



# SMARTSTUDIO

B2B Custom Content Solutions.

Our audiences drive business and move markets.

Your content can, too.





SmartStudio combines industry expertise and an engaged network of readers to create content that aligns readers' needs and interests with your brand messaging.



Our team of editorial subject-matter experts, creative designers and project managers will guide you through the content creation process from ideation to distribution.



## Editorial Expertise

A dedicated team of industry experts and editors.



## Network of Readers

Over 7 million highly engaged senior executives.

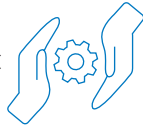


## Proven Results

Distributing compelling content that reaches the hard-to-reach.

20+

years crafting industry-specific content



11+

dedicated subject-matter SmartStudio editors



INFINITE DATA — on what our subscribers are reading and sharing

## 16 INDUSTRIES COVERED



AVIATION & AEROSPACE



BUSINESS



EDUCATION



HEALTH CARE



INFRASTRUCTURE



LIFE SCIENCES & TECHNOLOGY



MARKETING & ADVERTISING



ENERGY & CHEMICALS



FINANCE



FOOD & BEVERAGE



RETAIL



TELECOM



TECH



TRAVEL & HOSPITALITY



MEDIA & ENTERTAINMENT



AV



## CONTENT CREATION

Work with our subject-matter experts to develop valuable content that engages and informs your target audience.

- WEBINARS
- WHITE PAPERS
- BLOG POSTS
- INFOGRAPHICS
- SURVEYS
- VIDEOS



## DISTRIBUTION

Promote your content with our specialized targeting capabilities to drive quality traffic.

- FEATURED CONTENT
- NEWSLETTER ADVERTISING
- DEDICATED SEND
- SPOTLIGHT
- SMARTSOCIAL



## RESULTS

Delivering the right content solution and mix of distribution to achieve your marketing goals.

- DRIVE BRAND AWARENESS
- SHOWCASE EXPERTISE
- GENERATE QUALIFIED LEADS
- INCREASE PURCHASE INTENT

# WEBINARS

A customizable live webinar event that delivers a polished experience and engages target audiences.

[CLICK FOR SAMPLES](#)

## ▶ WEBINAR PLATFORM

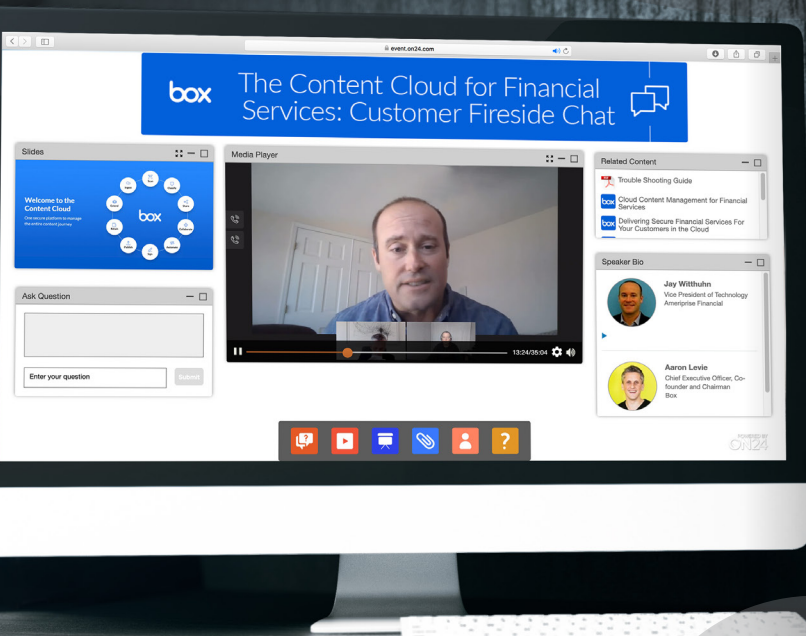
Have a great webinar concept, but need help with the execution? With our webinar platform, you provide the speakers and script and we host the webinar to create a polished experience.

## ▶ STANDARD WEBINAR

SmartStudio will develop a captivating webinar from start to finish. A specialized industry editor will work with you to create relevant presentation content and moderate the event. An experienced team of designers will customize the event to your brand guidelines.

## ▶ FULL-SERVICE WEBINAR

Includes everything above, plus SmartStudio will work with you to secure an expert industry panelist.





# WHITE PAPERS

SmartStudio offers three white paper formats that deliver key insights, expert analysis and real-world applications to your target audience.

