2018 EXPOSURE GUIDE
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At Peake Media, we pride ourselves on educating and empowering thousands of readers with our high-quality business content every single day. A large part of that success is due to strong partnerships with innovative companies in the health and fitness industry. Inside our 2018 Exposure Guide, you’ll find all the pathways our platforms offer for connecting with your buyers — industry CEOs, owners, managers and decision makers. Our audience includes professionals working in health clubs and coaches in CrossFit gyms, recreation directors in college campuses and practitioners in yoga studios.
For more than 14 years, Club Solutions has been dedicated to educating and empowering health and fitness professionals. Through print, digital and social platforms, we’ve grown to have the largest media footprint in the health club industry.

Club Solutions’ continued growth makes our platforms the ideal way to connect with the most prestigious and influential minds in the fitness industry. Leaders and top health club operators with immense buying power not only grace our covers, but they also read our content and attend our events.

In 2018, we are focused on continuing to add exceptional value to our readers, while giving you the best platforms to grow your business and brand. We hope you’ll join us, the premier business resource in the industry.

OUR AUDIENCE

Club Solutions’ readers are the key decision makers — owners, presidents, executives, GMs, directors and managers — who approve spending and strategic planning for their clubs. No other club business magazine has the support, following and partnerships like Club Solutions. We have the industry’s top advisory board that is made up of the industry’s most successful leaders and their clubs.

INSIDE...

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finally starting

In prior years, the STAT TRACKER result of combining the four times and had 44 shares.

He explained the company’s weight and looking good — it’s emotional intelligence of our

PURPOSE:

PEOPLE:

“The word ‘profit’ has percentage points that only small, videography to capture unique

“At Anytime

curiosity. We take the work we

franchisees with an enjoyable

experiences’ is an important

in doing so, they do not cut any corners.

The members of

People all over the world want the same thing — a

6.

3.

10.

As an aging,

and personable service that helps them get real results.

5.

2.

What have been major keys in your life to achieving

success:

Every Detail Matters

by

Lindsey Rainwater

3 Keys to

The Keys to

Aging/Fitness

Success

Every Detail Matters

1. Every detail matters.

2. Always maintain an optimistic attitude.

3. Always put in the effort to make people feel a part of your

The members of

and how does that compare to your favorite travel

works incredibly hard to support franchise owners

and lawmakers to understand their

6.

5.

4.

1.

The Pulse

THE ESSENTIALS ➤ These columns span the important business areas of sales, retention, marketing, operations and programming.

THE BOTTOM LINE ➤ Ten questions with a top leader in the industry on their successes and day-to-day life.

THE MARKETPLACE ➤ In every issue we feature a set of products and services that can be utilized in a health club’s business.

THE PULSE ➤ Devoted to bringing readers best practices and news and updates on the most important topics in the health and fitness industry.

ASK THE EXPERT ➤ In this Q&A we answer pressing questions and help our readers overcome specific challenges they are facing in their clubs.

CLUB SPOTLIGHT ➤ Our readers share success stories and innovative, out-of-the box ideas and practices that are working within their four walls.

COVER STORY ➤ We go beyond the ordinary interview, getting industry leaders to share their stories of success with our readers.
### Club Solutions Editorial Calendar

**Empowering content for the year to come.**

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**Plus:** The major features for each issue showcase The Exchange, a content opportunity for your company to write on these topics.
“VIP” health club of your choice and is posted to our website for 30 days, created by your group and used to educate the industry on a topic of your choice. The interview is sent in an e-blast to our email subscribers.

INTERVIEW E-BLAST ➔
Club Solutions interviews a “VIP” health club of your choice that uses or works with your group’s product or services. The interview is sent in an e-blast to our subscribers, is search optimized and is posted to our social media pages.

SOLUTIONS ON ➔
This full-page print editorial is written by your company and is used to educate the industry on a topic of your choice. The piece runs 450 to 500 words and includes contact information.

SPOTLIGHTS ➔
This full-page piece gives you the opportunity to highlight your company or product, or a top customer. Includes a short write-up and images. The content is created by your group and is designed by our editorial staff.

THE EXCHANGE ➔
This half-page interview in print follows one of our feature stories, and gives you the opportunity to share 100 words on the feature, in addition to 100 words on your company. A head shot and contact information are included.

SUPPLIER VOICE ➔
This online editorial is written by your company, placed on the home page of our website for 30 days, and used to educate the industry on a topic of your choice. These pieces are search optimized and sent in an e-blast to our email subscribers.

