

made with  by we.CONECT

we.CONECT
GLOBAL LEADERS

we.MEDIA

THE CONTENT DELIVERY NETWORK



Brand Exposure, Brand Development, Content Delivery:
Increase your exposure with branding and lead generation services

Why we.MEDIA?

Brand Exposure, Brand Development, Content Delivery

Are you interested in entering a new market with your technology?

- ▶ Would you like to promote your brand and your products in front of 10,000 potential clients?
- ▶ Would your sales pipeline benefit from new, fresh and qualified leads?
- ▶ Do you have interesting, innovative and unique content ready to share with your target group, but don't know how?

If you answered the above questions with a “yes”, we.MEDIA is the right platform for you.

we.MEDIA offers you the most cost-effective marketing, lead generation and media advertising platform for your business! With our tailor-made packages we help you to acquire qualified leads and to expand your brand and market share.

With we.MEDIA you

- ▶ enhance your market entry strategy and boost your brand development
- ▶ benefit from social media campaigns and reach online communities
- ▶ can promote digital on demand content within your target group
- ▶ can coordinate your online lead generation plans



Why we.MEDIA?

Brand Exposure, Brand Development, Content Delivery

Our clients are influential executives in all relevant industries. we.MEDIA focuses on distributing and providing information and content senior decision makers need these days to thrive.

Across all our platforms decision makers, who are part of our well-established communities use our newsletters, research, surveys, whitepapers, presentations, events, webinars and interviews to gain in-depth knowledge of the hottest trends.

Lead generation

With we.MEDIA you will get access to our lead generation program. As a digital inbound marketing program it uses social marketing, marketing automation techniques and technologies as well as data intelligence to create awareness for your products and services. With our dedicated campaigns we will help you to generate relevant business leads that you can add to your sales pipeline.

It's all about content

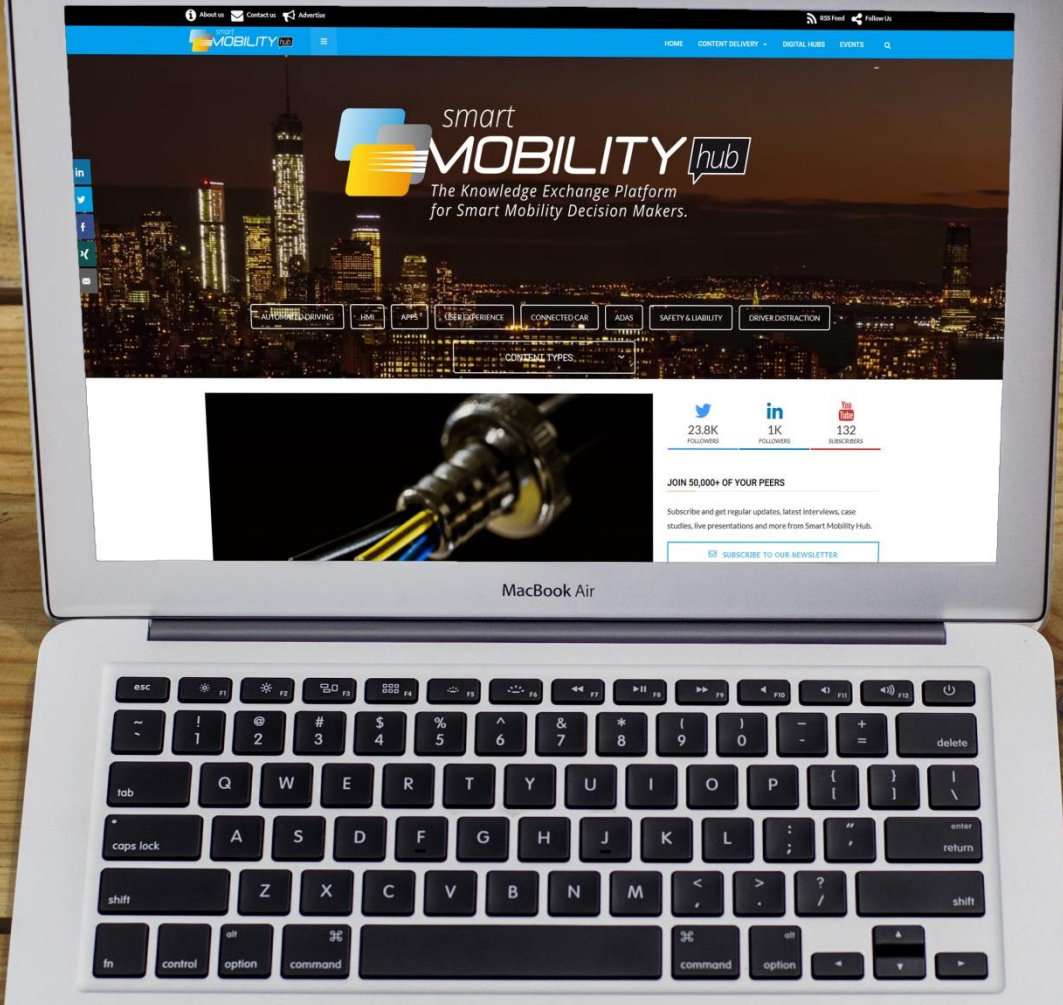
We will work in mutual partnership with you. You provide us with your valuable content such as whitepapers, case studies or research reports - we will distribute this through our digital hubs. Our promotion includes mailings, content creation, event and social media channels. The better the content, the better the leads you will get.

How it works

Your individual campaign will be planned with one of our media consultants. Depending on your lead generation package and the goals you want to achieve, you can get involved in as many activities as you like. We will upload your content, publish it on our digital hubs and promote it through our different channels. All content can only be accessed by filling in a download form. Every contact who clicks the link and downloads the content, is a lead we will provide you.



