

**INDUSTRY  
LEADERS**

CEOS AND THEIR SUCCESS STORIES

**Media Kit**

**2024**

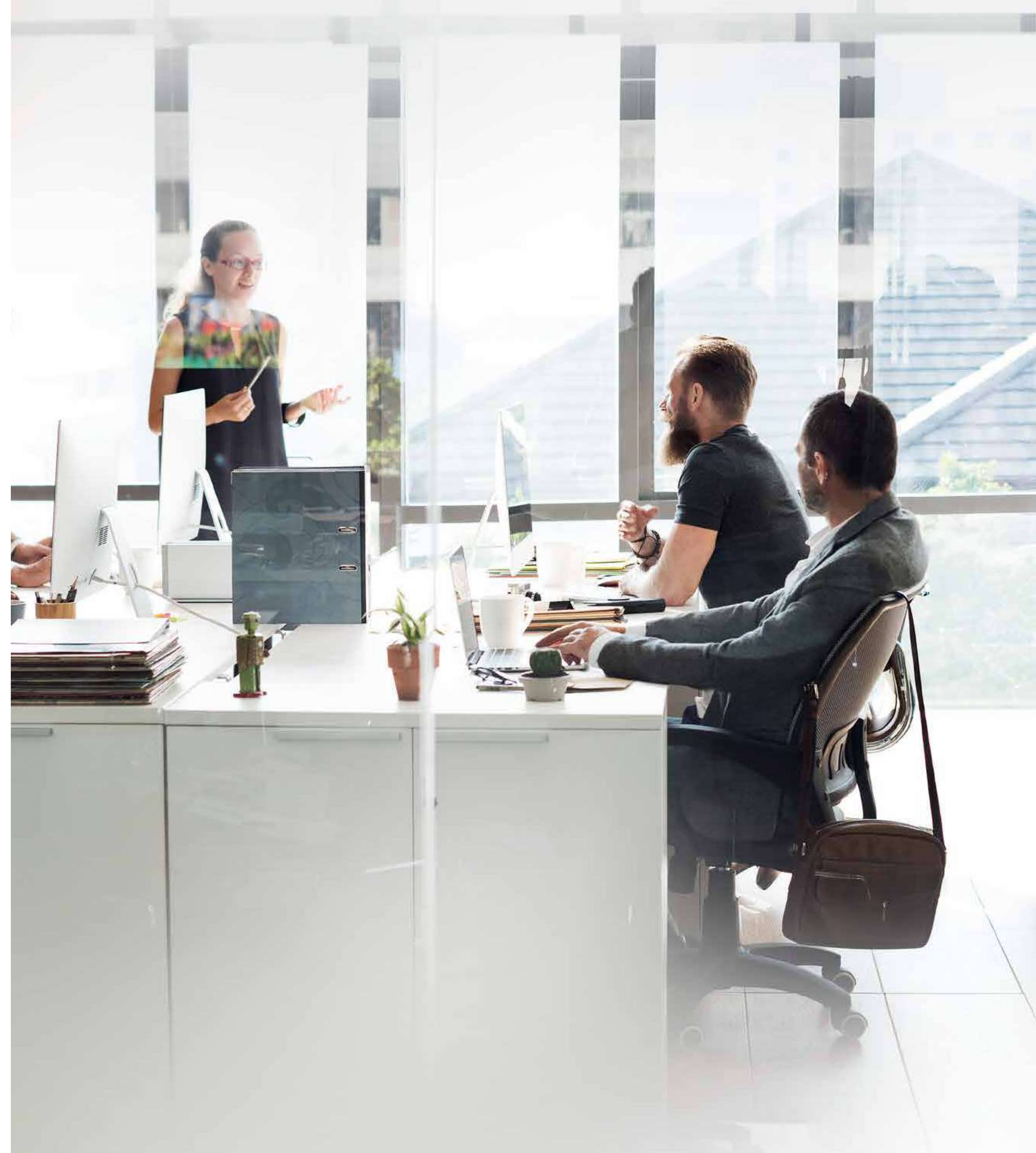
# About Us

Industry Leaders Magazine is the world's leading progressive business media brand. We are dedicated to telling the stories of the innovators and trailblazers who are shaping the future of business.

Our editorial vision is to showcase the leadership stories of companies that are disrupting their industries and changing the world. We believe that the best way to learn about the future of business is to hear from the people who are making it happen.

