



MEDIA KIT 2024



WELCOME TO PRINT & 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 2024 and being a part of what success means to you and your team.

Chris Curran

CHRIS CURRAN

Group President

ccurran@napco.com

803-807-0521

Print & Promo Marketing — Bridging the Gap Between Suppliers and Distributors

Print & Promo Marketing 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 more than 87,000 marketable emails on our file, we will meet your definition of success through a multitude of channels.

Print & Promo Marketing 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, Print & Promo Marketing offers many different white-glove events. Power Meetings and Power House Power Meetings are exclusive relationship building events featuring pre-scheduled one-on-one meetings between distributors and suppliers over 3 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.

PRODUCT SEARCH



Print & Promo Marketing Product 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. Print & Promo Marketing will help you upload and host your products on our powerful promotional product search engine.

E-NEWSLETTER



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

BRAND MAP

WEBINARS, ELEARNING



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 Print & 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 Print & 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 Print & 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

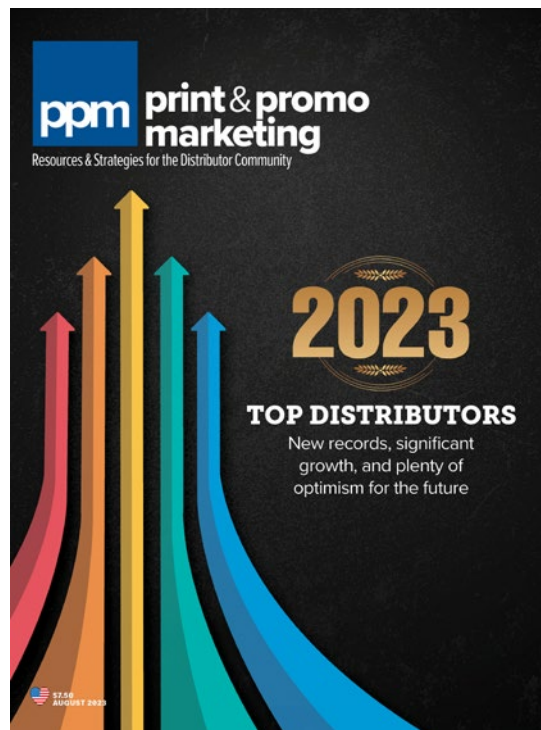


Looking to take your marketing campaigns to the next level? We offer access to our postal and e-mail list rentals. Our lists are filled with quality names that will get you a high response rate. They are especially great for catalog mailings.

MONTHLY PREMIUM PRINT PUBLICATION
PRINT & PROMO MARKETING MAGAZINE

Your valued resource for your marketing message

Print & Promo Marketing magazine, the leading source for the latest products and news in the promotional products industry is 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+ distributors 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

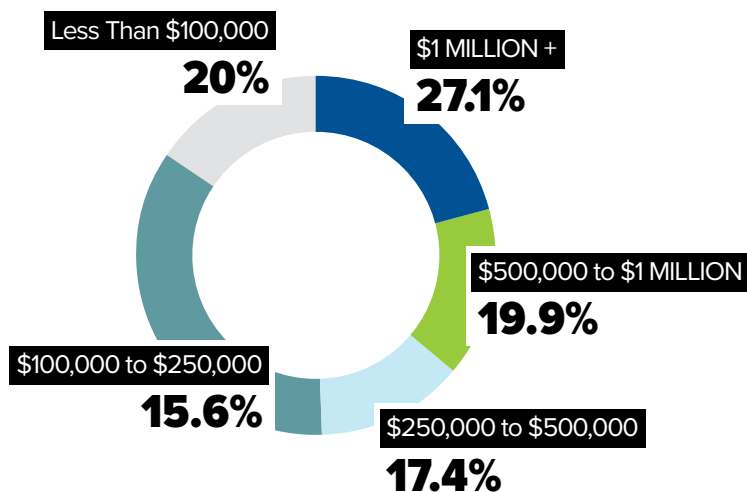
THE CONVERGENCE OF THE PRINT AND PROMO MARKETS.

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.

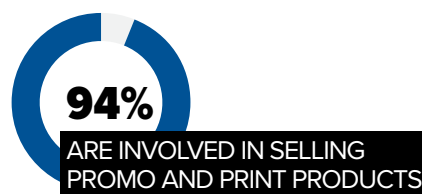
**\$500K AND UP
IN PERSONAL
SALES VOLUME'**

PERSONAL SALES VOLUME

The Print & 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.

