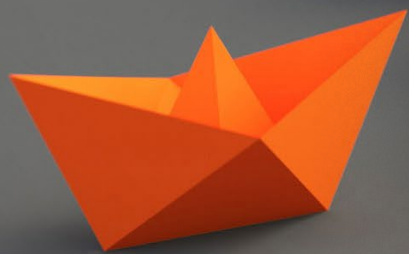


2023 Media Planner



amplify
by ANNEX

WHAT WE DO

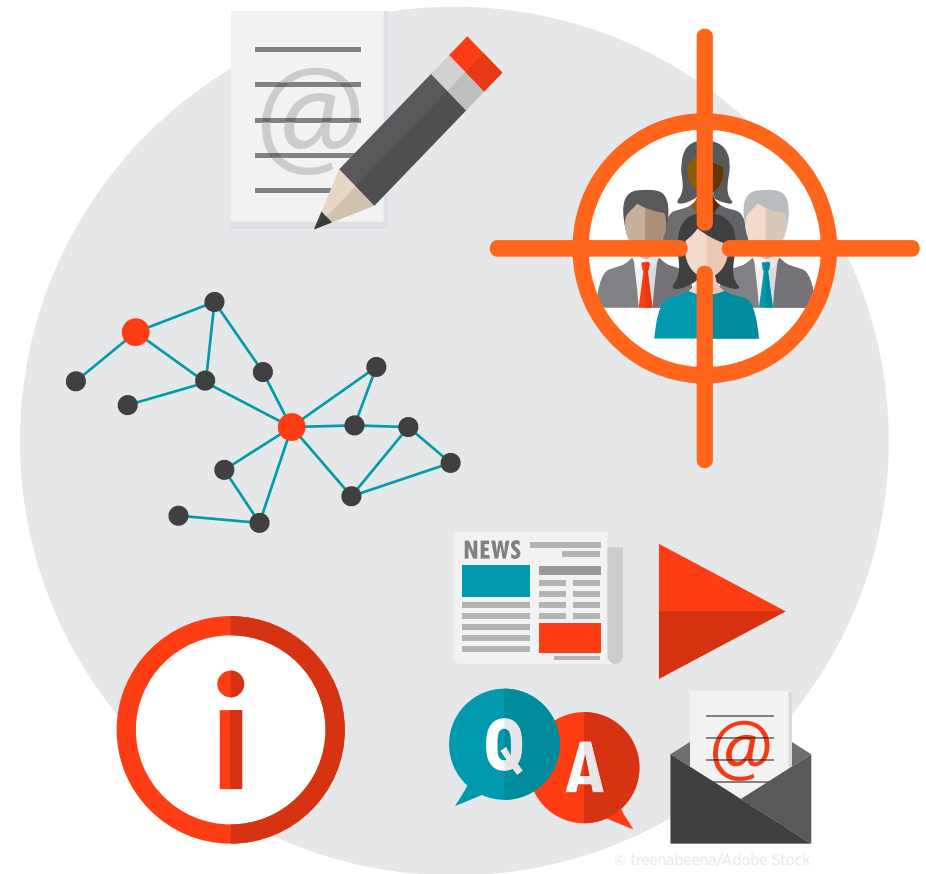


Amplify by Annex Business Media is a full-service content studio, designed to provide a seamless content marketing experience for you from start to finish. We exist to help you execute content marketing with ease.

Annex Business Media, founded in 1997, is Canada's largest B2B media publisher. We're here to facilitate conversation. Annex comprises more than 60 forward-thinking media brands, all of which are built to serve industries with timely and relevant information and resources.

We engage our audiences through events and conferences, webinars, podcasts, educational resources, targeted newsletters, print and digital offerings and help businesses tell their story through custom branded content amplified by our distribution.

Our trusted content creators will help you generate content programs that build knowledge and trust to current and future customers throughout the buying journey. Your program is fully supported by a project manager handling your campaign from start to finish.

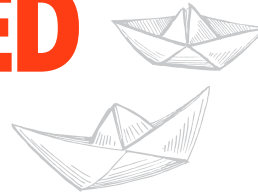


© treenabeena/Adobe Stock

annexbusinessmedia.com/amplify

For quotes and to discuss your content needs, please contact your Annex Sales Representative or our **Project Manager, Stefanie Croley**.

CONTENT AMPLIFIED



amplify
by ANNEX

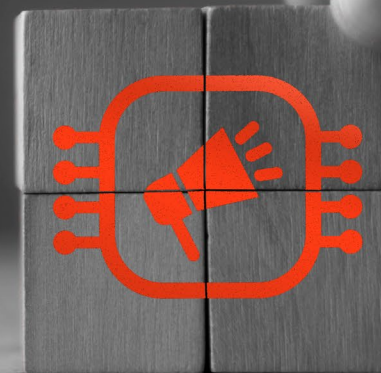
Your custom content is distributed across your chosen target audience(s) using multiple touchpoints to help build awareness, increase engagement and earn trust. Content can be in several formats, let's work together to determine the best format(s) for your goals.

