2025 MEDIA KIT

ISE ICT SOLUTIONS & EDUCATION

TRANSFORMING TELECOM NETWORKS

ISE EXPO ICT SOLUTIONS & EDUCATION
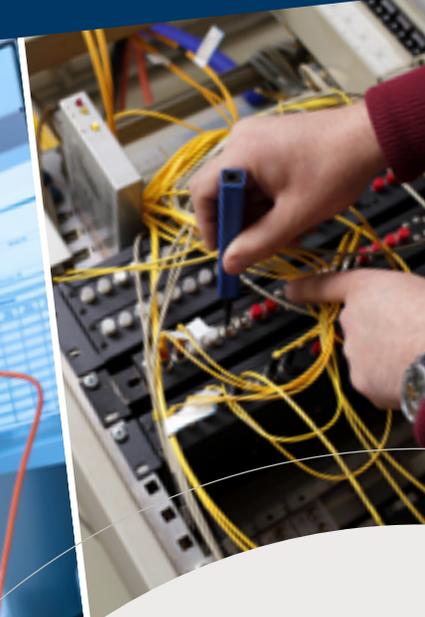
ENDEAVOR BUSINESS MEDIA

AUDIENCE INSIGHTS

[View our **Audience Engagement Report**]

Unprecedented broadband network investments require innovative solutions and education for fixed and mobile networks. *ISE Magazine*, www.isemag.com and *ISE EXPO* showcase the technological solutions and education that network professionals rely on as they plan, build, operate and maintain Communications Service Providers' broadband networks.

AVERAGE MONTHLY REACH

52,688

REACH DECISION-MAKERS

66%

BUSINESS & INDUSTRY SERVED

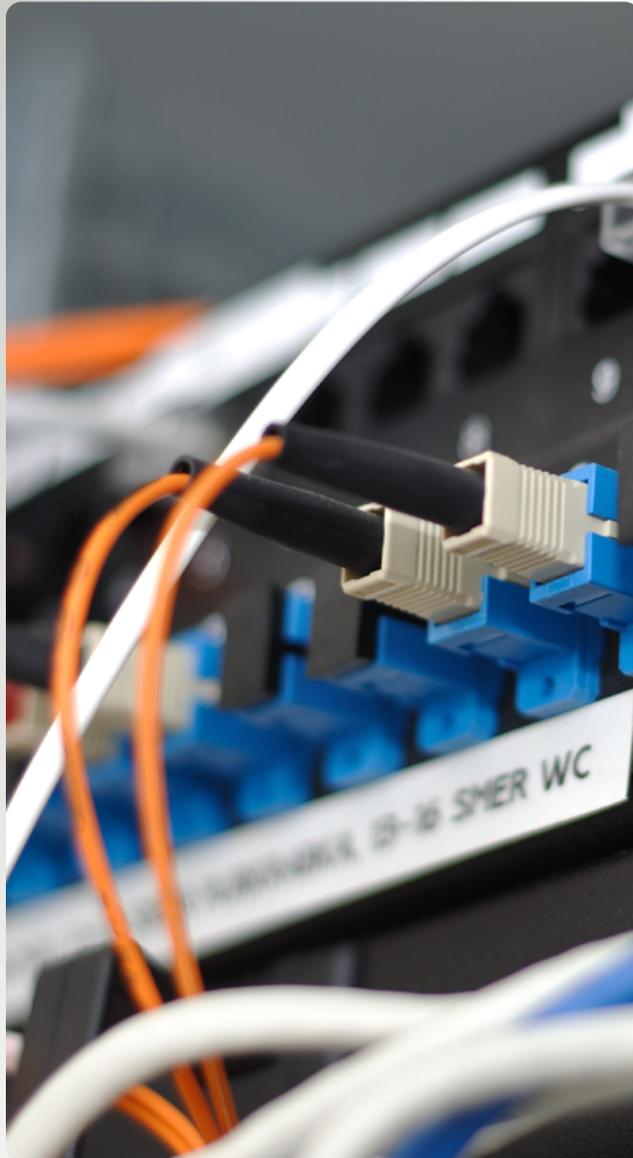|	
Tier 1,2,3,4 Telecom/Rural Providers/Dark Fiber & Infrastructure Services/Cable/MSO	50%
Consultant Firms/Contractors/EF&I/Education/Research Firm	20%
Manufacturer/Supplier/Distributor	15%
Utility/Municipality/Gov't/Military	7%
Data Center/Cloud Hosting	4%
Other	4%

