

# 2015 MEDIA KIT

Proven Strategies for  
Creating Market Presence,  
Thought Leadership  
& Engagement

**Chief  Marketer**

THE AUTHORITY ON MEASURABLE MARKETING

# Our Audience

**Chief Marketer**—The indispensable resource on measurable marketing strategies, tactics and benchmarks for marketing professionals at both B2C and B2B leading brands and their agencies.

27% CEO / PRESIDENTS / OWNERS

18% CMO / SENIOR VP / VP OF MARKETING

24% DIRECTORS OF MARKETING

31% MANAGERS OR SPECIALISTS

Reach *Top Level* Marketers...

Chief Marketer keeps this fast paced and challenging C-Level executive informed on top level marketing information—peers, competitors, campaigns, talent, trends, research and top shops.



**CHIEF  
MARKETING  
OFFICER**

## Sample Titles

Chief Executive Officer  
Chief Marketing Officer  
EVP, Database Marketing  
SVP, Marketing  
SVP, Business Development  
VP, Interactive Marketing  
VP, Marketing  
VP, Sales & Marketing  
VP, CRM & Database Marketing  
VP, Audience Development  
Director, Global Marketing  
Director, Digital Marketing  
Director, Corporate Marketing  
Managing Director  
Senior Director, Experiential Marketing  
Director, Customer Experience  
Director, Consumer Marketing

Performance Marketing Director  
Ecommerce Director  
Director, Data & Analytics  
Global Shopper Marketing Director  
Director, Promotion Marketing  
Director, Global Trade Marketing  
Director, Demand Generation  
Director, Membership Marketing  
Director, Content Marketing  
Director, Integrated Marketing  
Manager, Social Media Marketing  
Lead Generation Manager  
Online Marketing Manager  
Manager, Marketing Operations  
Manager, Digital Marketing & Metrics  
Manager, Events & Promotions  
Product Marketing Manager  
Manager, Email Marketing  
Direct Marketing Manager  
eMedia Manager  
Consumer Promotions Manager  
Channel Marketing Manager

# Meet Your Potential Customers

Our Audience Comes From All Marketing Functions and Levels

## The Industries That Need You

CPG / MANUFACTURING

24%

AGENCY / MARKETING SERVICES

15%

RETAIL

14%

MEDIA & ENTERTAINMENT

9%

FINANCIAL

7%

BUSINESS / PROFESSIONAL SERVICES

6%

HI-TECH

6%

WHOLESALE/DISTRIBUTION

6%

TRAVEL & HOSPITALITY

3%

COMMUNICATION SERVICES

3%

NON-PROFIT

2%

**95%**  
*Have buying power*

### Sample Reader Companies

#### CPG/MANUFACTURING

Alcoa  
Colgate Palmolive  
Dow Chemical  
General Mills  
Ford Motor  
Kimberly Clark  
Spectrum Brands  
Abbott Laboratories  
Hillshire Brands  
General Motors  
DuPont  
Pfizer  
Henry Schein  
Deere & Co.  
Brown-Forman Corp.  
Baxter Healthcare  
Monsanto  
Whirlpool  
YUM! Brands  
Molson Coors Brewing Co.  
Hasbro  
H. J. Heinz Co.  
Cummins Inc.  
Allergan  
Diebold  
Del Monte  
International Paper  
Kellogg CO.  
Toll Brothers  
Praxair  
Exxon Mobil  
Pinnacle Food

#### RETAIL

Macys  
Target Corp.  
Urban Outfitters  
William-Sonoma  
Costco  
Nordstrom  
Staples  
Lowe's  
Baker Hughes Inc.  
Cabelas  
Steelcase  
Cintas  
Tiffany & Co  
AutoZone  
Home Shopping Network

#### MEDIA & ENTERTAINMENT

NetFlix  
Time Warner Cable  
Viacom  
Charter Communications  
Caesars Entertainment  
Live Nation  
McGraw-Hill  
MGM  
DirecTV  
Dish Network

#### FINANCIAL

Bank of America  
Prudential Financial  
AFLAC  
Liberty Mutual  
VISA  
TIAA-CREF  
Humana  
AIG  
Principle Financial  
The Blackstone Group  
Raymond James Financial  
Ameriprise

#### BUSINESS/ PROFESSIONAL SERVICES

Paychex  
Simon Property Group  
FedEx  
EBay  
Avis  
Waste Management  
ADP  
Halliburton  
ServiceMaster  
Berkshire Hathaway

#### HI-TECH

HP  
Lenovo  
Apple  
Dell  
Honeywell International  
Texas Instruments  
Ingram-Micro  
B/E Aerospace  
SAP  
IBM