Our turnkey digital solutions combine the power of search, social media, and mobile technology to ensure that our content reaches your audience. We provide a comprehensive return on investment for our partners, helping them to connect with their target audience and achieve their business goals.

Together, let's shape the future of business.








# Circulation Analysis

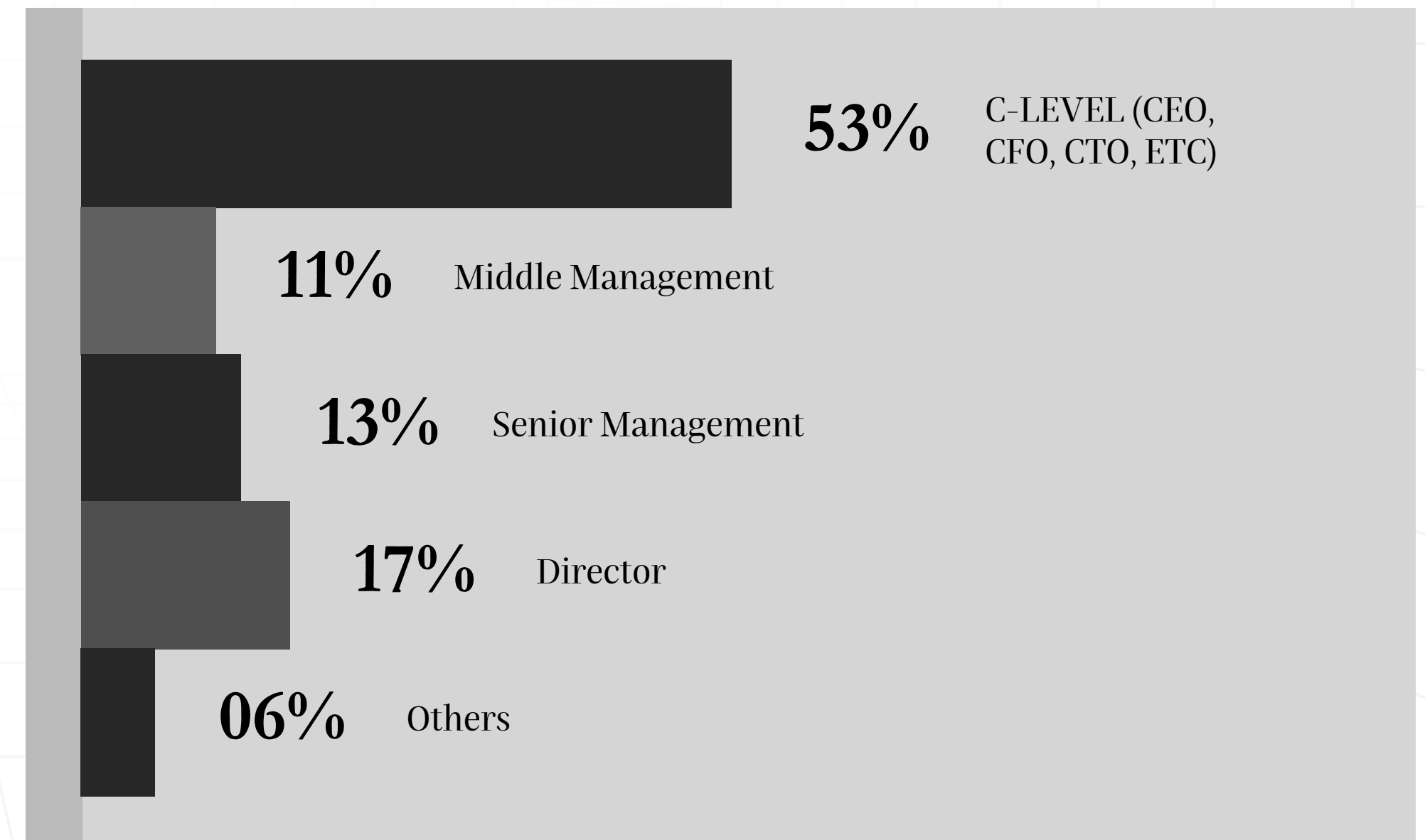
Digital Magazine, Mobile Apps, Website with full Web 2.0 Integration, Dedicated Social Media Community, Subscriber Base, Weekly Newsletter, Custom Solutions.