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## ▶ **CUSTOM WHITE PAPER**

Collaborate with an editorial expert to create meaningful content that addresses top industry challenges and spotlights your thought leadership.

## ▶ **SMARTFOCUS**

Leverage a turnkey co-branded white paper solution that aligns your messaging objectives with trusted editorial expertise.

## ▶ **EXECUTIVE SUMMARY**

Summarize key talking points and highlights from your events or long-form content.

## ▶ **INTERACTIVE ADD-ON**

Upgrade with graphic animations.

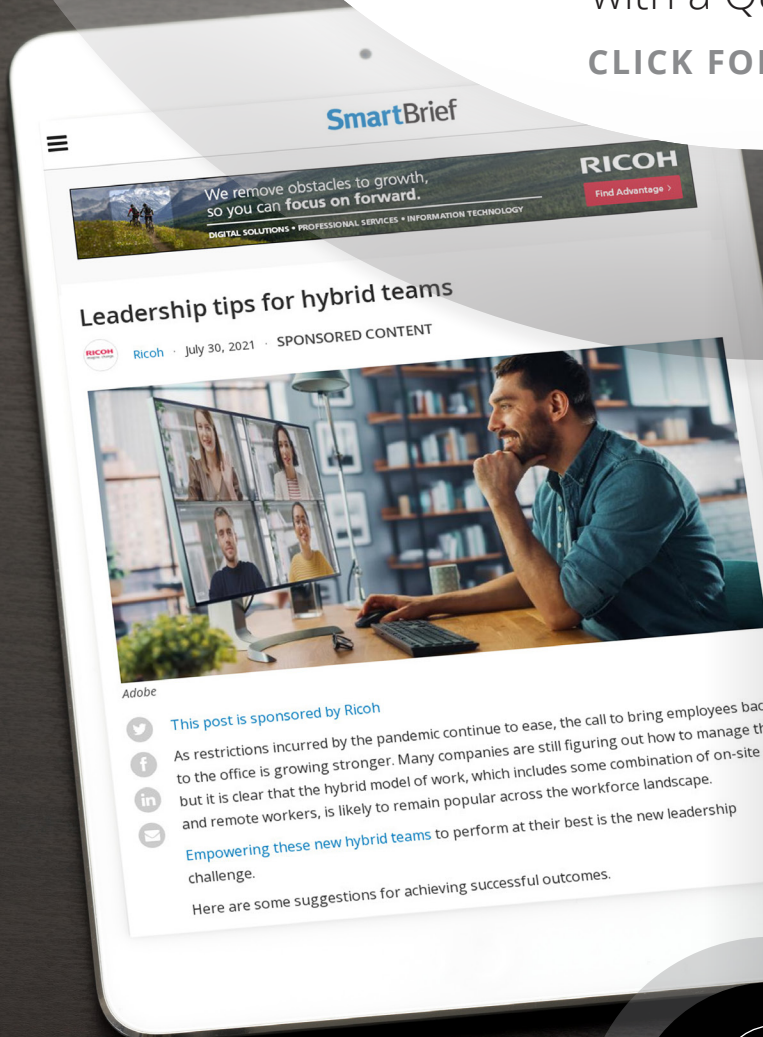




# BLOG POST

Collaborate with SmartStudio's team of editors on a custom topic or showcase your company's leadership with a Q&A series.

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## ▶ SPONSORED BLOG POST

SmartStudio content experts will help you choose a topic that addresses top industry trends or challenges and aligns with your company initiatives.

## ▶ EXECUTIVE Q&A BLOG POST

Showcase your company's leadership through a Q&A series with a company executive focusing on timely and relevant topics.



# INFOGRAPHIC

Bring your complex data to life through a combination of graphics and charts.

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SmartStudio's editors and designers will work with you to develop a visual storyboard representing data points and key insights. Our team of designers will create a custom piece of content that adheres to your brand guidelines and engages your target audience.

## ▶ MINI INFOGRAPHIC

Three sections with three data points per section.

## ▶ STANDARD INFOGRAPHIC

Five sections with three data points per section.

## ▶ INTERACTIVE ADD-ON

Upgrade with graphic animations.





# SMARTSURVEY

Partner with SmartStudio to craft a survey that develops original research and market intelligence from your key industry targets.