#### TRAVEL & HOSPITALITY

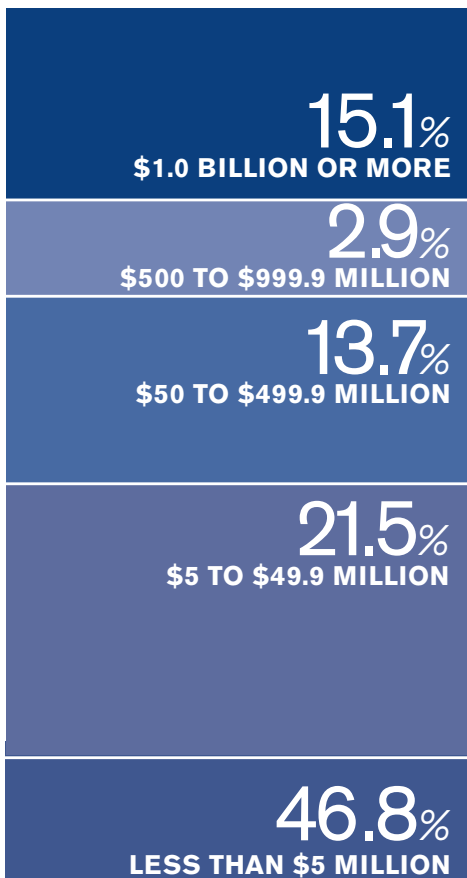
Delta Airlines  
Hyatt Corp.  
Expedia  
Starwood Hotels & Resorts  
McDonalds  
American Airlines



## VICE PRESIDENT, MARKETING

Whether B2C or B2B, Chief Marketer offers up inspiration through campaign coverage, awards programs and events & research, as well as fresh tactics, resources & technology applications that move the revenue needle.

### By Company Revenue



## Testimonials from Marketers both Readers and Advertisers

*“Chief Marketer is **one of my main go-to sources** for digital marketing tips, trends and best practices.”*

—PETER COBB, FOUNDER/EVP MARKETING, EBAGS

*“Our ‘go-to’ media source for help in building the Ripon Printers brand and generating quality sales leads, they provide us with the **integrated print and online channel opportunities** we need to get our marketing messages in front of important decision makers.”*

— CAROL CLUPPERT, DIRECTOR OF MARKETING, RIPON PRINTERS

*“Chief Marketer is the **absolute best source** in our industry for relevant B2B marketing strategy ideas and content.”*

— MARISA EDMUND, EVP MARKETING, EDMUND OPTICS INC.

*“When it comes to marketing, we are very careful with our ad dollars and need to justify everywhere we spend our money. Chief Marketer **delivers a return on our money**—we consistently have prospective clients reach out to us after seeing our ad in Chief Marketer.”*

— GREG BROWN, VICE PRESIDENT OF MARKETING, MELISSA DATA

*“Staying abreast of **the latest changes** in marketing is critical, and Chief Marketer helps me do so.”*

— HOWIE SCHNUER, VP OF MARKETING, SMB AT INFOGROUP

# Chief Marketer Product Portfolio

From digital products on our website, via email & social, to live events and awards to research, print and custom solutions. Choose a product, an integrated program or a customized solution to achieve your marketing goals.

PRODUCTS	Brand Awareness	Thought Leadership	Lead Generation	Engage Prospects & Customers	Customer Education
<b>Events &amp; Awards</b>					
B2B LeadsCon Event	✓	✓	✓	✓	✓
TopShops - B2C & B2B Leading Agencies	✓	✓	✓	✓	✓
ProAwards & Event	✓	✓	✓	✓	✓
MARC Awards & Event	✓	✓	✓	✓	✓
<b>Print   Digital Editions</b>					
Quarterly Strategic Guides	✓	✓		✓	✓
AgencyNext Annual Report	✓	✓		✓	✓
<b>Digital</b>					
PISCES Content Marketing	✓	✓	✓	✓	✓
AMPLify Email & Social	✓	✓	✓	✓	✓
Marketing IQ   Quiz	✓	✓	✓	✓	✓
ePromotion	✓		✓	✓	✓
Introstitial	✓		✓	✓	✓
Marketing Services Directory	✓			✓	✓
Targeted eNewsletters	✓			✓	✓
Run of Site Advertising	✓			✓	✓
JobZone			✓	✓	
<b>Engaging Content</b>					
Webinars	✓	✓	✓	✓	✓
Sponsored Editorial Reports & Research	✓	✓	✓	✓	✓
ShopTalk   Video Interview	✓	✓	✓	✓	✓
<b>Custom Programs</b>					
Content, Research, Campaigns	✓	✓	✓	✓	✓

# Live & Annual Events

Not to be Missed!