## TOTAL CIRCULATION

**580599** (As of 08/01/2023)

READERSHIP PROFILE // EXECUTIVE MANAGEMENT: **67%**

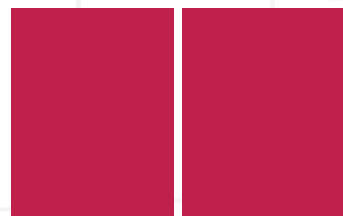
 <b>257362</b> The Americas	 <b>224756</b> Asia	 <b>17058</b> Africa
 <b>61047</b> Australia	 <b>20376</b> Europe	



# Advertising Opportunities & Specs

## MAGAZINE AD RATES

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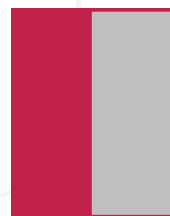
**\$8,000**

2-Page Spread



**\$5,500**

Full Page



**\$3,750**

1/2 Pg Vertical



**\$3,750**

1/2-Page Horizontal

## WEBSITE AD RATES

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**\$2,200**

Home Page Banner Ad



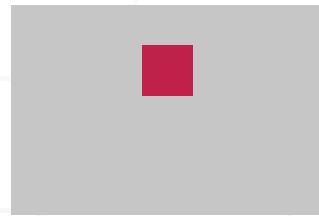
**\$1,900**

Home Page Box Ad



**\$1,100**

ROS Banner Ad



**\$800**

ROS Box Ad

## NEWSLETTER AD RATES

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**\$2,200**

Skyscraper

**\$2,000**

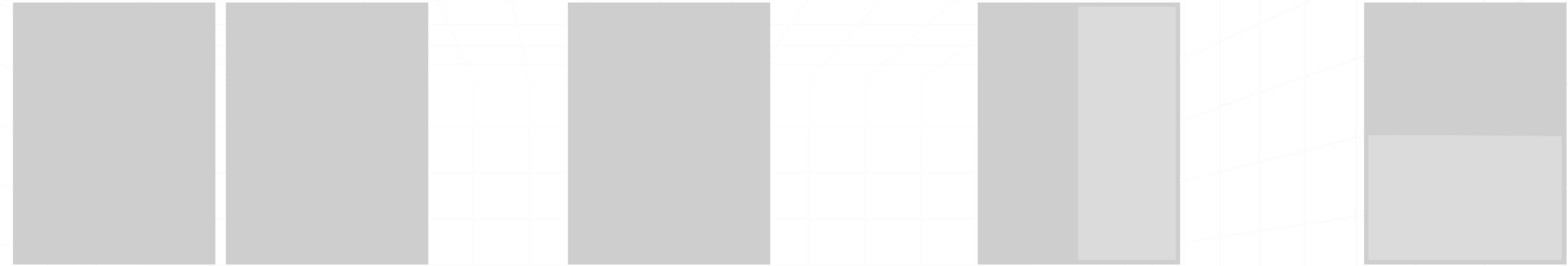
Center Banner

### Special Executions

We offer a 30% discount for advertisers appear in two issues per year and 50% for three issues.

# Ad Specifications

DIGITAL MAGAZINE SIZES (all noted as width x height)



**Type**

2-Page Spread

Full Page

1/2 Page  
(Horizontal)

1/2 Page  
(Vertical)

**Bleed\***

17.25" x 11.25"

8.75" x 11.25"

n/a

n/a

**Bleed Trim\***

17" x 11"

8.5 x 11"

n/a

n/a

**Non-bleed**

n/a

7.5 x 10"

7.5" x 4.9375"

3.6875" x 10"

## Homepage Website Banner Advertisement



**Size: 728 x 90 px**  
**| 300 x 250 px**

Homepage Website Banner Advertisements appear on the homepage at industryleaders-magazine.com and are responsive based on the platform opened (desktop, tablet or mobile). As such, all three file sizes are required to ensure clarity when viewed on each device. Homepage Website Banner Advertisements must be designed in a horizontal format and saved as a .jpeg, .png, or .gif. Maximum file size is 150 KB

## ROS Banner Advertisement



**Size: 728 x 90 px**  
**| 300 x 250 px**

ROS Banner Advertisements appear alongside the feature article posted on industryleadersmagazine.com. ROS Banner Advertisements must be designed in a square format and saved as a .jpeg, .png, or .gif. Maximum file size is 150 KB.

