

EMAIL OPPORTUNITIES

➤ **CRM magazine's eWeekly** email newsletter is written by the same award-winning editorial staff who produce *CRM* magazine.

- **Circulation:** 45,000
- **Frequency:** Monday & Wednesday

1X	\$750 per issue
4X	\$650 per issue
8X	\$600 per issue
12X	\$500 per issue

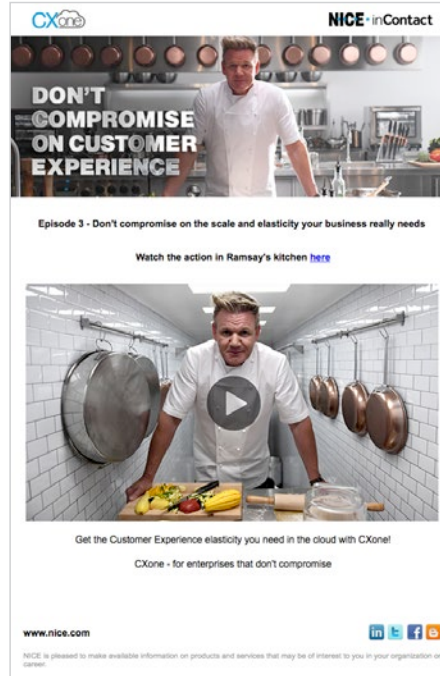
➤ **CRM Bulletin Email Blast**

- **Circulation:** 32,000
- **Frequency:** Tuesday & Friday

Send your custom HTML email to the subscribers of **CRM magazine's** email list. You assign the subject line.

1X	\$5,000
3X	\$4,500
6X	\$4,000
12X	\$3,500
24X+	\$3,000

De-duplicating against suppression lists, plus \$500



➤ **Smart Customer Service eWeekly Newsletter**

- **Circulation:** 7,700
- **Frequency:** Thursday

1X	\$350 per issue
4X	\$300 per issue
8X	\$250 per issue
12X	\$200 per issue

➤ **Smart Customer Service Bulletin Email Blast**

- **Circulation:** 5,500
- **Frequency:** Tuesday & Wednesday

1X	\$1,750
4X	\$1,500
8X	\$1,250
12X	\$1,000

EXCLUSIVE NEWSLETTER SPONSORSHIP INCLUDES:

- 75-word text description
- 300x250 pixel web banner (.gif or .jpg format) – product photo optional
- Linking URL
- We track click-throughs on all links and banners. Reports provided at advertiser's request.

Cancellation of all online advertising without 14 days' notice will result in 50% charge.

“Relevant and ahead of the curve subject matter.”
IT PROJECT MANAGER
LEE COMPANY

ONLINE RATE CARD

ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
728x90	leaderboard	\$75 CPM	\$65 CPM
300x250	box ad	\$75 CPM	\$65 CPM
text ad	within articles	\$75 CPM	\$65 CPM
970x250 billboard ad	top homepage	\$90 CPM	—

Topic Center targeting, plus 10% premium; Road Block, plus 25% premium

NATIVE ADVERTISING

\$1 per page view

1,000 page views per month guaranteed

Hosted Research & Reports

(white papers, case studies, research reports, video content)

1–2 months \$500 per month

3–5 months \$450 per month

6+ months \$400 per month

- 1 month Homepage Exposure (150,000 impressions)
- Eight editions of newsletter exposure (400,000 impressions)

Online Buyer's Guide Premium Listing

(integrated with all online content)

Online only \$1,000/year

with 1/2-page print listing \$1,750

with full page print listing \$2,250



*Now optimized for every device.



The depth of coverage that destinationCRM.com offers is unrivaled. The variety of resources that are offered provides my team with an efficient and reliable way to be up-to-date about the latest trends regarding anything and everything in this area. It truly is an irreplaceable resource for us."

