



MEDIA KIT 2023

A NOTE FROM THE TEAM



WELCOME TO PROMO MARKETING

Our mission is to build community, create successful business opportunities and help suppliers stand out in this \$23+ billion dollar industry. We are the thought leaders and go-to source of the promotional products industry. Most importantly, we create and nurture business opportunities between our audience and our clients through integrated media programs, video services, white-glove events, marketing and ad services, custom catalogs, editorial content, webinars and more. Our events, digital products, and services are designed with our clients in mind to deliver value, provoke actions and generate measurable results and revenue. Your success is our primary objective. There are many different paths to reach, connect and engage with distributor professionals, let us help you find the right path for your business.

With that in mind, we have constructed the following pages to help you meet your definition of success through a multitude of channels and methods that will effectively engage and educate our audience about your product, solution or service. Whether it be search engine placement, a webinar sponsorship, or a multichannel marketing campaign, we will find the right fit for you to connect to our engaged audience of over 121,000+ buying and selling professionals. We look forward to partnering with you in 2023 and being a part of what success means to you and your team.

A handwritten signature in black ink, appearing to read 'Chip Danby'.

CHIP DANBY

Executive Vice President
Promo Marketing Media Group

BRAND MAP

Promo Marketing Group – Bridging the Gap Between Suppliers and Distributors

Powered by Promo Marketing and our sister brand Print+Promo, Promo Marketing Group is the go-to source for marketing services in the print and promotional product industries. Whether you wish to advertise digitally or through print, we will find the right path for your brand message. With 121,000+ buying and selling industry professionals and over 87,000 marketable emails on our file, we will meet your definition of success through a multitude of channels.

The Promo Marketing Group takes great pride in providing its audience with superior editorial content, critical information, industry new and cutting-edge sales strategies through our magazine, e-newsletters, live events, video services, webinars, and research projects.

MAGAZINE 

Print+Promo Marketing is the premiere monthly publication serving the print and promotional products industry—it’s your source for products, resources, marketing, business strategies and the convergence of the print and promotional products industries. Each month’s issue is devoted to bringing the newest products and latest industry news to print and promo distributors.

EVENTS 

Designed for the industry’s elite, Promo Marketing offers many different white-glove events. Power House Power Meetings and Power Meetings are exclusive relationship building events featuring up to 40 pre-scheduled one-on-one sessions between distributors and suppliers over 2-4 days. Each meeting is held in an exclusive supplier suite, securing privacy and improving supplier-selling opportunities. Power Meetings and Power House Power Meetings provide suppliers with an unmatched selling environment and a guaranteed ROI.

PROMO MARKETING SEARCH 

Promo Marketing Search is the only free online product search platform for distributor professionals. Get your products in front of the thousands of distributors using it every day. Promo Marketing will upload and host your products onto PromoMarketing.com’s powerful search engine, as well as end-buyer friendly versions onto PromoMarkit.com.

E-NEWSLETTER 

Promo Marketing Headlines is a free daily email newsletter from the editors of Promo Marketing magazine, providing sales advice, tips and industry news for distributors.

BRAND MAP

WEBINARS, EARNING



Every webinar is a full-service marketing solution that offers direct interaction with distributor attendees. You pick the topic and content, your brand logo is featured on all marketing materials, and you receive the full list of registrants immediately after the webinar.

SOCIAL MEDIA



Connect with us and join the conversation by following Promo Marketing on LinkedIn, Twitter, Instagram and Facebook. Learn more about partner voices with your sales rep today.



VIDEO SERVICES



We provide full video production from pre-to post-production encoding, streaming and delivery, as well as social media and optimized online video strategy after the final cut.

RESEARCH



NAPCO Research will partner with you to develop custom data-centric solutions that can help with business goal prioritization, opportunity discovery, market segmentation, landscape insight, user needs and wants, product features and functionality, content marketing strategy, research and development, market conditions, benchmarking, industry trends, and brand awareness.

PODCAST SPONSORSHIP



The Promo Marketing Podcast brings you firsthand interviews and thought-provoking conversations with some of the \$23 billion promotional products industry. Advertise your business, products or join the show to tell us all about it!

CUSTOM PUBLICATIONS



With Promo Marketing's award-winning editorial staff, you can now create custom publications that help highlight your company in unique ways. This service is extremely successful in producing specialty products, including catalogs, company magazines and other collateral materials.

DATA APPENDING



We enhance your existing data with up-to date demographic and other contact details to ensure you're not wasting your marketing dollars on an outdated database. You gain access to the latest and greatest audience information in the marketplace.

E-BLASTS & LIST RENTAL



Looking to take your marketing campaigns to the next level? We offer access to our postal and e-mail list rentals. Our lists are filled with quality names that will get you a high response rate. They are especially great for catalog mailings.