JOB TITLE

Management	35%
Engineering/Design	26%
Construction/Install/Ops	22%
Other	10%
IT/Information Systems	7%

The Audience Engagement Report provides an integrated view of the ISE Magazine community. The data provided within is the 12-month engaged audience obtained via internal and third party sources, including Google Analytics and Omeda. Total reach is the sum of average site visits, newsletter recipients, magazine subscribers, and social media audience. No attempt has been made to identify or eliminate duplication that may exist across media channels.

TOP COMPANIES THAT ENGAGE

verizon✓   AT&T

T Mobile   Google

WINDSTREAM   LUMEN

TDS   Consolidated communications

zayo   FRONTIER

AUDIENCE ENGAGEMENT

[View our **Audience Engagement Report**]

ISE ICT SOLUTIONS & EDUCATION

ISE EXPO ICT SOLUTIONS & EDUCATION

AVERAGE MONTHLY SESSIONS

11,025

AVERAGE UNIQUE MONTHLY VISITORS

8,629

AVERAGE MONTHLY PAGE VIEWS

27,378

COMBINED SOCIAL REACH*

6,059

ENEWSLETTER REACH

19,604

AVERAGE TOTAL OPEN RATE

43.70%

DESKTOP VISITORS

79.0%

MOBILE VISITORS

21.0%
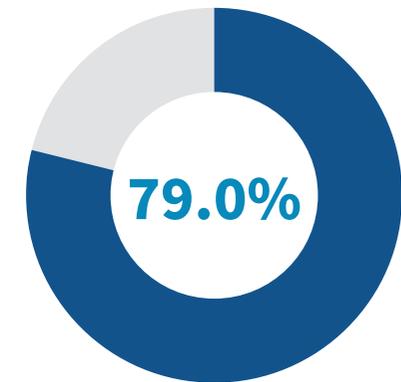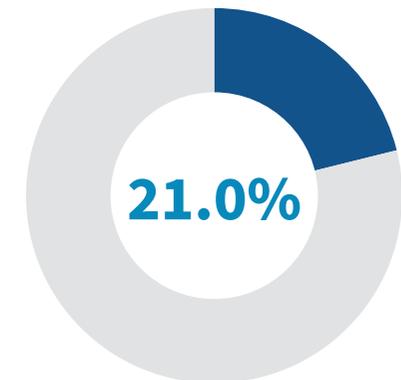
* Social media metrics are snapshots from each page on June 30, 2024

Digital Infrastructure

ENDEAVOR BUSINESS MEDIA

ISE ICT SOLUTIONS & EDUCATION

ISE EXPO ICT SOLUTIONS & EDUCATION

TRANSFORMING CONNECTIVITY, INFORMATION EXCHANGE, AND DIGITAL NETWORKING

CABLING Installation & Maintenance

Delivering practical, actionable information to professionals responsible for the specification, design, installation and management of structured cabling and wireless systems serving enterprise, data center, and outside-plant environments, *Cabling Installation & Maintenance* focuses on the following aspects of the trade: system design and installation practices, standards development and evolution, product and system capabilities, technological developments, and applications that rely on high-performance cabling systems.

Targeted Audience

Network/data center management personnel, project managers, design engineers, installers and technicians, consultants in organizations that provide design/installation services, and end-user organizations that own and operate data networks.

MORE INFORMATION

DATA CENTER Frontier

Charting the future of data centers and cloud computing, *Data Center Frontier* writes about what's next for the internet, and the innovations that will deliver what's next. Focused on the facilities that power the cloud, and the people who build those facilities, *Data Center Frontier* explains to its audience the importance of how and where these facilities are constructed, how they are powered, and their impact on the world's communications as well as their impact on the facilities' immediate surroundings.

Targeted Audience

Operators of hyperscale, colocation, and enterprise data centers; corporate-management executives in organizations that lease space or compute functionality from host data centers; design and engineering professionals in companies that construct data center facilities; integrators.