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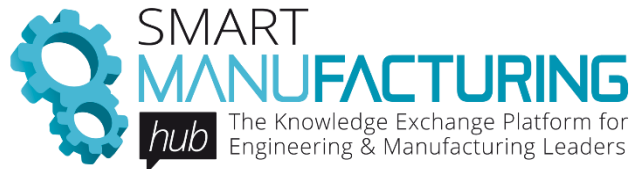
we.MEDIA – DIGITAL HUBS: YOUR CONTENT DELIVERY NETWORK

we.MEDIA – THE CONTENT DELIVERY NETWORK

CONTENT DELIVERY – DIGITAL HUBS:

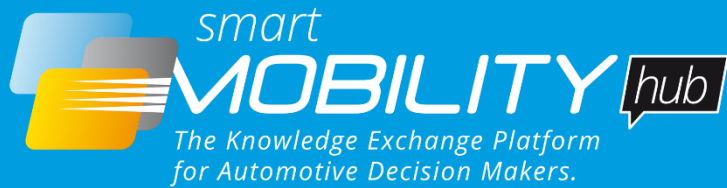
we.MEDIA is divided into 6 content channels addressing different industry sectors and audiences. But they all have one thing in common:

Deliver Innovation – Deliver Trends – Deliver ROI – Deliver Content: we keep our customers and visitors up-to-date with industry news, trends, technologies and innovations.



**We provide a wide variety of marketing services in connection with our media exposure.
From Prospects, Lead-Nurturing and Online Lead Generation to Content Marketing On-Demand –
the full B2B Media-, Marketing and Advertising Lifecycle.**





SMART MOBILITY HUB is the knowledge-exchange platform for **automotive professionals, innovative technical pioneers and decision-makers**. Learn about the most innovative technologies and how OEMs, Tier-1s, tech start-ups and research institutes pave their way into our vehicles.

www.smart-mobility-hub.com

- TOPICS:**
- ▶ Automated Driving
 - ▶ Connected Car
 - ▶ ADAS
 - ▶ Telematics
 - ▶ Security
 - ▶ Software
 - ▶ HMI & UX

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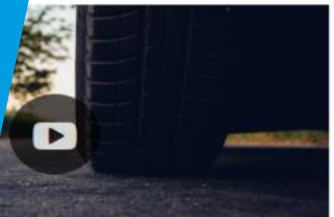
...ks for HMI in 2018 and beyond



Management
...02 0 73



INTERVIEWS, VARIANT MANAGEMENT
Optimizing complex Products
AYRTON BOLDT | 31 MAY 2016, 16:53 0 102



MANAGEMENT
Product Variety with low members
MAY 2016, 16:40 0 62



APPS, INTERVIEWS
Striking Tasks in Automotive Apps Evolution
AYRTON BOLDT | 31 MAY 2016, 16:23 0 161

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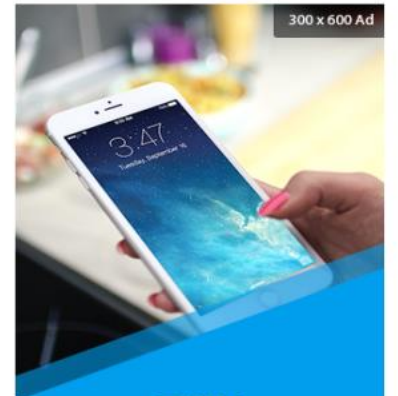
What apps will be relevant for the connected car?
4. MARCH 2016, 11:03 0 361

Future building blocks for HMI in 2018 and beyond
4 DAYS AGO 0 253

Stanford University: Expectations on Automated Driving
4. MARCH 2016, 13:30 0 221

How HMI is affecting Automotive
31. MAY 2016, 15:09 0 183

Be part of our Automotive App Lounge
4. MARCH 2016, 11:13 0 175



2,000+

MONTHLY UNIQUE VISITORS

00:02:25

AVERAGE TIME ON SITE

2,500+

SOCIAL MEDIA FOLLOWING

INDUSTRY SPLIT



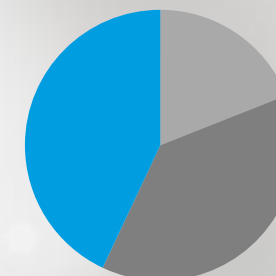
OEM
Tier 1&2
Academia
Other

JOB LEVEL



Director
Manager
CxO
Other

GEOGRAPHY



Europe
America
Asia

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SAM & SLM
Selecting the right partners for setting up a SAM
 AYRTON BOLDT | 10. MARCH 2016, 10:41



INTERVIEWS, SAM & SLM
SAMS 2015 Interview with Jürgen Schweizerhof, Schwäbisch Hall Kreditservice AG
 AYRTON BOLDT | 22. MARCH 2016, 13:54



INTERVIEWS, SAM & SLM
SAMS 2015 Interview with Michael Drews, amando software GmbH
 AYRTON BOLDT | 22. MARCH 2016, 14:05



SAM & SLM
SLM in virtualized environments and in the cloud
 AYRTON BOLDT | 10. MARCH 2016, 14:06



INTERVIEWS, SAM & SLM
SAMS 2015 Interview with Christian Grave, ProLicense GmbH
 AYRTON BOLDT | 20. MARCH 2016, 14:06

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- SAMS 2015 Interview with Jürgen Schweizerhof, Schwäbisch Hall Kreditservice AG
22. MARCH 2016, 13:54
- Warum Virtuelle Fertigung die Schlüsseltechnologie für die Industrie 4.0 ist
22. MARCH 2016, 17:04
- SAMS 2015 Interview with Michael Drews, amando software GmbH
22. MARCH 2016, 14:05
- The challenge of technologies
22. MARCH 2016, 17:04
- Big Data als Beschleuniger für den Erkenntnisprozess
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INDUSTRY OF THINGS VOICE is all about the Internet of Things, IT, IoT, Cyber Security, Continuous Delivery and DevOps. We gather the latest information, case studies, innovation studies, videos, surveys and exclusive interviews on these topics shaping the future and give most important opportunities & challenges their deserved space online.

www.industryofthingsvoice.com

TOPICS:

- ▶ Industrial Internet of Things
- ▶ Smart Manufacturing
- ▶ Business Models
- ▶ M2M
- ▶ DevOps
- ▶ Security

