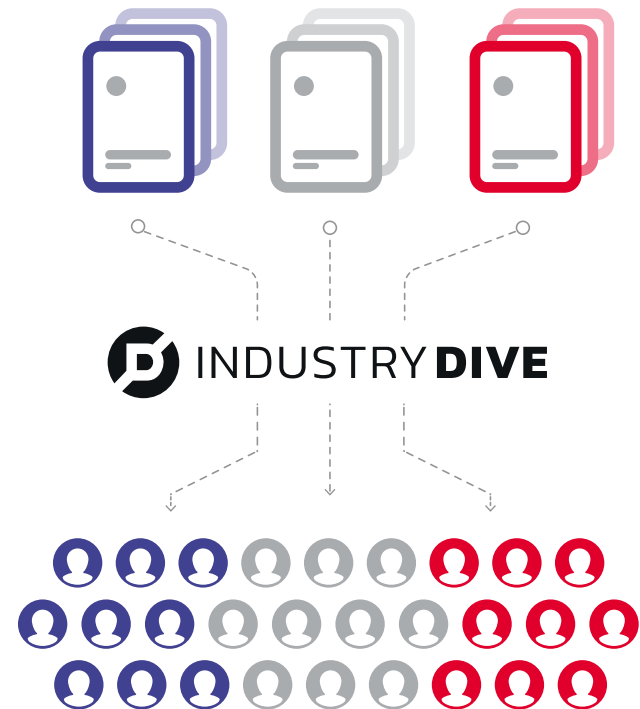
Challenge

Business execs are flooded with news & information, yet they struggle to find content that speaks to their unique industry pain points.



Opportunity

Industry Dive creates and connects content to the right audience at the right time with a targeted vertical approach.



Deepen your relationship with customers and prospects by



Fueling your program with original and licensed content

- › Fuel repeat engagement with content at scale
- › Generate leads with co-branded big rock content
- › Scale your content strategy with licensed content from premium publishers



Gaining access to senior decision makers

- › Boost brand awareness with native advertising
- › Distribute your content to targeted exec readers across more than 30 verticals
- › Target niche audiences with topical advertising



Leveraging our marketing services group

- › Build a foundation for a successful multi-annual marketing program
- › Develop your strategy with deep industry expertise

What sets us apart

› Brand-to-Demand vision

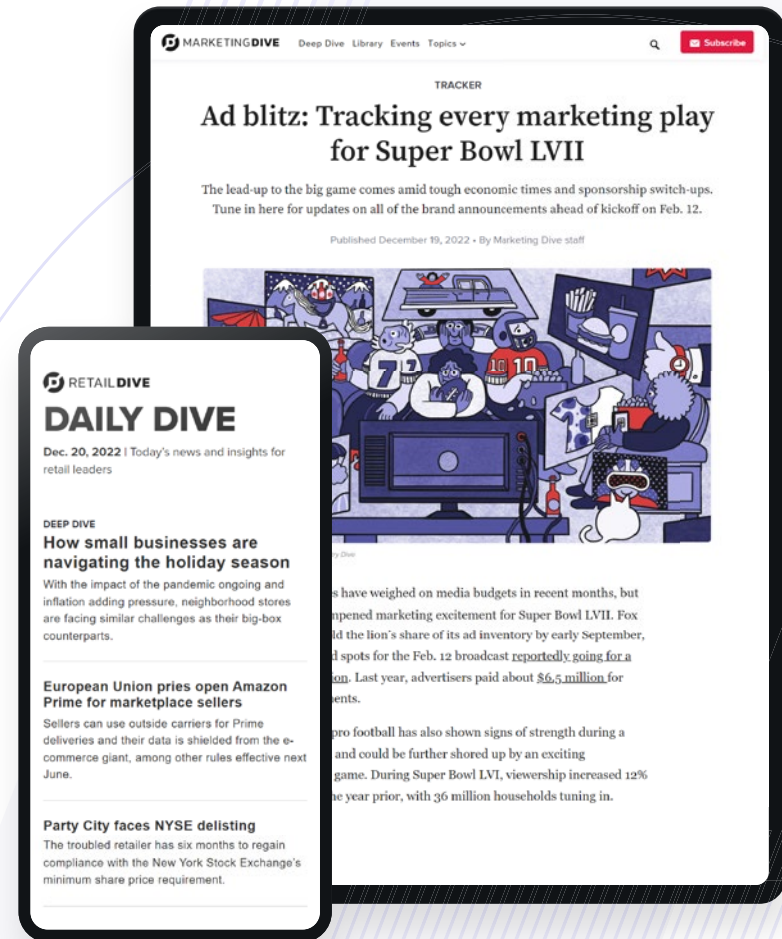
We are uniquely positioned to connect clients with audiences across the knowledge journey, balancing short-term wins and long-term strategies to build brand, earn trust, and drive demand.

