

2024



Entrepreneur  
360™



Media  
Kit

# About Us



Knowledge Hub Media connects businesses with an engaged community of business professionals and senior level decision makers.

## 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



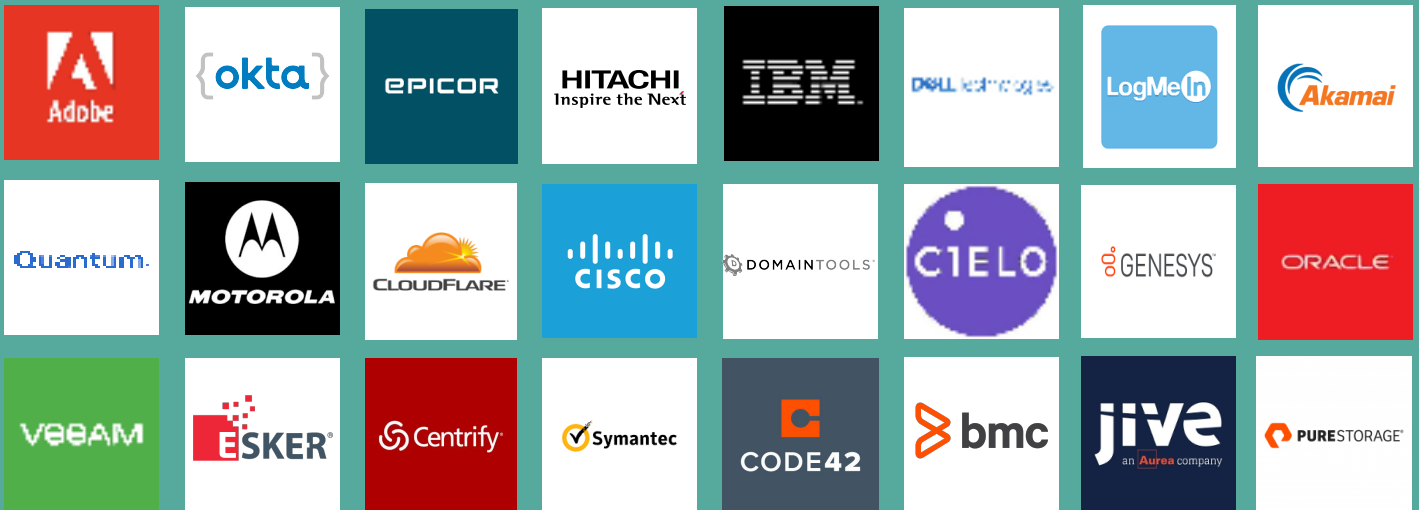
Knowledge Hub readers trust and value the suggestions offered by:

- Expert Blogs
- Breaking News Articles
- Research Alert Email Messages

Business professionals and decision makers utilize Knowledge Hub to:

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

Some of our B2B Demand Generation Partners Include:





By integrating the Knowledge Hub Media 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

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

Technology  
&  
Finance

Customer  
Service  
&  
Marketing

Human  
Resources  
&  
Sales

Operations  
&  
Legal

In 2019, over 105,000+ highly targeted leads were generated for various B2B technology partners via content syndication, demand generation, account based marketing (ABM), install base intelligence and intent data analytics campaigns.

With the ability to target content syndication to professionals and decision makers in virtually any niche, **Knowledge Hub Media** 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





# What We Offer

**Knowledge Hub Media** gives 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, Knowledge Hub Media is the right solution for your B2B marketing needs. Learn more about how we can help your company increase sales and ROI with:

Account Based Marketing  
(ABM)  
Competitor Install  
Base Targeting

Content Syndication  
&  
White Paper Syndication

Webinar  
&  
Live Event Promotion

Worldwide  
Geographic: Country &  
State Target Options

B2B Intent Data Analytics  
&  
Install Base Intelligence

Banner Advertising  
&  
Display Advertising



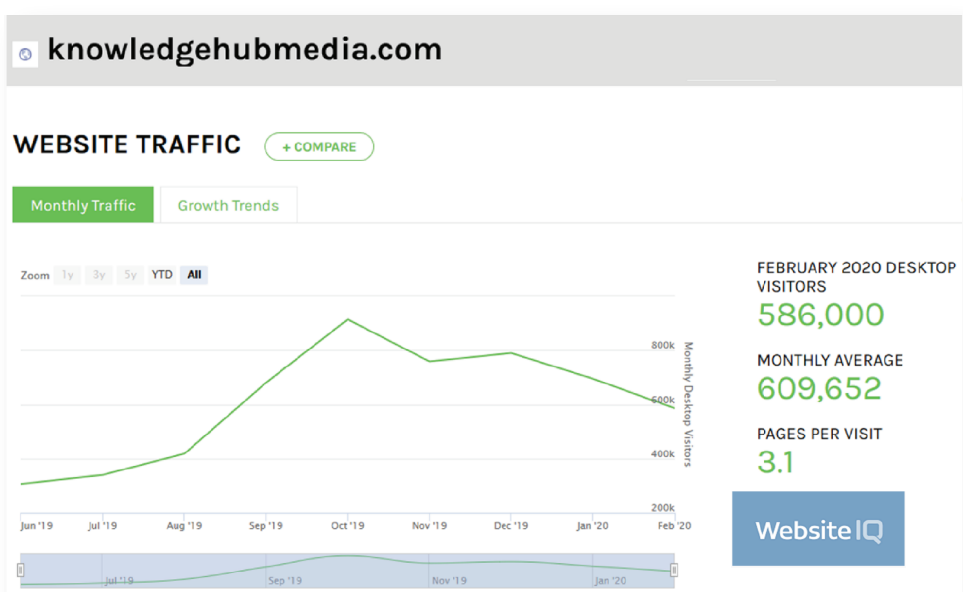
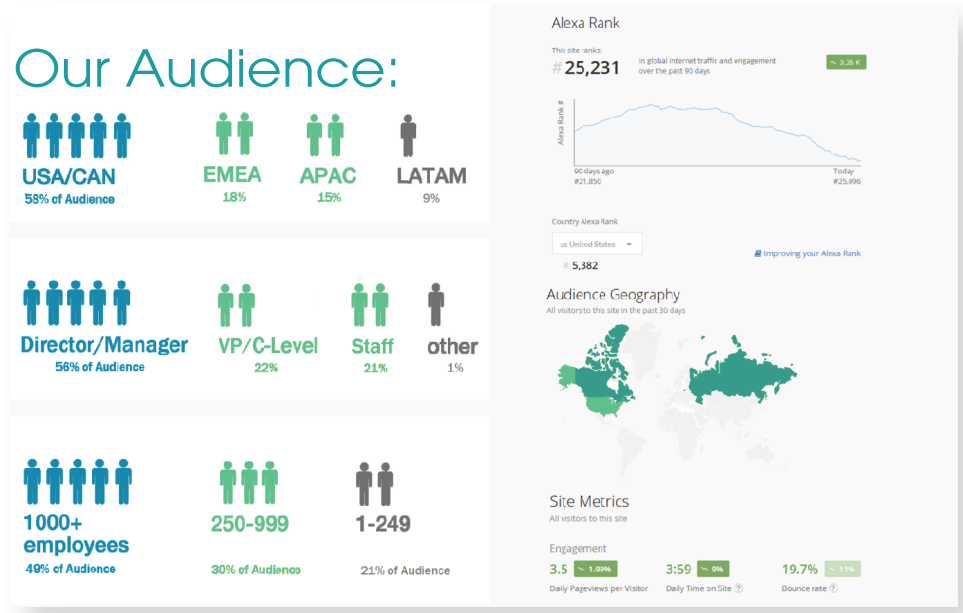
# 67 Million+

## Buisness Professionals & Decision Makers

The Knowledge Hub Media 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.