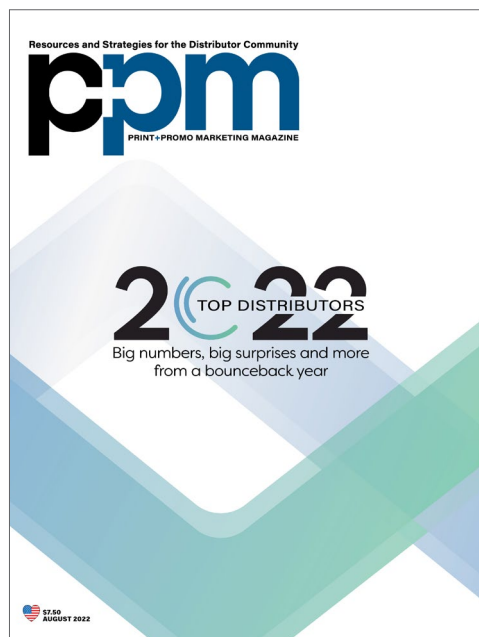
PRINT+PROMO MARKETING MAGAZINE

NEW MONTHLY PREMIUM PRINT PUBLICATION
PRINT+PROMO MARKETING MAGAZINE



Your valued resource for your marketing message

Promo Marketing Magazine, the leading source for the latest products and news in the promotional products industry unites with *Print+Promo*, the leading business strategy resource for print and promo distributors. This premium magazine provides a single platform to highlight the convergence these markets have experienced and outline key benefits, opportunities, and strategies for selling both print and promo. With an increased circulation of 26,000+ distributor readers a month, this is an excellent opportunity for you to showcase your brand, product, or services.



Print+Promo Marketing will provide you with an expanded audience for your products and services.

As a valued partner, here are the benefits you can expect from *Print+Promo Marketing Magazine*

- Increased circulation of distributor readers to 26,000+ each month
- Thought-provoking and award-winning business strategy information for the distributor owner and sales professional
- The latest product trends and case studies for industry verticals
- Insights and advice from well-known industry professionals
- Expanded coverage of our annual top distributors, top suppliers, and top CSRs lists

PRINT AUDIENCE

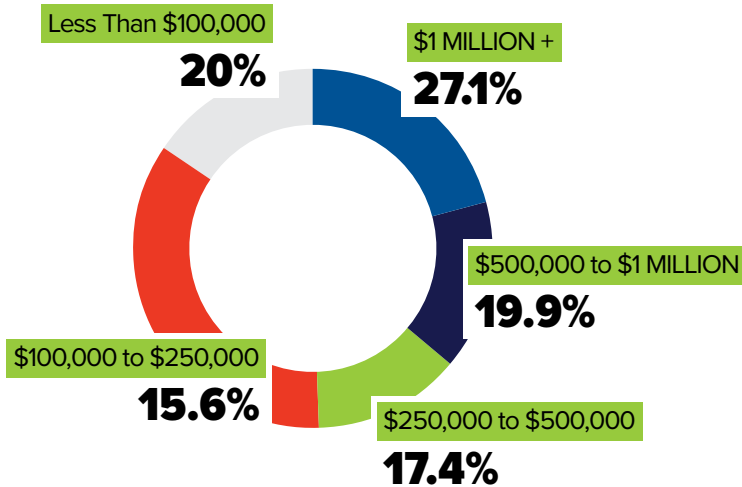
THE CONVERGENCE OF THE PRINT AND PROMO MARKETS.

Print+Promo Marketing Magazine is the go-to source for print and promo distributors. The convergence of the print and promo markets that promotes growth, expands business opportunities, and connects the two markets that already have countless synergies. *Print+Promo Marketing* will provide you with an expanded audience for your products and services in a premium publication like no other.

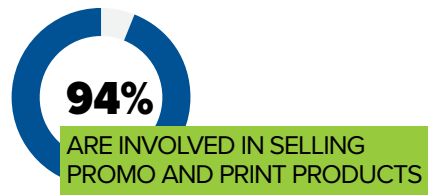
**\$500K AND UP
IN PERSONAL
SALES VOLUME'**

PERSONAL SALES VOLUME

The Promo Marketing audience is made up of a diverse group of businesses and sales volumes; product and advertisements reach a full range of budgetary needs.



PRIMARY BUSINESS



Print+Promo Marketing magazine reaches top-level decision makers. Your advertising message is read by more than 36,000 subscribers who have buying power—executives involved in the purchasing of your products.



JOB FUNCTION

Business Management

- CEOs
- Vice Presidents
- Presidents
- General Managers
- Corporate Officers

Sales Management

- VP of Sales
- Account Executives

Marketing/Sales

- CMOs
- Marketing Managers

Print+Promo Marketing is the go-to source for print and promo distributor sales professionals primarily within the Top Distributor businesses.

