



# CONTENT SYNDICATION GUIDE FOR BUSY B2B TECHNOLOGY CONTENT MARKETERS

ALL YOUR CONTENT SYNDICATION RESEARCH DONE FOR YOU.





Planning and writing your content are only half of the content battle. The other half is distributing your content to where your target audience is most likely to see and engage with your content.

There are a lot of channels you can choose to distribute content, such as white papers, ebooks, research reports, case studies, webinars and other assets. Your website and your social media channels are some of the most common. But, if you want to reach more prospective B2B tech buyers quickly and effectively, content syndication is one of the best ways to do so.

With content syndication, you're able to promote your content to a third-party's audience. These third-party companies have already invested a lot of time and resources in developing a very loyal following. So when you contract with them to promote your content via their website, email list, newsletter, or network of sites, you are reaching an audience that already has a lot of trust and engagement in the brand that is recommending your content to their audience. Typically, you're also guaranteed a certain amount of qualified leads as part of the contract.

Sounds great, doesn't it? The problem is, it can be time-consuming to research all your content syndication options and all the details about how they work, what it costs, and most importantly, what you get in return. To save you time, I've done the legwork for you – compiling a list of seven B2B tech content syndication opportunities.

I can't promise that the terms haven't changed since I researched these companies (this is a static document that I plan to update annually). However, even if they have, this guide can still be useful in helping you know what options exist so you can create a short list of content syndication companies you want to work with. This will limit the amount of research and outreach you have to do. And, I hope, help you get the most out of your white papers, ebooks, research reports, webinars and other great content you've invested in creating.

# DemandWorks Media



## Reach

- 13 Million+ B2B audience
- 6.2 million global IT audience
- 9 Industries



## Industries

- HR
- IT
- Sales
- Marketing
- Finance
- Business leader
- Supply chain
- L&D
- CEO



## Cost

- Custom pay for performance pricing. Billed monthly based on number of leads ordered.



## What They Offer

- Targeted B2B email publications, including a series of highly targeted B2B email newsletters
- ABM campaigns
- Intent-based campaigns with 1:1 intent-driven promotions via progressive profiling and content download metrics with 20-40% of the leads downloading 2-5 additional assets through their targeting.



## Types of Content You Can Syndicate

- White papers
- Ebooks
- Case studies
- Videos
- Webinars
- Other content



## Reporting

Provides regular lead reports in the time-frame agreed upon in your terms and conditions. Leads will be supplied electronically, either via Excel, secure transfer or automated upload into client's CRM or Automation software.



## What's unique

DemandWorks Media offers targeted B2B email newsletters that provide a personalized experience. Predictive targeting ensures a 'guaranteed response' with some of the best conversion rates in the industry.



## Website

<https://www.dwmedia.com/>



## Reach

- 280 Million in 97 Countries
- 86.9 M page views; 3.2 M print readership (North America)
- 700 Events
- 460 Websites
- 200 mobile apps
- 179 publications



## Cost

- Depends on syndication program selected



## What They Offer

- Main content syndication program includes posting of two white papers on IDG's websites.
- Additional syndication opportunities exist, including custom content creation and distribution services.



## Types of Content You Can Syndicate

- White papers
- Ebooks
- Case studies
- Articles
- Infographics
- Webinars



## Reporting

- Reports will be delivered in an excel format on a weekly basis until the lead goal or end date has been met.
- Clients may provide up to five competitors to be removed from the weekly lead reports at the start of a campaign.



## What's unique

With technology categories for easy navigation, IDG's resource libraries are active visitor destinations. Expanding your White Paper distribution to IDG's sites provides access to the top IT professionals searching for new and educational information to help them drive business advantage.



## Website

[https://www.idg.com/product-specs/?fwp\\_product\\_library\\_brands=b2b](https://www.idg.com/product-specs/?fwp_product_library_brands=b2b)

# Industry Dive



## Reach

- 10 million+ industry decision-makers
- 20 industries
- 22 publications



## Industries

- Banking
- BioPharma
- CFO
- CIO
- Construction
- Cybersecurity
- Food
- Grocery
- HR
- Healthcare
- Higher Ed
- K-12
- Marketing
- MedTech
- Restaurant
- Retail
- Smart Cities
- Supply Chain
- Transport
- Utility
- Waste



## Cost

- Depends on program selected



## What They Offer

- Content creation services and syndication through Industry Dive's Brand Studio for promoted stories, playbooks, surveys, webinars and other custom content.
- Playbook and survey reports guarantee 150 leads.
- Webinars guarantee 200+ leads, copy of MP4, and a 6-month archive on the Industry Dive publication site
- Promoted story packages with email, social, mobile and web syndication to the Dive community, 15-25% open rate, and the SEO benefit of content living permanently on the Dive site.