› Audience of business leaders

Decision-makers rely on our information to make complex decisions. We pride ourselves on not only having the widest reach in B2B, but also the most engaged audience.

› Award-winning original journalism

Our reporters have their fingers on the pulse of trends that move markets. Our editorial and sponsored content provide insight and actions that leaders can take.



Audience of business leaders

Although we reach over 15 million readers across our publications, it's the depth of our coverage and expertise that keeps readers engaged.

› **Retail**

- › C-Store
- › Fashion
- › Retail

› **Food**

- › Agriculture
- › Food
- › Grocery

› **Life Sciences**

- › BioPharma
- › Healthcare
- › Medtech

› **Education**

- › Higher Ed
- › K-12

› **Business Functions**

- › CX
- › HR
- › IT & Cybersecurity
- › Legal
- › Marketing

› **Manufacturing/Transportation**

- › Automotive
- › Manufacturing
- › Packaging
- › Supply Chain
- › Trucking

› **Financial**

- › Banking
- › CFO
- › Payments

› **Energy & Sustainability**

- › ESG
- › Smart Cities
- › Utility
- › Waste

› **Real Estate/Buildings**

- › Construction
- › Facilities
- › Multifamily

› **Hospitality**

- › Hotel
- › Restaurant



“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**

Award winning business journalism & design

EDITORIAL EXCELLENCE

**JESSE H.
NEAL
AWARDS**
Est. 1955

25 Neal Awards

A Z B E E S
ASBPE Awards of Excellence

82 Azbee Awards

CUSTOM CONTENT DESIGN

2020 FOLIO:
**EDDIE
OZZIE**
AWARDS

Design Team
of the Year

**GD
USA**
GRAPHIC DESIGN USA

11 American
Graphic Design
Awards

INDUSTRY ACCOLADES

The Washington Post

5 Best Place to Work Awards



2023
AZBEE AWARD
WINNER
Staff
Written
Regular
Column

“We came on board with Grocery Dive as a charter sponsor, and we’re very happy with the initial results from our first time working with the publication. The lead generation exceeded expectations, and we’re excited about what’s to come.”

Matt Picariello

Marketing Programs Specialist at Mercatus

TOPICS

- > Center store
- > E-commerce
- > Alternative Formats
- > Finance and Deals
- > Fresh Food
- > Technology
- > Foodservice
- > Corporate Operations

AUDIENCE BY THE NUMBERS

59.5K

subscribers to
email newsletters

115.5K

unique monthly
visitors

80%

are manager
level or above

100%

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

Value of Brand-to-Demand

Brand-to-Demand campaigns reach your target audience across the knowledge journey with relevant and timely communications. They feature consistent exposure using multiple touchpoints, to help you:

- 1 Build Brand**
- 2 Nurture & Earn Trust**
- 3 Drive Demand**



studio / ID

BY INDUSTRY DIVE

Content fueled by
expertise.