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1,750+

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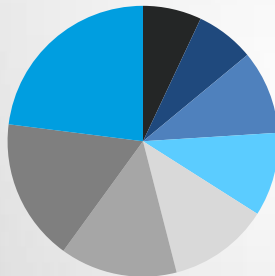
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AVERAGE TIME ON SITE

2,000+

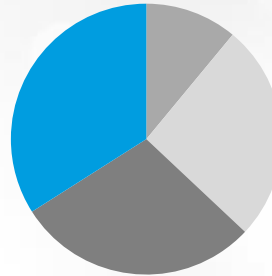
SOCIAL MEDIA FOLLOWING

INDUSTRY SPLIT



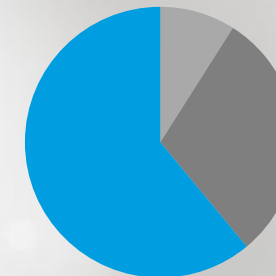
Manufacturing
Automotive
Logistics/Transport
Pharma/Chemistry
Consumer Goods
Energy
Aerospace/Defense
Technology

JOB LEVEL



Manager
CxO
Director
Other

GEOGRAPHY



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DIGITAL BUSINESS HUB is the ever-growing source of knowledge and expertise regarding highly relevant topics such as information technology, software development and IoT. All of which are extremely diverse and do not only appeal to IT decision makers interested in the rise of digital ecosystems and businesses.

www.digital-business-hub.com

TOPICS:

- ▶ Digital Transformation
- ▶ Cloud
- ▶ Virtualization
- ▶ Software Defined Products
- ▶ Infrastructure & EAM
- ▶ Big Data

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partners for setting up a SAM

0 22



Interview with Jürgen Schweizerhof, Creditservice AG

2016, 13:54 0 46



INTERVIEWS, SAM & SLM

SAMS 2015 Interview with Michael Drews, amando software GmbH

AYRTON BOLDT | 22. MARCH 2016, 14:05 0 150



Virtualized environments and in the

2016, 11:01 0 0



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22. MARCH 2016, 14:00 0 195



Warum Virtual Desktop Infrastructure? 7 Schlüsselindikatoren

22. MARCH 2016, 16:16 0 165



SAMS 2015 Interview with Michael Drews, amando software GmbH

22. MARCH 2016, 14:05 0 150



The challenge of migrating virtual and mobile technologies

22. MARCH 2016, 17:04 0 147



Big Data als Beschleunigung des Erkenntnisprozesses

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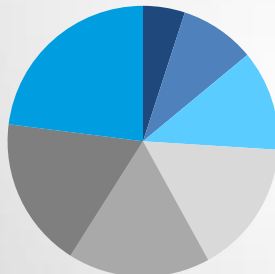
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AVERAGE TIME ON SITE

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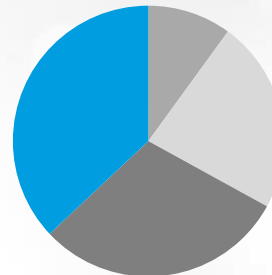
SOCIAL MEDIA FOLLOWING

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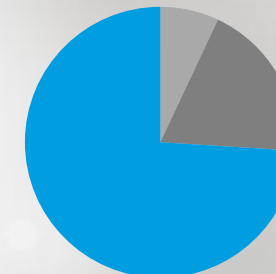
Automotive & Aviation
Retail & E-Commerce
Financial Services
Pharma & Chemistry
Telecommunications
Consumer Products
Other

JOB LEVEL



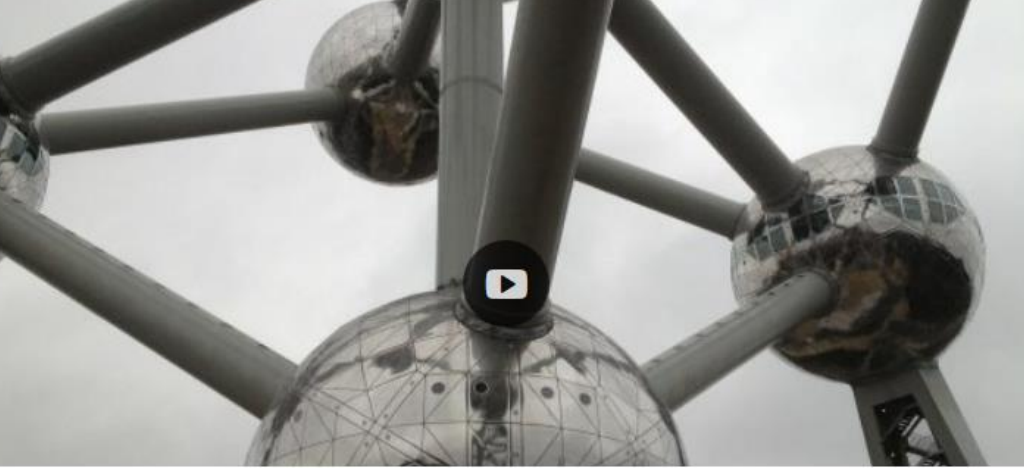
Manager
Director
CxO
Other

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INTERVIEWS, MANUFACTURING IT
Continuous Manufacturing of small molecule pharmaceuticals

AYRTON BOLDT | 16. MARCH 2016, 9:38 | 0 | 114



CASE STUDIES, ENERGY EFFICIENCY
Coca-Cola: From Central Energy Management to 23 Plants

AYRTON BOLDT | 11. MARCH 2016, 14:53 | 0 | 191



ENERGY EFFICIENCY, INTERVIEWS
Bekaert: Energy savings through benchmarking

AYRTON BOLDT | 11. MARCH 2016, 14:17 | 0 | 112



INTERVIEWS, MANUFACTURING IT
The future for Pharma?