PLUS: All content marketing opportunities are complimentary with advertising packages. Email info@clubsolutionsmagazine.com to find out more about availability.
For more than 14 years, Peake Media has been educating and empowering fitness professionals. Box Pro Magazine, a free business resource for all CrossFit Affiliates in the U.S., was a natural addition to the company’s mission.

In 2013, we discovered Affiliates desired to learn and continuously be educated in magazine and digital form. We decided to step in and address that need with Box Pro Magazine.

While our readers are looking for business resources to operate day-to-day, they are also in need of help from suppliers. Our unique platforms give you, the advertiser, the advantage of educating Affiliates directly on your products and services.

Heading into 2018, Box Pro Magazine will continue to profile the top Affiliates in the country while also putting your products and services in front of all Affiliates in the U.S. As Affiliate locations have grown, so have we. We’re now offering events alongside our print, digital and social media offerings in response to Affiliate interest.

**OUR AUDIENCE**

Box Pro’s readers are hungry for knowledge that they and their Coaches can consume and benefit from — knowledge they get through reading Box Pro Magazine, perusing our website and listening to our podcast. Our readers span from coast to coast and include the most successful Boxes in the nation.
What's in every issue

THE SECTIONS

BOX NOTES  Provides Affiliates with what's occurring in the CrossFit world, offering stories focused on business, highlighting top news and displaying supplier information.

AFFILIATE PROFILE  An in-depth story on a phenomenal Affiliate, digging into their success in both business and life.

FEATURED PRODUCTS  The product focus will change each month, showcasing everything from gear to equipment that Affiliates use in their Box.

FEATURED PRODUCTS  Six feature stories on topics such as nutrition, operations, education, profit centers, marketing and equipment that are key to the success of Affiliates.

THE LAST REP  Each issue, one Affiliate is highlighted on a certain business topic/aspects that will help educate and empower other Box owners.
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**FEATURED PRODUCTS**

- CMS
- Snacks + Drinks
- Top Gear
- Games Section + Must See Companies of Games

**SPECIAL FEATURE**

- Vendor Partnership Benefits
- Games Recap + Breast Cancer Awareness Story
- BP Leadership Summit Recap

**PLUS:** The major features for each issue showcase Xtra Insights, a content opportunity for your company to write on those topics.
The Cost of Management Systems

By Kurt Schneider

The industry on a topic of your choice.

kschneider@...
INSIDE...

For more than 14 years, Peake Media has been educating and empowering fitness professionals. As a natural fit, in 2015 we introduced Campus Rec Magazine, a free business resource for all college and university recreation centers in the U.S.

Campus Rec’s platforms are the ideal way to connect with the most prestigious and influential minds in the campus recreation industry. Leaders and top recreation center operators with immense buying power not only grace our covers, but they also read our content and consider us a trusted resource.

Looking ahead to 2018, we are focused on continuing to add exceptional value to our readers, while giving you the best platforms to grow your business and brand. We hope you’ll join us, the premier business resource in the industry.

OUR AUDIENCE

Campus Rec’s readers operate the most successful campus recreation centers in the U.S., and include the key decision makers who approve spending and strategic planning for their facilities and programs. Our advisory board includes the most respected executive directors in the profession.

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PRINT 3,000+ SUBSCRIBERS
EMAIL 1,400+ SUBSCRIBERS
SOCIAL 1,100+ FACEBOOK FANS
WEB 16,000+ MONTHLY PAGE VIEWS
**What's in every issue**

**THE SECTIONS**

**PRE RECS** ➤ This section is devoted to bringing readers breaking news and educational information on the most important topics in the campus recreation industry.

**EXPERT Q&A** ➤ In this section, a top leader answers questions to help our readers overcome specific challenges they are facing in their facilities.

**BUILDING BLOCKS** ➤ Here, we profile a recreation center that’s recently undergone a renovation, getting to the bottom of its decision-making.

**THE ESSENTIALS** ➤ Each issue we put together educational stories to help readers with four main topics: aquatics, intramural and club sports, fitness and facility development.

**THE FINAL EXAM** ➤ Q&A with a top leader in the industry on their successes and day-to-day life.

**COVER STORY** ➤ We go beyond the ordinary interview, getting industry leaders to share their stories of success with our readers.

