**The Voice of Global Industries**

**IndustryWired** is the world’s leading source of news and insights covering a wide range of industries globally. An influential and iconic media brand, IndustryWired is dedicated to in-depth analysis on trends, people, opinions and the economy, inspiring and promoting excellence within the business world. IndustryWired is known for making a big impact by supporting enterprises and business leaders to intensify their brand image and business decisions while delivering unrivalled access to the world’s top leaders and executives in the industry.

The IndustryWired Magazine covers real-time best business practices, insightful analysis, and interviews by delving deep into professional lives of business leaders in pursuit of encouraging embryonic industry leadership. The magazine explores their success stories, challenges, lessons learned and their major contribution in respective industries.

“With a highly qualified audience of industry movers and shakers, IndustryWired is important to important people.”
POWERFUL MARKET REACH

Average Monthly Reach
1.6 MILLION

Unique Average Visitors
90,000

Social Reach
5 MILLION

Demography
54.15% 45.85%

Age group
18-24 9.50%
25-34 25.50%
35-44 27.9%
54-64 33.50%

**AUDIENCE PROFILE**

**Readership**
- **12%** Senior Managers, Venture capitals, investors, and Consultants.
- **28%** Director, General Manager, President, Vice President, and Senior Vice President.
- **49%** C-suites Executive, Founders, Managing Partners, Managing Directors, and Chairman.
- **3%** Others

**Company Size**
BY EMPLOYEES
- 1-10: 5.10%
- 11-50: 10.60%
- 51-200: 8.60%
- 201-500: 7.90%
- 501-1001: 11.10%
- 1001+: 56.70%
SUBSCRIBERS & CIRCULATION

Corroborated Subscribers in Print & E-magazine

200,000+

Printed Copies Circulation

54,500 Per Issue

E-magazine Newsletter Spill Out

145,569 Per Issue
MARKETING & PROMOTIONAL OBJECTIVES

IndustryWired is the ultimate source of success delivering on its promise to inspire the business world by providing exclusive and thought-provoking content on diverse industries and development as well as leadership. It provides an enhanced communication channel for entrepreneurs, C-suites and forward-looking leaders. Through a diverse array of platforms, IndustryWired offers customized solutions to drive leadership and recognition.

- Print and E-Magazine
- Article on Website
- Thought Leader Articles

Advertisements
- Advertisement on Print And E-Magazine
- Banner Ads

Global Recognition & Promotional Activities
- Top 10 Company Listings
- Sponsored Content
- Extensive Press Release Coverage
- Social Media Promotion on Facebook, Twitter, LinkedIn and Instagram.
- Custom E-mail Campaigns
Each month, the IndustryWired Magazine explores and highlights inspiring business leaders who are transforming their industries with innovation and foresighted leadership. Through exclusive and comprehensive interviews, the magazine unlocks unique insights into what these moguls are doing, what inspires them, and what are their outlook for the future. It is a captivating mix of business stories that covers everything.

Cover Story
Featuring companies/executives with a strong global brand reputation for innovation, product quality and customer.

Company/Leader of The Month
Representing companies/executives unique selling propositions that outperform their peers.

Business Profiles
Bringing together leading industry experts providing best industry practices and insights.
IndustryWired works with **160+ premium** business publishers to distribute its content and thought leadership stories.
We offer an array of advertising solutions with multiple options tailored to your business needs.

**WEB**
- Leader-board: 728px x 90px
- Top Banner: 468px x 60px
- Column Banner Size One: 300px x 250px
- Column Banner Size Two: 160px x 600px

**VIDEO**
- Recommended formats: MPEG, MOV, AVI
- Video Length: Up to 7 mins

**TEXT LINK SPECS**
- 20-character heading + 70-character teaser + URL

**MAGAZINE**
- Full Page: 8.0” x 10.47”
- Double Spread: 16” x 10.47”
- Half Page: 8.0” x 5.255”
- Back Page: 8.0” x 10.47”
OUR MOST VALUABLE CLIENTS
Testimonials: #Awesome guys

"Thanks IndustryWired, you have all done a great job with both features. Happy to work with you again."

Joyce Brocaglia, CEO | Alta Associates

"It was a great experience working with IndustryWired. I am totally satisfied with it, especially I only need to pay when I am sure everything is done which is great."

Dicky Ying, CEO | Mezzoly

"It was an honor to be nominated one of the top revolutionary women in the security industry by IndustryWired. Different from other companies they were very helpful in presenting their search and data that lead them to the nomination and working with them on the article was easy and simple, the editorial team was very helpful and quick to respond any of our questions and inquiries. It’s been a pleasure."

Laila Robak, CEO | SigniFlow Americas

"I am very honored to be included as a Top 10 Transformational Women Leader for 2020 by IndustryWired. It is clear that the team at IndustryWired is top notch. They do a great job of researching and vetting candidates and ask thoughtful interview questions for publication. IndustryWired is a terrific magazine, and I am grateful for the tremendous and valuable exposure. I would be delighted to work with the team at IndustryWired again."

Lisa Houssiere, Principal | McKool Smith
Bringing the Best Insights on Global Industries and Market

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