AYRTON BOLDT | 16. MARCH 2016, 10:19 | 0 | 102



INTERVIEWS, MANUFACTURING STRATEGY
Simplicity in Serialization and Traceability

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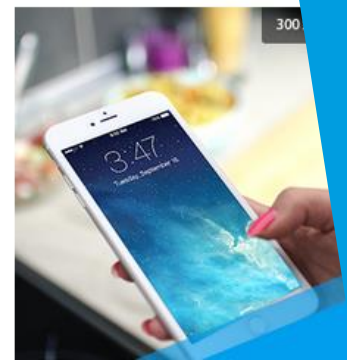
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SMART MANUFACTURING HUB delivers industry related content for professionals from manufacturing and process industry sectors. Topics such as Engineering, IoT, Manufacturing IT, Digital Plant, Maintenance and Manufacturing Optimization find their deserved space here.

www.smart-manufacturing-hub.com

TOPICS:

- ▶ Industrie 4.0
- ▶ Additive Manufacturing
- ▶ Lean & Opex
- ▶ Smart Factory
- ▶ MES
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- ▶ Remote
- ▶ Maintenance



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1,500+

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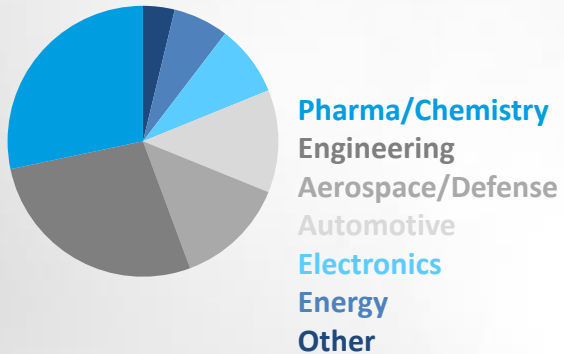
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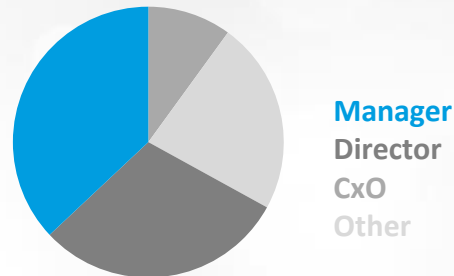
1,750+

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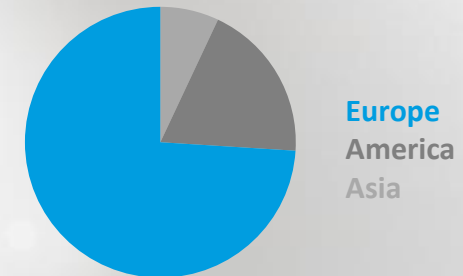
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THE CONTENT DELIVERY NETWORK

ENTERPRISE SOCIAL NETWORK is focused on trends and insights regarding the present and future digital workplace, digital communications as well as HR Technology. We help to accelerate digital transformation so you can gain deeper business and technical understanding of communications via intranets, collaboration platforms and HR technology in the connected enterprise.

www.social-enterprise-network.com

TOPICS:

- ▶ Intranet
- ▶ Social Collaboration
- ▶ Digital Workplace
- ▶ Knowledge Management
- ▶ ...

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Interview with Jürgen Schweizerhof, Creditservice AG

2016, 13:54 0 46



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SAMS 2015 Interview with Michael Drews, amando software GmbH

AYRTON BOLDT | 22. MARCH 2016, 14:05 0 150



Virtualized environments and in the

2016, 14:05 0 145



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The challenge of migrating virtual and mobile technologies

22. MARCH 2016, 17:04 0 147



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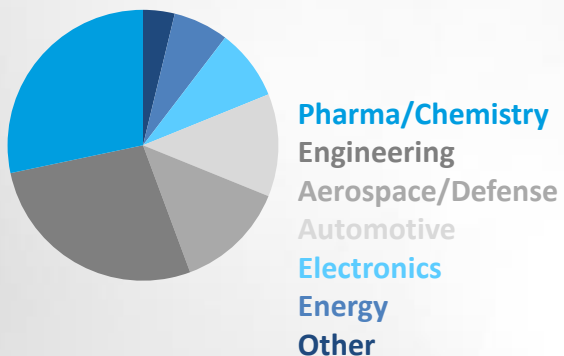
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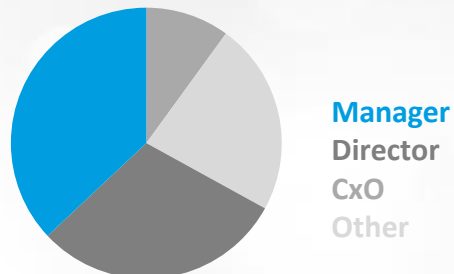
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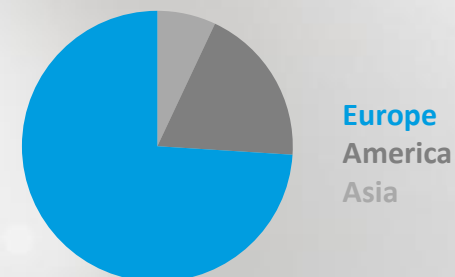
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The Gateway to Digital Business Leaders

INTERNET OF STRATEGY NETWORK covers content around best practices, discussions and solutions within the scope of digitization and its appliance in businesses. Topics such as IT Security, Digital Marketing, Finance, HR Technology and many more are increasingly gaining importance important and call for decision makers willing to use chances and benefits of digital transformation.

www.internet-of-strategy.com

TOPICS:

- ▶ IT Transformation
- ▶ Security
- ▶ Marketing & Tech
- ▶ CRM
- ▶ HR Tech
- ▶ Smart Manufacturing
- ▶ Finance & Tech