MORE INFORMATION

LIGHTWAVE + BTR

Optical technology continues to change the way the world communicates and works. Since its founding, *Lightwave+BTR* has been the trusted source for information about optical products, systems, subsystems, and applications. *Lightwave+BTR* is uniquely positioned to address multiple industries, reaching the professionals within them that engineer, design, integrate, and manage optical networks, systems and subsystems. Among those industries is broadband services, for which *Lightwave+BTR* recently bolstered its coverage with the incorporation of Endeavor Business Media's *Broadband Technology Report*.

Targeted Audience

Corporate and technical management within service provider organizations that use optical networks to deliver services; network management professionals within end-user organization that own and operate in-house optical networks; technical professionals within companies that manufacture network equipment and systems incorporating optical components.

MORE INFORMATION

ISE ICT SOLUTIONS & EDUCATION

For more than 40 years, *ISE* (ICT Solutions & Education) has been connecting network evolution professionals with innovative solutions and concise education to help them remain relevant in the rapidly changing information communications technology (ICT) landscape. *ISE* is the brand telecom, broadband, and ICT providers trust to educate their network evolution professionals in planning, building, operating, and maintaining their networks. Focusing on news and best practices, ISE covers the full spectrum of issues that affect network evolution including FTTx, core networks, network reliability, cybersecurity, AI, testing, wireless networks, engineering and construction, professional development and more.

Targeted Audience

Corporate, engineering, and operations executives within communications service providers, including internet service providers; engineer, furnish, and install (EF&I) contractors; executives within rural and municipal broadband providers.

MORE INFORMATION

ISE ICT SOLUTIONS & EDUCATION

ISEEXPO ICT SOLUTIONS & EDUCATION

Technical & Content Expertise

Delivering technical and editorial expertise that ensures content is accurate, engaging, and focused on the topics that professionals need to know in today's rapidly changing business environment.

Content Ambassador

SHARON VOLLMAN
svollman@endeavorb2b.com

Sharon Vollman serves as Content Ambassador for *ISE EXPO* and *ISE Magazine*, where she spearheads conference content development and partners with telecom network executives to deliver engaging keynote presentations. With a deep commitment to industry education, Sharon has become a trusted advocate for the ISE community, creating educational partnerships with major network providers such as AT&T, Verizon, Lumen, TDS Telecom, Brightspeed and others throughout her tenure.

Executive Editor

JOE GILLARD
jgillard@endeavorb2b.com

Joe Gillard is a media professional with over 10 years of experience writing, editing, and managing the editorial process across an array of innovative industries. Joe strives to deliver the best possible editorial product by focusing on the needs of the audience, utilizing the data available, and collaborating with a talented team.

Managing Editor

LISA WEIMER
lweimer@endeavorb2b.com

Lisa Weimer has held various positions during her 20+ years with *ISE*. As Managing Editor, she is dedicated to the organization, communication, writing, editing, and managing the editorial process from start to finish. She manages the *ISE* social media platforms and has expansive knowledge of www.isemag.com.

Ideation & Development

Collaborate with our topic experts to develop content that will attract target audiences, validate market perceptions and ensure content marketing success.

Data & Insights

Deep industry knowledge paired with data and insights from analytic tools allows us to leverage metrics that help our clients create compelling content, position it in the right channel, to the right audience, at the right time.

The mission of *ISE Magazine* and *ISE EXPO* is twofold:

• Educate the information and communications technology (ICT) industry about fixed and mobile infrastructure trends, best practices, and new technologies—from the Cloud to the end user.

• Connect global vendor partners with key provider buyers and decision-makers using platforms including advertising, branding, lead-generation, live events, social media and thought leadership. Decision-makers from the boardroom to the trenches trust ISE—and have done so for over 30 years.

[View our **Contributor Guidelines**]