2024 EDITORIAL CALENDAR

MONTH	FEATURED LONGFORM	FEATURES	BUSINESS STRATEGIES	SECTIONS
JANUARY Ad Close: Jan. 2, 2024 Materials Due: Jan. 5, 2024	<ul style="list-style-type: none"> • Vertical markets – Tapping into key markets 	<ul style="list-style-type: none"> • Print Feature: Tags & Labels • Promo Feature: New Products for 2024 • Apparel Feature: Athletic/Performance Apparel 	<ul style="list-style-type: none"> • Practical Tips on Attracting and Retaining Talent, Building Company Culture, What Employees Want in a Leader and More 	<ul style="list-style-type: none"> • Hot List: Brochures, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps & Head-wear, Signs & Door Hangers • Convergence Corner
FEBRUARY Ad Close: Jan. 26, 2024 Materials Due: Jan. 31, 2024	<ul style="list-style-type: none"> • Topic TBD 	<ul style="list-style-type: none"> • Print: Jumbo Rolls • Promo: Bags and Totes • Apparel: T-shirts* (Decoration boot camp - finding a decorator, environmental printing strategies, consumer demand for decoration types) 	<ul style="list-style-type: none"> • How to use referrals to get more business 	<ul style="list-style-type: none"> • Hot List: Drinkware, Stickers & Decals, USAMade, Memos & Note Pads, Spa & Relaxation, Name Tags & Buttons, Napkins • Convergence Corner
MARCH Ad Close: March 1, 2024 Materials Due: March 6, 2024	<ul style="list-style-type: none"> • Women in Print & Promo 	<ul style="list-style-type: none"> • Print: Plastic Card/Gift Cards and Digital Business Cards • Promo: Premium Brands 	<ul style="list-style-type: none"> • Time Management Hacks - Tips, avoiding wasted time on lengthy processes, how to find more in a day 	<ul style="list-style-type: none"> • Hot List: Candy & Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards • Convergence Corner
APRIL Ad Close: April 1, 2024 Materials Due: April 3, 2024	<ul style="list-style-type: none"> • 2024 State of the Industry 	<ul style="list-style-type: none"> • Print: Packaging • Promo: Tech • Apparel: 2024 Style Guide 	<ul style="list-style-type: none"> • Best SEO Practices 	<ul style="list-style-type: none"> • Hot List: Outdoor Products, Keytags & Keyrings, Beverage Insulators, Desk Accessories, Lotion & Sunblock, Magnets, Towels & Robes, Promo Tags • Convergence Corner
MAY Ad Close: April 26, 2024 Materials Due: April 4, 2024	<ul style="list-style-type: none"> • Consolidation in Print & Promo, and whether M&A is worth exploring 	<ul style="list-style-type: none"> • Print: Direct Mail • Promo: Drinkware in an eco-friendly world • Apparel: Polos/Business Casual 	<ul style="list-style-type: none"> • No More Cold Calls: How to optimize your first-impression emails in a millennial industry 	<ul style="list-style-type: none"> • Hot List: Journals & Notebooks, Coolers, Snacks & Gift Baskets, Phone & Tablet, Backpacks & Duf-fels, Laser Cut Sheets & Unit Sets • Convergence Corner
JUNE Ad Close: May 28, 2024 Materials Due: May 31, 2024	<ul style="list-style-type: none"> • Social Media Guide V4 	<ul style="list-style-type: none"> • Print: Political/Campaign Print for Election Season • Promo: Sports/Tailgating • Apparel: Caps/Headwear 	<ul style="list-style-type: none"> • Networking Know-How: How to use in-person trade shows to level up your business (using Alliance SME's maybe) 	<ul style="list-style-type: none"> • Hot List: Calendars, Sports Apparel & Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping & Gift Packaging • Convergence Corner
JULY Ad Close: June 28, 2024 Materials Due: July 3, 2024	<ul style="list-style-type: none"> • Topic TBD 	<ul style="list-style-type: none"> • Print: Presentation Folders/ Brochures • Promo: Writing Instruments • Apparel: Loungewear and socks 	<ul style="list-style-type: none"> • New Horizons: Working with a decoration vendor to add to your product offering 	<ul style="list-style-type: none"> • Hot List: Tech & Audio, Automotive, Glassware & Barware, Backpacks, Fleece & Outdoor Apparel, Labels • Convergence Corner
AUGUST Ad Close: July 26, 2024 Materials Due: July 30, 2024	<ul style="list-style-type: none"> • Top Distributors 	<ul style="list-style-type: none"> • Print: Wide-Format Printing • Promo: 4th Quarter Selling Guide • Apparel: The rise of gender-neutral apparel 	<ul style="list-style-type: none"> • The Customer Always Right? When to offer gentle "no," and avoid conflict when necessary 	<ul style="list-style-type: none"> • Hot List: Chocolate, Blankets, Watches & Jewelry, Planners, Rugged & Safety Apparel, Greeting & Holiday Cards • Convergence Corner
SEPTEMBER Ad Close: Aug. 30, 2024 Materials Due: Sept. 5, 2024	<ul style="list-style-type: none"> • CSR All-Stars 	<ul style="list-style-type: none"> • Print: Pressure Seal • Promo: Holiday/Seasonal gifting • Apparel: Jackets and outerwear 	<ul style="list-style-type: none"> • EXPO Preview 	<ul style="list-style-type: none"> • Hot List: Flags/Banners/Mats, Hand Sanitizer, Luggage & Travel, Coffee Accessories, Cookies & Baked Goods, Writing Instruments • Convergence Corner
OCTOBER Ad Close: Sept. 27, 2024 Materials Due: Oct. 2, 2024	<ul style="list-style-type: none"> • Top Suppliers/Supplier Excellence 	<ul style="list-style-type: none"> • Print: Business Cards/Stationary • Promo: Food promos and food packaging • Apparel: Planning for 2025 (Apparelist pick-up) 	<ul style="list-style-type: none"> • How to keep your regular customers (and turn new customers into regulars) 	<ul style="list-style-type: none"> • Hot List: Awards, Caps & Headwear, Badges & Badge Holders, Lip Balm, Kitchen & Household, Drinkware, Business Cards • Convergence Corner
NOVEMBER/ DECEMBER Ad Close: Nov. 29, 2024 Materials Due: Dec. 4, 2024	<ul style="list-style-type: none"> • 2025 Buyer's Guide 			

