

2024



Vertical Insider

Media Kit

About Us

B2B Media Since 2011

Vertical Insider connects businesses with an engaged community of business professionals and senior level decision makers.



Lead Generation through Content Syndication

Create a custom program that yields a guaranteed number of leads that meet specific qualification criteria:

- **Content Leads:** Cast a wider net by including every member of a buying team
- **Select Leads:** Generate qualified leads using specific filters and precise targeting
- **Named Account Leads:** Generate leads with a targeted list of specific companies

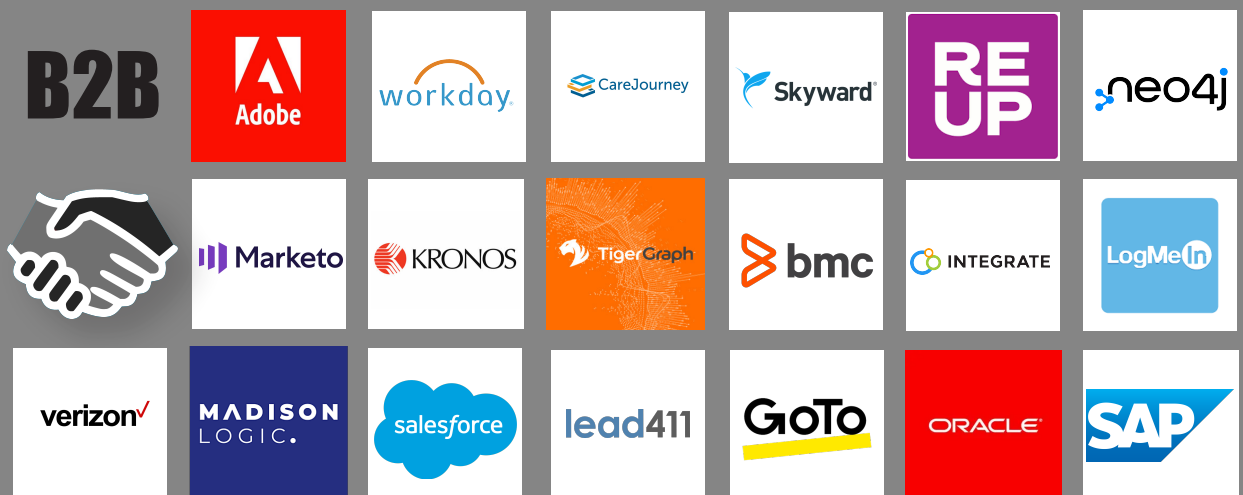
Vertical Insider readers trust and value the suggestions offered by:

- Expert Blogs
- Breaking News Articles
- Research Alert Email Messages

Business professionals and decision makers utilize Vertical Insider to:

- Stay informed about their industry and field
- Improve their job skills
- Search for solutions to their work place challenges

Our B2B Demand Generation Partners Include:



Why You Should Work With Us

With the **Vertical Insider** audience you can engage with new customers and respond directly to their needs.

Vertical Insider covers every important business topic - which attracts active B2B buyers from around the globe and across multiple business verticals:

Technology
&
Finance

Customer
Service
&
Marketing

Human
Resources
&
Sales

Operations
&
Legal

With the ability to target content syndication to professionals and decision makers in virtually any niche, **Vertical Insider** differentiates itself as a truly unique and ROI driven lead generation partner.

On-time campaign fulfillment regardless of narrow filter criteria - or large volume lead goals - and professional consultation on all phases of campaign management:

- Defining campaign parameters and expectations
- Campaign setup and lead report delivery
- Implementing campaign optimizations



See Vertical Insider
in the Press and Media





What We Offer

Vertical Insider gives business-to-business and technology companies B2B advertising and sponsorship opportunities across all facets of online media. With our dynamic platform, a network of multiple B2B targeted web properties, and hundreds of thousands of visitors on a monthly basis, we offer ROI-focused marketing programs in all B2B verticals.

Whether you are looking for white paper promotion, content syndication, webinars or social media marketing, **Vertical Insider** is the right solution for your B2B marketing needs. Learn more about how we can help your company increase sales and ROI with:

**B2B
Lead Generation**

**Content Syndication
&
White Paper Syndication**

**Webinar
&
Live Event Promotion**

**Social Media
Marketing**

**Email Marketing
&
Email List Rentalse**

**Banner Advertising
&
Display Advertising**



Our Reach

67 Million+

Business Professionals & Decision Makers

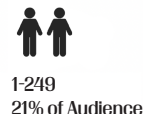
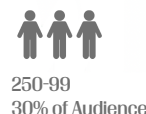
The Vertical Insider community has the demographic breadth and depth of serious B2B buyers actively looking for solutions, which enables your lead generation campaign to target the right buyers... with the right solutions...at the right time.