KEY FOCUS AREAS

Source: ADB
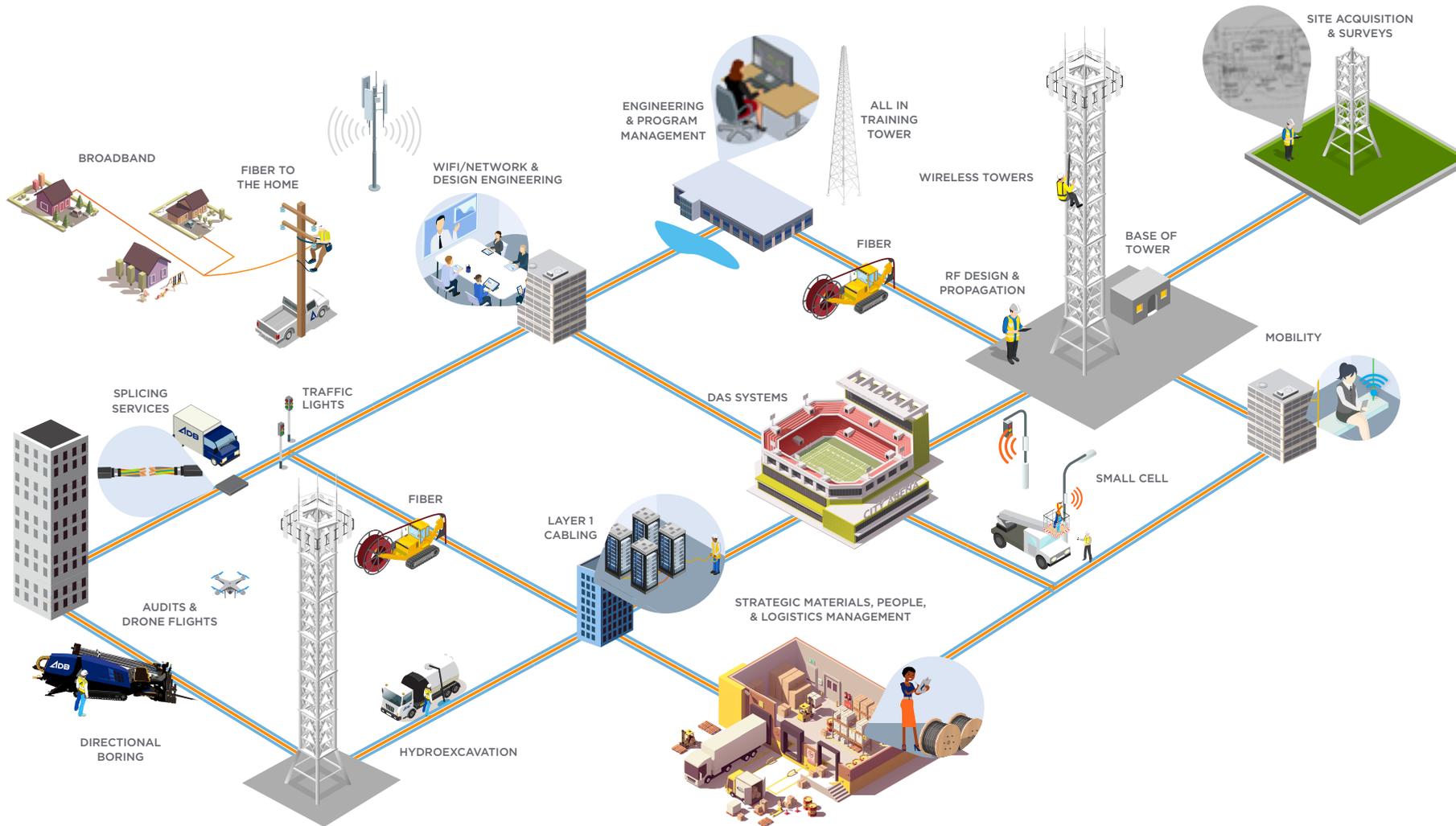
- **FTTx/Optical Networks**
- **Core/Legacy**
- **Industry Trends & Research**
- **Public Private Partnerships (P3)**
- **Network Reliability/Cybersecurity/ Testing/Assurance/Safety**
- **C&E/NetDev Ops/GIS/ Open-Source Networks**
- **Network Transformation/Edge Compute/Automation/IoT/URLLC**
- **5G/6G & Fixed/Mobile Evolution**
- **Professional Development/ Leadership**
- **AI in Telecom**
- **BEAD**
- **BABA**

2025 EDITORIAL CALENDAR

ISE ICT SOLUTIONS & EDUCATION

ISE EXPO ICT SOLUTIONS & EDUCATION
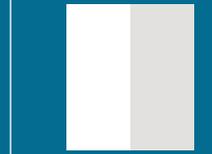
[View our **MAGAZINE ARCHIVE**]