EDITORIAL CALENDAR

MONTH	FEATURED LONGFORM	FEATURES	BUSINESS STRATEGIES	SECTIONS
JANUARY Ad Close: Jan. 3, 2023 Materials Due: Jan. 6, 2023	<ul style="list-style-type: none"> • The Sweet Spot – Successfully Tapping Into Key Vertical Markets 	<ul style="list-style-type: none"> • Print Feature: Tags & Labels • Promo Feature: New Products for 2023 • Apparel Feature: Athletic & Performance 	<ul style="list-style-type: none"> • New Rules for Sales Presentations (In-Person or Virtual) 	<ul style="list-style-type: none"> • Hot List: Brochures, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps & Headwear, Signs & Door Hangers
FEBRUARY Ad Close: Jan. 27, 2023 Materials Due: Feb. 1, 2023	<ul style="list-style-type: none"> • Staffing Handbook – Practical Tips on Attracting and Retaining Talent, Building Company Culture, What Employees Want in a Leader and More 	<ul style="list-style-type: none"> • Print Feature: Jumbo Rolls • Promo Feature: Totes & Bags • Apparel Feature: T-shirts 	<ul style="list-style-type: none"> • Using Referrals to Get More Business 	<ul style="list-style-type: none"> • Hot List: Drinkware, Stickers & Decals, USA-Made, Memos & Note Pads, Spa & Relaxation, Name Tags & Buttons, Napkins
MARCH Ad Close: March 1, 2023 Materials Due: March 6, 2023	<ul style="list-style-type: none"> • Women in Print and Promo – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry 	<ul style="list-style-type: none"> • Print Feature: Security Printing • Promo Feature: Premium Brands 	<ul style="list-style-type: none"> • Selling Versus Servicing: How to Better Manage Your Time 	<ul style="list-style-type: none"> • Hot List: Candy & Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards
APRIL Ad Close: March 31, 2023 Materials Due: April 5, 2023	<ul style="list-style-type: none"> • State of the Industry Report 	<ul style="list-style-type: none"> • Print Feature: Packaging • Promo Feature: Tech Items • Apparel Feature: 2023 Style Guide 	<ul style="list-style-type: none"> • The Ins and Outs of Search Engine Marketing 	<ul style="list-style-type: none"> • Hot List: Outdoor Products, Keytags & Keyrings, Beverage Insulators, Desk Accessories, Lotion & Sunblock, Magnets, Towels & Robes, Promo Tags
MAY Ad Close: April 28, 2023 Materials Due: May 3, 2023	<ul style="list-style-type: none"> • Mergers & Acquisitions – Navigating the Current Landscape and Preparing For the Future 	<ul style="list-style-type: none"> • Print Feature: Direct Mail • Promo Feature: Drinkware • Apparel Feature: Polos & Business Casual 	<ul style="list-style-type: none"> • A Playbook for Video Marketing Wins 	<ul style="list-style-type: none"> • Hot List: Journals & Notebooks, Coolers, Snacks & Gift Baskets, Phone & Tablet, Backpacks & Duffels, Laser Cut Sheets & Unit Sets
JUNE Ad Close: May 30, 2023 Materials Due: June 2, 2023	<ul style="list-style-type: none"> • The Ultimate Guide to Social Media Vol. 3 – Get Connected and Learn How to Use Social for New Customer Development 	<ul style="list-style-type: none"> • Print Feature: Tax Forms • Promo Feature: Sports, Tailgating & Outdoor Products • Apparel Feature: Caps & Headwear 	<ul style="list-style-type: none"> • How to Master Uncomfortable Conversations With Clients 	<ul style="list-style-type: none"> • Hot List: Calendars, Sports Apparel & Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping & Gift Packaging
JULY Ad Close: June 28, 2023 Materials Due: July 5, 2023	<ul style="list-style-type: none"> • Topic TBD 	<ul style="list-style-type: none"> • Print Feature: Presentation Folders & Brochures • Promo Feature: Writing Instruments • Apparel Feature: Socks & Footwear 	<ul style="list-style-type: none"> • Choosing the Right Decorator for the Job 	<ul style="list-style-type: none"> • Hot List: Tech & Audio, Automotive, Glassware & Barware, Backpacks, Fleece & Outdoor Apparel, Labels
AUGUST Ad Close: July 28, 2023 Materials Due: Aug. 2, 2023	<ul style="list-style-type: none"> • Top Print and Promotional Products Distributors – With Interviews From the Top 	<ul style="list-style-type: none"> • Print Feature: Wide-Format Printing • Promo Feature: 4th Quarter Selling Guide • Apparel Feature: Women's Apparel 	<ul style="list-style-type: none"> • Top Printing Technologies Used in Promo (and Why It Pays to Know Your Stuff) 	<ul style="list-style-type: none"> • Hot List: Chocolate, Blankets, Watches & Jewelry, Planners, Rugged & Safety Apparel, Greeting & Holiday Cards
SEPTEMBER Ad Close: Aug. 28, 2023 Materials Due: Aug. 31, 2023	<ul style="list-style-type: none"> • Meet Your CSR All-Stars – The Best and Brightest at Reducing Client Friction and Keeping Projects Organized 	<ul style="list-style-type: none"> • Print Feature: Pressure Seal • Promo Feature: Holiday & Seasonal • Apparel Feature: Outerwear & Jackets 	<ul style="list-style-type: none"> • Supplier Perspective: Don't Make These Common Order Mistakes 	<ul style="list-style-type: none"> • Hot List: Flags/Banners/Mats, Hand Sanitizer, Luggage & Travel, Coffee Accessories, Cookies & Baked Goods, Writing Instruments
OCTOBER Ad Close: Sept. 28, 2023 Materials Due: Oct. 3, 2023	<ul style="list-style-type: none"> • Top Print and Promotional Products Suppliers – With Interviews from the Top • Supplier Excellence Awards 	<ul style="list-style-type: none"> • Print Feature: Continuous Forms • Promo Feature: Food Promotions • Apparel Feature: 2024 Apparel Trends 	<ul style="list-style-type: none"> • Proven Ways to Keep Your Customers Coming Back 	<ul style="list-style-type: none"> • Hot List: Awards, Caps & Headwear, Badges & Badge Holders, Lip Balm, Kitchen & Household, Drinkware, Business Cards
NOVEMBER/ DECEMBER Ad Close: Nov. 27, 2023 Materials Due: Nov. 30, 2023	<ul style="list-style-type: none"> • ANNUAL BUYER'S GUIDE 			