PRINT RATES AND SPECS

ppm

AD SIZE	RATES
Inside Cover	\$5,270
Inside Back Cover	\$5,030
Back Cover	\$5,510
Full Page	\$4,790
1/2 Page	\$3,400
1/3 Page	\$2,400
1/4 Page	\$2,160



INSIDE COVERS AND FULL PAGE

Trim: 8.125"w x 10.875"h
Bleed: 8.375"w x 11.125"h
Safety: 7"w x 10"h

1/2 PAGE

Horizontal
Trim: 7"w x 4.75"h

Vertical
Trim: 3.75"w x 10"h

1/3 PAGE

1/3 square
Trim: 4.625"w x 5"h

1/3 vertical
Trim: 2.25"w x 10"h

1/4 PAGE

1/4 page
Trim: 3.25"w x 4.875"h

More print advertising opportunities are available.
Contact your sales representative for more information.

WEBSITE ADVERTISING

ACHIEVE MULTI-CHANNEL MARKETING SOLUTIONS WITH PRINTANDPROMOMARKETING.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 includes a 970x90 pixels web banner

Rate: starting at \$2,550/month (min. 3x months)

2 Welcome Ad

Rate: starting at \$1,300/month (min. 3x months)

Banner Advertising

3 Run of Site: 728x90 pixels or 300x250 pixels

Rate: starting at \$850/month (min. 3 months)

4 Audience Extension: Multiple ad sizes/varies. Ads will be displayed to distributors through their off-brand and social media searches via Print & Promo Marketing's electronic advertising services.

Rate: starting at \$1900/month (min. 50,000 impressions)

Sponsored Content Post:

Native advertising designed to look like editorial published in our Headlines e-Newsletter and our content page.