Strategies built for
results.

studioID is Industry Dive's global content studio offering brands an ROI rich tool kit: deep industry expertise, first-party audience insights, an editorial approach to brand storytelling, and targeted distribution capabilities. Our trusted in-house content experts help brands power insights-fueled content programs. From discovery to purchase, our content programs nurture prospects and customers, bridging the gap between brand and demand.



studio / ID

BY INDUSTRY DIVE



Strategies that build brands & fuel demand

Our methodology drives business results—guiding brands to develop an expertise-driven point of view, build the right audience, and nurture that audience from discovery through to purchase.

Expertise-driven original & licensed content

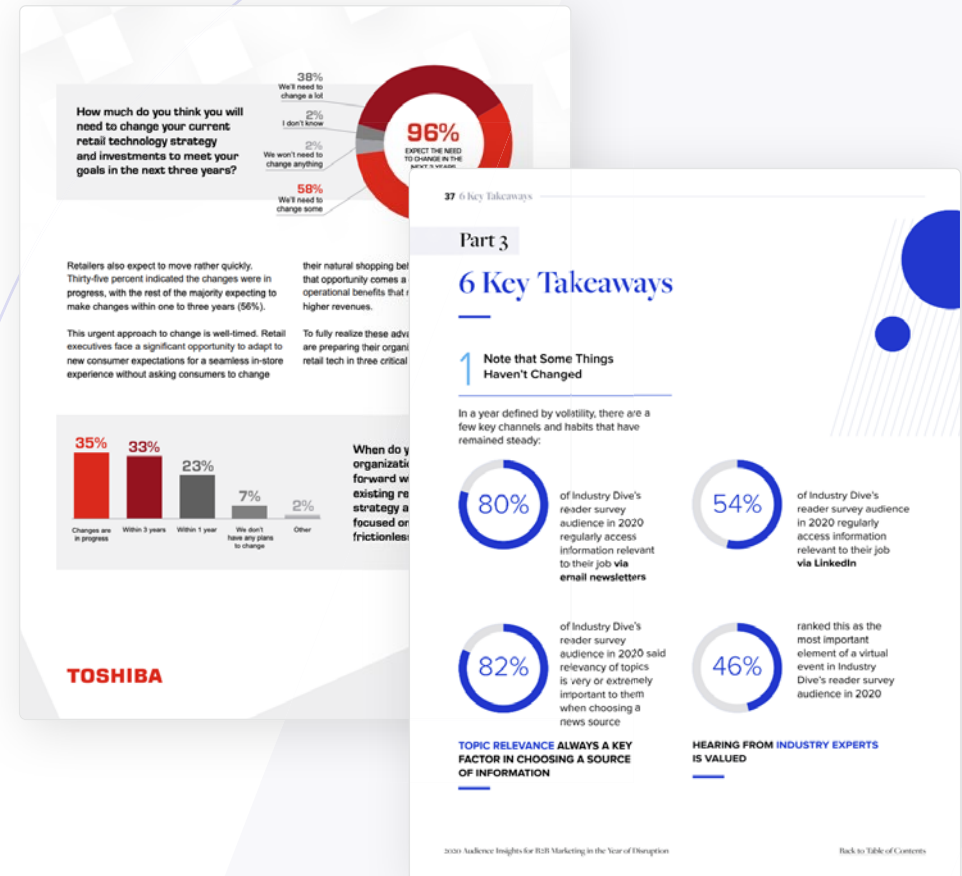
We are the only media company offering two unique content solutions. Our content studio produces journalistic original stories with unique angles, deep insights, and expert research. DiveMarketplace allows brands to reprint content from 2,400 high-value publications, including Industry Dive's portfolio.

First-party insights & targeted distribution

Our proprietary first-party audience insights power every content strategy we develop. Our unparalleled distribution allows brands to reach decision-makers who hold purchasing power in 15 verticals, ranging from retail to waste, and five functional areas, including marketing, HR, and IT.