MARKETING AND BUSINESS DEVELOPMENT MANAGER
FOREST INTERACTIVE

ADVERTISING CONTACTS

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BANNER SPECIFICATIONS

- The **destinationCRM.com** site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager). All banners must conform to the following specifications:
 - › Maximum file size is the same for either static, animated, or rich media creative.
 - › All ads are served through DoubleClick for Publishers (DFP).

- **Testing**
destinationCRM.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

- **Reporting**
Reports detailing campaign performance are available.

- **Submission Instructions**
Submit banner creative to your sales representative:
 - › **Eastern & Central:** adrienne@infotoday.com
 - › **Mountain & Pacific:** dennis@infotoday.com
 Include live linking URL and ALT text.
(ALT text may not exceed 25 characters including spaces.)

- **Creative Specifications**
 - › File size: maximum of 200K for any creative unit.
 - › Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media

- **Counting Impressions & Clicks**
DoubleClick for Publishers counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

➤ Banner Size

Standard Creative Units	Max File Size	Banner Location
728x90	200K	top or bottom position
300x250	200K	within articles/homepage
text ads	30-35 words	within articles
970x250 (billboard ads)	200K	before homepage

COST PER LEAD (CPL) PROGRAMS

➤ We deliver thousands of qualified leads per year to marketers just like you.

We guarantee predictable lead volumes, so you plan your budgets and lead flow throughout the month. And we have the highest standard of lead quality in the industry, period.

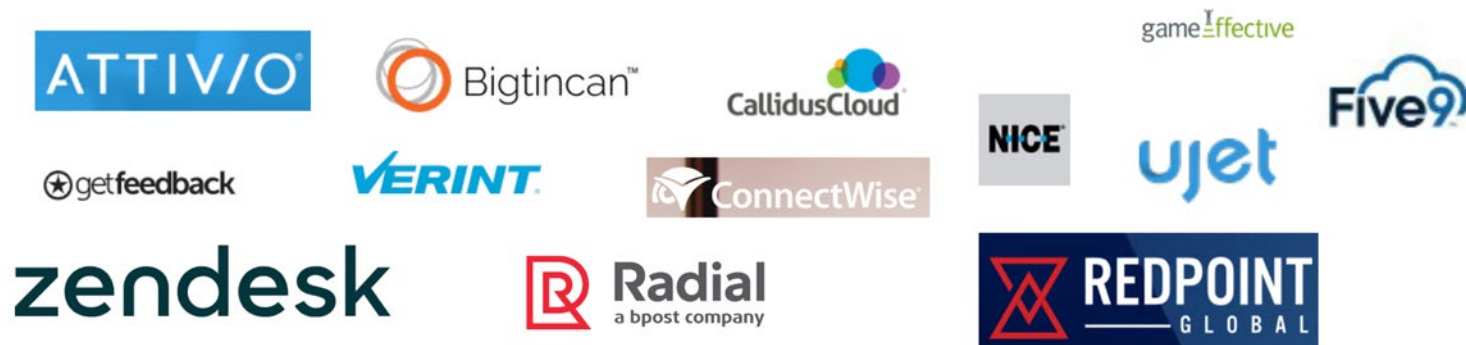
➤ Content Marketing on destinationCRM.com

We offer a variety of different channels to get your marketing messages in front of our audience to provide you with actionable leads on a CPL basis. We have a variety of different programs, based on your lead criteria and content offering, which your sales representative can explain to you. Typical filters include geographic, title, and company size.

➤ What You Get

- **Highly qualified, actionable leads**—generated from your white papers, research reports, case studies, or ebooks
- **Extensive registration program** with multiple marketing touchpoints
- **Sponsor exclusivity**—Enjoy 100% exclusive leads with these content programs.
- **Brand leverage**—Use the strength of our CRM brand and engagement of our audience.
- **A managed process**—We take care of all of the details: marketing, registration, and lead delivery.