**THE MARKETPLACE** ➤ In every issue we feature a set of products in a user-friendly format readers love.
**CAMPUS REC**

**EDITORIAL CALENDAR**

**January + February**

**Major Features**
- Must-Haves to Make Your Locker Rooms Stand Out
- Tips for Implementing Functional Fitness

**Minor Features**
- Marketing Your Intramural Program
- New and Innovative Aquatics Programs

**Marketplace**
Locker Rooms + Strength Equipment

**Special Feature**
Must-See Companies of NIRSA

**March + April**

**Major Features**
- Technology Solutions
- What’s New in Outdoor Recreation

**Minor Features**
- Fundraising for Intramural and Club Sports
- Aquatic Trainings and Certifications

**Marketplace**
Technology + Outdoor Adventure

**Special Feature**
Cool Products of NIRSA

**May + June**

**Major Features**
- Budgeting for the Upcoming Year
- New Developments in Equipment

**Minor Features**
- How to Recruit Officials
- Popular Aquatic Events

**Marketplace**
Cleaning + Cardio Equipment

**September + October**

**Major Features**
- Back to the Facility Basics (Lighting, Surfaces, etc.)
- Unique Intramural Programs/Sports

**Minor Features**
- Creative Programming Ideas
- Trending Amenities in Aquatic Design

**Marketplace**
Surfaces + Intramural Programs/Equipment

**November + December**

**Major Features**
- Innovative Architecture
- Best Cleaning Practices for Aquatics

**Minor Features**
- Student Retention and Recruitment
- Training your Intramural Officials

**Marketplace**
Architects + Pool Equipment

**Plus:** The major features for each issue showcase Extra Credit, a content opportunity for your company to write on those topics.
The industry on a topic of your choice. These pieces are search optimized and sent in an e-blast to our email subscribers.

**SOLUTIONS 101**
Full-page print editorial written by your company and used to educate the industry on a topic of your choice. Typically 500 words and includes contact information.

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© PLUS: All content marketing opportunities are complimentary with advertising packages. Email info@campusrecmag.com to find out more about availability.
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Mindful Studio’s platforms are the ideal way to connect with the most prestigious and influential minds in the yoga industry. Leaders and operators with immense buying power not only grace our covers, but they also read our content and consider us a trusted resource.

Looking ahead to 2018 and beyond, we are focused on continuing to add exceptional value to our readers, while giving you the best platforms to grow your business and brand. We hope you’ll join us, the premier business resource in the industry.
What’s in every issue

THE SECTIONS

NAMASTE ✤ At the very beginning of the magazine, this section is devoted to bringing readers breaking news and educational information on the areas that most impact their businesses.

MY MANTRA ✤ We chat with a top yoga instructor about best practices, keys to leading a stellar class and their personal mantras for success.

GO WITH THE FLOW ✤ Owners share a unique class available at their studio and how it has engaged their students and teachers.

COVER STORY ✤ For our cover stories we go beyond the ordinary interview, divulging the keys to success behind the top leaders in the yoga industry.

THE MARKETPLACE ✤ In every issue we feature a set of products and services yoga leaders can sell or use, in an easy-to-digest format.

INTENTIONS ✤ These feature stories help our readers be “intentional” in the following areas: operations, retail, marketing and programming.

FINAL POSE ✤ On the very last editorial page we highlight a one-of-a-kind yoga studio, providing inspiration for our readers.
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<td>• Nutrition Services</td>
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<tr>
<td>• Social Media Management</td>
<td>• Qualities of a Great Website</td>
<td>• Running a Juice Bar</td>
<td>• Kids Yoga</td>
<td>• Instructor Retention</td>
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<td>• Best Cleaning Practices</td>
<td>• Evaluating Your Class Schedule</td>
<td>• Summer Marketing Strategies</td>
<td>• Blogging for SEO</td>
<td>• Email Marketing Tips</td>
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<td>Risk Management</td>
<td>Profit Centers</td>
<td>CMS</td>
<td>Flooring</td>
<td>Fitness Accessories, Props &amp; Mats</td>
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**PLUS:** The major features for each issue showcase Words of Wisdom, a content opportunity for your company to write on those topics.
Is your studio financially fit? After surveying over 200 studio owners from around the world, these are the three commonalities shared by financially thriving studios:

1. It might seem obvious, but studios need to understand the break-even rate required to operate. This includes the number of size, needs to understand the break-even rate required to operate. This includes the number of students at financially thriving studios:

   a. On average, thriving studios have two exceptions:

      1. Builders new students per class, incentivizing your studio. Since thriving studios have average, they may need less students than a studio

     b. Teachers is their single largest expense. For many studio owners, the cost of

     c. Total 27 percent of their income is spent, instead, aim to fill your classes, and when

     d. Leap to a larger space. If you're growing, look for opportunities

     e. Classes to offer to underserved communities. The piece is housed on the home

     f. A welcoming introductory experience is a great way to engage new students.

