



START A **DIRECT CONVERSATION** WITH BUYERS AND PURCHASING INFLUENCERS

*From company press releases to editorial-style articles and custom scheduled eNewsletters, be positioned as **THE SUBJECT EXPERT**— and build your brand!*

DRIVE THE DIALOGUE

- Content marketing allows you to share expertise, product news and how-to information with potential clients—planting the seeds of brand awareness and fostering trust early on.
- Publish your company press release, or work with our professional editors to produce a topical, engaging article that includes interviews and links to your experts and marketing contacts.
- Go bigger with a fully-customized eNewsletter, emailed to your target market.

GENERATE AND NURTURE LEADS

- Track who clicks on your content via full-length articles or custom eNewsletters.
- Email links and URLs in your content encourage readers to get in touch, get started or visit your web site.

MARKET EFFICIENTLY

- Our market leading editorial team makes the article-writing process turn-key; providing topic suggestions, research, writing, keyword optimization and images.
- Select the best fit for your business and leverage our in-depth knowledge of 15 industrial, professional and business sectors.

EXPAND YOUR REACH

- Business Information Group is Canada's largest publisher of trade and specialty business magazines, with a database of 11 million business contacts, in industries such as manufacturing, supply chain, mining, and construction.
- Our circulation experts help you zero in on the optimal audience for your content.
- Our readers are your biggest customers - and your best prospects.

IDEA STARTERS: HOT BUTTON TOPICS FOR OUR READERS



CUSTOM ARTICLE EXAMPLE

Client: ABC Co.

Business: Distributor of fire retardant equipment.

Goal: Drive qualified leads to web site to view products and solutions.

Target market: Chemical companies, metal fabricating/ welding, safety buyers, plastics manufacturers

Topic of article: 10 ways to boost fire safety on the shop floor.

LEVEL 1: COMPANY PRESS RELEASES / ANNOUNCEMENTS \$250

Details

Complete press release or company announcement published to the Canadian Plant website.

- Maximum of 1000 words including headline and body copy.
- Up to two images.
- Up to two URLs and two email links.

Promotion

- Your press release will be published to a Canadian Plant section (as determined by the Editor) and archived for search engines for 1 year.
- The headline will appear in two issues of the Canadian Plant eNewsletter.

LEVEL 2: EDITORIAL-STYLE ARTICLE FROM \$3,000

Details

Custom article written by one of our professional writers and published to the Canadian Plant website and promoted in our weekly eNewsletter to 28,000 industry leaders and influencers.

- Maximum of 1,000 words including headline and body copy.
- Up to two images or infographics.
- Up to two URLs and two email links.
- Includes report data on the number of impressions and open rate of the article.
- Includes lead information for the readers who showed interest in your content.

Promotion

- Your article will be published to a Canadian Plant section (as determined by the Editor) and archived for search engines for 1 year (and available to publish or link from your website).
- Promoted via Text Ad in TWO editions of the Canadian Plant eNewsletter (28,000 readers).
- Big Box ad in rotation on the home page of Canadian Plant for one month.
- \$3,000 for single article, \$5,000 for two articles.
- Optional two-minute companion video (we shoot, edit and host): \$1,000.

LEVEL 3: CUSTOM ENEWSLETTERS FROM \$5,000

Details

Custom email newsletters publishing your own content to a specially targeted precision audience.

- Full creative control of eNewsletter name, logo and design.
- Articles can be published to the Canadian Plant website.
- Includes leaderboard ad, big box and text ads (optional).
- Option to commission unique articles about your company or products.
- Performance metrics provided with eNewsletter open and clickthrough rates, and ad impressions/clicks.
- Lead information for the readers who showed interest in your content.

Promotion

- Direct email distribution to 10,000 targeted leads from Business Information Group's database (including Canadian Plant).
- Our circulation experts will help you target the right demographic.
- Content rights provided, for extended promotion to your own clients and contacts.
- \$5,000 for one; \$9,500 for two; \$12,500 for a series of three + plus custom content.