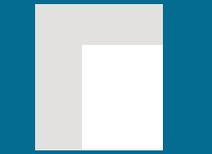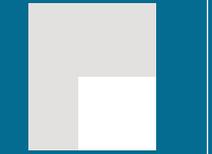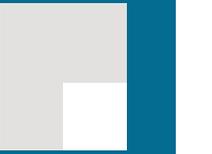| In Every Issue:	Editor's Note/Fiber Optic Expert/Industry Trends/Professional Development/ Cyber Security Expert

ISSUE	CONTENT	BONUS DISTRIBUTION (SUBJECT TO CHANGE)	ON-TOPIC REPORTS	WEBINARS	AD CLOSING	MATERIALS DEADLINE
SPRING MARCH/APRIL	**BUYER'S GUIDE** BEAD & BABA, rural broadband construction	Fiber Connect OFC Connected America		**Jan:** Predictions for 2025 **Feb:** Construction efficiency **Mar:** Fiber network maintenance **Apr:** Advances is fiber technology	2/12/25	2/20/25
SUMMER JUNE/JULY	**ISE EXPO SHOW ISSUE** ISE EXPO show guide and announcements, the latest in fiber technologies	ISE EXPO		**Jun:** What's next for GIS? **Jul:** Permitting simplified **Aug:** Network convergence challenges	6/10/25	6/17/25
FALL SEPTEMBER/ OCTOBER	**PRODUCT SHOWCASE ISSUE** Company profiles, 2026 CAPEX planning, Salary Survey	SCTE, ECOC		**Sep:** Telecom success with AI **Oct:** Accelerating the build	8/12/25	8/20/25
WINTER NOVEMBER/ DECEMBER	**BEST OF ISSUE** Top 20 technologies, Women in Telecom, Leaders & Legends awards, Top Articles, 2025 Predictions			**Nov:** Powering the efficient network **Dec:** Looking back and looking ahead	10/8/25	10/16/25

*Months, themes, and topics are subject to change at the editors' discretion.

MAGAZINE RATES & SPECS

[View our **MAGAZINE ARCHIVE**]

AD SIZE	FULL PAGE SPREAD	FULL PAGE	1/2 PAGE			1/3 PAGE		1/4 PAGE
			HORIZONTAL	VERTICAL	ISLAND	VERTICAL	SQUARE	VERTICAL
TRIM (W × H)	16.5" x 10.75"	8.25" x 10.75"	8.25" x 5.25"	4" x 10.75"	===	2.75" x 10.75"	===	===
TRIM WITH BLEED	16.75" x 11"	8.5" x 11"	8.5" x 5.5"	4.25" x 11"	===	3" x 11"	===	===
LIVE	15.5" x 9.75"	7.25" x 9.75"	7.25" x 4.75"	3.5" x 9.75"	4.75" x 7.25"	2.25" x 9.75"	4.75" x 4.75"	3.5" x 4.75"

MULTIMEDIA, DIGITAL, AND PRINT ENHANCEMENTS AVAILABLE

ASK YOUR SALES REP TO LEARN MORE

AD SIZE	Rate
Full Page Spread	$10,800
Full Page	$6,800
1/2 Page Island	
1/2 Page Vertical	$5,100
1/2 Page Horizontal	
1/3 Page Square	
1/3 Page Vertical	$3,400
1/4 Page	$2,300
1/4 Page - Product Showcase	$800

Publication trim size: 8.25 x 10.75 inches
* Ads with bleed – extend bleed 0.125 inches beyond the trim.
* All live matter not intended to bleed should be kept 0.25 inch from trim. Spread ads should allow a total of 0.1875 inch safety in gutter.

