

# 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.

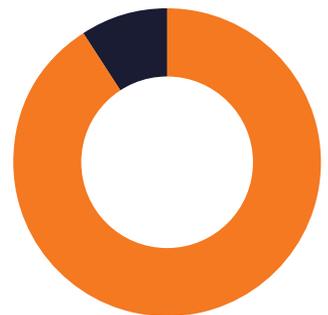
## This is BrandConnect REDEFINED. New program, new pricing.



**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**

<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>
One content asset	One content asset	Two content assets
Content promotion campaign for one month	Content promotion campaign for two months	Content promotion campaign for four months
Content lives on Powermag.com for three months	Content lives on Powermag.com indefinitely	Content lives on Powermag.com indefinitely
<b>Features:</b>	<b>Everything in Silver +</b>	<b>Everything in Gold +</b>
Content appears on client-specific BrandConnect landing page	Two dedicated email blasts promoting content (one per month) up to 5K	Four dedicated email blasts promoting content (two per content)
Promotion of content alongside relevant news stories in category pages	One week promotion in daily and weekly newsletter of your choosing per month	One week promotion in daily and weekly newsletter of your choosing per month per content piece
One shared email blast promoting content	Banner ads rotating in Powermag.com promoting your content up to 10,000 impressions per month	Banner ads rotating in Powermag.com promoting your content up to 25,000 impressions per content piece
Social media promotions on Facebook, Twitter, and LinkedIn	One native ad running on PowerMag.com including home page, up to 10,000 impressions	One native ad per piece of content running on PowerMag.com including home page, up to 25,000 impressions each
Analytics dashboard including content engagement	Enhanced analytics report including the performance of promotions and the company names of engaged users	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
<b>\$5,500</b>	<b>\$10,500</b>	<b>\$22,000</b>

**ASK YOUR SALES REP ABOUT LEAD GENERATION, ENHANCED ANALYTICS AND CONTENT CREATION SERVICES.**

**CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:**

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