

### REACH YOUR TARGET AUDIENCE WITH CONTENT THAT RESONATES

### BRAND CONNECT

Have a story to tell, a solution to highlight, or a successful project to share? Place your asset alongside our relevant editorial content and maximize discoverability in context. Provide us with your content asset and we'll host it on our site and promote it through our top performing digital channels to generate reach and engagement.



**74.3%**

of readers read sponsored content (technical or business content provided by vendor companies) on websites

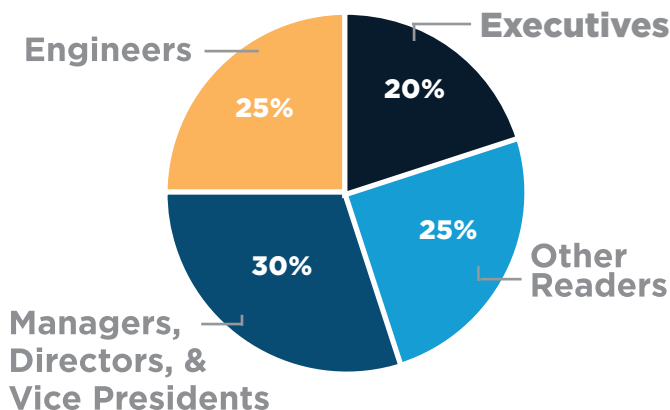


**74.1%**

of those readers find sponsored content to be useful and/or interesting



### AVERAGE PERFORMANCE AND ENGAGEMENT FOR ALL PROGRAMS



BRAND CONNECT SILVER AVERAGES  
**450-550 PAGEVIEWS**

BRAND CONNECT GOLD AVERAGES  
**800-1000 PAGEVIEWS**

| SILVER   | GOLD   |
|--|--|
| One un-gated asset   | One un-gated asset   |
| Content promotion campaign for one month                               | Content promotion campaign for two months  |
| Content lives on Powermag.com for three months                         | Content lives on Powermag.com indefinitely   |
| FEATURES:  | FEATURES:  |
| Content appears on client-specific BrandConnect landing page           | 2x dedicated email blast sent to target demographics   |
| Promotion of content alongside relevant news stories in category pages | Native ad impressions over two months along with newsletter ad and 1 social post   |
| 10,000 Native Ad Impressions promoting asset                           | 25,000 banner ad impressions on POWERMAG.COM designed to drive audience directly to client website   |
| 1x social media promotion on Facebook, Twitter, and LinkedIn           | 120,000 total touch-points over two consecutive months (targeted email, banner, native)  |
| Analytics report including content engagement                          | Enhanced analytics report including the performance of promotions and the company names of engaged users                                       |
|  | For an additional investment, client can add one additional asset for \$9K which would receive the same promotion detailed in the gold program |
| <b>\$6,500-\$7,500</b>   | <b>\$12,000-\$15,000</b>   |

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

**JEANINE CONNERS**  
973-699-8894  
JConnors@accessintel.com

**CHRIS HARTNETT**  
713-823-8333  
chartnett@accessintel.com

**PETRA TRAUTES**  
+49 (69) 58604760  
ptrאותes@accessintel.com