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

Multi-Page and Inserts: Contact Account Manager for Rates and Specifications

Printing Method: Web Offset

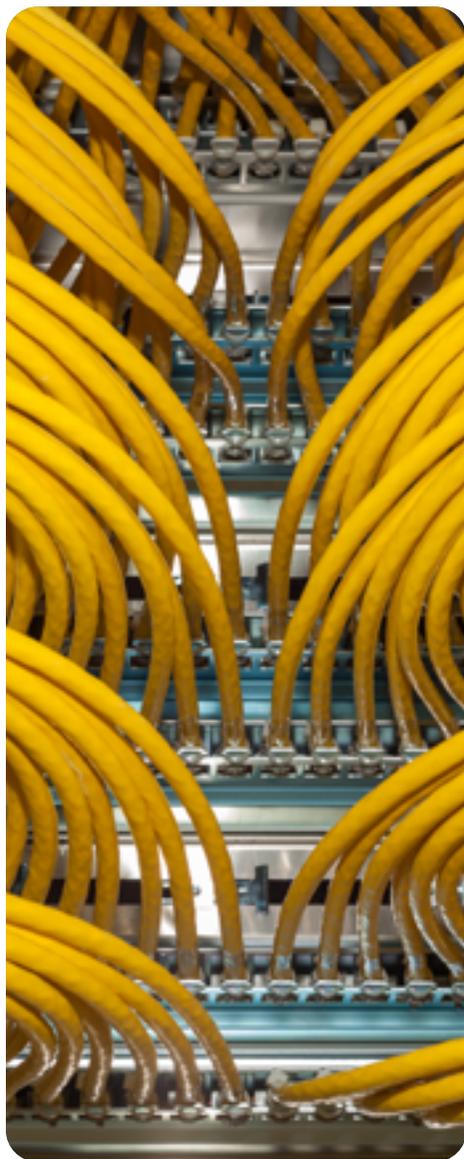**PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR TO:**

Melissa Meng, Print Ad Services Manager
mmeng@endeavorb2b.com

+ RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.

FEATURED ARTICLE SPONSORSHIP

EBLAST

AD ROAD-BLOCK

Feature Article Sponsorship aligns your company's technology solution with the respected content of *ISE*. With only one available per feature, this exclusive opportunity cements your brand as a leading solution provider on a specific topic or area of specialization.

DELIVERABLES INCLUDE:

- A targeted eblast to 10,000 promoting the feature article and your Brand
- A "ad road-block" of your Company's ads on the article landing page for 5 weeks
- Social media posts promoting the article to drive engagement
- Distribution of the feature article in *ISE's* weekly newsletter to drive engagement
- Metrics include: article pageviews; unique users; pageviews/user; banner ad CTR respected

To take advantage of this exclusive opportunity, keep an eye out for our monthly editorial lineups to confirm topic availability or contact your sales manager for pricing and availability.

DIGITAL & NATIVE ADS

Advertising that reaches decision-makers in the moment.

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

84%
OF ISE'S AUDIENCE SAID
THEY ENGAGE WITH THEIR CONTENT ONLINE
(isemag.com, enewsletters, digital publication)

Source: ISE's Annual Audience Survey 2022

Digital Banners [Run-of-Site]

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

Leaderboard	In-article Video
Billboard	In-banner Video
Sticky Leaderboard	Native Ad
Medium Rectangle	In-article Premium
Half Page	In-article Flex

[View our **DIGITAL BANNER AD SPECS**]

Submission Information

Materials Due: Seven business days prior to publication.
Send Creative to: webtraffic@endeavorb2b.com

Native Advertising

Promote your high-performing content on our brand site through native ad placements and benefit from your ad matching the design and feel of the site's content. *Native ads are labeled as Sponsored Content.*

Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

NEWSLETTERS

Established frequency, trusted content, and engaged audiences.

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

ISE Insider

Weekly digest of the latest telecom news and education to guide professionals into the evolving future of networks. Covering fiber, wireless and 5G, cybersecurity, AI, and much more. **Weekly on Wednesday.**

ISE Spotlight

Focusing on ISE educational offerings, industry research, provider updates, executive insights, and upcoming industry events. **Third Thursday of Every Month.**

Net Per Issue

Product Showcases $650

Materials due: Seven business days prior to publication.

Send creative to:
webtraffic@endeavorb2b.com

* Audience Engagement Report 2024

EDITORIAL WEBINARS CALENDAR

JAN | PREDICTIONS FOR 2025

Industry insiders weigh in on what to expect for 2025, following a year of uncertainty. How will BEAD shape up? Will AI deliver on its promises? Will FWA, cable, and satellite gain ground, or will fiber become increasingly widespread? Found out what top industry minds predict for the year ahead.

FEB | CONSTRUCTION EFFICIENCY

Speed to market and reducing costs will be essential in expanding fiber networks and getting ROI on deployments. We will break down methods to improve efficiency, such as AI and automation, communication, and other ways of streamlining, eliminating redundancies, and mitigating wasted resources.