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

- Sponsor provides article about relevant topics/ information to the distributor audience
- Published in Headlines for one week and lives Print & Promo Marketing news site indefinitely.
- Distribution on Print & Promo Marketing social media feeds
- Full page built for article, plus three banner ad units



PRODUCT SEARCH

Product Upload to Search Engine

Product Hosting: Print & Promo Marketing will upload and host your products on PrintAndPromoMarketing.com's search engine.

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 24 product search results.

Rate: \$275/month

2 Video Upload to Product Search Engine:

Print & Promo Marketing can upload and host your product videos to each specified product on PrintAndPromoMarketing.com's product search engine.

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

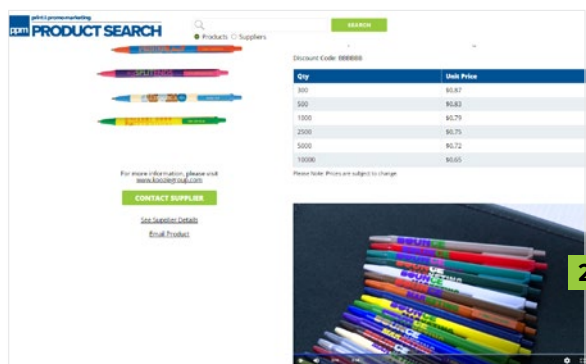
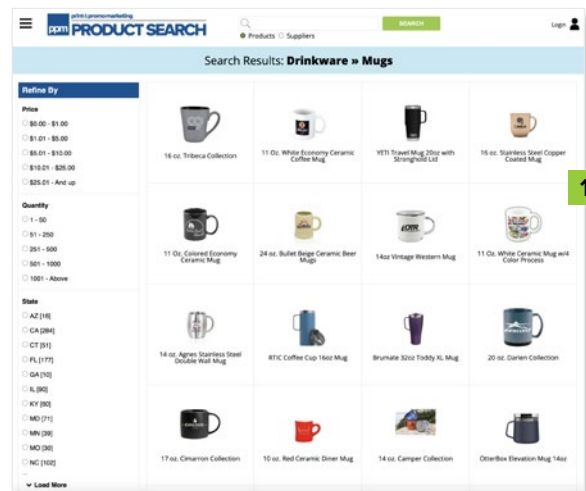
Did you know we have a free search engine for distributors?

Print & Promo Marketing Product 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. Print & Promo Marketing will upload and host your products onto PrintAndPromoMarketing.com's powerful search engine.

AUDIENCE

50,000+ REGISTERED DISTRIBUTORS

print & promo marketing PRODUCT SEARCH





RESOURCE LIBRARY PREMIUM LEAD GENERATION

Looking for prospects leveraging your content marketing strategy? We can deliver powerful prospects utilizing our Resource Library — the premier source for marketing best practices, case studies, white papers, and more. Our robust Resource Library is designed for senior-level executives, business owners, operations and sales managers, and other top decision makers.

KEY FEATURES

- Receive unlimited downloads each week for 12 months.
- Full individual contact, firmographics, and context for each download.
- Multichannel distribution across newsletter, personalized website recommendations and social media.
- Optionally ask additional custom questions (additional fees apply).

BENEFITS INCLUDE:

- Exposure in trusted media channels to 34,000+
- Branded impressions in front of most engaged audiences.

COST ANNUALLY: \$3,750

Print & Promo Marketing's e-Newsletter, Headlines, reaches tens of thousands of opt-in distributors, daily. 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)