## E-Newsletter Advertisement



**Size: 90 x 600 px**  
**| 600 x 100 px**

E-Newsletter Advertisements appear alongside the monthly E-Newsletter sent to Industry Leaders Magazine subscribers. E-Newsletter Advertisements must be designed in a horizontal format and saved as a .jpeg, .png, or .gif. Maximum file size is 20 KB

## FILE FORMAT

InDesign (preferred), Photoshop, Illustrator; PDF is acceptable. Indicate any hyperlinks. InDesign: No bleeds; include images and fonts.

## STANDARD SPECS

Advertiser supplies the ad, or Industry Leaders Magazine can create your ad. Any supplied bitmap, vector, or PDF artwork must be 300 dpi. Minimum of 18 pt font size (depending on font style) is recommended for legibility purposes when viewing digital editions at 100%. Third party tags are not accepted. However, URL click trackers are acceptable. Advertiser supplies URL ad should link to. Email addresses can be used as a URL/Web link.

## ADVERTISEMENT REQUIREMENTS

Please remember to include your destination (click-through) URL and send all advertising materials to [jay@fastestmedia.com](mailto:jay@fastestmedia.com) or call Jay Raol at +1-888-409-1588 with further questions.

# Website Key Metrics



## 2.1M

### Average Page Views

An average of two million pages of industryleadersmagazine.com engage and inform brilliant minds with an intellectual capital and authority that no other magazine can foster.



## 6M+

### Average Time On The Site

Visitors to industryleadersmagazine.com are focused on the content spending an average of 6 minutes on our site.

# Digital // Translate Thought Leadership Into **Sales Leads**

## eNewsletter Specs

Creative is due 3 days prior to eNewsletter issue date

## Creative Specifications

Ads must be submitted in one of three formats:

Note: IFrame tags are not recommended as 50% of all e-mail browsers do not support them. Should you choose to submit this format, you may sacrifice 50% of your impressions. We suggest you submit in .gif, .jpg, or animated .gif formats.

## Banner

- 1 468 x 60 pixel .gif or .jpg banner. File must be less than 40K;\*
- 2 Or Text: Text less than 40 words;
- 3 Or Logo & Text: High resolution logo of less than 150 x 60 pixels in .gif or .jpg format, hyperlink and less than 30 words of text.

