



# B2BNEWS NETWORK

We bring confidence to decision making.

**Media Kit  
2018**

# Who We Are

We bring confidence to decision making.

We draw the roadmap to better buyer journeys.

We tell the story of marketing, sales and technology innovation as it unfolds.

B2BNN is the only source of information, ideas and analysis that connects the needs and interests of CMOs, CIOs, Chief Sales Officers and others working with enterprise customers.

# Audience

105,000 monthly unique readers come to B2BNN for information, insight and advice. Our digitally-focused audience finds us through every major online channel, including:



10,000 subscribers



22,000 Followers

## *Where are they?*

USA	55%
Canada	35%
International	10%

## *Who are they?*

62% are Director level or above  
18% are CXOs

# Editorial Calendar

B2BNN covers the news as it happens -- from product launches and M&As to brand campaigns, conference coverage and more. Each month, we also plan in-depth editorial packages that build upon breaking stories and address the issues our audiences care about the most.

## January: The Leadership Issue

Technology is giving more team members access to data and the ability to act on it, but those running companies continue to struggle with managing talent, fostering employee engagement, tracking the right KPIs and juggling priorities. We'll gather the best tips and tactics to help leaders start the year off right.

Plus:

- Inside the Mind Of... : The eBook: A collection of our best Q&As with a wide cross-section of achievers.
- A look a head at the major industry conferences, launch dates and other milestones to assist with calendar- planning.

## February: The Transformation Issue

Digital technologies were supposed to make everything better, from the way we connected with customers to how we manage buying transactions. It's time to offer a report card of sorts on which brands or industries are making a leap forward -- and what's holding everyone else back.

Plus:

- The B2NN ABM Playbook: A collection of our best features on account-based marketing.

## March: The Social Issue

Even hard-bitten sales reps are starting to explore social selling. Online communities are transforming customer service. Marketers are finding increasingly unusual ways to work more directly with their target audiences across every digital channel. We're diving deeper into the technologies and strategies that are creating new dynamics across every role and sector imaginable.

Plus:

- Coverage of Mobile World Congress

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## April: The Innovation Issue

AI, VR, Blockchain, voice tech -- these are no longer new buzzwords but forces everyone predicted will unleash new ideas and opportunities for companies. It's time to look at the adoption and maturity of these technologies -- and what else is coming around the bend.

Plus:

- B2BNN's Big Book of AI -- A collection of our best stories
- Coverage of CBoC Blockchain Summit

## May: The Love Issue

Everyone wants to win customers, but the ideal is to win happy, long-term customers who will become advocates for your firm and its key leaders. We'll explore trends in sentiment analysis, new channels for gathering customer feedback, tools to encourage and measure loyalty, along with other ideas to create a more emotionally resonant brand experience.

Plus:

- Coverage of SiriusDecisions Summit 2018
- B2BNN's first "State Of The Chief Sales Officer" Study

## June: The Influencer Issue

Buying committees are getting bigger than ever before, making the journey to closing deals and gaining ongoing business much more challenging to firms of every size. Knowing who's who -- and what they care about -- is critical to success. We'll be looking at the changing attitudes of CMOs, CIOs, heads of sales and more.

Plus:

- The Next-Gen Buyers: Interviews with Millennial and Gen Z business leaders on their attitudes and aspirations
- Our definitive 'Analyzing The Analysts' series eBook

# Editorial Calendar

## July: The Mindfulness Issue

Working in B2B is often discussed in a way that celebrates non-stop efforts to boost productivity, but what toll is that taking on leaders and employees? Summer is a perfect time to look at the best ways to reduce stress, discover new ideas, deepen our appreciation of our coworkers' and customers' value and re-examine the way we evaluate success.

Plus:

- Our second annual 50 Over 50 Women in Tech rankings

## August: The Talent Issue

The skill sets required for marketing, sales, IT and even general management are constantly changing thanks to new technologies that give buyers more power and control. We're going to explore the most effective ways to pursue continuous self-development, whether it's online courses, an MBA, reading lists or finding the right mentor.

Plus:

- A look at how data science is infiltrating more areas of the enterprise
- Reimagined job descriptions for CMOs, CIOs and more

## September: The Creativity Issue

The shift towards more audience-oriented content has caused disruption in traditional advertising, massive experimentation among brands and countless new products and services to create, manage and measure assets that assist with all stages of the funnel. We'll explore how content marketing is evolving and what the best B2B brands are doing to keep audiences engaged to the point of conversion.

Plus:

- Coverage of Content Marketing World 2018
- The 2018/2019 B2BNN Content Marketing Landscape, with details on key agencies, vendors and more



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## October: The Collaboration Issue

The silos between marketing, sales and technology have gotten in the way of progress for years. What kind of organizations are demonstrating the right cultural change, and how did they get there? What tools and technologies help facilitate better communication and coworking across functional areas? We'll highlight the best examples across North America.

Plus:

- Coverage of Inbound 2018
- Coverage of MarchTech 2018

## November: The Growth Issue

What are the key ingredients to turning a startup to a scaleup? How can a large enterprise overcome a stagnant bottom line and extend into new markets or increase its share of wallet with its best customers? As a new fiscal companies, we're paving a path to bigger and better results, no matter how you define them.

Plus:

- B2BNN's 'A Brand Is Born' rankings of hot emerging firms
- Coverage of the ITAC Ingenious Awards

## December: The Disruption Issue

Few organizations were ready for the "sharing economy" when Uber and AirBNB first came on the scene. Looking back at what we've covered in 2018, what new business models are beginning to manifest themselves -- and how can both sellers and buyers in B2B adapt in time?

Plus:

- A downloadable eBook of our most popular stories from 2018

# Advertising/Sponsorships

## Our Business Model

The audience B2B News Network has built offers a strong, highly engaged channel to create relationships with brands who have relevant content to share. Our services include:

- Sponsored posts, white papers, ebooks and more
- Sponsored social chats, webinars and events
- Graphic novels to tell sponsor stories in a unique way
- Content performance measurement and management through our partner company, SqueezeCMM

Connect with us to learn more about our integrated approach to market to key decision makers across North America.

## Advertising

B2B News Network will only use its online ad inventory to promote the socially-conscious work of business groups or communities in areas such as diversity and inclusion, environmental stewardship and education. Contact us to learn more.



# Contact

## Contact

*Shane Schick, Editor-in-Chief*

Shane Schick is the Editor-in-Chief of B2B News Network. He is the former Editor-in-Chief of Marketing magazine and has also been Vice-President, Content & Community (Editor-in-Chief), at IT World Canada, a technology columnist with the Globe and Mail, and was the founding editor of ITBusiness.ca.



*Kris Schulze, CMO*

Kris is a Certified Content Marketing Specialist with a degree in languages, and too many years of experience in marketing and media to mention. Kris has spent her career collecting knowledge in content and product marketing, writing, and working for some well known brands. She is the author of Welcome to Beansville, and In the Quiet Hours.