     g. Building a strong student base takes a few years to come, it's vital your business is

2. What does yoga bring to your industry? It's important at Honor Yoga, we focus equally


   b. Meet their physical and mental needs better. Yoga can help. We get to know

   c. Students at financially thriving studios:

      i. Many students needed to pay rent, staff, utilities, and other expenses.

      ii. Teachers in a manner that encourages

      iii. Observe more students and have a strategic

      iv. Three steps to explain the meaning of carbon neutral:

         1. What does it mean to be carbon neutral?

         2. How do you become carbon neutral?

         3. What are the benefits of being carbon neutral?

3. How does Honor Yoga make a difference in the industry? Honor Yoga creates a space where people

   a. Enjoy the energy of coming together as a community. However, passion is just one

   b. Meet their physical and mental needs better. Yoga can help. We get to know

   c. Students to get to know each other. We

   d. Sense of unity. The studio offers free

   e. An opportunity to interact with one another in a different atmosphere. At Honor Yoga,

   f. Sense of community. However, passion is just one

   g. A sense of belonging. The studio offers free

   h. An opportunity to interact with one another in a different atmosphere. At Honor Yoga,

4. Celebrating the Growth of Others at Honor Yoga

   a. Owner, Honor Yoga East Brunswick

   b. How does Yoga bring to your industry?

   c. What does Yoga bring to your industry?"
The power of human connection should never be underestimated, nor can it be re-created through phone calls, video-conferencing or teleconferencing. There is no replacement for a handshake, personal conversation, or unique in-person activity that encourages the bonding and forming of long-term relationships. We understand the value of this and offer unique leadership events to create lasting connections with peers across the U.S.
The 2018 Club Solutions Leadership Summit is an exclusive, invite-only, peer collaboration event. Its mission is to bring together 25 high-level health club industry executives from all over the country for two and a half days of networking, and roundtable discussions alongside only six sponsors.

In addition, attendees and sponsors attend the world’s most prestigious events together including the Kentucky Oaks and Kentucky Derby! Being a sponsor at the Club Solutions Leadership Summit is the opportunity to create relationships with the nation’s highest buying power clubs. The expertise, insights and experiences gained are an invaluable part of your operation, just as your product/service is as invaluable to them.

“Epsilon has sponsored this great event all four years. No other event has so many senior leaders of the largest fitness businesses with such a focus on networking, development and relationship-building.”

72% of attendees from the 2017 Club Solutions Leadership Summit surveyed said they intended on working with a sponsor as a result of attending the event.
The 2018 Club Solutions Leadership Retreat is an exclusive, invite-only event for 40 health operators and 12 sponsors. The event mission is to bring these groups together for two days of networking, roundtable discussions and activities in a fun and relaxing environment.

As a sponsor of the event you’ll have the opportunity to create lasting relationships with some of the highest performing health clubs in the industry and gain insight into their needs, while educating them on your product or service.

**SPONSORSHIP OPPORTUNITIES**

**PREMIER PARTNER**

*Exclusive to 1 Sponsor*

- Company logo along with “Official Partner” recognition on all marketing material before the event, during the event, and after the event.
- Exclusive intimate access to attendees. Two days of networking, roundtables, activities and relationship building with 40 top health club operators.
- Two company personnel attendance and admittance to all event functions and activities including the roundtable discussions.
- Advertisement in the Club Solutions Leadership Retreat Program Guide.
- Opportunity to place an exclusive gift in attendees’ room drop bags.
- Opportunity to stand in front of the entire group on the first night and speak for about 2 minutes. You can use this opportunity to introduce yourself, welcome everyone, and say a few words about your company, and/or give a toast.
- Participation in Demo Hour on Day 2. You’ll be able to showcase your products and services set up in our meeting space.
- Inclusion in the “Sponsors of the Retreat” dedicated email blast to attendees, and Club email subscribers before the event. This will also be posted to the website and shared on Club Solutions’ social media pages.
- Logo included on room key cards used by attendees during the entire event.
- Sponsor of the second evening private dinner.