## Leaderboard

728x90.jpg or .gif only. File must be less than 40K

## Skyscraper

150x800 banner, .jpg or .gif only. File must be less than 40K.\*

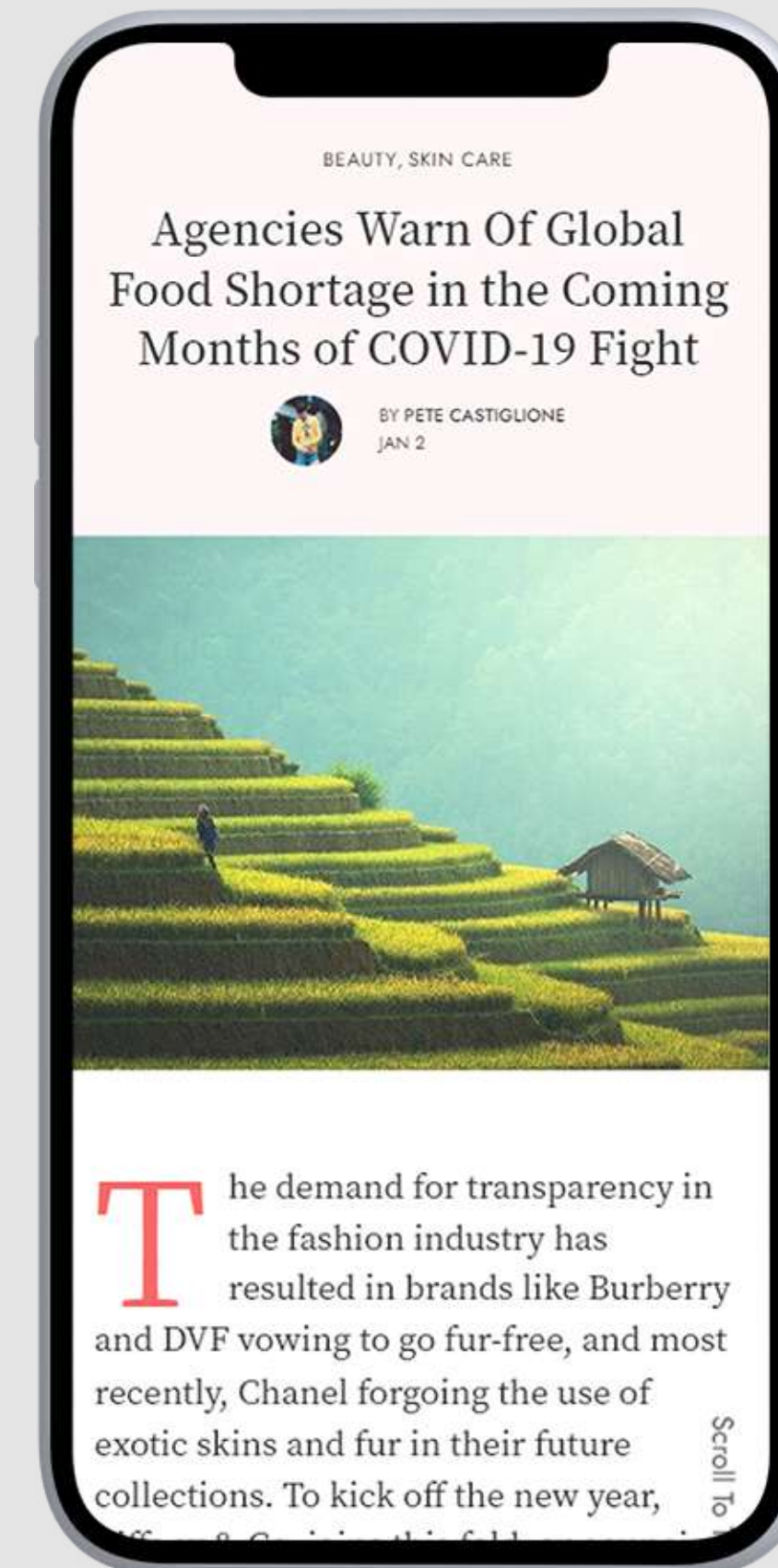
