

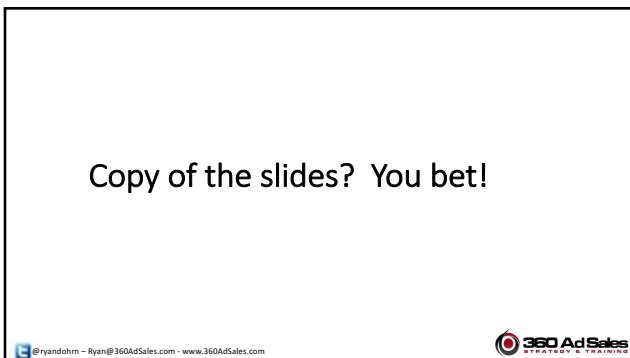
 **360 Ad Sales**
STRATEGY & TRAINING
Improve Your Media Kit
for Sales Revenue Success!











89% of your buyers want 99% of their information on your company and ad space offerings **BEFORE** they speak to a salesperson.

[Sources: SMM Magazine, wsj.com, Forbes.com, Hubspot, BSM]

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IDEA #1

The Publisher/Owner is not always the best person to create the media kit.

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Those that use the media most need to be intimately involved in the design process.
[Source: Your sales team]

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2-3 letter words are skipped over almost 75% of the time. ([Eyethink](#))

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Web users have time to read *at most* 28% of the words during an average visit; 20% is more likely.

[Source: Jakob Nielsen]

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Total percentage of U.S. adults who are unable to read an 8th grade level book – 51%

Source: <http://www.statisticbrain.com/reading-statistics/>

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Total percentage of NASA employees that are dyslexic – 55%

Source: <http://www.statisticbrain.com/reading-statistics/>

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IDEA #2

Use more graphics and WAY less text.

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Visuals are processed 60,000x faster
in the brain than text.
[Source: 3M Corporation]

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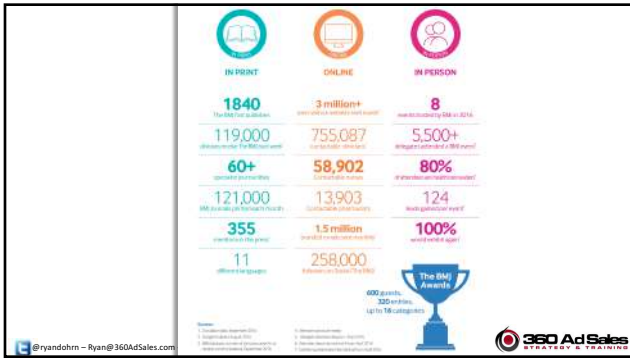
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Landscape layout!

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IMPACT MAGAZINE

Our Readers

IMPACT Magazine is a leading authority in the fitness, health, and wellness industry. We are dedicated to providing our readers with the most up-to-date information on fitness, health, and wellness topics.

62% Female
38% Male

94% of our readers are health conscious
61% Strength Trainers
56% Cyclists
32% Runners
94% Use Natural Health Products
74% Spend at Least 2 Hours per Week at the Gym
51% Spend at Least 1 Hour on Yoga

The IMPACT Audience Is...

- ACTIVE: A fitness enthusiast who enjoys participating in various activities such as running, yoga, and strength training.
- MOTIVATED: A health-conscious individual who is committed to maintaining a healthy lifestyle.
- ADVENTUROUS: An outdoor enthusiast who enjoys exploring new trails and adventures.
- HEALTH CONSCIOUS: A wellness-oriented individual who is interested in natural health products and holistic living.
- INTELLIGENT: An educated and informed reader who values high-quality content.
- GET IT DONE: A goal-oriented individual who is focused on achieving their fitness and wellness objectives.

IMPACT Magazine is available at www.impactmagazine.com

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IMPACT MAGAZINE

Editorial Line-Up

January/February
A fitness and wellness magazine featuring the best in fitness, health, and wellness. Includes: Fitness, Nutrition, and Wellness.

March/April
A fitness and wellness magazine featuring the best in fitness, health, and wellness. Includes: Fitness, Nutrition, and Wellness.

May/June
A fitness and wellness magazine featuring the best in fitness, health, and wellness. Includes: Fitness, Nutrition, and Wellness.

July/August
A fitness and wellness magazine featuring the best in fitness, health, and wellness. Includes: Fitness, Nutrition, and Wellness.

September/October
A fitness and wellness magazine featuring the best in fitness, health, and wellness. Includes: Fitness, Nutrition, and Wellness.

November/December
A fitness and wellness magazine featuring the best in fitness, health, and wellness. Includes: Fitness, Nutrition, and Wellness.

2017 DATES

January/February
Available in print and online.

March/April
Available in print and online.

May/June
Available in print and online.

July/August
Available in print and online.

September/October
Available in print and online.

