

2019 MEDIA KIT

**Channel
Marketer**
Report™



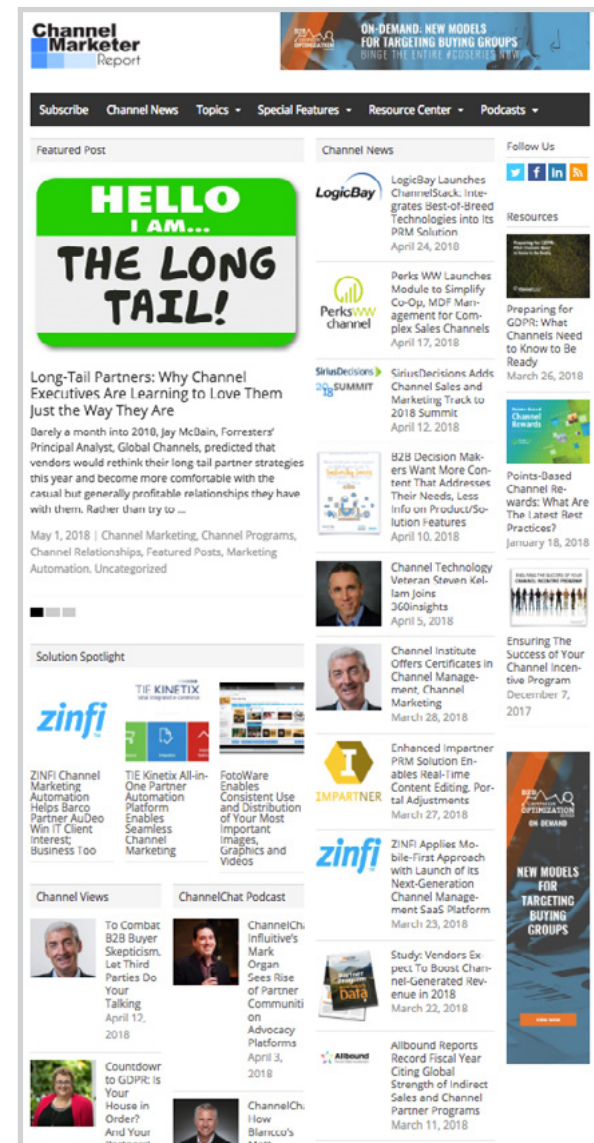
15,000K

READERSHIP

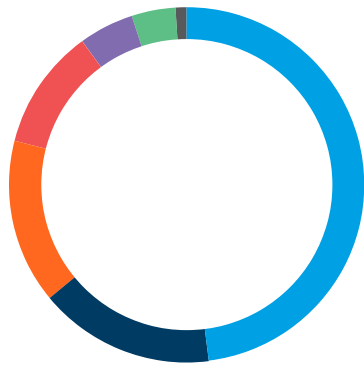
With as much as 75% of world trade being sold through indirect sales channels, it's not surprising that companies have a renewed focus on channel partner marketing programs. In fact, Forrester predicts that the market for through-channel marketing automation (TCMA) software will climb to \$1.18 billion by 2023. Related services offered by TCMA vendors will reach \$1.3 billion.

Channel Marketer Report (CMR) has been part of the vanguard communicating how the strategies and best practices empowered by modern channel marketing solutions help vendors optimize indirect sales programs. Every day – and in our monthly newsletter – we share news about the evolution of channel marketing with 15,000 marketers who are responsible for their indirect channel efforts.

And in partnership with *Demand Gen Report*, we are ensuring that an even larger audience of marketing professionals understands how optimized channel marketing programs can help them achieve their overall demand generation goals.