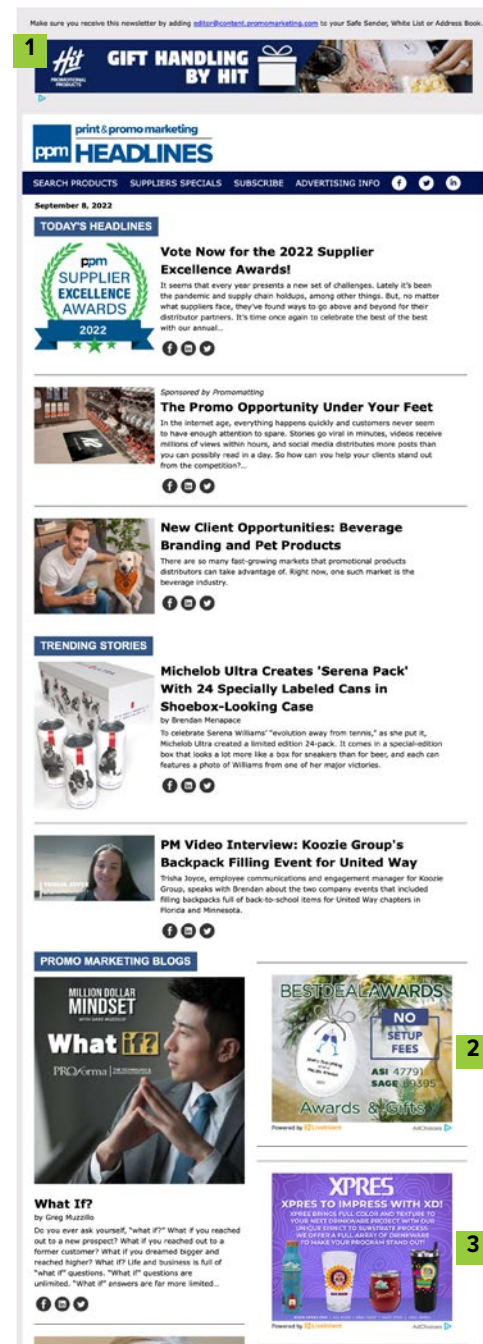
Sponsored Content Post:

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

■ 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 PRINT & PROMO MARKETING E-NEWSLETTER!

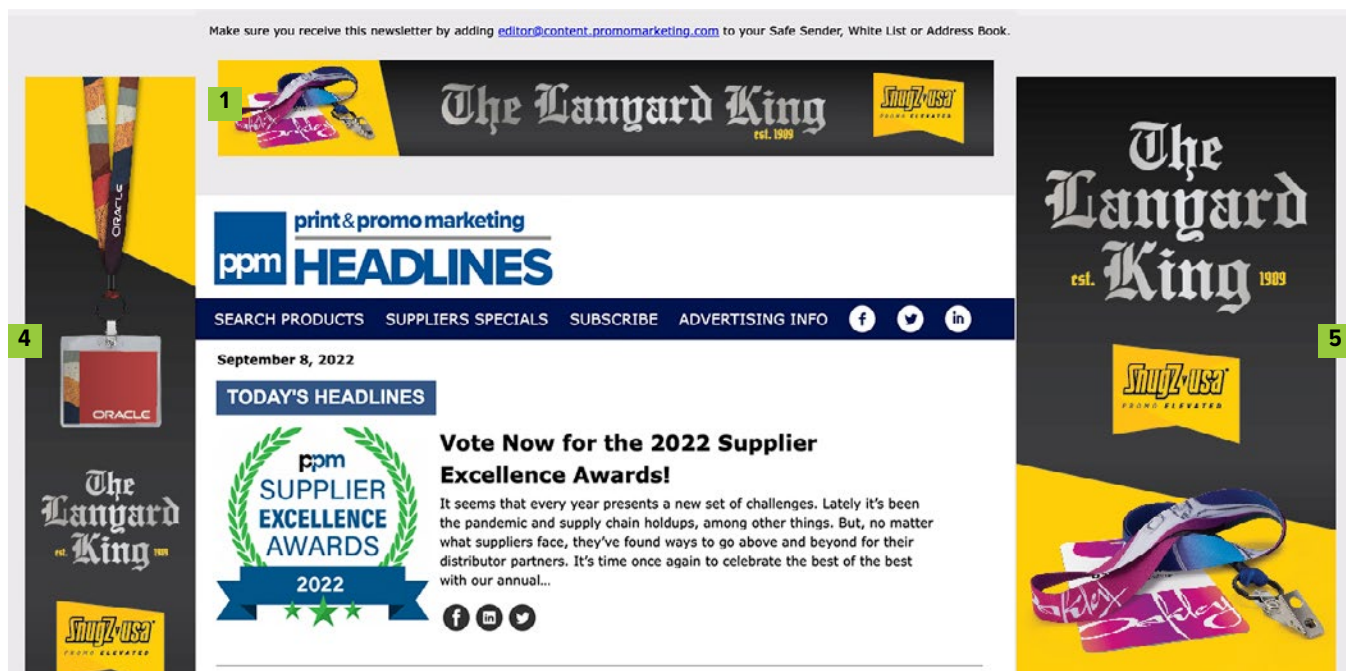
ENEWSLETTER TAKEOVER

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)

LIMITED AVAILABILITY –
WHILE SUPPLIES LAST!