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INTERVIEWS, MARKETING

Optimizing your Marketing Mix with Big Data

AYRTON BOLDT | 8. APRIL 2016, 14:08 0 68



HR, INTERVIEWS

Pushing learnings processes by disrupting traditions

AYRTON BOLDT | 1. JUNE 2016, 12:18 0 277



INDUSTRY REPORTS, IT TRANSFORMATION

Connecting IT & Enterprise Tec 2015

AYRTON BOLDT | 2. MARCH 2016, 16:15 0

1,673

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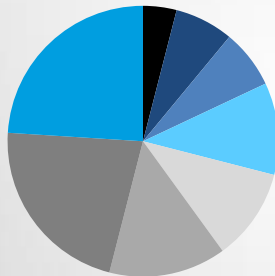
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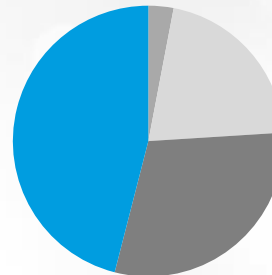
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INDUSTRY SPLIT



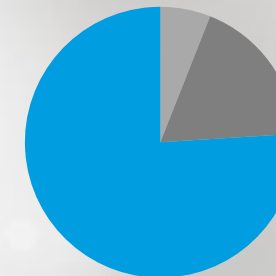
- Pharma/Chemistry
- Consumer Goods
- Engineering
- Finance/Insurance
- Energy
- Aerospace/Defense
- Government/Association
- Other

JOB LEVEL



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GLOBAL LEADERS



we.MEDIA – LEAD GENERATION PACKAGES & PRICES

Brand Exposure, Brand Development, Content Delivery

we.MEDIA: On Demand Lead Generation

PROSPECTS, LEAD NURTURING, LEAD GENERATION AND SCORING.

Lead generation with online marketing – support for effective and targeted new client acquisition.

For the setup of your own dataset we.MEDIA offers individual and effective solutions in the lead generation field. Our competence tool kit includes the conception, creation and implementation of **online surveys, webinars, whitepapers, articles, newsletters** and **on demand content**.

We create tailored lead generation projects for you that take the look and feel of your brand into consideration and match with your target audience perfectly. We develop the right content strategy for you and disseminate content to your prospects.

Our experienced editorial team works very closely with you and manage the complete lead generation campaign: From the initial idea, project management and design to the technical implementation and the creation of all necessary promotional material.

OUR INTEGRATED LEAD GENERATION TOOLBOX TO ATTRACT THE RIGHT AUDIENCE:



we.MEDIA: Content Placement

PLACE YOUR CONTENT ON OUR HUB TO ENHANCE YOUR BRAND EXPOSURE

Gain exposure from a new audience. Reserve your spot on our digital hubs to place your valuable content, article or video you would like to share with your target group. Our hubs address relevant decision makers who are always looking for relevant industry information. Our digital magazines combine articles from cross-industry authors, experts, our editorial team and selected content from solution providers.

What you get:

- ▶ **Your content exclusively** positioned on our hub for you
- ▶ **A top-class and international readership** on decision making level
- ▶ **Brand awareness** as an effective supplement to your own marketing activities
- ▶ **Further outreach** to build links back to your own website
- ▶ **Exclusive Banner Ad**
- ▶ Further benefits can be taken from the packages
- ▶ **Content Placement can be upgraded to an exclusive Content Placement Campaign**