For all ads, animation is accepted only in .gif – no flash or other animation.

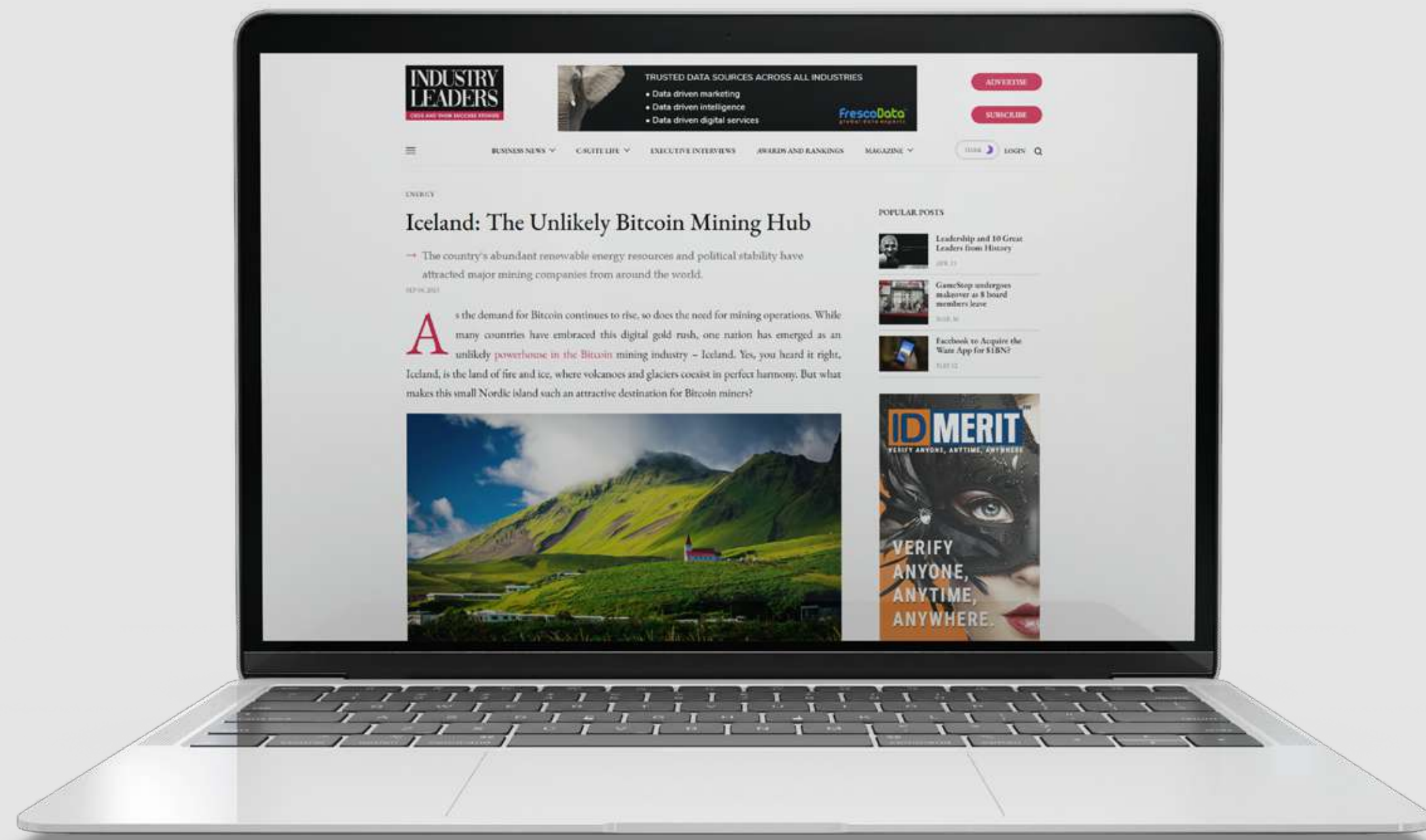
\*Maximum ad file size: charges may be incurred if ad size exceeds maximum



