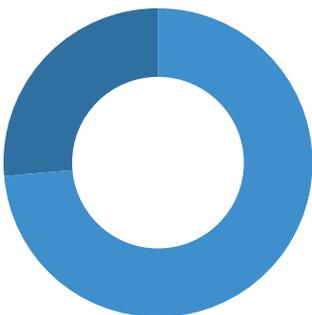


# Reach your Target Audience with Content that Resonates with the NEW BrandConnect from POWER

POWER's NEW BrandConnect allows you to connect directly with the *POWER* audience by placing your content alongside relevant *POWER* editorial content, **maximizing discoverability in context.**

You benefit from aligning with the superior editorial expertise and journalistic integrity of the *POWER* editorial team. Subscribers rely on the editors of *POWER* to deliver industry news, technology fundamentals, and expert analysis of industry operations and trends. When we connect your brand to our sophisticated and engaged audience, while associating them with the leading trends and respected editorial experts, we get results.

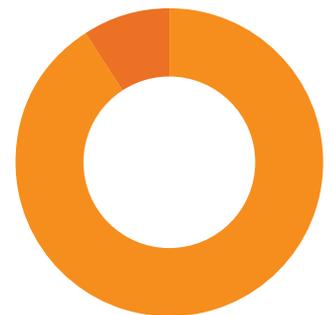
**This is BrandConnect REDEFINED. New program, new pricing.**



**73.6%**  
of readers read sponsored content (technical or business content provided by vendor companies) on websites.\*

\*2020 POWER E-Media Survey

**91%**  
of B2B brands utilize content marketing.\*\*



\*\* The Content Marketing Institute (CMI)

## PROGRAM DETAILS

### SILVER

**\$5,500**

One content asset  
Content promotion campaign  
for one month  
Content lives on  
Powermag.com for three months

#### Features:

- » Content appears on client-specific BrandConnect landing page
- » Promotion of content alongside relevant news stories in category pages
- » One shared email blast promoting content
- » Social media promotions on Facebook, Twitter, and LinkedIn
- » Analytics dashboard including content engagement

### GOLD

**\$10,500**

One content asset  
Content promotion campaign  
for two months  
Content lives on  
Powermag.com indefinitely

#### Everything in Silver +

- » Two dedicated email blasts promoting content (one per month) up to 5K
- » One week promotion in daily and weekly newsletter of your choosing per month
- » Banner ads rotating in Powermag.com promoting your content up to 10,000 impressions per month
- » One native ad running on PowerMag.com including home page, up to 10,000 impressions
- » Enhanced analytics report including the performance of promotions and the company names of engaged users

### PLATINUM

**\$22,000**

Two content assets  
Content promotion campaign  
for four months  
Content lives on  
Powermag.com indefinitely

#### Everything in Silver +

- » Four dedicated email blasts promoting content (two per content)
- » One week promotion in daily and weekly newsletter of your choosing per month per content piece
- » Banner ads rotating in Powermag.com promoting your content up to 25,000 impressions per content piece
- » One native ad per piece of content running on PowerMag.com including home page, up to 25,000 impressions each
- » In-browser slide-in message for one week per asset per month
- » Two full-page BrandConnect print ads (one per piece of content) leveraging your content use for the digital campaign.
- » Custom analytics report including company names and title of engaged users

**Ask your sales rep about Lead Generation,  
Enhanced Analytics and Content Creation services.**