**PLATINUM SPONSOR**

*Exclusive to only 11 Sponsors*

- Company logo along with “Official Partner” recognition on all marketing material before the event, during the event, and after the event.
- Exclusive intimate access to attendees. Two days of networking, roundtables, activities and relationship building with 40 top health club operators.
- One company personnel attendance and admittance to all event functions and activities including the roundtable discussions.
- Advertisement in the Club Solutions Leadership Retreat program guide.
- Opportunity to place an exclusive gift in attendees’ room drop bags.
- Opportunity to stand in front of the entire group on the first night and speak for about 2 minutes. You can use this opportunity to introduce yourself, welcome everyone, and say a few words about your company, and/or give a toast.
- Participation in Demo Hour on Day 2. You’ll be able to showcase your products and services set up in our meeting space.
- Inclusion in the “Sponsors of the Retreat” dedicated email blast to attendees, and Club Solutions email subscribers before the event. This will also be posted to the website and shared on Club Solutions’ social media pages.

**71% of attendees** from the 2016 Club Solutions Leadership Retreat surveyed said they intended on working with a sponsor as a result of attending the event.
CAMPUS REC
SUMMIT 2018

June 27-29, 2018
The Breakers Resort
Palm Beach, Florida

The 2018 Campus Rec Leadership Summit is an exclusive, invite-only event for 40 top college and university rec center executives and 12 sponsors. The event mission is to bring these separate groups together for two days of networking, roundtable discussions and activities in a fun and relaxing environment.

Email Tim@PeakMedia.com for additional details and pricing.

PREMIER PARTNER
Exclusive to 1 Sponsor (SOLD)

- Company logo along with “Official Partner” recognition on all marketing material before the event, during the event, and after the event.
- Exclusive intimate access to attendees. Two days of networking, roundtables, activities and relationship building with 40 top college and university rec centers.
- Two company personnel attendance and admittance to all event functions and activities including the roundtable discussions.
- Advertisement in the Campus Rec Leadership Summit program guide.
- Opportunity to place an exclusive gift in attendees’ room drop bags.
- Opportunity to stand in front of the entire group on the first night and speak for about 2 minutes. You can use this opportunity to introduce yourself, welcome everyone, and say a few words about your company, and/or give a toast.
- Participation in Demo Hour on Day 2. You’ll be able to showcase your products and services set up in our meeting space.
- Inclusion in the “Sponsors of the Summit” dedicated email blast to attendees, and Campus Rec email subscribers before the event. This will also be posted to the website and shared on Campus Rec’s social media pages.
- Logo included on room key cards used by attendees during the entire event.
- Sponsor of the second evening private dinner.

PLATINUM SPONSOR
Exclusive to only 11 Sponsors

- Company logo along with “Official Partner” recognition on all marketing material before the event, during the event, and after the event.
- Exclusive intimate access to attendees. Two days of networking, roundtables, activities and relationship building with 40 top college and university rec centers.
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- Participation in Demo Hour on Day 2. You’ll be able to showcase your products and services set up in our meeting space.
- Inclusion in the “Sponsors of the Summit” dedicated email blast to attendees, and Campus Rec email subscribers before the event. This will also be posted to the website and shared on Campus Rec’s social media pages.

73% of attendees from the 2017 Campus Rec Leadership Summit surveyed said they intended on working with a sponsor as a result of attending the event.

“Your format allowed me to easily meet with the Directors I didn’t already know. I believe I will win new business due to attending.” – Matrix Fitness

“Amazing people! Created friendships, and new customers.” – Power Systems
Our readers love our print magazines! We’ve added more print subscribers over the last three years than ever before. Print offers you the ability to be hand delivered to qualified decision makers alongside solution-based content, giving your message more depth, credibility, awareness and shelf-life. When you do print with Peake Media you’re also in our digital issues, giving you added exposure.

PRINT AD SIZES

**FULL PAGE**
- **Bleed:** 8.375 x 11.125 inches
- **Trim:** 8.125 x 10.875 inches
- **Safe Zone:** 7.875 x 10.625 inches

**VERTICAL HALF**
- **Bleed:** 4.25 x 11.125 in.
- **Trim:** 4.125 x 10.875 in.
- **Safe Zone:** 3.875 x 10.625 in.

**HALF PAGE**
- **7.125” x 4.875”**

**QUARTER PAGE**
- **3.5 x 4.875 in.**

PRINT AD SPECS

**Preferred Format:** PDF & PDF/X-1-A, No Crop Marks

**Other Accepted Formats:** JPEG or TIFF

**Images:** CMYK Color, 300dpi

UPLOAD FILES AT

- **Club Solutions:** [www.PeakeMedia.com/CS-Uploads](http://www.PeakeMedia.com/CS-Uploads)
- **Box Pro:** [www.PeakeMedia.com/BP-Uploads](http://www.PeakeMedia.com/BP-Uploads)
- **Mindful Studio:** [www.PeakeMedia.com/MS-Uploads](http://www.PeakeMedia.com/MS-Uploads)
We know our readers consume information through several platforms. Peake Media offers multiple digital platforms to connect with readers. Website, email and social media advertising are flexible and cost-effective ways of getting your message out and driving traffic to your website. Digital is best complemented with print however for consistency, credibility and awareness.