BASIC

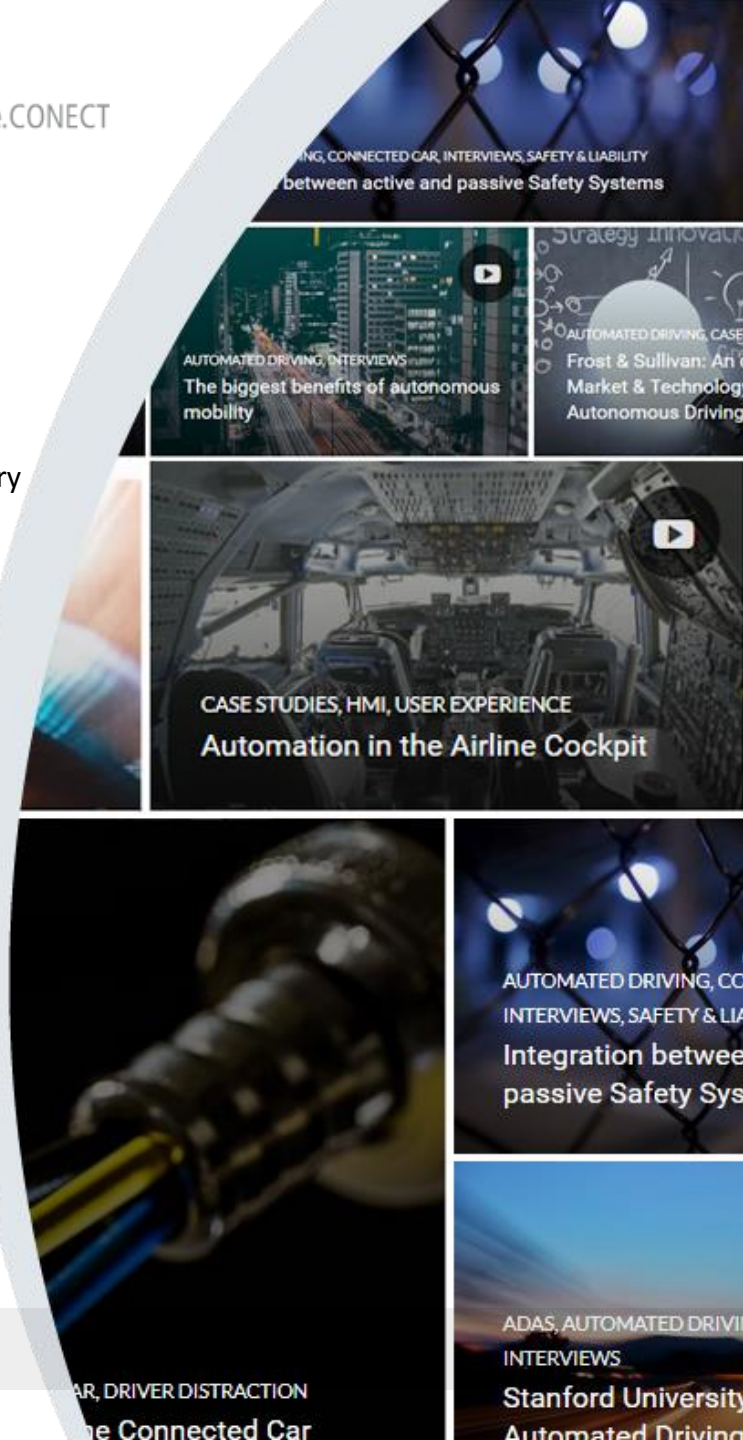
Price upon request

EXTENDED

Price upon request

PREMIUM

Price upon request

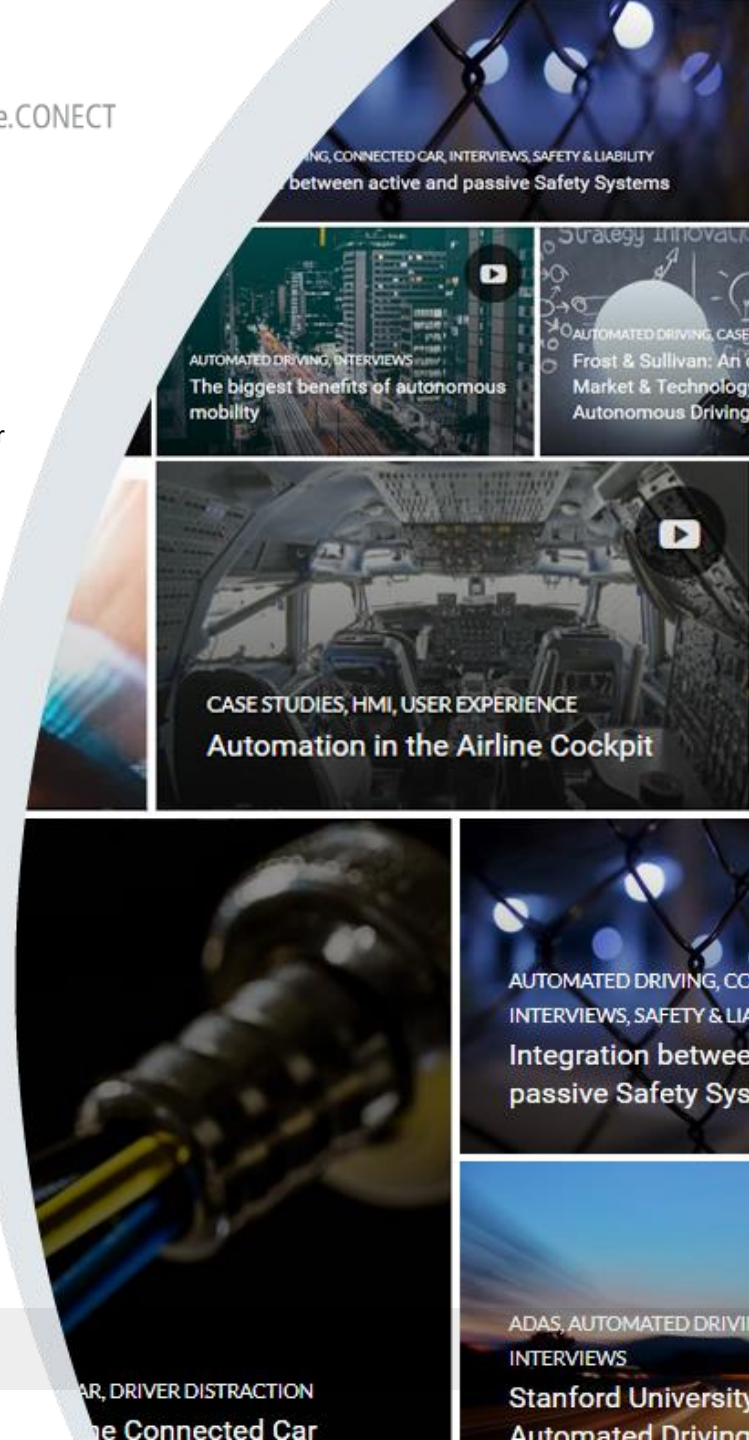


we.MEDIA: Content Placement

PLACE YOUR CONTENT ON OUR HUB TO ENHANCE YOUR BRAND EXPOSURE

Gain exposure from a new audience. Reserve your spot on our digital hubs to place your valuable content, article or video you would like to share with your target group. Our hubs address relevant decision makers who are always looking for relevant industry information.

BENEFITS	BASIS	EXTENDED	PREMIUM	EXCLUSIVE CONTENT CAMPAIGN
Content Placement on digital hub	✓	✓	✓	✓
Online Presence	6 weeks	Permanent	Permanent	Permanent
Banner Ad	6 weeks	8 weeks	8 weeks	Duration of the Campaign
Social Media Support Campaign		✓	✓	✓
Eye-catching republish after 4 weeks			✓	✓
Exclusive Banner Ad			✓	✓
1x Newsletter Announcement			✓	✓
2x Exclusive Content Mailings				✓
Guaranteed leads + full access afterwards				75
Pricing	Upon request	Upon request	Upon request	Upon request



we.MEDIA: Content Placement Campaign

INDIVIDUAL CONTENT CAMPAIGN FOR YOUR LEAD GENERATION

Placing and spreading valuable content is a very effective marketing tool in both the B2C and the B2B world, however the quality and quantity of the data set and target group are crucial. Our Content Placement Campaign is a fully integrated digital campaign addressed to your target audience selecting relevant channels and networks to ensure a maximum reach.

You provide us your content, we take care of the rest: from the selection of relevant, qualified leads to promoting your content extensively.

What you get:

- ▶ **Your Content exclusively** positioned on the front page of our digital hub and spread for you
- ▶ **Exclusive Banner Ad**
- ▶ Eye-catching republish after 4 weeks
- ▶ 2 exclusive Content Mailings to up to 10,000 leads
- ▶ **Social Media Support Campaign** for further coverage
- ▶ **Full access** to all leads

Our Clients:



GUARANTEED LEADS:
75

Price upon request



we.MEDIA: Content Creation & Placement

PROFESSIONAL SUPPORT TO CREATE VALUABLE AND INDEPENDENT CONTENT

We are constantly expanding our network of cross-industry authors and experts. They contribute valuable content and share latest news on our blogs and create individual and high valuable content for you too.