## Types of Content You Can Syndicate

- White papers
- Playbooks/ebooks
- Articles
- Infographics
- Webinars



## Reporting

Information not available



## What's unique

We help industry marketers reach the right audience with the right message. Our journalism attracts qualified, highly engaged executives in specific industries. We connect marketers with these audiences through targeted campaigns that raise brand visibility and drive new business.



## Website

<https://www.industrydive.com/brandstudio/products.html>

# InformationWeek



## Reach

- 230k Unique Visitors Per Month
- 580k Monthly Page Views
- 280k Visits Per Month
- 57% Visit 1x Week



## Cost

- Sponsored articles of around 700 words - \$5,000
- Costs not provided for other programs



## What They Offer

- Native Content Distribution
- Native Content Distribution ad units are integrated onto their site design, which means your content (white paper, video or product announcement) looks cohesive with their trusted editorial but drives traffic back to your site.
- Partner Perspectives
- Partner Perspectives offers an opportunity to inject your voice within Information Week's

editorial with 5 or 10 articles each month. This program provides significant exposure to tech pros through ongoing promotions on the homepage, in eNewsletters, social media and even ad roadblock.

- Sponsored Article
- Advertisers provide one article to be fully integrated into their site and promoted for one month.



## Types of Content You Can Syndicate

- Banner Ads
- Custom Research Services
- IT Trend Reports
- Research Reports
- Topic Alignment Program (TAP)
- Webinars



## Reporting

- Report on page views and clicks on banners will be provided for sponsored articles.
- Don't track number of downloads



## What's unique

As the world's most trusted business technology resource, InformationWeek a trusted environment for IT decision-makers to learn from experienced journalists, subject-matter experts, and their peers to explore new ideas, find answers to their business technology questions, and solve their most pressing problems. If an IT product or platform isn't tied to delivering on business goals, it's of little interest to InformationWeek.



## Website

<https://informationweek.com/advertise-with-us/d/d-id/1334603>

# IndustryWeek



## Reach

- 378,715 Average Monthly Visits
- 272,044 Average Unique Monthly Visitors
- 868,032 Average Monthly Page Views
- 6,865 Facebook
- 16,001 LinkedIn
- 46,450 Twitter
- 231,670 eNewsletter Reach
- 26.53% Avg Total Open Rate
- 5.74% Avg Total CTR



## Cost

- Varies per program. Need to inquire to get a quote.



## What They Offer

- Content Development
- Industry expertise and full collaboration.
- Topic discovery and content development.
- Original design and comprehensive production.
- Co-branded promotions across channels.
- Hosted on brand website for 3 months.
- Citations in newsletters and on social.



## Types of Content You Can Syndicate

- Case studies
- Ebooks
- White papers



## Reporting

- Full contact information leads from users that download
- Real-time or weekly lead delivery



## What's unique

IndustryWeek, which is part of Manufacturing Endeavor Business Media, covers a \$2 trillion manufacturing industry undergoing a technological transformation, even as it attracts a new breed of employees and copes with global competition. A growing manufacturing audience trusts IndustryWeek to keep them abreast of leading-edge ideas and news on technology, operations, leadership, supply chain and workforce management.



## Website

<https://manufacturing.endeavorb2b.com/content-marketing/ebooks/>

# RetailWire



## Reach

- 100,000+ sessions per month
- 125+ BrainTrust panelists
- 31,000+ opt-in newsletter subscribers
- 47,000+ Twitter followers



## Cost

### eBlasts - Frequency Cost Per

- 1X \$3950
- 2X \$3700
- 3X \$3500
- 4x \$3200

### Web/Social Promo Stand-alone w/eBlast

- X \$2750 \$3500
- 2X \$2600 \$3350
- 3X \$2500 \$3250
- 4x \$2400 \$3150



## What They Offer

- **Display Ads:** Two formats of high-visibility run-of-site banners.
- **Eblasts:** Direct email marketing campaigns with high open rates.
- **Research Studies:** Taps RetailWire's audience of industry managers and execs to provide benchmarks on the current state of the marketplace
- **Web/Social Promo Package:** Month-long, multi-dimensional campaign to broaden your marketing exposure
- **Webinars:** Combines the sponsor's educational presentation with a live RetailWire BrainTrust discussion, audience polling and Q&A session.
- **Whitepapers:** RetailWire's staff helps create and design a white paper.