PROMOMARKETING.COM

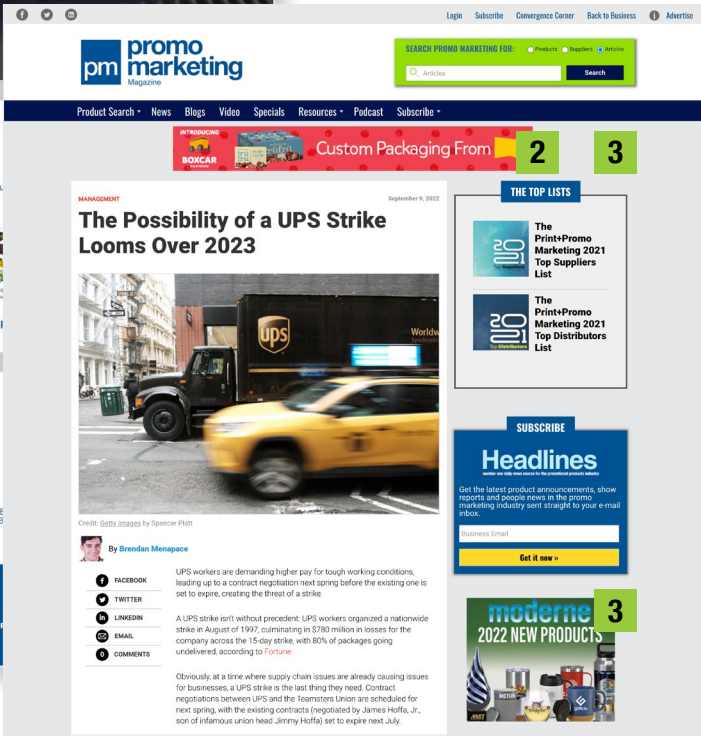
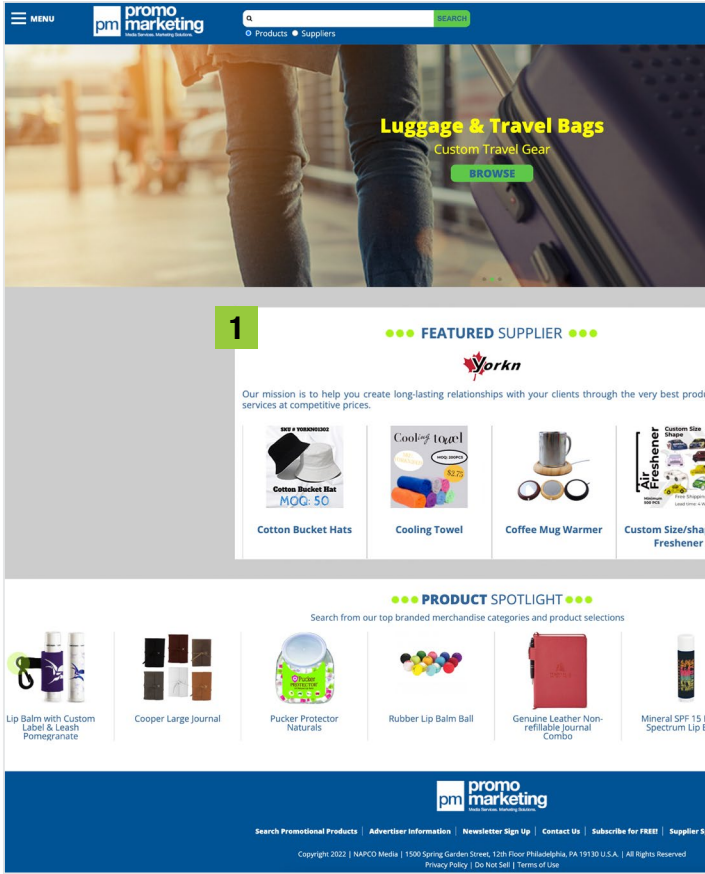
ACHIEVE MULTI-CHANNEL MARKETING SOLUTIONS WITH PROMOMARKETING.COM, THE ONLY COMPREHENSIVE AND FULLY INTEGRATED ONLINE DESTINATION FOR PROMOTIONAL PRODUCTS DISTRIBUTORS AND SUPPLIERS.