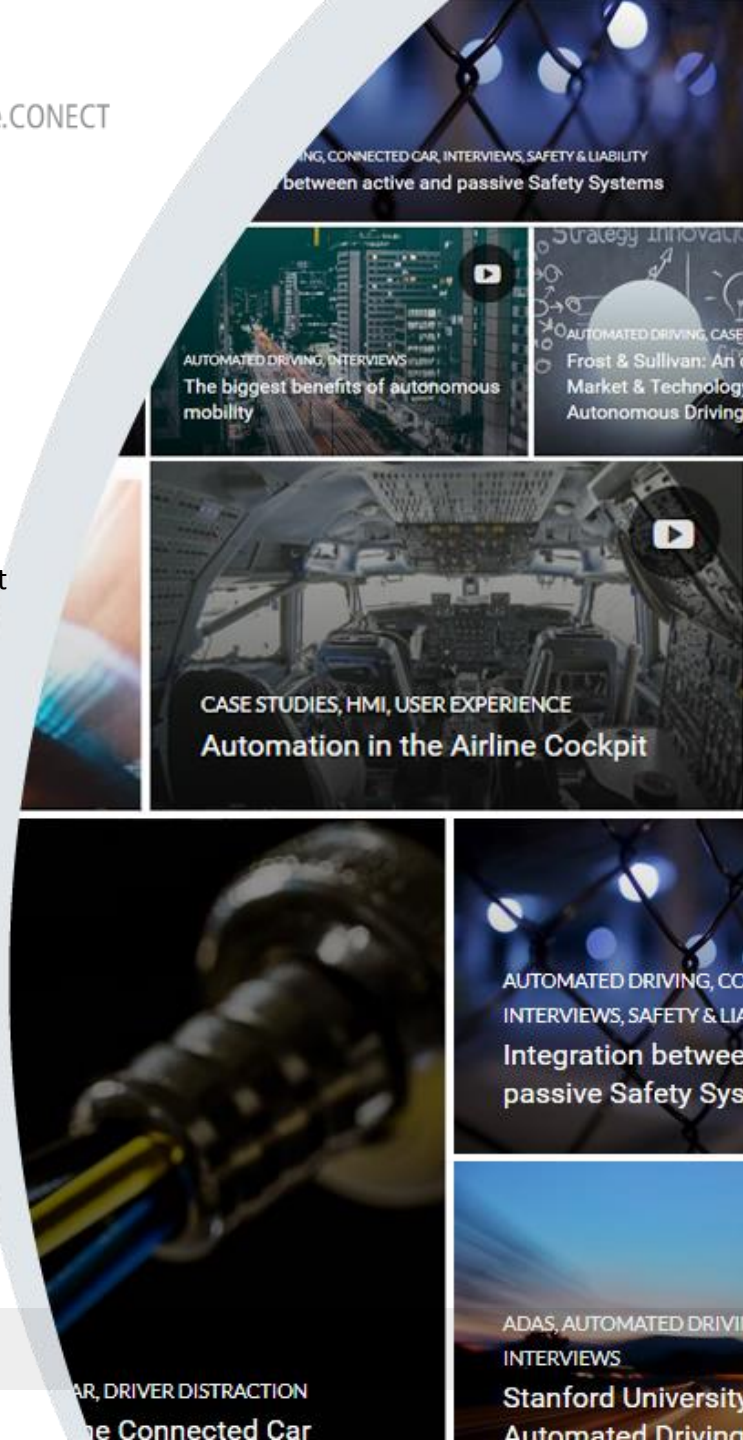
Combined with an individual Content Placement or Content Campaign using our channels and networks you will get a maximum output and enhance your brand awareness.

What you get:

- ▶ Your Content exclusively **created** for you
- ▶ Your content exclusively **positioned** and **promoted** for you
- ▶ **A top-class and international readership** on decision making level
- ▶ **Brand awareness** as an effective supplement to your own marketing activities
- ▶ Further outreach to build links back to your own website
- ▶ Further promotion based on your package

Content Creation & Packages

Price upon request



we.MEDIA: Research

WHITE PAPERS & ARTICLES – THOUGHT LEADERSHIP & LEADS

Marketing experts estimate that white papers and articles are the best way to share your content and generate online and on demand leads.

Together with our partners and clients we have created a unique knowledge network over the years to share your content. Our editorial team ensures that all whitepapers and articles meet high quality standards.

Whether you want to address a specific topic or reach a specific target audience, our services can help you reach up to 10,000 potential clients.

What you get:

- ▶ **Content exclusively** generated for you and with you
- ▶ **2 landing page mailings** to up to 10,000 leads
- ▶ **Full evaluation** of mailing KPIs including the leads
- ▶ **Social media** campaign regarding your content
- ▶ **Full access** to all leads

Our Clients:



Research & Packages

Price upon request



we.MEDIA: Survey

SURVEYS – STRENGTHEN YOUR SALES PIPELINE

Surveys are known to be one of the most effective ways to get access to knowledge, to position yourself as an expert in the field and to generate qualified leads.

Together with our partners and clients we have created a unique knowledge network over the years. The high quality of each and every survey is ensured by the involvement of our editorial team.

Whether you want to address a specific topic or reach a specific target audience, our surveys can help you reach up to 10,000 potential clients.

What you get:

- ▶ **Survey generated** and conducted exclusively for you
- ▶ **Dedicated mailings** with landing page to up to 10,000 relevant leads
- ▶ **Social Media Support Campaign** for further coverage
- ▶ **Full survey report** after the survey to promote and share
- ▶ **Full access** to all leads

Duration of a we.MEDIA Survey campaign: 8-12 Weeks

Our Clients:



AVERAGE EXPECTED LEADS:
150

Price upon request



SURVEYS
STRENGTHEN
YOUR SALES
PIPELINE

we.MEDIA: Webinar

TRENDSETTER, INNOVATOR, THOUGHT-LEADER – YOUR LIVE SHOWCASE

Position your business as a thought-leader in front of your prospects and new leads.

