

## 2013 MEDIA OVERVIEW

Engagement, Marketing, and Incentive Companies

# Engagement Strategies

## Maximizing performance and profits through people

### The official magazine of the Enterprise Engagement Alliance

**Engagement Strategies** serves the emerging "trade" of engagement practitioners at leading corporations and at marketing, incentive, recognition and consulting firms that provide engagement products and services to corporate managers.

- **Engagement Strategies** offers end-users and suppliers the news, how-to and reference information they need in every medium to help improve organizational and departmental performance by better engaging customers, distribution partners, salespeople, employees and vendors.

- **Engagement Strategies** functions as a "buyers guide" to resources serving all areas of engagement, including:

- Full-service performance improvement, branding and consulting firms
- Leadership and coaching suppliers
- Rewards and recognition suppliers, including merchandise, travel, gift cards and awards
- Communications specialists (print, online, mail, meetings, promotional products)
- Engagement technology firms

### Key Benefits to Suppliers

- A highly cost-effective, measurable way to target end-user/reseller buyers of engagement products and services in print and online for almost any budget.
- Quarterly integrated print and online marketing programs start at \$2,500, depending on your desired mix of lead generation services, including:
  - Print exposure
  - E-mail marketing
  - Web advertising and content sponsorship

- Event sponsorships
- New product announcements
- Complete business strategy development, including web-site, sales tool and target selling solutions



**Engagement Strategies** dramatically lowers your costs and increases results through its unique integration of print, electronic and direct selling solutions.

### Audience

**Quarterly Print Editions:** **Engagement Strategies** reaches over 20,000 managers and executives at companies that use or sell performance improvement strategies, including incentive programs, motivational meetings, recognition awards, training, communications and technology. Almost all readers are managers, directors or executives at end-user or reseller companies such as incentive companies, meeting planning companies and marketing agencies.

**E-mail newsletter/blogs:** SCI e-mail newsletters, including **Engagement Strategies**, have a combined total of more than 50,000 business subscribers.

### Websites:

- Engagementstrategiesonline.com is the online edition of **Engagement Strategies** magazine, featuring the latest news and features from the print edition.
- Enterpriseengagement.org is the portal of the Enterprise Engagement Alliance, featuring news, how-to and reference information, and hundreds of links to invaluable engagement research and tools.

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### 2013 Engagement Strategies Publishing and Editorial Calendar

- **E-mail Edition Schedule:** 12 times a year; once a month: 20,000 subscribers
- **EngagementStrategiesOnline.com:** 3,500 unique visitors per month
- **EnterpriseEngagement.org:** 3,000 unique visitors per month
- **Print Editions:** 4 times a year: 20,000 subscribers

#### Print Editions

##### ISSUE 1

**Publication date:** April 1, 2013

**Closing for space:** Feb 21, 2013

**Closing for materials:** March 4, 2013

- Rewards & Recognition Networking Expo special edition
- Stocking Distributors Feature

##### ISSUE 2

**Publication date:** June 24, 2013

**Closing for space:** May 17, 2013

**Closing for materials:** May 27, 2013

- Gift Cards feature

##### ISSUE 3

**Publication date:** September 23, 2013

**Closing for space:** Aug. 20, 2013

**Closing for materials:** Aug. 27, 2013

- Incentive Travel feature

##### ISSUE 4

**Publication date:** December 15, 2013

**Closing for space:** November 8, 2013

**Closing for materials:** November 15, 2013

- Motivation Show special pre-show issue
- Technology feature

#### Print Rates

Print Size	Width	Height	1x	3x
Full Page Bleed	8 5/8"	11 1/8"	\$6,950	\$6,000
Junior Vertical	4 6/8"	7 1/4"	\$5,750	\$5,000
Junior Horizontal	7 1/8"	4 3/4"	\$5,750	\$5,000
Front Cover Strip	8 5/8"	2 3/8"	\$11,000	\$10,500
1/3 Square	4 5/8"	4 3/4"	\$3,500	\$3,000
1/4 Horizontal	7 1/8"	2 3/8"	\$2,500	\$2,000

### Internet and E-mail Rates and Frequency

#### Engagement Strategies:

- E-mail Newsletter Display Ad: \$1,250
- Special Offer Blast: \$2,100
- Webinars: 8 x per year: \$5,000 exclusive, \$2,500 semi-exclusive

#### EngagementStrategiesOnline.com:

- Top banner ads (run of site): \$5,000 per year
  - Home page side banner ads: \$3,000 per year
  - Inside page side banner ads: \$2,500 per year
- (See Media Production Specifications for further details.)

#### Three-Month Fully Integrated Marketing Campaign

- Full-page ad in **Engagement Strategies** magazine
- One e-mail banner or display ad
- One Special Offer E-Mail Sponsorship (max. 150 words).
- EnterpriseEngagement.org article sponsorships
- Telephone calls to 100 people

**Cost: \$10,450**

#### Fully Integrated Business Development

**Engagement Strategies** offers a unique set of fully integrated business development services:

- Strategic planning;
- Sales tool creation, including Web sites promotional materials, newsletters, and Webinars;
- Telephone sales and lead qualification;
- Complete integrated business development strategies to launch or grow business.

- **Contact Nick Gazivoda at [nick@sellingcommunications.com](mailto:nick@sellingcommunications.com) or 914-591-7600, ext. 238 for more information.**

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