Home Page Advertising

- 1 **Featured Supplier Ad Unit:** 980x670 pixels space, and include a 970x90 pixels web banner
Rate: starting at \$2,550/month (min. 3x months)

Banner Advertising

- 2 **Run of Site:** 728x90 pixels or 300x250 pixels
Rate: starting at \$850/month (min. 3 months)
- 3 **Audience Extension:** Varies; Ads will be displayed to distributors through their off-brand and social media searches through Promo Marketing’s electronic advertising services. Contact your Promo Marketing representative for rates.
Rate: starting at \$38/M (min. 50,000 impressions/month)



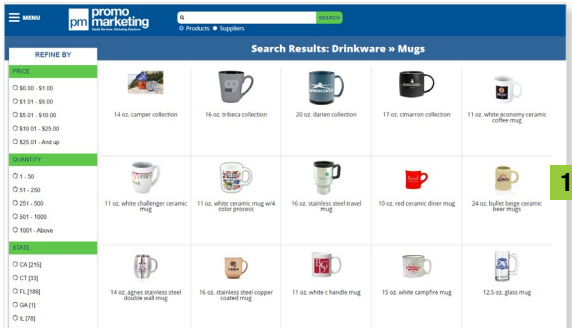
PM SEARCH

Product Upload to Search Engine

Product Hosting: *Promo Marketing* will upload and host your products on *PromoMarketing.com*'s search engine, as well as end-buyer friendly versions onto *PromoMarkit.com*.

Rate: starting at \$500

Advertisers have their products uploaded for free.*



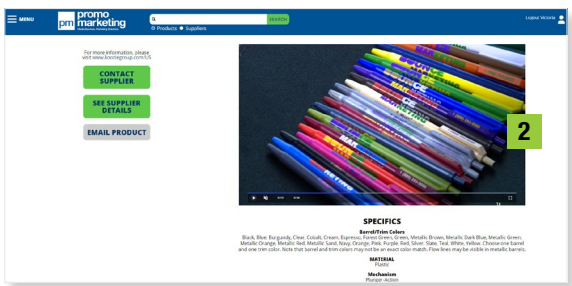
Product Search Advertising

1 Priority Product Placement: Four of your products guaranteed to be listed among first 20 product search results.

Rate: \$275/month

2 Video Upload to Product Search Engine: *Promo Marketing* can upload and host your product videos to each specified product on *PromoMarketing.com*'s product search engine, as well as end-buyer friendly versions onto *PromoMarkit.com*.

Rate: starting at \$750 (min. 10 videos)



Did you know we have a free search engine for distributors?

Promo Marketing Search is the only free online product search platform for distributor salespeople. Get your products in front of the thousands of distributors using it every day. *Promo Marketing* will upload and host your products onto *PromoMarketing.com*'s powerful search engine, as well as end-buyer friendly versions onto *PromoMarkit.com.schedule*.

AUDIENCE

50,000+ ACTIVE DISTRIBUTOR MEMBERS SEARCHING FOR YOUR PRODUCTS

E-NEWSLETTER

Promo Marketing's e-Newsletter, Headlines, reaches tens of thousands of qualified opt-in distributors, daily and bi-weekly respectively. Headlines provides sales advice, tips and industry news for distributors. Whatever your specialty, our newsletters are the perfect medium to deliver brand or lead-generation advertising.

HEADLINES E-NEWSLETTER

Delivered Weekly to
18,000+ subscribers

1 **Leaderboard:** (728x90 pixels)
starting at \$795/insertion (min. 4x)

2 **Top Rectangle:** (300x250 pixels)
Rate: starting at \$535/insertion (min. 4x)

3 **Mid-Issue Rectangle:** (300x250 pixels)
Rate: starting at \$465/insertion (min. 4x)

Sponsored Content Post:
Native advertising designed to look like editorial published in our Headlines e-Newsletter and our content page. There are two options:

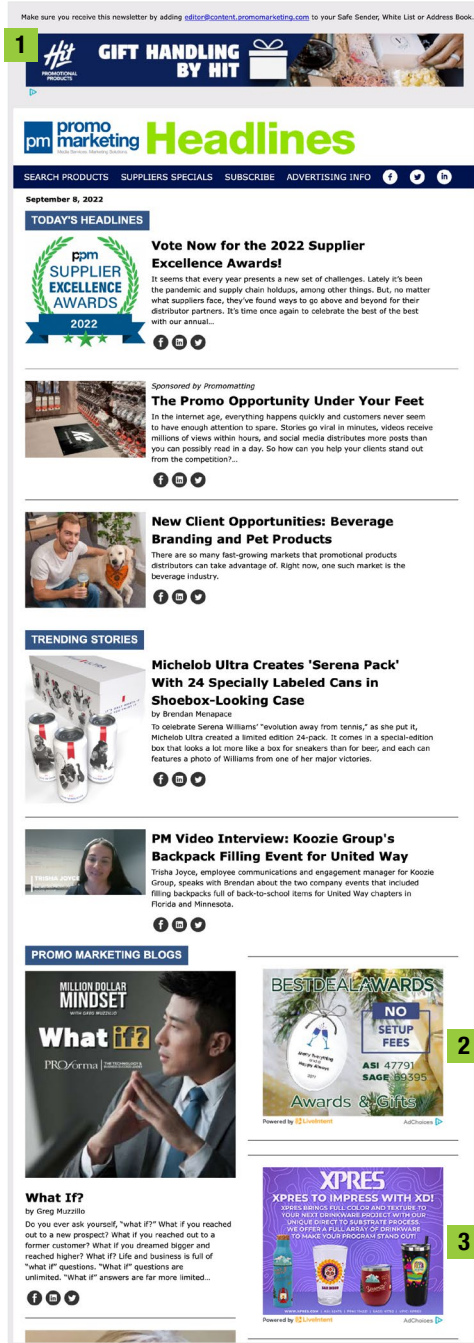
Partner Voices: Rate: starting at \$2,150

- | Sponsor provides article about relevant topics/information to the distributor audience
- | Published in Headlines for 1 week, on PM site indefinitely
- | Distribution on Promo Marketing social media feeds
- | Full page built for article, plus three banner ad units

Featured Resource: starting at \$2,450

- | Sponsor provides downloadable asset (whitepaper, article, infographic, etc.)
- | Asset will have headline and intro in Headlines e-Newsletter for 1 week
- | Receive up to 125 leads for asset

An incredible average 46% open rate!



E-NEWSLETTER TAKEOVER

WANT YOUR BRAND TO STAND OUT? TAKE OVER THE PROMO MARKETING E-NEWSLETTER!

NEWSLETTER TAKEOVER

INCLUDES:

- 1 **Leaderboard** (728x90) or **Billboard** (970x250 scales to 728x188)
- 2 **Medium Rectangle 1** (300x250)
- 3 **Medium Rectangle 2** (300x250)
Should be different creative from “2” position
- 4 **Skyscraper** (160x600)
- 5 **Half Page/Film strip** (300x600)

Rate: starting at \$2,150

LIMITED AVAILABILITY –
WHILE SUPPLIES LAST!



PROMO INBOX - SPECIALS

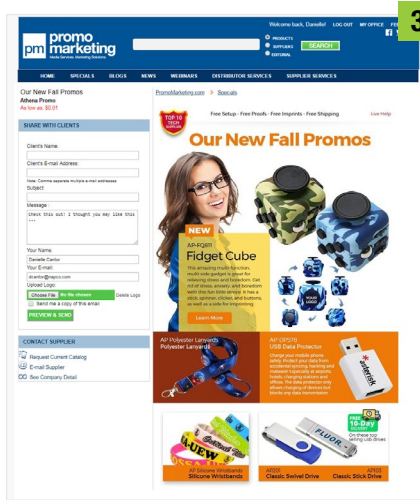
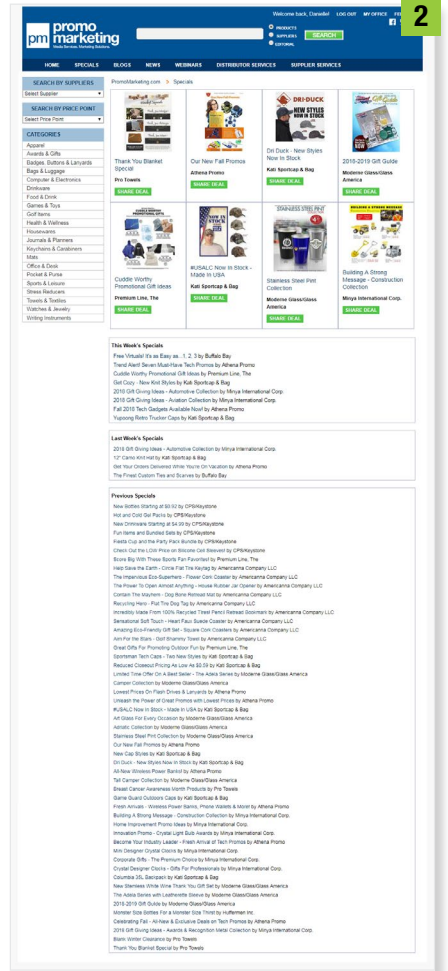
1 Email Promotion: Featured e-flyers distributed via email to thousands of distributors on a daily and weekly basis

2 Online Exposure: E-flyers hosted and searchable on PromoMarketing.com.

3 Marketing Tools: Distributors can upload logo and send your e-flyer directly to end-buyers via simple click and send functions.