## THE PRO AWARDS & GALA



The PRO Awards are the most prestigious promotion marketing program of its kind, representing the brightest strategies and most innovative ideas for engaging new and current customers. The Annual PRO Awards include 28 categories, generating well over 500 entries from big brands and creative agencies, showcasing proven, measurable results. In summer, Chief Marketer & PROMO present the awards at a live event in New York. If your company is interested in brand & relationship building, as well as lead generation with outstanding agencies, then sponsoring the PRO Awards is for you.

*"We are honored to have been recognized for the Best International Campaign in 2014. It is particularly gratifying to be recognized by The ChiefMarketer Network given their comprehensive marketing approach and focus on measurable ROI."*

— **R. JEFF HANSEN, GENERAL MANAGER, MICROSOFT'S GLOBAL BRAND STUDIO, ProAward Winner**

## B2B LEADSCON

**AUGUST 25 & 26, 2015 @ THE NEW YORK HILTON**

B2B LeadsCon is the only event exclusively devoted to B2B Lead Generation—a must attend for B2B marketers looking to optimize lead gen, nurturing and scoring. The B2B LeadsCon last year garnered rave reviews—"dozens of takeaways", "great learning experience" and "not to be missed". Now, in its third year B2B LeadsCon returns to New York, co-located with LeadsCon, a sister company event.

LeadsCon showcases the best people and companies in vertical media and direct-response marketing. 5000+ people rely each year on LeadsCon for unparalleled insights and access to marketing leaders. LeadsCon is designed for those who desire accountability in their marketing spend and have results-driven marketing objectives—from per click to per inquiry. Leadscon is held twice a year—in Las Vegas March 3 & 4 @ The Mirage Hotel & Casino and in New York August 25 & 26 @ The New York Hilton.

*"I've been to a lot of conferences this year, and B2B LeadsCon has definitely had the most traffic, which so far seem like qualified leads."*

— **ASA HOCHHAUSER, TEAM LEADER, ION INTERACTIVE, Sponsor**

## THE MARC AWARDS & GALA

The Marketing ARC Awards is the first-of-its-kind awards program recognizing marketing campaigns powered by technology. Focusing on campaigns that were made possible or greatly improved by leveraging marketing technology solutions, the awards honors top projects in categories such as Lead Acquisition/Generation, Lead Nurturing, Conversion Optimization, Content Marketing, and more. The Marketing ARC Awards Gala will be held at LeadsCon in New York City August 25th. If your company is interested in brand and relationship building with tech-savvy marketers, as well as lead generation with outstanding agencies, then sponsoring the MARC Awards is for you.

*"It's an honor to receive this award. Being able to leverage the data we have across all of our properties through technology is critical to our team, and I really can't wait until next year to share some of the things we're doing now."*

— **SAL TRIPI, ASSISTANT VICE PRESIDENT, DIGITAL OPERATIONS AND COMPLIANCE, PCH.COM**



2014 PRO AWARDS PRESENTATION



**JIM LENSKOLD, PRESIDENT, LENSKOLD GROUP,** is an international speaker and author of the award-winning book "Marketing ROI, The Path to Campaign, Customer and Corporate Profitability."



ANNOUNCEMENT OF MARC AWARDS, 2014



# PROMO Top Shops & B2B Top Shops

Top Shops is Chief Marketer annual compilation of the top pure-play PROMO agencies and B2B marketing agencies, both large and small. This is a resource sought after by both brand marketers looking for exceptional agencies and agencies seeking experienced partners to work with. The information on the agencies is featured both online in a searchable directory as well as in an annual print and digital report published in the fall. Featured agencies can increase their visibility both online and in the annual AgencyNext report via links, featured case studies, and advertising.

## AGENCYNEXT REPORT

Today's agencies do much more than simply write clever slogans. They are true partners, helping clients craft winning campaigns and create marketing strategies that engage prospects and customers across a variety of media channels. In AgencyNext, Chief Marketer spotlights the best of the best with:

- **PROMO Top Shops**—our essential list of key promotional marketing agencies
- **B2B Top Shops**—the go-to directory of the country's top B2B shops
- **PRO Awards**—profiles of the 2015 winning campaigns and agencies
- **MARC Awards**—showcasing campaigns making the most of marketing tech solutions

PROMO  
**TOP**  
Shops

B2B  
**TOP**  
Shops

MARKETING  
**ARC**  
AWARDS

**PRO**  
AWARDS

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TOP CLIENT ENGAGEMENT  
SORBY SALES/DCORRE.COM  
848-906-8223

SPONSORED CONTENT  
**PROMO TOP Shops**  
CASE STUDIES

CAMPUS, MEDICAL PRACTICE  
CLIENT: GERRIT BRANDS  
AGENCY: ACCURE

**OBERTO TEAMS UP WITH PROFESSIONAL ATHLETES FOR ITS AMERICA'S PROTEIN ACTIVATION**

Oberto Beverage Co. wanted to make sure the consumers they were targeting were as healthy as they are. Recognizing Oberto as a top source of athletic inspiration, Accure developed the brand's America's PROTEIN, a snack to fuel active lifestyles.