November/December
Available in print and online.

IMPACT Magazine is available at www.impactmagazine.com

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IMPACT MAGAZINE

REACH

The Most Decision-Makers
IMPACT Magazine is a leading authority in the fitness, health, and wellness industry. We are dedicated to providing our readers with the most up-to-date information on fitness, health, and wellness topics.

90% Purchasing Authority*
90% of our readers are health conscious.

TOTAL REACH

- 49,334 Qualified Subscribers*
- 716,090 EMWorld.com Page Views*
- 280,000+ Facebook Likes*
- 5,101 EMS World Expo Average Attendance Over Past Three Years*

*Based on survey data and industry benchmarks.

360 Ad Sales STRATEGY & TRAINING

MAGAZINE AUDIENCE

49,334 Print & Digital Subscribers (Printed Subscribers)

OUR READERS!

- 90%** Have Taken an Action as a result of reading with an EMS World
- 88%** are EMS World's #1 influence in their field. Try New Products
- 53%** Are Involved in Education/Training

EMS World Magazine Reaches More Decision-Makers

Delivering the largest number of the subscribers makes sure you reach the highest concentration of your audience.

Print Advertising Still Works!

- Printed ads are still the most effective way to reach decision-makers
- Readers are more likely to read print ads than digital ads
- Readers are more likely to read print ads than digital ads
- Readers are more likely to read print ads than digital ads
- Readers are more likely to read print ads than digital ads

Decision-makers choose EMS World!

77% (2016 Survey)
73% (2015 Survey)

EMS World's reputation for delivering and reporting on the most current and cutting-edge trends, events and innovations sets it apart from any other media resource in our field!

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2017 EDITORIAL CALENDAR

Month	January	February	March	April	May	June
Focus	EMS Management	EMS Education	EMS Training	EMS Technology	EMS Safety	EMS Operations
Special	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies
Special	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies	EMS World's Top 100 EMS Companies

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ONLINE AUDIENCE

EMSWORLD.COM MONTHLY TRAFFIC!

- 716,090** Page Views
- 374,140** Visits
- 296,726** Unique Visitors
- 219,072** Mobile Device Visits

The Online Home of EMS Decision-Makers

59% of Website Traffic is Mobile

2016 CROSS-CHANNEL SURVEY

How do you reach your audience? (Select all that apply)

- Printed Ads: 85%
- Direct Mail: 78%
- Telemarketing: 72%
- Radio: 68%
- TV: 65%
- Webinars: 62%
- Trade Shows: 58%
- Direct Mail: 55%
- Printed Ads: 52%
- Telemarketing: 48%
- Radio: 45%
- TV: 42%
- Webinars: 38%
- Trade Shows: 35%
- Direct Mail: 32%
- Printed Ads: 28%
- Telemarketing: 25%
- Radio: 22%
- TV: 18%
- Webinars: 15%
- Trade Shows: 12%

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2018 MEDIA PLANNER **LM LANDSCAPE MANAGEMENT**

LM AUDIENCE
 Profs, current and growing professionals active in the market.

47,497*
 Unique U.S. Visits

65,920*
 Unique U.S. Visits

96,301*
 Unique U.S. Visits

41*
 Unique U.S. Visits

94*
 Unique U.S. Visits

29,955*
 Unique U.S. Visits

INDUSTRY'S LARGEST UNDUPLICATED AUDIENCE
90,001**

RISK vs. REWARD

PEAK PERFORMANCE

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2018 MEDIA PLANNER **LM LANDSCAPE MANAGEMENT**

ONLINE MARKETING
 LandscapeManagement.net

Page Views: **92,315***

Visits: **55,167***

Unique Visits: **47,497***

How readers use LandscapeManagement.net

Desktop: **66.0%***

Mobile: **29.4%***

Tablet: **4.6%***

40 TYPES + 4225

1 Website (www.landscapemanagement.net)

2 Social (Facebook 107040)

3 Newsletter (1050488)

4 Product (e.g. e-books)

5 Mobile App (e.g. iOS/Android)

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2018 MEDIA PLANNER **LM LANDSCAPE MANAGEMENT**

LM E-NEWSLETTERS
 Grow your reach to targeted subscribers.

DIRECT **LMDirect** **44,269***

average recipients

We provide the best landscape and landscape industry news to more than 44,000 subscribers every Thursday in our LMDirect email newsletter. The content is created for our readers and features unique, hard-to-find stories for editorial and feature engagement. Our email newsletters are delivered across mobile devices and delivered to ensure recipient delivery, open rate and ROI.

PRODUCT **LM Product Spotlight** **29,178***

average recipients

Promote your product or service in our monthly LM Product Spotlight email newsletter. This provides editors, photo and up to 800 words of copy and we handle the rest. The email is sent on the first Monday of every month to more than 29,000 subscribers. Our email newsletters are delivered across mobile devices and delivered to ensure recipient delivery, open rate and ROI.