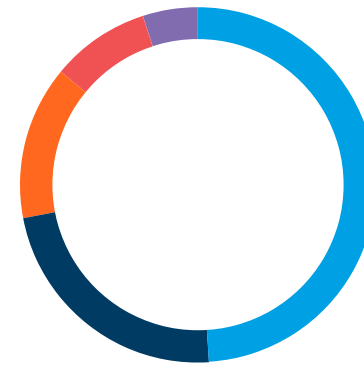


BREAKDOWN



JOB FUNCTION

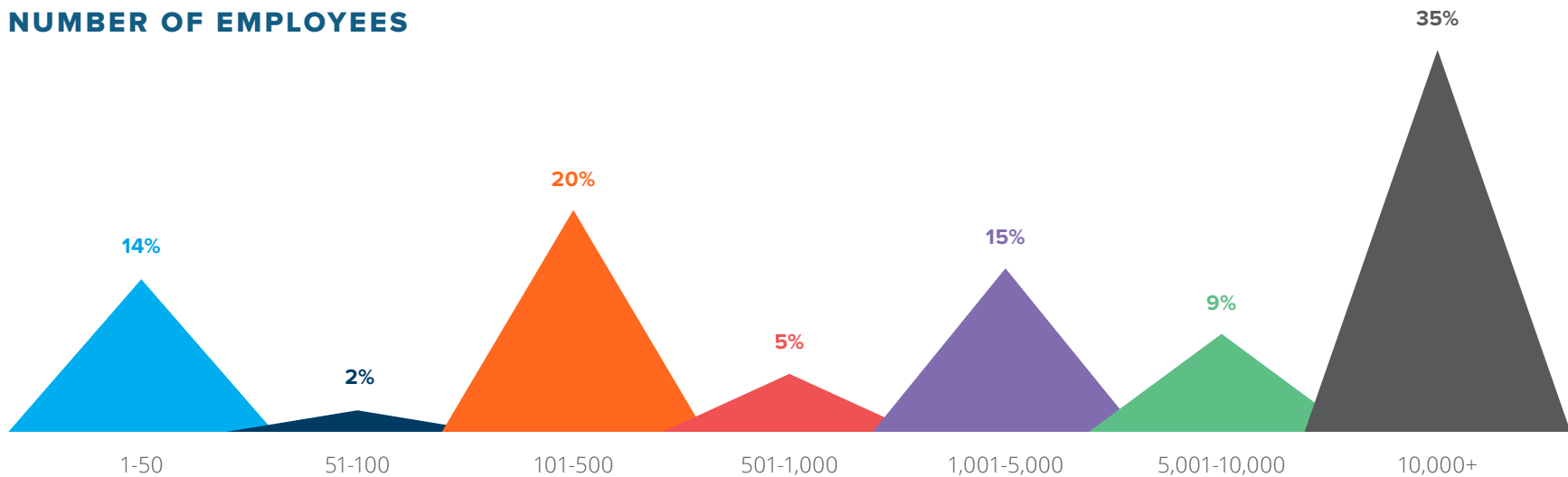
- 48% Channel/Partner/Dealer Marketing
- 16% Channel/Indirect Sales
- 15% Other
- 11% Channel/Partner/Dealer Operations
- 5% Content Strategy
- 4% C-Suite
- 1% Channel/Partner/Dealer Strategy



JOB ROLE

- 49% Manager
- 23% Director
- 14% VP
- 9% Other
- 5% C-Level

NUMBER OF EMPLOYEES



BREAKDOWN CONT.

INDUSTRY

Equipment & Machinery

■ 2%

Media/Publishing

■ 3%

Healthcare/Pharma

■ 5%

Retail/Wholesale

■ 7%

Other

■ 9%

Financial/ Banking Services/Government

■ 10%

Consumer Goods/Manufacturing

■ 12%

Professional & Consumer Services

■ 12%

Technology

■ 19%

IT & Network Security/Telecom

■ 21%

ANNUAL REVENUE

Up to \$10 Million

■ 3%

\$11M-\$50M

■ 7%

\$51M-\$250M

■ 4%

\$251M-\$500M

■ 11%

\$501M-\$1 Billion

■ 8%

Over \$1 Billion

■ 67%

DIGITAL

Between our site and our monthly newsletter, CMR offers you opportunities to increase your brand awareness, thought leadership and demand. Digital advertising opportunities include:

SITE:

- **Top Banner – 520 x 100**
\$1,500 per month
- **Skyscraper – 160 x 600**
\$1,000 per month

NEWSLETTER (MONTHLY):

- **Full NL Sponsorship – Logo & 284 x 135 Banner**
\$1,500 per month
- **Top Banner – 500 x 200**
\$1,250 per month
- **Mid-Banner – 500 x 200**
\$1,000 per month



SYNDICATION

Would you like to increase the reach and impact of your existing assets?
Here are two ways you can promote your content to our subscribers and drive new leads.