Develop your strategy with deep industry expertise

Build a foundation for a successful Brand-to-Demand program with a documented content strategy. Leverage first-party insights from our audience data, and optimize your content for SEO.





Fuel repeat engagement with content at scale

Develop your content strategy with original and licensed content. We create content in 40+ formats and 20+ languages to help tell your story and engage with your target audiences. We can scale your content strategy by layering in licensed content from thousands of premium publishers in our network.

Generate leads with co-branded big rock content

Work with our team to create fresh, insightful content that we can promote to our audiences for engagement and lead generation. Ask about available formats and lead guarantees.

Get the most bang for your buck by improving the conversion experience

"Intelligent" individualization lets retailers be more relevant and targeted with their offers—especially at the moment of conversion.

"It's hard enough to get consumers into the funnel and to be paying enough attention that they're seriously considering buying," says Dennis. "Also, acquiring customers in the first place is expensive, so when you get close to that moment of truth, there's pressure to be intensely relevant. Because if you're not able to convert them, you've likely just wasted a lot of money."

However, AI-enabled individualization helps to avoid this scenario by first identifying those customers who are on the fence when it comes to converting, and then by delivering an offer that is individualized to help that specific customer convert.

For a real-life example of how this works, in the next section, we'll take a look at a customer case study.



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Steve Dennis
President and founder of Sageberry Consulting

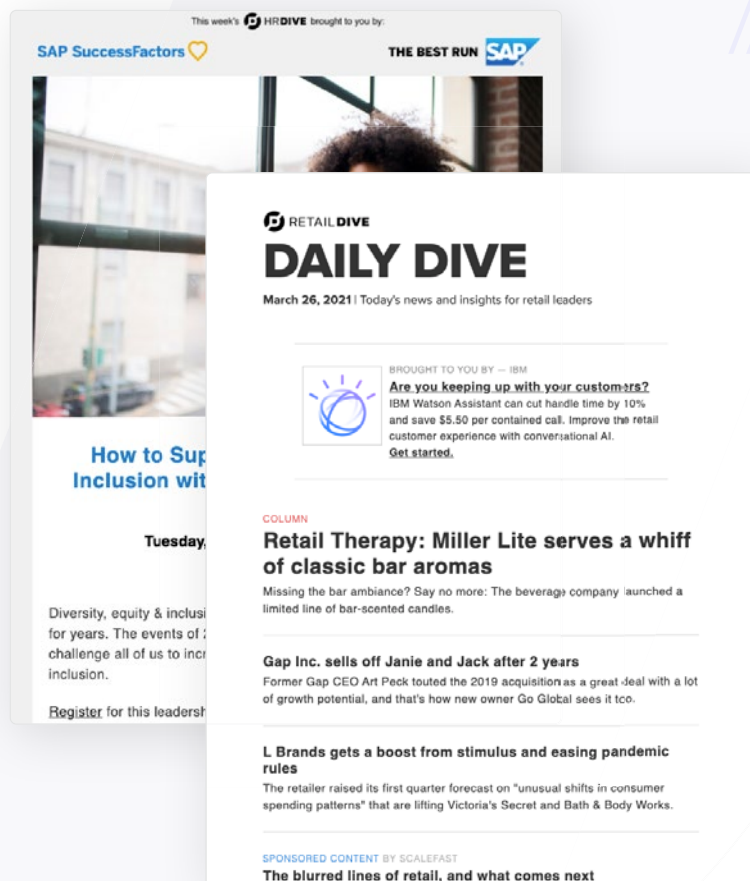


Custom content for Integrate.ai
by Retail Dive's Brand Studio

Boost brand awareness with native advertising

Build your brand by aligning with your audiences' trusted news sources. Our email, web, and social tactics position your brand as an industry leader and develop your relationship with our readers.



