



Vertical Insider

2022
MEDIA KIT



Vertical Insider

ABOUT

B2B MEDIA SINCE 2011...

Vertical Insider reaches an engaged community of business professionals and senior level decision makers.

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**:

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

We connect
businesses
with
customers:

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

By integrating the **Vertical Insider** audience within your marketing strategy, we can help you engage with new customers and respond directly to their needs.

WHY YOU SHOULD WORK WITH US

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

- Technology · Customer Service · Finance
- Marketing · Human Resources
- Sales · Legal · Operations

Thousands of filtered leads generated from our content syndication campaigns for B2B marketing teams...



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



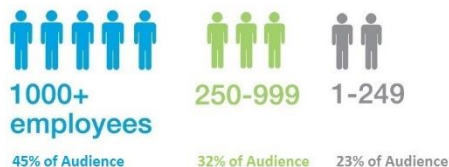
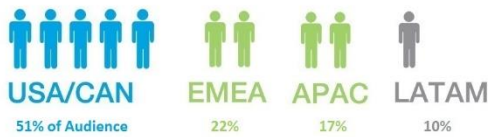
OUR REACH



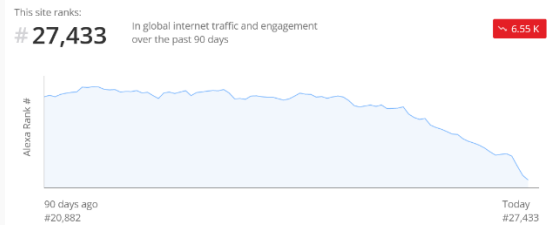
36 Million+
total audience

→ 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.

our audience:



Alexa Rank Estimate ?



Audience Geography Estimate ?



THIRD PARTY WEBSITE TRAFFIC ANALYSIS

WebsiteIQ Search domain, e.g. cdc.gov [TOP SITES](#) [PRICING](#) [LOGIN](#) [CREATE FREE ACCOUNT](#)

verticalinsider.com

[TRACK THIS DOMAIN](#)

WEBSITE TRAFFIC

[+ COMPARE](#)

Monthly Traffic

Weekly Traffic

Daily Traffic

[PRINT TRAFFIC CHARTS](#)

Zoom 1y 3y 5y YTD **All**



DECEMBER 2021 DESKTOP VISITORS

762,742

MONTHLY AVERAGE

713,119

PAGES PER VISIT

3.4



An amazon.com company

Alexa Rank

This site ranks:

27,433

In global internet traffic and engagement over the past 90 days

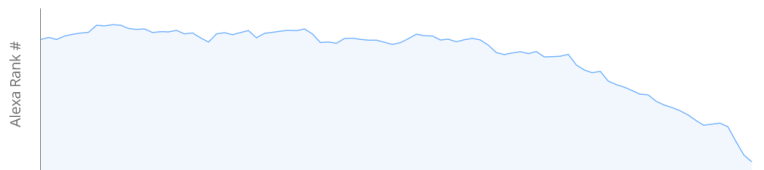
Estimate ⓘ

~ 6.55 K

Audience Geography

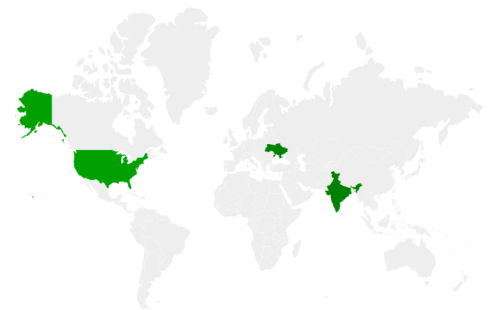
Estimate ⓘ

All visitors to this site in the past 30 days



90 days ago
#20,882

Today
#27,433



Visitors by Country

United States	59.3%
India	3.5%
Ukraine	2.0%

Country Alexa Rank


United States

12,086

[Improving your Alexa Rank](#)

WHAT WE OFFER

Vertical Insider  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
& WHITE
PAPER
SYNDICATION**