E-VITE

Reach our readers with a specific offering via dedicated e-vites to our subscribers. You provide the text or HTML for approval, and we'll deploy and track the email. We'll send a second email two days later to non-opens.

- Emails are subject to approval by the CMR editorial team. Content of email/offer needs to align with the editorial focus of CMR and offers must provide relevant value to our readers
- Sponsor supplies the HTML e-vite five (5) business days prior to mail date
- Two (2) subject lines need to be submitted at the time the e-vite is supplied

Published Investment: \$5,000

CPL

We'll work together to determine your lead goals, discuss your required fields and any filters that you want to establish. From there we'll work to reach your pipeline goals — it's that simple! Basic program includes:

- Custom landing page & resource center listing
- E-vite to the CMR subscriber base
- Ads in the CMR newsletter
- Promotion via CMR social media outreach (LinkedIn Groups, Twitter, etc.)
- Cross-promotion to partner and sister publications

Starting CPL: \$60/lead

WEBINAR SERIES

Airing August 26-28, 2019, this event, hosted by Channel Marketer Report (CMR) in conjunction with sister publication, *Demand Gen Report* (DGR) will explore why and how B2B brands are mastering channel partner marketing. During this three-day online event, leading solution providers will present strategies and use cases to inform, and educate attendees on how: channel partner marketing programs can support/supplement corporate demand gen activities; dedicated channel marketing programs are vital to supporting sales and successful through-channel marketing programs involve a variety of different strategies and tactics, and complementary tools and technologies.

Topics Include:

- Channel Marketing 101
- Maximizing Market Development Funds
- Partner Portals
- Channel Sales Enablement
- Managed Channel Services:
- Channel Marketing Concierge Service
- Referral Programs
- Channel Partner Local Events
- ABM with Channel Partners
- Effective Co-Branding
- Boosting Partner Peer Reviews
- Content Creation for Channel Marketing

CMR will produce, moderate and promote the event. Sponsors will present on their agreed upon topic/session and will receive the contact information of those who register, attend, and view their session on-demand. Sponsors who agree to promote their session to their database (via email) will have access to the full event registrant list.

Published Investment: \$10,000

CUSTOM CONTENT

Yes, you can (and do) create your own content. But CMR offers you the ability to complement your efforts with a turn-key program that offers these benefits:

- CMR does the interviews, writing and design (with your input and approval along the way)
- The asset is co-branded – so it's a third-party document making the case for the category
- We promote the asset for two months (you'll get all the downloads)
- You **own** the final asset!

We offer traditional content – white papers, briefs, ebooks, etc. – as well as interactive assets including ipapers, gbooks and infographics

Investment levels vary. Contact your account manager for more samples and pricing or to schedule an ideation call with one of our editors.



SPECIAL REPORTS

In its 2019 Content Preferences Survey, *Demand Gen Report* noted that third-party content and research rank high on the list of resources buyers use when researching new solutions. Co-sponsoring a CMR editorially-led special report will align your solution and brand with a trusted, third-party source.

CMR's upcoming topics include (but are not limited to):

- Content localization
- ABM with partners
- Social sharing through partners
- Campaign performance measurement

SPONSORSHIP INCLUDES:

- Logo on cover
- "About us" copy included at the end of the report
- Copy of report and rights to use the content in follow-up campaigns and/or outreach
- The final report will be featured in our monthly newsletter and will be supplemented with a comprehensive promotional program for two months
- Sponsors will receive contact information of those who download the asset weekly for the first two months, then monthly for the remaining 10
- Add-ons (first-come, first-served): executive byline, case study, Q&A (up to 350 words)

Published Investment: \$10,000



2019 KICKSTARTER CAMPAIGN

Can't decide where to start? No worries. We've developed our Kickstarter Campaign with folks like you in mind. The package includes:

DEDICATED E-VITE:

You supply the HTML; CMR will deploy it to our audience on the agreed upon day. We'll send a second email to the non-opens three days later.

BANNER AD:

ChannelMarketerReport.com

- One month
- Two sizes to choose from (based on availability):
 - 160 x 600
 - 520 x 100

BANNER AD:

CMR Monthly Newsletter

- Two issues
- 500 x 200

Published Investment: \$6,500 net



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