## Types of Content You Can Syndicate

- Ads
- Research studies
- Web/Social Promo Package
- Webinars
- Whitepapers



## Reporting

- No information provided



## What's unique

Retail Wire delivers measurable ROI to its sponsors. RetailWire is designed from the ground up to attract your most valuable prospects, educate them and convert them into your customers with uniquely engaging editorial format featuring three active, in-depth online discussions each business day, an influential community comprised of mid to top management from a variety of retail disciplines, and the combined knowledge of over 125 experts on RetailWire's exclusive BrainTrust panel.



## Website

<https://retailwire.com/marketing/>



# Toolbox Tech

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## Reach

- 10M - influencers and decision makers in our database
- 2M - verified company records available for targeting
- 26M - monthly impressions generated online
- 2M - unique monthly engagements via email



## How it works and what you get

- Keyword matching is used to pull white papers into relevant conversations taking place within the community.
- Toolobx Tech's White Paper Library also allows members to search for research tied to specific keywords.
- Up to 13 criteria fields and an unlimited amount of custom questions can be included on the registration form.



## Types of Content You Can Syndicate

- Whitepapers



## Reporting

- Toolbox Tech sends excel reports either daily or weekly, depending on your preference. Leads can be formatted so they can be filtered by business/industry, job role/title, company size, etc.



## What's unique

Toolbox tech is a knowledge-sharing platform for professionals. The content and interaction on the network is peer-to-peer. Through the use of its contextual matching engine, which matches the large volume of community-generated content with relevant keywords in advertisers' white papers, Toolbox Tech ensures content is promoted to highly relevant audiences.



## Website

<http://it.toolbox.com>

## Your Content Syndication Cheat Sheet

Name	Reach	Cost	Type of Content	Reporting
DemandWorks Media	13 Million+	Custom pricing by number of leads ordered	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Ebooks</li> <li>• Videos</li> <li>• Webinars</li> <li>• White papers</li> </ul>	Regular reporting based on agreed terms and conditions
IDG	280 Million	Depends on syndication programs selected	<ul style="list-style-type: none"> <li>• Articles</li> <li>• Case studies</li> <li>• Ebooks</li> <li>• Infographics</li> <li>• Webinars</li> <li>• White papers</li> </ul>	Leads delivered weekly until lead goal or end date has been met.
Industry Dive	10 Million+	Depends on program selected	<ul style="list-style-type: none"> <li>• Articles</li> <li>• Infographics</li> <li>• Playbooks/ebooks</li> <li>• Webinars</li> <li>• White papers</li> </ul>	Varies by program. Guaranteed leads are usually between 150-200 per program.
Industry Week	387,715 average monthly visits	Varies per program	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Ebooks</li> <li>• White papers</li> </ul>	Real-time or weekly lead delivery
InformationWeek	230K unique visitors per month	\$5,000	<ul style="list-style-type: none"> <li>• Sponsored articles of around 700 words</li> </ul>	Report on page views and clicks on banners.
Retail Wire	100,000+ sessions per month	Varies (more detail provided in report)	<ul style="list-style-type: none"> <li>• Ads</li> <li>• Research studies</li> <li>• Web/Social Promo Package</li> <li>• Webinars</li> <li>• Whitepapers</li> </ul>	No information provided
Toolbox Tech	10 Million	Information not available	<ul style="list-style-type: none"> <li>• White papers</li> </ul>	Weekly or daily reporting available

## About Becky Lawlor

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Becky Lawlor creates long-form content for the world's biggest and fastest-growing tech brands. Whether you need help with a white paper, ebook, research report or an authority-building article, Becky has the expertise. She's worked with brands like IBM, Samsung and Adobe, and has a strong understanding of the tech buyer and the tech landscape.

Learn more at [www.beckylawlor.com](http://www.beckylawlor.com)