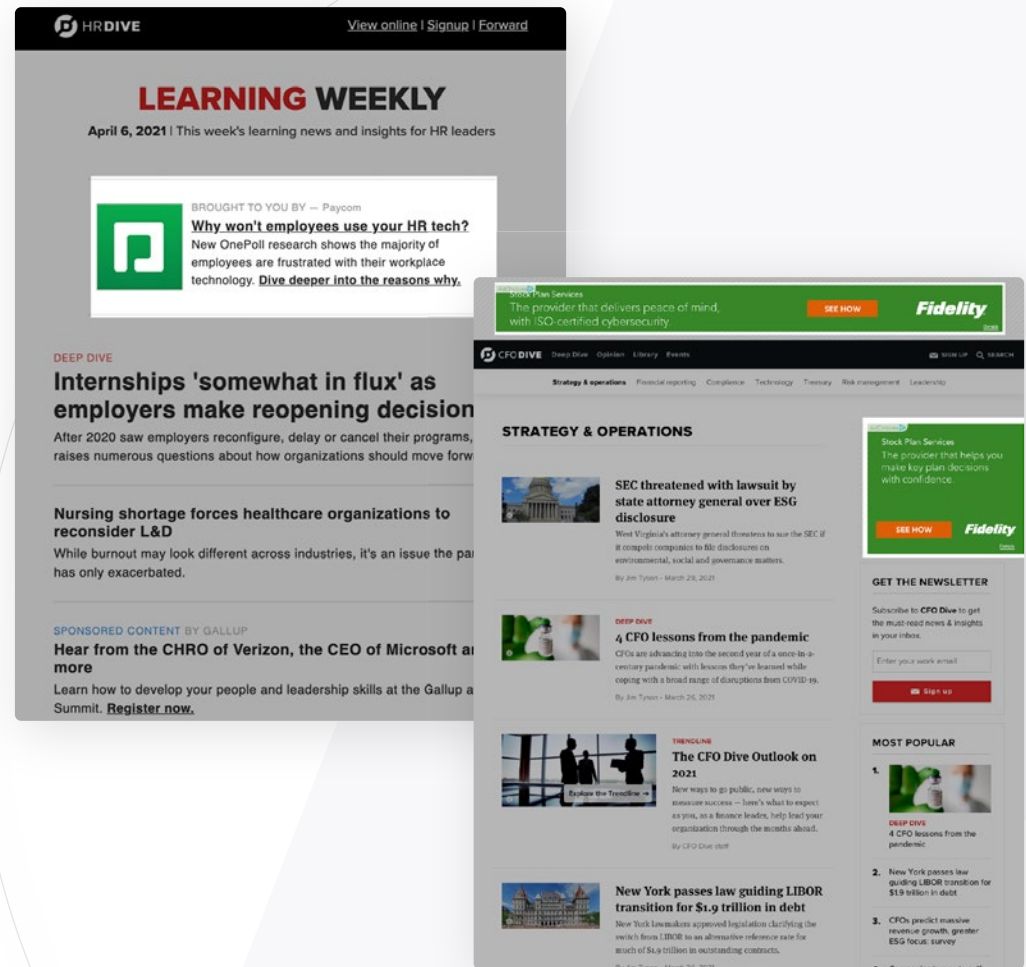


Distribute your content to targeted exec readers

Drive engagement with high-impact email, web, and multi-channel tactics designed to generate direct response.

Target niche audiences with topical advertising

Own key industry topics by aligning with content that your audience cares most about. Use topic-targeted web display, topical weekly newsletter sponsorships, and exclusive trendline sponsorships. Ask about available topics.



What's next...

We craft personalized campaigns that cater to your needs.

WORK WITH US TO:

- 1 **Identify audiences and programs** that best serve your goals.
- 2 **Leverage our expertise** to build an integrated campaign that maximizes ROI.
- 3 **Claim prime placements** that align with your key initiatives.

Talk to us about putting together a proposal

✉ Advertising@IndustryDive.com 📞 202.331.2480