4 Search Engine Integration: e-flyer will be sent within 1-2 hours to distributors who click your product on PromoMarketing.com.

Rate:
\$1,495 (6 months)
\$2,395 (12 months)



CUSTOM CONTENT CREATION

WORK WITH OUR EXPERT EDITORIAL TEAM TO MAKE YOUR CONTENT RISE ABOVE THE NOISE. OUR TEAM OF SEASONED PROMOTIONAL PRODUCT INDUSTRY PROFESSIONALS MAKES IT EASY FOR YOU TO GET THE RESULTS YOU WANT IN ORDER TO INCREASE SALES AND GAIN A LARGER CUSTOMER BASE.

As the go-to source for marketing professionals, the Promo Marketing editorial team offers:

- Professional writers and editors with outstanding knowledge of the print and promo industry to develop your content
- Decades of experience generating leads and nurturing relationships with distributors and suppliers
- A collaborative process to create engaging content that accomplishes your goals
- Expertly designed pieces by our experienced team of graphic art designers

A few examples of what we have done for our partners:

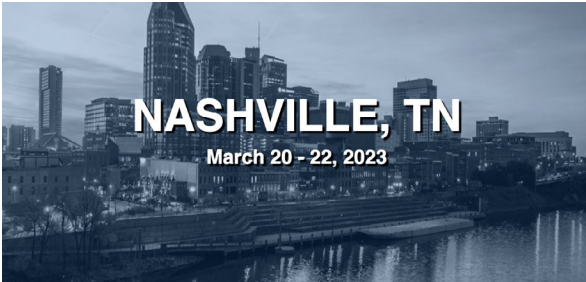
- White Papers
- Digital Catalogs
- Case Studies
- Infographics
- eBooks
- Custom Publications



LIVE EVENTS

RESULTS-DRIVEN BUYER EVENTS FOR A-LIST DISTRIBUTORS AND SUPPLIERS

NETWORK. ENGAGE. DISCOVER.



Created for the industry’s elite, Promo Marketing Power Meetings and Power House are exclusive relationship-building events. The conference format features pre-scheduled, one-on-one sessions between distributors and suppliers. Each meeting session is held in an exclusive supplier suite, securing privacy and improving business opportunities. Discover more benefits of attending as a distributor or supplier.

Your participation in Power Meeting Events includes:

- An upscale, one-bedroom suite for three nights
- All meals and entry to networking events
- Transportation to and from the meeting resort

[Check out what your peers have to say...](#)

“We have done MANY of these types of events over the past 10+ years, and have found that Power Meetings are our best option. They consistently provide EXCEPTIONAL service, venue selection, and staff support; and they attract quality distributors that are eager to find ways to do actual business! This format lends itself to our style of selling/presenting, and we have our strongest customer relationships as a result of Power Meetings.”
– Brannon Craig, Southern Plus

“We had lots of Power Meetings clients contacting us, but one client, their first order with us was around \$45,000. That was a first order! So I can’t imagine how much they will place in the future.”
– Celil Kes, Let’s Support

LIVE EVENTS

PROMO MARKETING POWER MEETINGS

Designed for the industry's elite, Promo Marketing Power Meetings and Power House are exclusive relationship building events featuring up pre-scheduled one-on-one sessions between distributors and suppliers over 4 days. Each meeting is held in an exclusive supplier suite, securing privacy and improving supplier-selling opportunities.



Distributors are highly qualified

We recruit and vet each distributor. We don't use traditional event marketing practices that deliver large scale with low impact. We gather decision-makers responsible for with intent and budget to purchase.

Network

with powerful industry leaders and align your business with the industry's best of the best.

Engage

with key sales executives who are qualified to handle top-tiered distributors.

Discover

new partnerships and expand your strategic, long-term relationships.

“The Promo Marketing group’s Power Meetings are simply the best of all such meetings in our industry. The pacing of meetings, the flex time, and the overall quality of attendees is superb. In terms of staying on top of trends and forging personal relationships, there is no better time spent. Unlike the mega events, the focused attention between supplier and distributor is really productive. I am already sending some great new ideas to my clients and prospects that will give me an edge.”

– John King, LogoMotions

WEBINARS

Every Promo Marketing webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a go-to source in the promotional products industry.

When we create a Promo Marketing webinar, we use your brand to message with the current interests and needs of our audience (your targets!).

And when all is said and done, you'll have an online event that's on target, expertly marketed, flawlessly produced and delivers a solid return on investment.