➤ Recent Cost Per Lead Clients



2020 ULTIMATE DIRECTORY OF CRM SOLUTIONS AND SERVICES

CRM magazine's Short List and Online Directory

Over 2,000 solutions and services represented, but you can be at the top!

Online for One Year, Print Directory in July!

- Published in CRM magazine—21,000 subscribers
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July/August issue of CRM magazine in a special section
- Your listing is totally integrated throughout all content within destinationCRM.com.
- Lead generation: five links to your white papers, case studies, or landing pages that you control 24x7
- All print advertisers automatically become Premium Partners on destinationCRM.com for 1 full year.
- Act now and have your online status begin immediately.
- Any editorial content we've ever written about your company will automatically be pulled into your listing
- Add your social networks in your online listing

Deadline for print listings (July/Aug issue) is May 20, 2020. (Online listings go live immediately.)

Get Listed!

1. Check to see if your company is currently listed in destinationCRM.com's database of FREE listings. All of our lead-generation programs require advertisers to be listed in our directory.
2. If it is not listed, ADD it to our database; EDIT it if it was created prior to 9/1/18.
3. Call your representative to upgrade your FREE listing to a Premium Listing in online for as little as just \$1,000 net.
4. Begin your Premium Partnership with the No. 1 CRM publication and website.

Go to our online self-service Buyer's Guide input form to add or update your company's listing.

- ⊕ **To ADD a listing:**
<http://www.destinationcrm.com/directory/addlisting>
- 🔗 **To EDIT a listing:**
<http://www.destinationcrm.com/directory/editlisting>

Got video content? Embed it right into your listing!



Check out some of the great listing examples we have created.

Advertise in the 2020 CRM Buyer's Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

- | | | | |
|----------------------|---------------------------------|------------------------|----------------------|
| ■ Analytics | ■ Cloud-Based CRM | ■ Integration | ■ Sales Automation |
| ■ Big Data | ■ Customer Service/Call Centers | ■ Marketing Automation | ■ SMB/Mid-Market CRM |
| ■ Channel Management | ■ Enterprise CRM | ■ Mobile | ■ Social CRM |

RATES

Online Only Premium Profile (1 Year) — \$1,000

- Link to your Twitter, LinkedIn, and Facebook accounts
- Company Profile
- Products & Services Descriptions
- Unlimited Topic Centers Selection
- Editable Live Links to your case studies, white papers, webcasts, demos, or special landing pages
- Ability to embed video
- Automatically pulls in all editorial mentions from destinationCRM.com or CRM magazine into your listing
- Your listing is fully integrated throughout destinationCRM.com content
- Your logo is displayed next to any article that mentions your company
- Your logo is displayed next to all categories of content that you have chosen
- Premium Partner listings are at the top of every Topic Category

>> See this example of a well-crafted online listing:
<http://www.destinationcrm.com/BuyersGuide/bpmonline-3307.aspx>

Upgrade and get a print listing in CRM magazine's July/August Issue:

Print and PDF — Half-Page Profile — \$1,750

Includes Online Premium Partner Listing for 1 Year

Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 150-word Corporate Description and/or Product Description.

Print and PDF — Full-Page Profile — \$2,250

Includes Online Premium Partner Listing for 1 Year

Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 300-word Corporate Description and/or Product Description.

CRM CUSTOM RESEARCH

➤ OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey

- › Survey design and creation
- › Capture, cross-indexing, and raw data from the online survey tool
- › A complete Final Report delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company.
- › Final Report also includes an Executive Summary and a full Respondent Profile.
- › Full co-branding and affiliation with CRM Media, or anonymity, at the survey sponsor’s discretion
- › Competitive intelligence—Each survey may include up to five proprietary questions.
- › Vendor owns the rights to the Final Report PDF and the data. CRM Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

➤ ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR THE FOLLOWING:

PHASE 2: Lead-Generation: Marketing the Findings

- › Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
 - › Dedicated Email Promotion (32,000 subscribers)
 - › Newsletter Sponsorships (45,000 subscribers)
 - › Sponsored Content Listing (homepage and newsletters) (500,000 impressions/month)

- › CRM Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- › Print distribution of “single page takeaway” in *CRM* magazine (21,000 subscribers)

➤ USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

- › Highly qualified, actionable leads—from preregistration, live event log-on, and postevent registration and log-on to the archived event
- › Extensive event registration program with multiple marketing touchpoints
- › Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.
- › Brand leverage—Use the strength of the CRM Media brand. Moderated by *CRM*’s publisher and marketed under the CRM brand.
- › A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation (call for pricing)

➤ CONTACT

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ABOUT CRM MEDIA'S MARKETS

➤ CRM Media Executive Summary

- › CRM magazine is the publication of record covering the field of CRM. The magazine—written, edited, and produced by our award-winning staff of journalists and designers—offers executives a unique blend of strategic business information, case studies, and in-depth analysis.
- › Our editorial and circulation strategy targets five main categories of readers—all important at different stages of a CRM program's lifecycle: executive management, sales, marketing, customer service management, and IT management.
- › CRM magazine began publication in 1997 and launched destinationCRM.com the following year. CRM launched its first conference in 2006.

➤ Market Summary

- › The global **CRM software market** was valued at about \$25.5 billion in 2018 and is expected to grow to \$36.53 billion at a CAGR of 9.4% through 2022. —*BusinessResearchReport.com*
- › The global **cloud-based contact center** market is projected to grow by \$28.6 billion by 2025. —*ResearchAndMarkets.com*
- › The global **customer experience management market** is estimated to register a healthy CAGR of 30% over the forecast period 2019–2026. —*Data Bridge Market Research*

➤ TECHNOLOGY PURCHASING BY CATEGORY*

Large Enterprise



- **Employees:** More than 1000 employees
- **Annual Revenue:** More than \$1 billion
- **IT Staff:** Full time IT staff, including several specialists
- **IT Skills:** A wide variety of broad and specific skills
- **Location:** Several office locations domestically and internationally
- **Large CapEx**
- **Main considerations for technology purchases** include guaranteed up-time, advanced features, and security.
- **Large enterprises** employ 9 million people in the U.S. (51.6% of all employees).

Mid-Market



- **Employees:** 101–500 employees
- **Annual Revenue:** \$10 million–\$1 billion
- **IT Staff:** A small group to several employees
- **IT Skills:** Generalist skills. Employees often lack specialty skills.
- **Location:** Likely to have more than one office location and more remote employees
- **Some CapEx**
- **Main considerations for technology purchases** include capabilities, functionality, and reporting.
- **If the middle market were a country,** its GDP would rank it as the fourth-largest economy in the world.

Small Businesses



- **Employees:** 0–100
- **Annual Revenue:** \$5–\$10 million
- **IT Staff:** Typically one or a few
- **IT skills:** Modest. Employees usually learn on the job.
- **Limited CapEx**
- **SMBs prefer the pay-as-you-go subscription model** for software purchases.
- **The 28 million small businesses** in the U.S. account for 54% of the country's sales.

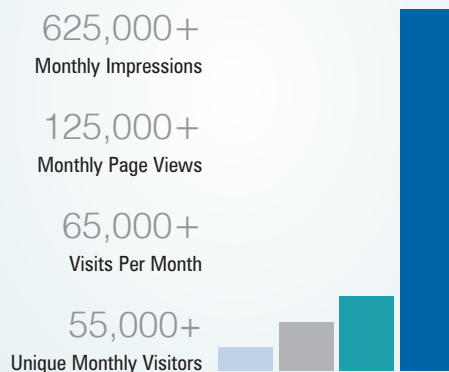
*Source: Digium Blog

HOW TO REACH OUR AUDIENCE — ONLINE, PRINT, WEBCASTS, CONFERENCES, CPL

destinationCRM.com & SmartCustomerService.com

➤ Launched: **1999**

	Circulation
➤ CRM eWeekly Newsletter.....	45,000
CRM Bulletin Email Blast	32,000
Smart Customer Service eWeekly Newsletter.....	7,700
Smart Customer Service Bulletin Email Blast	5,500