As part of the marketing goals, Oberto wanted to create a buzz-worthy PR and social media effort to generate media attention and build consumer awareness. Oberto also wanted to establish a brand in their target to support the new product.

The advertising program in their target to support the new product was a multi-channel campaign. Accure secured advertising placements in print, radio, and TV. To launch the America's PROTEIN platform, Accure secured advertising placements in print, radio, and TV. To launch the America's PROTEIN platform, Accure secured advertising placements in print, radio, and TV.

PHOTO: JEFFREY M. HARRIS

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SPONSORED CONTENT  
**B2B TOP Shops**  
CASE STUDIES

CAMPUS, MEDICAL PRACTICE  
CLIENT: GERRIT BRANDS  
AGENCY: ACCURE

**THE SET UP**

CTT is a leading provider of commercial printing, mailing and advisory services. The firm has a long and successful track record in vertical markets, including aerospace, equipment finance, healthcare, retail, and other B2B industries. In 2014, CTT was named a top 100 B2B printer in the United States.

The advertising program for the mail program was a multi-channel campaign. Accure secured advertising placements in print, radio, and TV. To launch the America's PROTEIN platform, Accure secured advertising placements in print, radio, and TV.

**NEW DEFINITIONS**

CTT employees were encouraged to actively participate in the campaign and become brand ambassadors. In addition, a new visual approach was implemented to highlight the company's deep industry knowledge. The program was also included in 2015, to support the company's growth in the United States.

**THE CAMPAIGN**

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PHOTO: JEFFREY M. HARRIS

# Digital

## EPROMOTIONS

### Our list, your creative.

Your message is delivered without clutter to 30,000 marketers from Chief Marketer on behalf of your company. An ideal way to drive event registrations or information downloads. Excellent for promoting new products and services. Each solo epromotion is sent to 30,000 engaged readers.

## AMPLIFY | EMAIL + SOCIAL

This program adds social punch and AMPlifies your results beyond an epromotion. It's content marketing with interactive polling and social sharing. The end result for you is expanded reach, increased leads and engagement with prospects. You also get a dashboard with all the key metrics including impact of the added social media on your results.

## MARKETING IQ | INTERACTIVE QUIZ

Sponsor a short 6-10 multiple choice quiz on a specific topic or issue facing marketers. Entertain marketers—while educating, branding your company and generating leads. The quiz is promoted on the Chief Marketer home page, as well as through newsletters and an email promotion.

## CO-OP FEATURED CONTENT

Co-op Featured White Paper program can economically deliver your white paper, ebook, webinar or other content to 30,000 engaged subscribers each week. The co-op email is sent Sunday evenings and most subscribers are actively looking for solutions so the email draws high clicks and opens. We can even host and collect the registrations for you.

## LISTFLASH

Single sponsored email promotion delivered to 16,000 data buyers and consultants—list brokers, list managers and direct marketers—who are ardent followers & purchasers of new data opportunities being made available across email, mobile, telemarketing & postal to help them reach their, or their clients, target audiences.



ePromotions



Amplify



Marketing IQ/ Interactive Quiz



Co-op Featured Content



# Content Marketing & Sponsorship

## WEBINARS

Our sponsor-involved thought leadership webinars offer live educational programming to our audience with the ability to reach 100,000+ marketing professionals. Our sponsor gains broad exposure as a thought leader and generates leads. Up to one hour in length, Chief Marketer webinars offer our audience and speakers real-time interaction through live polling, Q&A, social media, setting the stage for an engaging and enlightening program. As a participating sponsor, you can help shape the topic (subject to approval) and have a member of your team included as a program speaker. Our webinars are fully turnkey programs.



## EDITORIAL SPECIAL REPORT & RESEARCH SPONSORSHIPS

Sponsorships offer you the chance to align your brand with relevant, quality content. Content is gated for download, so you receive quality leads as part of your sponsorship. A full editorial calendar is available. Our content is tailored to the key topics and tactics of most interest to consumer marketers and business-to-business marketers, and also covers the marketing technology that powers their campaigns, analytics and metrics. Our reports are sent to 55,000 of our most active readers.