Metrics

Delivered: 44,269

Open Rate: 44%

Click Rate: 1%

Metrics

Delivered: 29,178

Open Rate: 44%

Click Rate: 1%

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airport reach

Print, digital, custom publishing, and events – incorporate your message into a multimedia program to ensure your brand is viewed by key decision-makers.

360 Airport Reach

16,494'	13,280'	3,199'	14,424'	535,620'	170,123'	2,536,004'
Print Business Magazine	Print Business Magazine	Print Business Magazine	Print Business Magazine	Print Business Magazine	Print Business Magazine	Print Business Magazine

AVIATIONPROS
360 Ad Sales

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INTEGRATED MEDIA Autobody News

- SHOP PRODUCT SHOWCASE (SPS)
- DIGITAL EDITIONS
- MONTHLY PRINT EDITION
- WEEKLY NEWSLETTER
- SOCIAL MEDIA
- RESPONSIVE DESIGN WEBSITE

Autobody News | www.autobodynews.com | 800-499-6222

Page 2

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captivating our readers

"I loved everything about it. This magazine made me want to read every page!"

90% of test readers were highly satisfied with the issue.

80% find 182TV Magazine enjoyable to read.

80% of readers are highly likely to recommend the magazine.

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IDEA #3

Self-Service Sales is critical!

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1,400 B2B buyers surveyed said 60% of their decision is made via online research before they contact a sales person. [Source: hbr.org]

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JEMS
Journal News Products Webinars White Papers Videos

HOME NEWS PATIENT CARE ADMINISTRATION & LEADERSHIP TRAINING OPERATIONS MAKER DECISIONS MOBILE HEALTHCARE

HOME NEWS

ADVERTISING
JEMS is the most authoritative source of emergency medical services (EMS) information worldwide and is dedicated to the improvement of patient care in the prehospital setting. The leading EMS monthly publication, JEMS meets the needs of the EMS provider, instructor and administrator with news, clinical articles, industry surveys, product reviews and more.
JEMS provides the premier components to all EMS media strategies, with opportunities in print, online and face-to-face.
Need assistance with your marketing efforts?

Follow Us
Join the leaders in EMS!

CPR
Go from minutes to hours.

CONNECTION OPPORTUNITIES
Check out our products below to find out more information on each one, including a description, examples, specs, and more!

Contact Your JEMS and EMS Today Sales Consultants

Melissa Roberts
Central & Southeast Regions
+1 918 831 9727

Mike Shear
Canada, Alaska, Hawaii & the Western Region
+1 858 638 2623

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Mike Shear
Canada, Alaska, Hawaii & the Western Region
+1 858 638 2623

Rod Washington
Northeast & International Regions
+1 918 831 9481

Map of Sales Regions

Meet your JEMS and EMS Today Sales Support

Erin Northrop
Campaign Manager

Megan McManus
Marketing Solutions Manager

CONNECTION OPPORTUNITIES
Check out our products below to find out more information on each one, including a description, examples, specs, and more!
We're always improving our offerings so check back often.

Standard Banner Ads
Display Ads
Video Banner Ads
Welcome Page Ads
Webinars Ad
Video Advertising
Native Advertising
Social Media Advertising
Retargeting
White Papers
Webcasts
Digital Edition Advertising
Press Advertising

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JEMS
Journal News Products Webinars White Papers Videos

HOME NEWS PATIENT CARE ADMINISTRATION & LEADERSHIP TRAINING OPERATIONS MAKER DECISIONS MOBILE HEALTHCARE

HOME NEWS

Video Advertising
Did you know?
79% of B2B marketers are using video for content marketing.*
82% of users are more likely to purchase a product after watching a video.*
* Source: B2B Content Marketing Trends - North America: Content Marketing Institute

CUSTOM VIDEO CHANNEL
The Custom Video Channel expands the reach of video you have created for your current products with an exclusive landing page on our website providing exposure to your target audience. Included banner advertising on the landing page provides a branding opportunity for your company and/or products. A targeted email promotion to our audience drives viewers to your content. Click here to go to our the Channel page provide a boost to your site's search ranking, which will drive incremental traffic.

SPONSORSHIP BENEFITS
Branding
Increases your brand's visibility to an audience of industry professionals and aligns your message with relevant and respected content.
Traffic Driver
Video content and links to your site puts decision-makers directly to your website or other on-line offering.
Thought Leadership

Follow Us
Join the leaders in EMS!

EMS2018 COPENHAGEN
EMERGENCY MEDICAL SERVICES

CONNECTION OPPORTUNITIES
Check out our products below to find out more information on each one, including a description, examples, specs, and more!
We're always improving our offerings so check back often.