SOCIAL NETWORKS

26.5k Twitter followers
2,729 Facebook followers
2,766 LinkedIn followers

CRM Magazine

➤ 21,000 Qualified Subscribers

- Publishing since **1997**

➤ Engaged Readers

- **86%** report that they are regular or **avid readers** of CRM magazine.
- **49%** of readers have **saved an article for future reference** or sent it to a colleague for discussion.
- More than **21%** have **shared an article** on social media.
- More than **22%** have **initiated a change** in their own company's CRM process after reading CRM magazine.

➤ How **Important** is CRM magazine to our readers?

- **94%** say that CRM is an **important source** of information they **can't find anywhere else**.
- **95%** cite that it helps them professionally.
- **90%** say that CRM magazine is their **favorite** CRM-related publication.

CRM Webcasts

- **More than 2,000** live webcasts since 1998
- Roundtable or solo events.

Conferences

April 27–29, 2020, Washington, D.C.

- CRM Evolution
- Smart Customer Service

CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

BY JOB LEVEL:

C Level	18%
Vice President	5%
Director	21%
Manager	32%
Supervisor	3%
Staff	12%
Technical	9%

BY JOB AREA:

Sales	14%
Marketing	14%
Customer Service	35%
Technical	21%
Corporate/General Management	17%

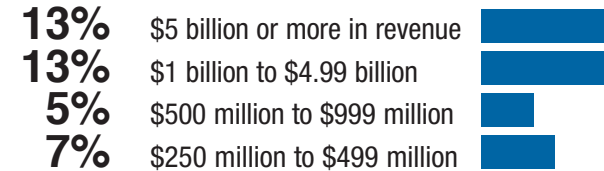
Company's Primary Industry

Advertising Agency/ Public Relations	2%	Media/Publishing	4%
Banking/Finance	9%	Medical/Healthcare	4%
Call Center	2%	Nonprofit	3%
Consulting/Integrator/Var	8%	Professional Services	6%
Consumer Product Goods	2%	Retail/Etail	5%
CRM Solution Provider	5%	Sports	1%
Education/Training	4%	Technology	13%
Government—Federal, State, Local	7%	Telecommunication	7%
Insurance	4%	Travel/Hospitality	2%
Manufacturing	7%	Utility/Energy	4%
Marketing	3%	Wholesale/Distribution	2%

Percentages may not total 100 due to rounding

“DestinationCRM.com is a great source for trends and real-world solutions for business. We use it as a source for educational and technology decision making for our company.”
CEO, OMI

Company Size by Sales Revenue



Average sales revenue is more than \$1.119 billion.

Company Size by Number of Employees



Average number of employees is 4,064.

Contact Center Size

- **69%** of our subscribers' companies have a contact center, outsource their contact center, or both.
- **29%** have more than 100 seats.
- **52** seats is the average.

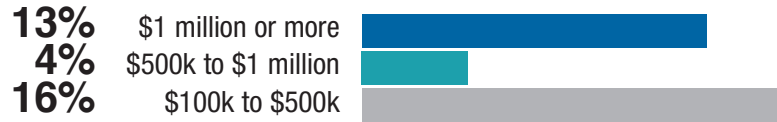
Sales Force Size

- **21%** of our readers' companies have sales forces in excess of **250** representatives. The average sales force size is **183** people.