**WEBINAR
& LIVE EVENT
PROMOTION**

**SOCIAL
MEDIA
MARKETING**

**EMAIL
MARKETING
& EMAIL LIST
RENTALS**

**BANNER
& DISPLAY
ADVERTISING**

GET IN TOUCH

You can reach us on email at:
info@verticalinsider.com

Vertical Insider
Facebook.com/VerticalInsider



@VerticalInsider
Twitter.com/VerticalInsider



Vertical Insider
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VERTICAL INSIDER *MEDIA KIT*



GENERAL AUDIENCE & SUBSCRIBER BREAKDOWN

JOB FUNCTION	TOTAL AUDIENCE	% OF SUBSCRIBERS
Information Technology	4,169,643	27.10%
Marketing & Sales	3,687,585	23.97%
Administrative	1,671,657	10.87%
C-Suite (CEO, CFO, CIO, etc.)	1,521,565	9.89%
Customer Service & Experience	1,048,045	6.81%
Human Resources	915,574	5.95%
Finance & Accounting	726,165	4.72%
Supply Chain	593,678	3.86%
Operations	554,010	3.60%
Legal & Compliance	497,156	3.23%
TOTAL	15,385,078	100.00%

JOB LEVEL	TOTAL AUDIENCE	% OF SUBSCRIBERS
Staff/Associate/Analyst/Admin	8,644,859	42.03%
Manager	5,758,167	27.99%
Director	2,715,165	13.20%
VP	1,930,272	9.38%
C-Level	1,521,565	7.40%
TOTAL	20,570,028	100.00%

COMPANY SIZE (REVENUE)	TOTAL AUDIENCE	% OF SUBSCRIBERS
\$1 - \$999,999	5,435,262	19.41%
\$10,000,000 - \$99,999,999	7,237,948	25.84%
\$100,000,000 - \$999,999,999	7,322,073	26.14%
\$1,000,000,000+	8,013,474	28.61%
TOTAL	28,008,757	100.00%

COMPANY SIZE (EMPLOYEES)	TOTAL AUDIENCE	% OF SUBSCRIBERS
1 to 9	460,315	1.58%
10 to 49	2,999,250	10.32%
50 to 99	1,058,204	3.64%
100 to 249	3,705,502	12.75%
250 to 499	2,633,156	9.06%
500 to 999	2,265,547	7.80%
1000 to 4999	4,294,338	14.78%
5000 to 9999	4,072,873	14.01%
10,000+	7,573,072	26.06%
TOTAL	29,062,257	100.00%



GENERAL AUDIENCE & SUBSCRIBER BREAKDOWN

INDUSTRY	TOTAL AUDIENCE	% OF SUBSCRIBERS
Advertising, Marketing & PR	886,819	2.22%
Aerospace & Defense	434,767	1.09%
Automotive & Transportation	967,645	2.42%
Banking & Financial Services	3,128,495	7.82%
Business Services & Consulting	9,967,364	24.92%
Construction & Agriculture	1,385,951	3.47%
Consumer Goods & Services	1,250,761	3.13%
Education & Training	2,898,886	7.25%
Energy - Oil, Gas, Coal, Renewable	539,374	1.35%
Energy - Utilities	257,051	0.64%
Food & Beverage	701,694	1.75%
Government	920,891	2.30%
Healthcare & Biotech	2,758,776	6.90%
Insurance	930,870	2.33%
Legal	609,486	1.52%
Manufacturing & Materials	997,604	2.49%
Media & Entertainment	585,749	1.46%
MSP's, Service Providers & Resellers	1,262,169	3.16%
Non-Profit Organizations & Associations	870,788	2.18%
Pharmaceuticals	408,845	1.02%
Publishing	210,180	0.53%
Recreation & Hospitality	1,379,909	3.45%
Retail & Wholesale	1,306,400	3.27%
Staffing & HR Services	475,277	1.19%
Technology - Consulting & Service Providers	1,078,831	2.70%
Technology - Hardware	702,443	1.76%
Technology - Internet & Ecommerce	638,410	1.60%
Technology - Software	1,750,047	4.38%
Telecommunications & VoIP	366,337	0.92%
Travel	325,698	0.81%
TOTAL	39,997,517	100.00%