Rate: starting at \$2,150

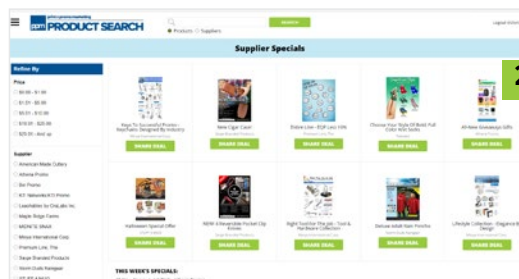


PROMO INBOX - SPECIALS

- Email Promotion:** Featured e-flyers promoted via email to thousands of distributors on a daily and weekly basis
- Online Exposure:** E-flyers hosted and searchable on Search. PrintAndPromoMarketing.com
- Marketing Tools:** Distributors can upload logo and send your e-flyer directly to end-buyers via simple click and send functions.
- Search Engine Integration:** e-flyer will be sent within 1-2 hours to distributors who click your product on PrintAndPromoMarketing.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 Print & 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



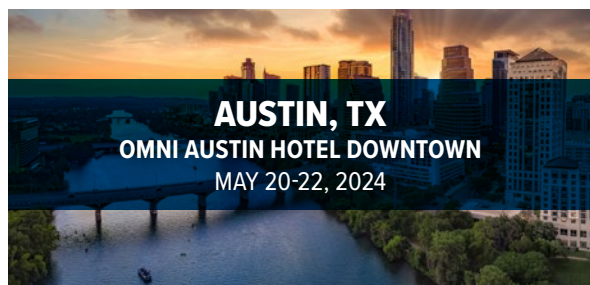
Universal Unitlink
PROMOTIONAL ASSOCIATION



Contact us: specialmarkets@cross.com

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

NETWORK. ENGAGE. DISCOVER.



Created for the industry's elite, Print & 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 two 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

print & promo marketing

POWER MEETINGS

Designed for the industry's elite, Print & 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 3 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.

“Print & Promo Marketing’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

Every Print & 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 Print & 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:

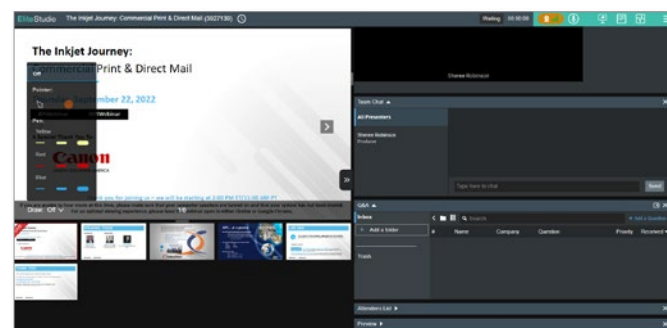
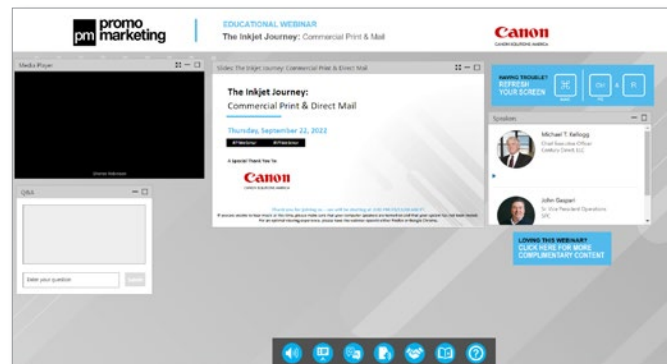
Live, hour-long educational sessions that feature some of the most renowned experts in marketing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

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 Print & 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 Print & 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 Print & 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:**



POWERED BY



**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 Print & 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

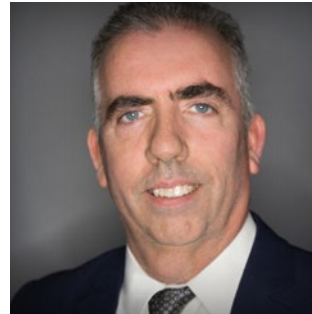
Our Team

**CHRIS CURRAN**

Group President
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