Our webinars offer you the chance to share your expertise and knowledge with an international audience, allowing you to directly discuss your solutions, services and products through the webinar platform.

Throughout the webinar, you'll get the opportunity to engage with your potential customers, get insights into their challenges and to demonstrate your products.

What you get:

- ▶ **Targeted & segmented email** campaigns to promote your webinar
- ▶ **Social Media Support Campaign** for further coverage
- ▶ **Exclusive Banner Ad**
- ▶ **IT Infrastructure and Set up**
- ▶ **Interactive setting** to position your expertise and tools
- ▶ **Full access to the leads** registered and participating the webinar

Our Clients:







AVERAGE EXPECTED LEADS:
150

Price upon request

BEST PRACTICE
PRESENTATIONS
RESEARCH &
SURVEYS
ARTICLES
WHITEPAPERS
NEWSLETTERS

we.MEDIA: Video & Audio On Demand

UNLIMITED BRAND & KNOWLEDGE EXPOSURE WITH BEST PRACTICE PRESENTATIONS & EXPERT INTERVIEWS

we.MEDIA Video on demand is a great opportunity to present unique and interactive content and your expertise in front of millions of potential clients online.

Together with our professional in-house video team, we can create the following tailored formats for you:

- ▶ Image videos up to 5 min
- ▶ Video interviews relating to your products and services
- ▶ Product videos
- ▶ Audio & video presentations

What you get:

- ▶ **A professional video / audio presentation** for your own use and to promote your company
- ▶ **Promotion** through all our marketing channels and social networks

Price upon request

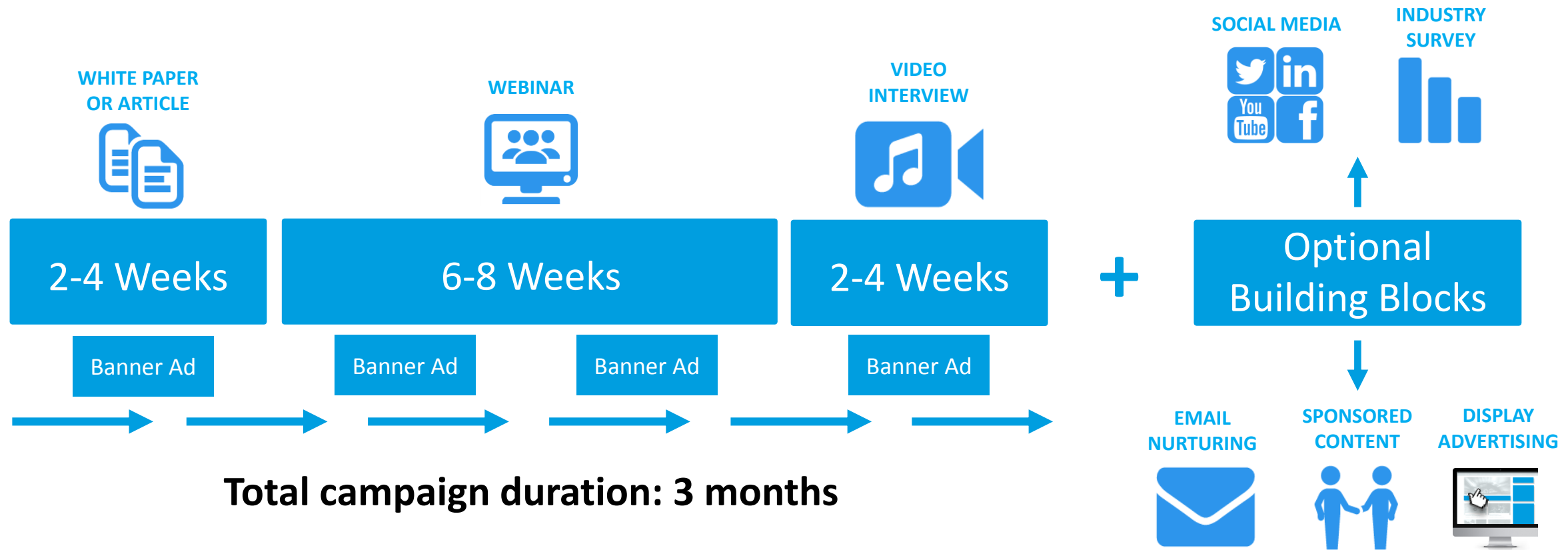


PROMOTE
YOUR BUSINESS
DIGITAL

we.MEDIA: Campaign Example

EXAMPLE MARKETING CAMPAIGN

Whether you want to collect qualified leads or promote your product or company: Adjust your marketing campaign to your goals with the building blocks of your choice.



we.MEDIA is a product of:

we.CONNECT TOMORROW'S
GLOBAL LEADERS BUSINESS COMPANY

GLOBAL COMMUNITY – GLOBAL EVENT PLATFORMS – GLOBAL EXPOSURE

we.MEDIA delivers media to a global executive, engaged audience, exceeding 1 million unique visitors each month. Our users engage across several content channels including the topics Digital Business, Smart Mobility, Smart Manufacturing, Social Enterprise and Internet of Things. We also specialize in the information needs of the C-level executives with the Internet of Strategy Network – a focused platform for CIOs, CISOs, CTOs, CMOs, CHROs, CFOs and more.

Our engaged audience of decision makers feels represented and valued and is open to what's presented to them, whether through news, research, content, events, or a great promotional idea through our partners. Work with us to create a variety of cross-platform and cross-channel initiatives to maximize your marketing message.

AND ON TOP OF THE EDGE

- ▶ more than **70+** business shows globally
- ▶ delivering innovative content to **9,000+** decision makers each year

FOLLOW US:



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