## Sponsored Content

DDMM onwards, Industry Leaders Magazine will be open to publishing sponsored content which will be in context with the material published in its newsletters. After thorough research of our audience's expectations from the content, we have analyzed that there is a demand for news along with information about vendors who can turn into potential advertisers. We are open to posting such stories amidst the original stories according to the client's preference.





## Co-op White Paper Email Blasts

Our sponsors can make the most of Industry Leaders Magazine's audience to strengthen their promotional might. A broad cross-section of media decision-makers can be carried out by distributing their white papers.

We assure to advertise the sponsor's logo treatment and a synopsis of all the important information that is stated in your white paper.

Industry Leaders Magazine will send out a promotional email blast around two to four times in a month to its entire audience. This email blast will consist of the logo treatment along with a synopsis of all the white paper sponsors participating.

After this, we keep a track of the delivery of these emails to the individuals who have downloaded the white paper provided so that you can use the data for further sales.

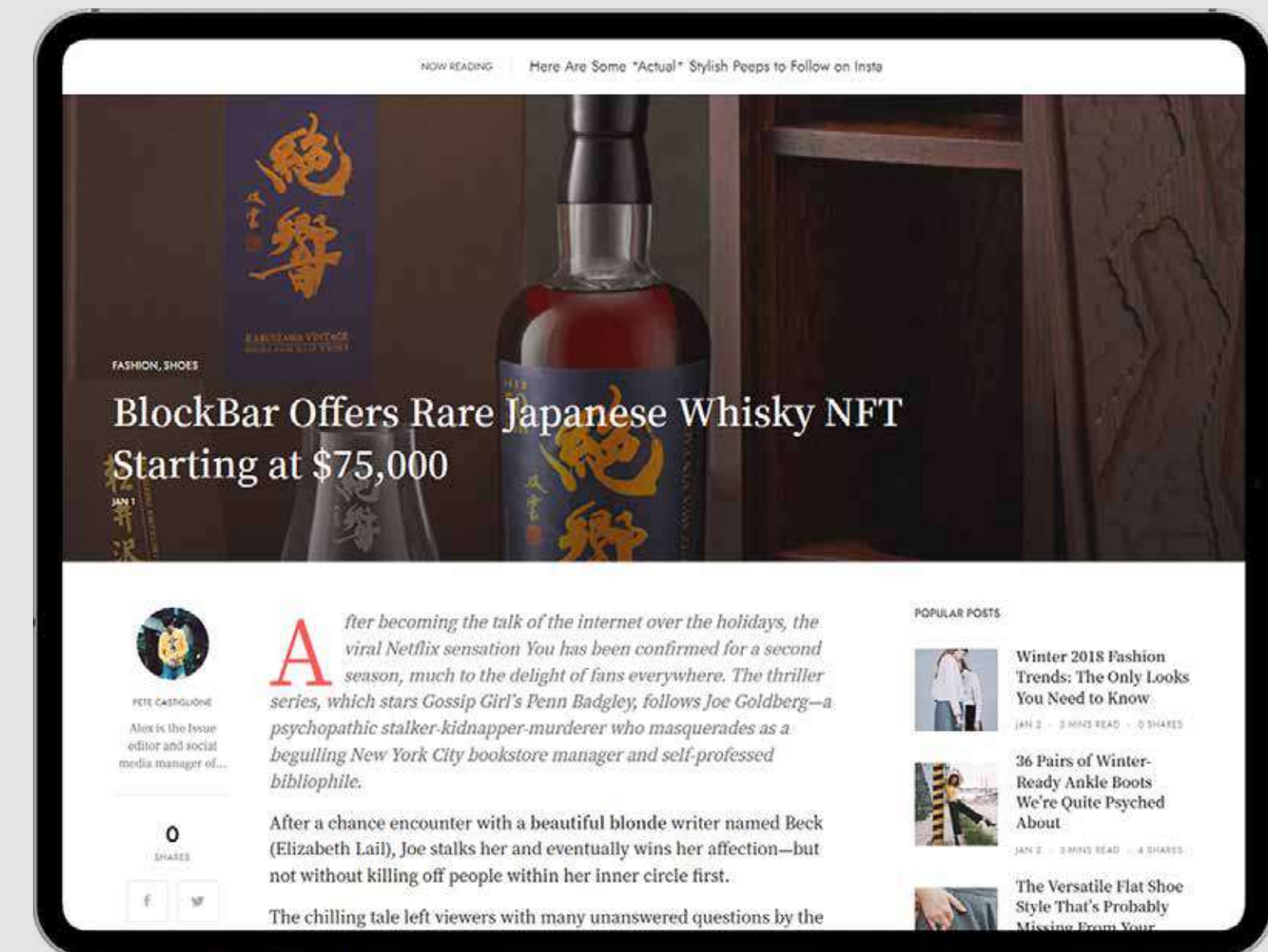
## Dedicated Email Blast

The sponsors of Industry Leaders Magazine have the facility of sending out an HTML email to our entire audience. The sponsors participating in this have complete access and creative control over the HTML, Subject Line, and Click-Redirect.

## Sponsored Webinars

The webinars held by Industry Leaders Magazine have produced impressively high amount of signups for the live presentations of the participating companies. As a result of this, Industry Leaders Magazine has earned itself a name as the leading driver of signups. We have also been rewarded with praise for the success of our promotions by bringing in a good amount of high-quality participants.

- Your webinar will showcase your logo treatment and a synopsis of essential information.
- Industry Leaders Magazine will then send out a promotional email blast to its entire audience with adequate information of the webinar along with the logo treatment and synopsis.



# Magzine Features & Description

## Executive Spotlight

Who are the movers and shakers in business? Executive Spotlight profiles top executives and their insights on business leadership.

## CEO Corner

What's on the mind of the CEO? CEO Corner is a Q&A with CEOs of leading companies on their strategies for success.

## Cover Story

Cover Story is our flagship feature, providing in-depth reports on the most important stories today.

## Innovator Insights

This feature shines light on phenomenal men and women in the C-Suite, their career defining achievement which is indubitable from their juggernaut magnetism, forward thinking leadership, and their passion to break open the traditional limitations.

## Navigating the Global Market

Learn how to make the most of the global economy and reach new customers around the world.

# Magzine Features & Description



## Strategies for Growth

The hallmark of progressive ideas, astronomical vaults, and brisk dynamics at play in businesses aiming for moonshot success.

## Big Ticket

Big Ticket features every aspect of stylish living blended with the best of taste and sophistication.

## Executive Perspectives

Executive Perspectives features commentary from leading experts on the latest business issues, providing insights and analysis on the most important topics in business.

## Events & Conferences

Calendar listing our top picks for the best conferences, seminars, meetings, webinars, and more.