- Articles
- Series of articles
- How-tos
- Research Reports
- eBooks
- Case studies
- Infographics
- Whitepapers
- Listicles
- Surveys
- Blogs
- Video
- Automated content marketing campaigns

Content that is created to reach potential customers over a longer period drives an increase in brand knowledge and recall. When we speak to the pain point of our customers with a key solution in a personalized experience, we will create a more sincere connection with our customers.

Amplify by Annex will generate business connections for you through identifying mutual interests, industry and client pain points, shared values, best management practices and thought leadership, not sales pitches. Our goal is to assist you in creating and distributing content that is curated for potential buyers at different stages of their buying journey with structured campaigns to support each phase.

annexbusinessmedia.com/amplify



AMPLIFY YOUR BRAND REACH

AND TRUST WITH EXISTING AND FUTURE CUSTOMERS BY ...



Work with our expert business journalists to create original content focused on your potential client's pain points



- We'll create long-term campaigns or custom offerings to generate leads, brand awareness and continued business opportunities
- Collaborate with our project manager, who will handle the project from start to finish, including briefing documents, writing, approvals, marketing, distribution channels and reporting

Access key decision makers

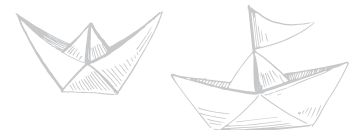


- Reach targeted readers across your preferred industry with content they need where and when they need it, and in a format they want to engage with
- Implement native advertising alongside trusted B2B content from a leading media brand

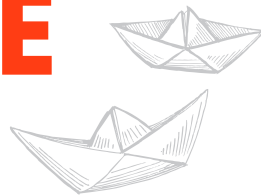
Leverage our marketing automation services



- Amplify your content reach through an omnichannel approach, strategically delivered to our qualified audience
- Position yourself as a thought leader by expanding your reach beyond our owned media through automated marketing



OUR AUDIENCE



With more than 900,000 print subscribers and 460,000 eNewsletter subscribers across our 60+ brands, our timely and relevant insights and resources keep our audience engaged. We'll use the same business journalism expertise to create premium content and share your story with our audience of decision makers.

RESOURCES/HEAVY EQUIPMENT

- Forestry
- Biomass
- Drainage
- Ground Water
- Pulp & Paper
- Construction

RETAIL

- Bakeries
- Pizza
- Rental Services

COMMERCIAL

- Security
- Aviation

AGRICULTURE

- Crop production
- Horticulture & Greenhouse
- Cannabis
- Turf
- Aquaculture
- Manure

MANUFACTURING/INDUSTRIAL

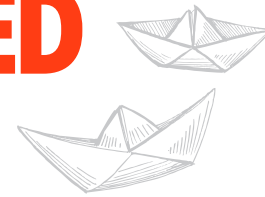
- Manufacturing
- Packaging
- Printing
- Glass
- Fenestration
- Food processing & packaging
- Plastics
- Cleantech
- Design engineering

PROFESSIONAL SERVICES

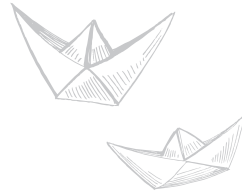
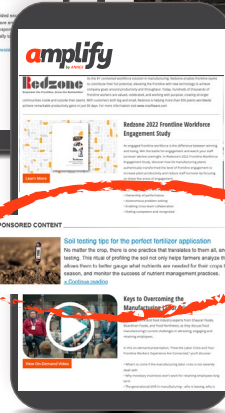
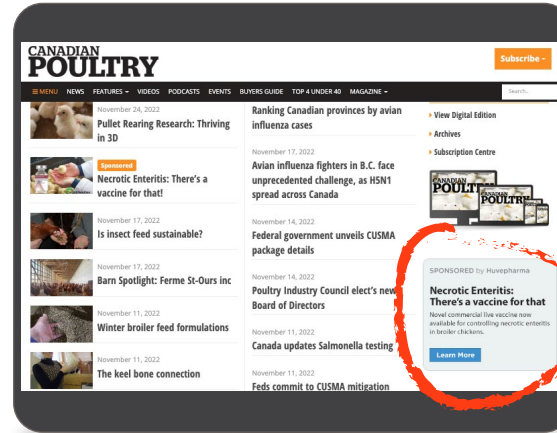
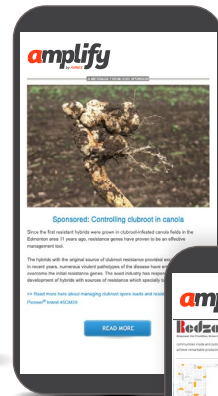
- Emergency services
(police / fire / disaster management)
- Contractor
- Consulting Engineers
- Electrical business
- HPAC
- Talent Canada
- Energy manager



YOUR BRAND AMPLIFIED



Tell your story in email, web, print, audio, video, social tactics, event marketing or in sophisticated research summaries. Align yourself and premium messaging with our qualified audience.



annexbusinessmedia.com/amplify