Source: August 2019 Audience Survey

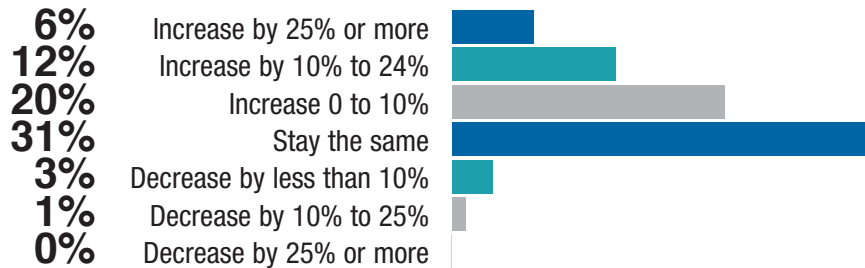
CRM MEDIA AUDIENCE BUDGETS

⇒ CRM Budgets for 2020



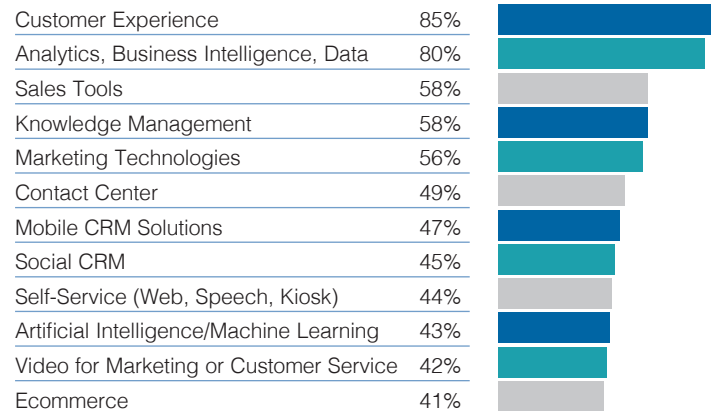
Average expected CRM budget for 2020 is \$350,370, up slightly from 2019.

⇒ Expected CRM Budget Changes in 2020



Average CRM budget is expected to be up 6% from 2019.

⇒ Our Readers' Top Priorities in the Next 12 Months



“Appreciate your coverage of a wide spectrum of CRM related updates and latest industry trends.”
EQUINOX CONSULTING GROUP

⇒ Contact Center Budgets

- **64%** of our readers' companies have in-house contact centers. More than **27%** will spend more than **\$500,000** on contact center-related products and services. The average company will spend more than **\$273,000** on contact center-related solutions.

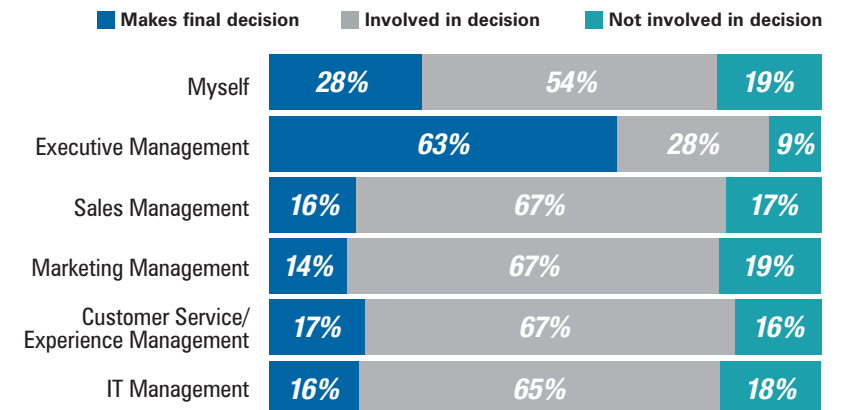
⇒ Our Subscribers' Influence

- **81%** of our readers are involved in the decision-making process, and **28%** cite themselves as their companies' final decision makers for CRM-related products and services.
- **84%** of our readers view themselves as their companies' champions/advocates for CRM implementations.

⇒ How Our Readers View Their Purchasing Role

- **30%** Business Decision Maker
- **21%** Technical Decision Maker
- **30%** Both

⇒ CRM or Customer Experience Decision Makers



Percentages may not total 100 due to rounding