## Money Talks

Money Moves provides analysis of the latest financial trends and how they impact businesses, providing tips on how businesses can manage their finances and make sound financial decisions.



# Editorial Calendar

## MARCH 2024

Artwork Deadline: 02.24.2024

Publication Date: 03.01.2024

### Cover Story

From Startup to Market  
Dominance: 10 CEO's  
Playbook for Scaling a  
Business

### Executive Spotlight

Executives Leading in the  
Digital Age

### Money Moves

Best Banks for HNWI

### Big Ticket

Beyond the Boardroom: CEOs  
Share Their Passion for Collecting  
Fine Art and Antiques

## JUNE 2024

Artwork Deadline: 05.24.2024

Publication Date: 06.01.2024

### Cover Story

Empowering the  
Workforce: Unveiling  
10 CEO's Leadership  
Philosophy

### Executive Spotlight

A Successful Executive Shares  
Strategies for Transformation  
Leadership

### Money Moves

Weathering Market  
Turbulence: Insights  
from CEOs on Building  
Financial Resilience

### Big Ticket

Fine Wine and Spirits: Exploring  
the World of CEO-Selected  
Beverages and Cellars

# Editorial Calendar

## SEPTEMBER 2024

Artwork Deadline: 08.24.2024

Publication Date: 09.01.2024

### Cover Story

Leading with Purpose:  
CEO's Commitment  
to Corporate Social  
Responsibility

### Executive Spotlight

5 Executives on Building a  
Resilient and Agile Organization

### Money Moves

Navigating Tax  
Regulations

### Big Ticket

Sustainable Luxury: CEOs  
Championing Eco-Friendly  
and Ethical Living

## DECEMBER 2024

Artwork Deadline: 11.24.2024

Publication Date: 12.01.2024

### Cover Story

The 2024 Executives of  
the Year Awards Finalists  
Revealed

### Executive Spotlight

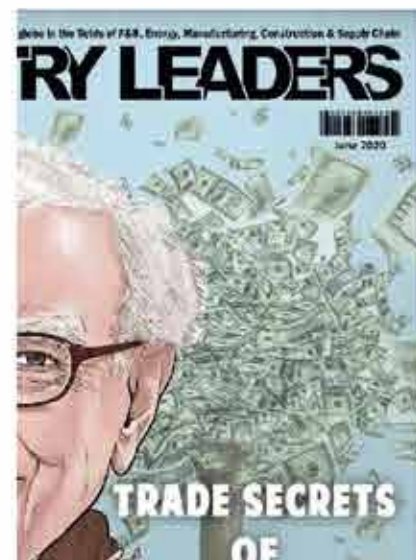
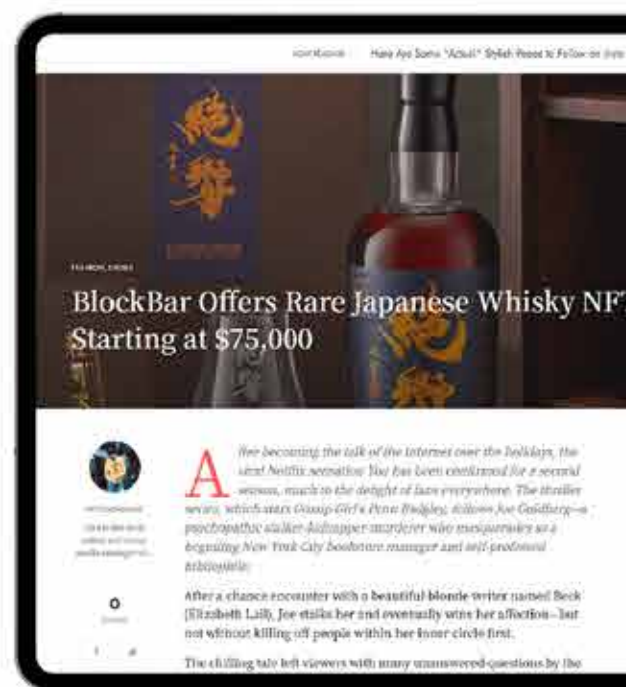
The Power of Inclusive Leadership

### Money Moves

M&As: Strategies to  
Drive Successful  
Financial Integration

### Big Ticket

Unveiling Extravagance: CEOs'  
Personal Stories of Their Most  
Opulent Purchases



# Contact

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