### Top Notch Traffic, Time Onsite...



# Total Reach & Audience Breakdown Percentage



INDUSTRY	AUDIENCE COUNT	% AUDIENCE
Accounting	492,201	0.72%
Advertising, Marketing, PR	856,256	1.26%
Aerospace, Defense	773,498	1.14%
Architecture, Engineering, Construction	2,235,465	3.29%
Automotive, Transportation	1,363,843	2.01%
Business Services, Consulting	8,226,145	12.11%
Agriculture, Farming	1,397,441	2.06%
Consumer Goods, Services	1,591,757	2.34%
Education, Training	4,323,968	6.37%
Energy (Oil, Gas, Coal, Renewable), Utilities	1,010,833	1.49%
Financial Services, Banking	5,119,401	7.54%
Food, Beverage	941,981	1.39%
Government	2,812,502	4.14%
Healthcare, Medical	6,925,283	10.20%
Insurance	1,048,525	1.54%
Legal, Law Firms	730,003	1.08%
Managed Service Providers (MSPs), Value-Added Resellers (VARs)	2,352,568	3.46%
Manufacturing, Materials	2,347,435	3.46%
Media, Entertainment	1,000,972	1.47%
Non-Profits, Organizations, Associations	3,618,932	5.33%
Other	854,774	1.26%
Pharmaceutical, Biotech	927,202	1.37%
Publishing	177,145	0.26%
Recreation, Hospitality	1,112,269	1.64%
Retail, Ecommerce	4,232,115	6.23%
Semiconductors	183,938	0.27%
Staffing, HR Services	491,915	0.72%
Technology - Consulting, Service Providers	2,431,085	3.58%
Technology - Hardware	860,683	1.27%
Technology - Internet	690,785	1.02%
Technology - Software	2,606,639	3.84%
Telecommunications	3,201,422	4.71%
Travel	278,541	0.41%
Wholesale, Warehousing, Distribution	687,351	1.01%
<b>TOTAL</b>	<b>67,904,873</b>	<b>100.00%</b>

JOB FUNCTION	AUDIENCE COUNT	% AUDIENCE
Information Technology	7,459,836	19.50%
Marketing, Sales	4,408,299	11.52%
Administrative	3,907,681	10.21%
Finance	3,207,487	8.38%
C-Suite, Executives	2,375,346	6.21%
Operations	2,196,129	5.74%
Medical, Scientific	2,075,075	5.42%
Research, Development	2,044,490	5.34%
Education, Training, Professional Services	2,036,983	5.32%
Customer Experience	1,950,553	5.10%
Human Resources, Talent	1,336,630	3.49%
Applications, Software, DevOps	1,198,943	3.13%
Project Management	763,642	2.00%
Legal, Compliance	749,674	1.96%
Accounting	531,236	1.39%
Purchasing, Planning, Procurement	529,369	1.38%
Public Relations	513,889	1.34%
Supply Chain, Logistics	228,612	0.60%
Media, Advertising	556,810	1.46%
Student, Retired, Other	189,190	0.49%
<b>TOTAL</b>	<b>38,259,874</b>	<b>100.00%</b>

JOB LEVEL	AUDIENCE COUNT	% AUDIENCE
Staff / Associate / Analyst / Admin / Other	15,982,044	41.77%
Manager	12,862,102	33.62%
Director	5,713,229	14.93%
Vice President / EVP	2,245,932	5.87%
C-Level / Executive Management	1,456,567	3.81%
<b>TOTAL</b>	<b>38,259,874</b>	<b>100.00%</b>

COMPANY SIZE (REVENUE)	AUDIENCE COUNT	% AUDIENCE
< \$1 Million	2,681,506	6.46%
\$1 Million - \$9 Million	6,337,606	15.26%
\$10 Million - \$99 Million	11,158,846	26.86%
\$100 Million - \$499 Million	6,324,272	15.22%
\$500 Million - \$999 Million	2,485,597	5.98%
\$1+ Billion Annual Revenue	12,553,222	30.22%
<b>TOTAL</b>	<b>41,541,049</b>	<b>100.00%</b>

COMPANY SIZE (EMPLOYEES)	AUDIENCE COUNT	% AUDIENCE
1 to 9	1,854,696	4.46%
10 to 49	4,403,689	10.60%
50 to 99	1,087,632	2.62%
100 to 249	4,704,403	11.32%
250 to 499	3,443,723	8.29%
500 to 999	3,135,336	7.55%
1000 to 4999	8,722,267	21.00%
5000 to 9999	2,303,061	5.54%
10,000+ Employees	11,886,242	28.61%
<b>TOTAL</b>	<b>41,541,049</b>	<b>100.00%</b>

# Contact Us



[info@knowledgehubmedia.com](mailto:info@knowledgehubmedia.com)

## Stay Connected



Knowledge Hub Media - YouTube

[youtube.com/channel/UCj8BXTPEtJKUtr0eC8HmbA](https://youtube.com/channel/UCj8BXTPEtJKUtr0eC8HmbA)



@KnowledgeHubB2B

[twitter.com/KnowledgeHubB2B](https://twitter.com/KnowledgeHubB2B)



Knowledge Hub Media

[facebook.com/KnowledgeHubMedia](https://facebook.com/KnowledgeHubMedia)



Knowledge-Hub-Networks

[linkedin.com/company/knowledge-hub-networks](https://linkedin.com/company/knowledge-hub-networks)