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When a visitor navigates to your website, you can direct them to your content. Direct links to your site from the Channel page provide a boost to your search ranking, which will drive increased traffic.

Leadership Banner Ad 720x90

Company Name:

Video Player

Company Description:

Company Logo

Leadership Banner Ad 720x90

message with relevant and targeted content.

Traffic Driver

Video content and links in your job post description makes directly to your website or other online offerings.

Thought Leadership

Showcase your company's cutting edge products and capabilities via high quality content featured on our site to effectively reach your target market.

SEO

Integrate your brand's content among search engines by taking advantage of a listing strategy that associates your website with the keyword-rich landing page and video content on our ranked industry site.

SPECS

Includes:

- Up to 3 videos with title and description
- "Market Call" introductory paragraph
- Top 5 Bottom Leaderboards
- The Leadership Banner Ad

CONNECTION OPPORTUNITIES

Check out our products below to find out more information on each one, including a description, examples, specs, and more.

We're always improving our offerings so check back often.

- Executive Banner Ads
- Position Ads
- Video Banner Ads
- Website Page Ads
- Advertisements Ads
- Video Advertising
- Native Advertising
- Search Results Advertising
- Technical Digest
- White Papers
- Webinars
- Digital Content Advertising
- Print Advertising
- SMB Today

JEMS

DEDICATED TO THE IMPROVEMENT OF

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Promo Videos

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Citrus Expo 2017

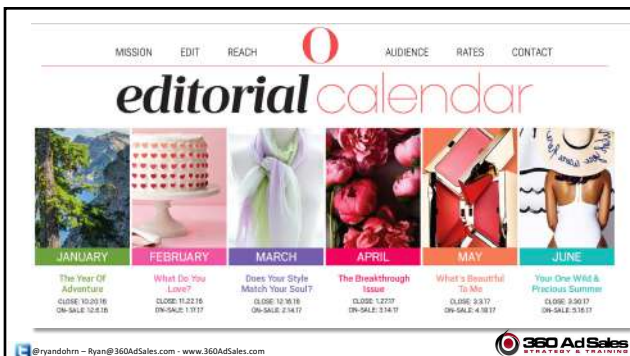
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MISSION EDIT REACH AUDIENCE RATES CONTACT

Campaigns that use **PRINT & ONLINE** improve persuasion metrics by **more than 10%**

18M+ AUDIENCE

O MAGAZINE 11 MILLION READERS +10% YOY	OPRAH.COM 3.2 MILLION UV VIDEO +30% YOY	O ON SOCIAL 2 MILLION +30% YOY
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uniquely diverse

Multi-racial Americans are at the cutting edge of social and demographic change in the U.S. — young, proud, tolerant and growing at a rate three times as fast as the population as a whole.

58% WHITE	37% SUB-SAHARAN AMERICAN
11% HISPANIC	7% ASIAN AMERICAN INDIAN/ALASKAN NATIVE AMERICAN/OTHER

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THE CONFERENCE FOR HTM PROFESSIONALS

MDEXPO

GET INSPIRED. LEARN SKILLS. HAVE FUN!

Orlando, FL, October 5-7, 2017

[VIEW PRE-SHOW PLANNER](#)


35 CLASSES <i>presented by industry leaders</i>	100+ VENDORS <i>showcasing cutting edge technology</i>	3 DAYS <i>of advancing your career to the next level</i>
--	---	---

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"The MD Expo was excellent. The content was on point and relevant for the attendees. The networking opportunities were excellent."

— Christopher Nowak, Corporate Director Universal Health Services, Inc.



Commerce MD Expo

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MD EXPO UPDATES



Featured Class: Cybersecurity Profiling

This session will provide attendees with the latest insights on medical device cybersecurity, from the perspective of the consumer to the manufacturer.

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Meet the MD Expo Keynote Speaker

Join us for an evening of the Department of Engineering at The Joint Commission.

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Florida Biomedical Society Partners with MD Expo

MD Expo is excited to partner with Florida Biomedical Society.



Featured Class: CBET Showcase

MD Expo is proud to have CBET Showcase.

Vertical Healthcare Summit

Registration for a MD Expo Orlando Florida 2017 October 3-4, 2017 (MD Expo Healthcare Summit)

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Vertical Healthcare Summit

Registration for a MD Expo Orlando Florida 2017 October 3-4, 2017 (MD Expo Healthcare Summit)

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MD Expo Orlando is almost sold out! Limited spots available. Meet IDs of HTM professionals from all over the world.

[View More...](#)



IDEA #4

Make "The Promise" then, gate your media kit.

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You will be granted **IMMEDIATE** access to our complete media kite including rates by completing this simple form.

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If you call a lead in the first 5 minutes after they've submitted a web form, they're 100x more likely to get on the phone. — [InsideSales](#)

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But Ryan... I need to explain our rates.

Use a video.

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