

PUBLISHING ANALYST INSIGHTS

A Research & Lead-Gen Program

PROGRAM PARAMETERS

- Exclusive and custom white paper topic determined by sponsor partner and written by Publishing Executive team
- Includes 2-3 page white paper with charts based on existing data
- White paper can be co-branded Publishing Executive or white-labeled
- Includes 1 round of revisions by sponsor partner
- Includes 2 week delivery from contract sign
- Includes promotion in Publishing Executive's Resource Library and e-newsletter as a Featured Resource after completion
- Project team includes NAPCO Research Analyst and Publishing Executive subject matter expert
- Sponsor partner owns white paper after production for own marketing usage
- Includes 1,200 word limit

BENEFITS

- Bring market awareness and position your company as a thought leader
- Demand generation from trusted source reaching 44k active publishers
- Provide publishers with educational and valuable research

INVESTMENT VALUE:
\$8,500

AUDIENCE

Publishing Executive reaches 44,000-plus leading publishers via events, weekly e-newsletters, podcasts, webinars, research, online content, and social media.

TITLES

Owners | C-Suite | Editorial
IT/Web Development | Operations

JOB FUNCTIONS

Business Management | Marketing Management
Editorial Management | Creative Services
Production Management

BUSINESS



- Custom - 16%
- Association/Nonprofit - 17%
- B2B Magazine - 31%
- Consumer Magazine - 29%
- Other - 7%

SOCIAL



FACEBOOK
2,000+ followers



LINKEDIN
6,000+ connections



TWITTER
5,000+ followers

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