## PISCES | PREMIUM INTEGRATED SPONSORED CONTENT | NATIVE ADVERTISING

Distribute your content to our website in a hyper-targeted way and make high impact with our audience. Increase brand awareness, maximize exposure, and generate leads. Making your content work harder for you has never been so easy. Here's what you get:

- Your content in our nav bar and search results
- A corporate profile with your latest company news and social updates hosted in the Pisces community
- Leads with gated content
- A dashboard tracking views and interactions with content
- Easy export to your CRM system to follow up with your leads in real time
- Ability to update content 24/7, manage leads and review analytics



## SHOPTALK

Our NEW ShopTalk series is a video interview with our editors conducting a Q&A discussion with your company's high level executive and a senior level marketer/customer. The 30 minute discussion will revolve around a topic—talking about trends, opinions, future outlook and/or vision—and the impact on the marketer's ability to drive engagement and revenue for their brand. This product will be made available on-demand and registration will be required to view the video. The video will be promoted via email, newsletters, social and our website. ShopTalk is a new and engaging way to address the key issues of the day and showcase your company as a thought leader.

# Ad Placements in Our Digital and Print Publications

Ads in print and digital content are not only affordable but effective. These reports have long shelf lives and readers refer to them over and over throughout the year.

**Quarterly Strategic Guides** and our small space opportunity in our **Toolbox** section will reach **50,000 marketing professionals**. These readers cover all key vertical markets and job functions.

Chief Marketer publishes five Enewsletter titles in which you can place your message—each focused on a different component of marketing. **A great way to promote time-sensitive events and promotions, as well as build your brand.**



## 5 Enewsletters

### WEEKLY

**Chief Marketer** *THIS WEEK* **circ. 35,000**

**Chief Marketer** *DIRECT* **circ. 15,000**

### BI-WEEKLY

**Chief Marketer** *PROMO* **circ. 26,000**

**Chief Marketer** *BUSINESS* **circ. 30,000**

**Chief Marketer** *TECHTALK* **circ. 41,000**



# We'll Direct Traffic to Your Website

Advertise on the Chief Marketer website, [www.chiefmarketer.com](http://www.chiefmarketer.com), to build awareness, drive traffic and generate leads. Marketing professionals go to [www.chiefmarketer.com](http://www.chiefmarketer.com) to find solutions to their marketing challenges.

## AD UNITS

### Super Leaderboard Ad Unit (970 X 90)

Located at the very top of the page, run of site

### Medium Rectangle/BoomBox Ad Unit (300 x 250)

Located to the right above the fold, run of site

### Sticky Super Leaderboard Ad Unit (970 X 90)

Fixed to the bottom of the window, above the fold, as the visitor scrolls down the web page

### Introstitial Ad Unit (640 x 480)

Your company ad will appear before a visitor can enter the Chief Marketer website. This ad unit captures the visitor's browser for display then redirects to the requested site page after 15 seconds. The ad is served to unique (every 48 hours) visitors for a seven day period (Monday - Sunday) for a flat rate.



## MARKETING SERVICES DIRECTORY

Be found when marketers are ready to buy. The Chief Marketer Marketing Services Directory gives marketers easy access to all the leading products, technologies and services available. Our Gold Package provides ongoing exposure for your content marketing efforts. A great way to differentiate yourself from others in the field and generate interest and inquiries.

## DIRECTORS & MANAGERS

Chief Marketer is a go-to resource for information for these marketing warriors with events, resource directory, and how-to, case studies, tips and resources for measurably improving campaign results, lead generation, channel optimization and conversion.





# Custom Solutions

After understanding your business objectives and challenges, our sales and marketing team can create a custom program for you that gets results.

## CUSTOM CONTENT CREATION

Whether you're looking to create white papers, microsite, special supplements, webinars, great sales collateral, educational materials or an e-newsletter—or even your own print or digital publication—our experienced staff of industry savvy content experts and graphics specialists can help you develop professional sales and marketing materials.

## CUSTOM RESEARCH AND REPORTING

Chief Marketer and Access Intelligence Research & Consulting Group can customize a study designed to address your specific objectives and needs—and develop a research methodology designed to turn data into insights. We leverage our trusted brands, industry leading data and market expertise to provide clients with insights that improve their business performance. Some of our clients include Gartner Group, George P. Johnson, Microsoft, Mosaic Experiential Marketing, Neustar, Ogilvy and UPS.

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## Contact Us

Call or Email your Account Manager about putting together a powerful integrated campaign for maximum impact and measurable results.

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