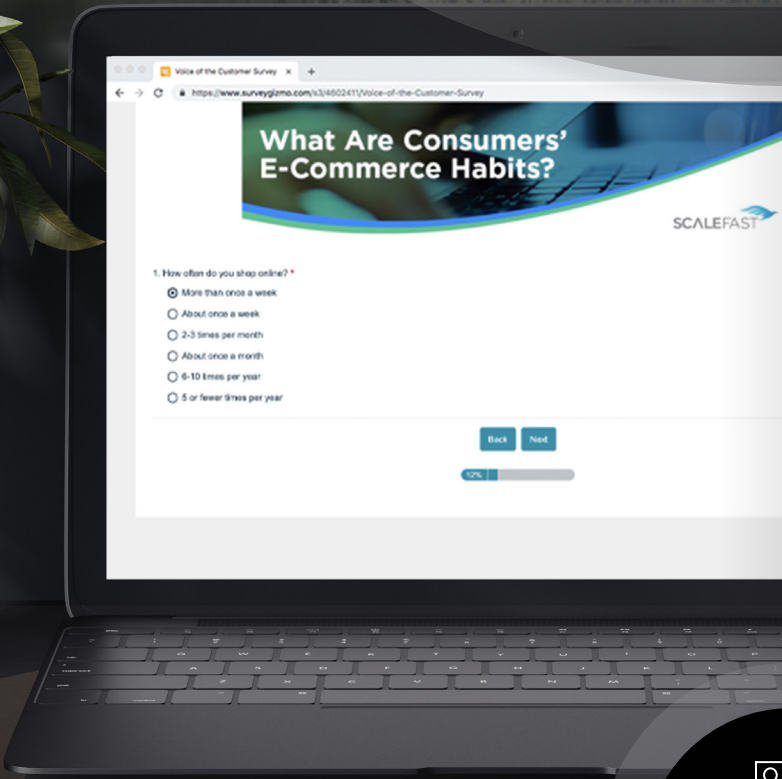
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## ▶ SMARTSURVEY

Our team will work with you to fully understand your survey goals and objectives. An industry expert will review your survey questions to ensure they resonate with the target audience and align with SmartSurvey best practices.

- We will build and deploy the survey in a customizable survey tool.
- A participant incentive will be provided to help drive responses.
- In the end, you'll receive full reporting with each survey response.
- Opportunity to obtain a guaranteed number of responses through targeted distribution.\*

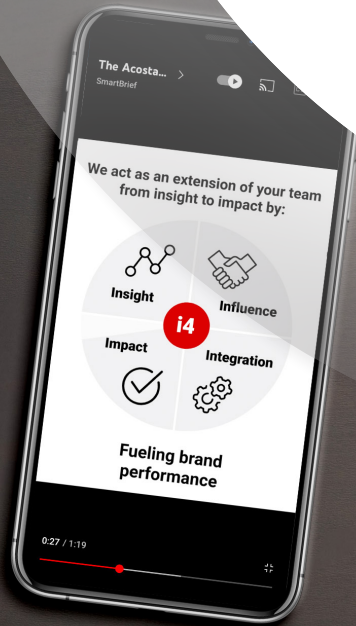
\* Requires a minimum distribution spend



# VIDEO

Captivate audiences with a combination of motion graphics or through a video interview.

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## ▶ MOTION GRAPHIC

Through the use of illustrative graphics, animations and images, the SmartStudio team will collaborate with you to develop a 30-second to 1-minute video. A motion graphic could be educational, promotional, or inspirational.

## ▶ VIDEO Q&A

An editorial expert will host a video Q&A discussion with a company thought leader.



# SMARTSTUDIO RATE CARD

|                             | RATE CARD | PRODUCTION TIMELINE |
|-----------------------------|-----------|---------------------|
| CONTENT                     |           |                     |
| Webinar Platform            | \$6,000   | 4 weeks             |
| Standard Webinar            | \$10,000  | 10 weeks            |
| Full-Service Webinar        | \$12,000  | 12 weeks            |
| Custom White Paper (8-10pg) | \$11,000  | 8 weeks             |
| Custom White Paper (4-6pg)  | \$7,500   | 8 weeks             |
| SmartFocus                  | \$6,000   | 7 weeks             |
| Executive Summary           | \$4,000   | 6 weeks             |
| Blog Post                   | \$2,500   | 4 weeks             |
| Video Q&A (5-10 minutes)    | \$4,500   | 4-6 weeks           |
| Video Q&A (11-30 minutes)   | \$8,000   | 4-6 weeks           |
| Mini Infographic            | \$5,000   | 6 weeks             |
| Standard Infographic        | \$8,000   | 6 weeks             |
| SmartSurvey                 | \$3,000   | 3 weeks             |
| Motion Graphic              | \$10,000  | 10 weeks            |
| Interactive Add-On          | \$3,000   | Up to 2+ weeks      |





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