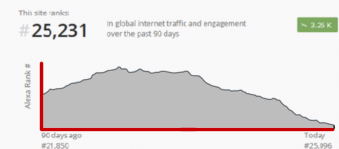
Top Notch Traffic,
Time Onsite...



Our Audience:



Alexa Rank



Country Alexa Rank



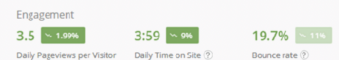
Audience Geography

All visitors to this site in the past 30 days



Site Metrics

All visitors to this site



WebsiteIQ

verticalinsider.com

WEBSITE TRAFFIC

Monthly Traffic

Zoom 1y 3y 5y YTD All



FEBRUARY 2020 DESKTOP VISITORS

586,000

MONTHLY AVERAGE

609,652

PAGES PER VISIT

3.1

Total Reach & Audience Breakdown Percentage



Industry	Audience Count	% Audience
Accounting	492,201	0.72%
Advertising, Marketing, PR	856,256	1.26%
Aerospace, Defense	773,498	1.14%
Architecture, Engineering, Construction	2,235,465	3.29%
Automotive, Transportation	1,363,843	2.01%
Business Services, Consulting	8,226,145	12.11%
Agriculture, Farming	1,397,441	2.06%
Consumer Goods, Services	1,591,757	2.34%
Education, Training	4,323,968	6.37%
Energy (Oil, Gas, Coal, Renewable), Utilities	1,010,833	1.49%
Financial Services, Banking	5,119,401	7.54%
Food, Beverage	941,981	1.39%
Government	2,812,502	4.14%
Healthcare, Medical	6,925,283	10.20%
Insurance	1,048,525	1.54%
Legal, Law Firms	730,003	1.08%
Managed Service Providers (MSPs), Value-Added Resellers (VARs)	2,352,568	3.46%
Manufacturing, Materials	2,347,435	3.46%
Media, Entertainment	1,000,972	1.47%
Non-Profits, Organizations, Associations	3,618,932	5.33%
Other	854,774	1.26%
Pharmaceutical, Biotech	927,202	1.37%
Publishing	177,145	0.26%
Recreation, Hospitality	1,112,269	1.64%
Retail, Ecommerce	4,232,115	6.23%
Semiconductors	183,938	0.27%
Staffing, HR Services	491,915	0.72%
Technology - Consulting, Service Providers	2,431,085	3.58%
Technology - Hardware	860,683	1.27%
Technology - Internet	690,785	1.02%
Technology - Software	2,606,639	3.84%
Telecommunications	3,201,422	4.71%
Travel	278,541	0.41%
Wholesale, Warehousing, Distribution	687,351	1.01%
Total	67,904,873	100.00%

Job Function	Audience Count	% Audience
Information Technology	7,459,836	19.50%
Marketing, Sales	4,408,299	11.52%
Administrative	3,907,681	10.21%
Finance	3,207,487	8.38%
C-Suite, Executives	2,375,346	6.21%
Operations	2,196,129	5.74%
Medical, Scientific	2,075,075	5.42%
Research, Development	2,044,490	5.34%
Education, Training, Professional Services	2,036,983	5.32%
Customer Experience	1,950,553	5.10%
Human Resources, Talent	1,336,630	3.49%
Applications, Software, DevOps	1,198,943	3.13%
Project Management	763,642	2.00%
Legal, Compliance	749,674	1.96%
Accounting	531,236	1.39%
Purchasing, Planning, Procurement	529,369	1.38%
Public Relations	513,889	1.34%
Supply Chain, Logistics	228,612	0.60%
Media, Advertising	556,810	1.46%
Student, Retired, Other	189,190	0.49%
Total	38,259,874	100.00%

Job Level	Audience Count	% Audience
Staff / Associate / Analyst / Admin / Other	15,982,044	41.77%
Manager	12,862,102	33.62%
Director	5,713,229	14.93%
Vice President / EVP	2,245,932	5.87%
C-Level / Executive Management	1,456,567	3.81%
Total	38,259,874	100.00%

Company Size (Revenue)	Audience Count	% Audience
< \$1 Million	2,681,506	6.46%
\$1 Million - \$9 Million	6,337,606	15.26%
\$10 Million - \$99 Million	11,158,846	26.86%
\$100 Million - \$499 Million	6,324,272	15.22%
\$500 Million - \$999 Million	2,485,597	5.98%
\$1+ Billion Annual Revenue	12,553,222	30.22%
Total	41,541,049	100.00%

Company Size (Employees)	Audience Count	% Audience
1 to 9	1,854,696	4.46%
10 to 49	4,403,689	10.60%
50 to 99	1,087,632	2.62%
100 to 249	4,704,403	11.32%
250 to 499	3,443,723	8.29%
500 to 999	3,135,336	7.55%
1000 to 4999	8,722,267	21.00%
5000 to 9999	2,303,061	5.54%
10,000+ Employees	11,886,242	28.61%
Total	41,541,049	100.00%



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