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

Traditional Webinars:

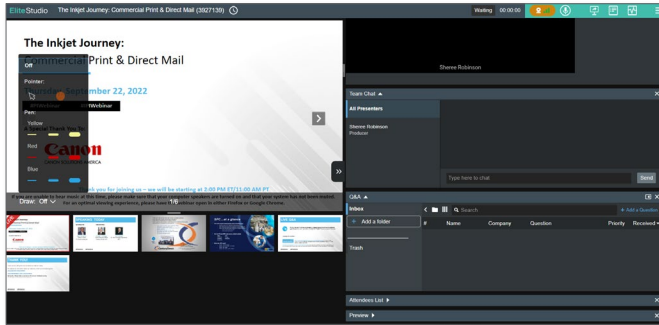
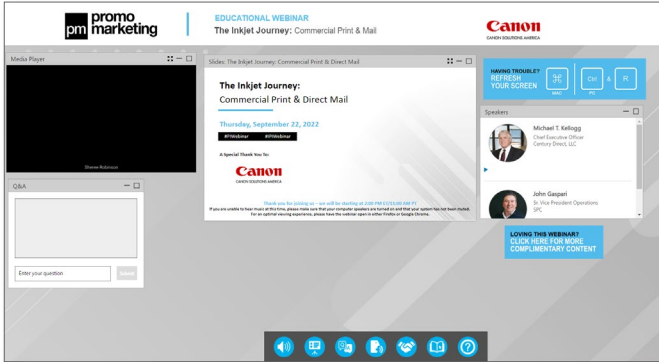
Live, hour-long educational sessions that feature some of the most renowned experts in marketing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

Webinar Express:

Short, pre-recorded webinars available to busy promotional product professionals on-demand. Work with an editor to put your presentation together or provide your own content.

Our experienced marketing and eLearning team have a dedicated marketing plan to create the most exposure through three eblasts, featured resources and social media.

Take advantage of our premier lead-generation and branding opportunity with a Promo Marketing webinar sponsorship. Every webinar is a full-service marketing solution that offers direct interaction with distributor attendees. You pick the topic and content, your brand logo is featured on all marketing materials, and **you receive the full list of registrants immediately after the webinar.**



VIDEO SERVICES

Bring your brand to life and interact with customers and prospects in a whole new way via video marketing powered by Promo Marketing. Let our award-winning video team produce your brand video from pre to post-production, whether it is for your product line, company profile, educational content – whatever you imagine. We'll execute a social media and optimized online video strategy to launch your video through Promo Marketing's various media channels, gaining maximum exposure.



BRING YOUR BRAND TO LIFE AND INTERACT WITH CUSTOMERS AND PROSPECTS IN A WHOLE NEW WAY VIA:

NAPCOVIDEO
a service of **NAPCOMEDIA**

POWERED BY **pm** **promo marketing**

ARE DISTRIBUTORS AWARE OF YOUR BRAND?

DO THEY KNOW WHAT SETS YOU APART FROM YOUR COMPETITION?

Video services include:

- **Award-winning video team** produces your brand video from pre to post-production, whether it is for your product line, company profile, educational content – whatever you imagine
- **Executed social media plan**
- **Optimized online video strategy** to launch your video through Promo Marketing's various media channels
- **Gain maximum exposure** and get in front of thousands of promotional product professionals

Our end-to-end digital video production services offer a sophisticated blend of creativity and insight starting at \$500.

RESEARCH

Market Research

Research will partner with you to develop custom data-centric solutions that can help with business goal prioritization, opportunity discovery, market segmentation, landscape insight, user needs and wants, product features and functionality, content marketing strategy, research and development, market conditions, benchmarking, industry trends, and brand awareness.

WHAT CAN RESEARCH DO FOR YOU?

- **Research CRAFTS** actionable data-centric solutions that leverage our highly engaged media audiences, industry subject matter experts and in-house research expertise.
- We partner with our clients to **IDENTIFY** their unique business challenges and create solutions that **ENABLE** deeply informed decision-making and **DELIVER** results.
- Gain access to PRINTING United Alliance's engaged audiences of industry executives across key industries.

RESEARCH DELIVERS...

MARKET INTELLIGENCE

- Landscape Analysis
- Competitive Assessment
- Analyst Presentations at Events
- Benchmarking
- Industry & Economic Trends
- User Research & Analysis

BUSINESS DEVELOPMENT

- White Papers & Thought Leadership
- Lead Generation
- Sales Training
- Research-Based Webinars
- Brand Awareness and Market Positioning
- Printer Growth Strategies & Capital Investment Research

ACCESS PRINTING UNITED ALLIANCE'S AUDIENCES & PANELS OF MORE THAN

700K+ FOR:

- Surveys, focus groups
- Distribution of thought leadership for lead-generation

The Research Difference



AUDIENCE



INDUSTRY EXPERTISE



RESEARCH EXPERTISE



MARKET REACH & EXPOSURE

CONNECT WITH US

Our Team



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