**EMAIL OPPORTUNITIES**
- Dedicated Email Blast
- Dedicated Email Interview
- Email Banner Ad: 600 x 90 pixels

**SOCIAL OPPORTUNITIES**
Website and social media product announcements on the following platforms:
Facebook, Twitter, LinkedIn and one of our brand websites

**DIGITAL AD SIZES**
- **MAIN BANNER**
  970 x 90 pixels
  All brands except Mindful Studio, which is 750 x 90 pixels.
- **LEADERBOARD**
  300 x 250 pixels
- **RIGHT COLUMN**
  300 x 125 pixels
- **VERTICAL BANNER**
  160 x 600 pixels
  All brands except Mindful Studio.

**DIGITAL AD SPECS**
- **Format:** JPG, PNG or GIF
- **Images:** RGB Color, 72dpi
# Advertising Packages

## Club Solutions Opportunities

### Gold Package
- Full-page or half-page print ads for 12 months with strategic placement
- Two print content opportunities
- Two dedicated e-blasts
- Two social media announcements
- Two Supplier Voice content opportunities
- Rotating leaderboard digital ad for 12 months
- Banner ads on all monthly e-newsletters for 12 months

### Silver Package
- Full-page or half-page print ads for six months
- One print content opportunity
- One dedicated email blast
- One social media announcement
- One Supplier Voice content opportunity
- Rotating leaderboard digital ad for six months
- Banner ads on all monthly e-newsletters for six months

### Bronze Packages
(4-month minimum ad run)

**Option 1: Feature Story Package**
- The Exchange content opportunity
- Strategic ad placement in a feature story
- Choice of two digital marketing opportunities

**Option 2: Trade Show Package**
- New Product Spotlight
- Must-See Companies listing
- Cool Products listing
- One social media announcement
- Dedicated e-blast before or after tradeshow

**Option 3: Product Launch Package**
- New Product Spotlight
- One social media announcement
- Dedicated e-blast
- Banner ad on website for four months

**Option 4: Writing Package**
- Solutions On content opportunity
- Supplier Voice content opportunity
- Dedicated interview e-blast
WHY CONTENT MARKETING?

We’ve worked with literally hundreds of vendors over the years and the most common challenge we hear with respect to advertising is “not getting enough quality leads.” However we’ve found that vendors that combine advertising and content get more leads and have better overall marketing results.

Why? Here are a few reasons:

✔ Advertising takes time to be effective. Adding content to advertising effectively speeds up awareness and therefore speeds up results.

✔ Positive transfer. Readers will transfer positive feelings from your content to your ad. This results in greater awareness and greater results.

✔ Creating content positions you as “the expert.” When you’re published (or interviewed) you become a credible source, which in turn makes readers more likely to trust your advertisement.

✔ Content helps you explain more than you can in just an ad. It’s likely that you’ve got several product features and benefits. Doing both content and advertising gives our readers more opportunities to learn about how you can help them.

✔ The combination of advertising and content gives you more exposure, which leads to greater “top of mind” awareness and greater results.

BOX PRO + CAMPUS REC + MINDFUL STUDIO OPPORTUNITIES

12 MONTH OPPORTUNITIES

PLATINUM

- Full-page print ads in six issues
- Rotating leaderboard digital ad for 12 months
- Two social media announcements
- Two online editorial opportunities
- One dedicated e-blast
- One additional content opportunity
- Exclusive print ad placement

GOLD

- Half-page print ads in six issues
- Rotating leaderboard digital ad for 12 months
- Two social media announcements
- One online editorial opportunity
- One additional content opportunity

SILVER

- Full-page print ads in three issues
- Rotating leaderboard digital ad for six months, or two social media announcements
- Exclusive print ad placement

6 MONTH OPPORTUNITIES

SILVER

- Full-page print ads in three issues
- Rotating leaderboard digital ad for six months, or two social media announcements
- Exclusive print ad placement

BRONZE

- Half-page print ads in three issues
- Rotating leaderboard digital ad for six months, or one social media announcement