MAR | FIBER NETWORK MAINTENANCE

What level of maintenance is actually required for fiber networks? It's not like a car that needs constant oil changes and replacement of parts. Clean cables and connectors are important, but can routine maintenance be an unnecessary risk? Find out what the experts say about maintaining (or not maintaining) your network, and what can be done to prevent outages before they occur.

APR | ADVANCES IN FIBER TECHNOLOGY

See what's on the cutting edge of fiber developments, and what innovations have been in the works to meet the demand for bandwidth and low latency from consumers, businesses, and the explosive growth of data centers. Take a close look at the new tech that's now available, or soon to be.

MAY | OVERCOMING PLANNING CHALLENGES

A significant portion of the work in any deployment happens in the planning stage, long before any fiber is installed. What are some of the challenges that arise when assessing the needs of the network? What

about partnership challenges, funding and financial considerations, or geographical complications? Or just getting everyone involved on the same page? Learn common challenges and how to overcome them

JUN | WHAT'S NEXT FOR GIS?

GIS technology has been around for a while now, and has become an absolutely essential part of planning, designing, and constructing your fiber network. And if it wasn't already important, it's set to be even more so with smart city growth, expanded rural networks, software integration, and developments in AI. Find out what's next for GIS and how it will be used in new ways in the coming years.

JUL | PERMITTING SIMPLIFIED

The permitting process is a marvel of complexity, varying from location to location, which makes any simple approach difficult. But there are basic strategies to make sure that you always go into the process prepared, so that all goes as smoothly and efficiently as possible. What are the boxes to check to achieve this? Who should be involved and when? Here's what you need to know that can be applied again and again to ensure fast-as-possible approval for your project.

AUG | NETWORK CONVERGENCE CHALLENGES

For some telcos, the benefit to providing both mobile and fixed broadband offerings is clear: gaining more subscribers by offering more services more people. But this has to be done while still offering the best possible service under one brand, whether the customer is at home or on the road. But this convergence of services comes with many challenges. What are they and how can we address them to ensure a future where providers can offer the best broadband to all subscribers, independent of location or technology?

SEP | TELECOM SUCCESS WITH AI

How AI is utilized is different for each industry. For telecom, the use of AI, GenAI, and machine learning is going to be unavoidable in the

coming years. Test cases are now out there for some uses, and other applications are being figured out as we speak. From customer service to RAN-AI, learn about how telecom companies of all sizes can make the best use of the technology right now and in the coming years.

OCT | ACCELERATING THE BUILD

Empower yourself to eliminate inefficiencies and learn about what innovations and best practices can speed up your build. From AI, to permitting, to training the workforce, this webinar will cover everything within your power to accelerate your build, meet deadlines, and allow you to maximize your expansion goals.

NOV | POWERING THE EFFICIENT NETWORK

As the network evolves, so do the concerns about power and efficiency. The 5G evolution, the expansion of fiber, and the rapid growth of data centers all require critical thinking about power. Learn about what renewable energy's role will be in telecom networks of the future, what network transformation and AI will mean for power, and how our networks can survive disruptions from natural disasters.

DEC | LOOKING BACK AND LOOKING AHEAD

What did we learn in 2025? How did BEAD progress? Did the lofty predictions for 2025 come true? Which ones didn't and why? What will 2026 look like for telecom? What is the state of 5G? How is the fiber expansion going? These are some of the questions we'll be taking on in this broad, end-of-year look at the state of things, and what it means for the world, and for your teams and organizations in this exciting industry.

BUYER'S GUIDE

16,000 print, digital and web readers looking for effective and cost-efficient solutions to their network pain points.

PACKAGES RUN ONLINE FOR ONE YEAR	PLATINUM	GOLD	SILVER	BRONZE
Profile	Contact information, unlimited description, back links to your site	Contact information, unlimited description, back links to your site	Online - 50-word description	Online - 50-word description
Product Categories	Unlimited	Unlimited	6	3
Branding	Print issue: listing with logo & 50-word description	Print issue: listing with logo & 50-word description	Print issue: listing with logo & 50-word description	Print issue: listing with logo & 50-word description
Social	Social links in profile	Social links in profile	Social links in profile	None
Promotion	Exclusive email promotion, product entry in quarterly ENL	Exclusive email promotion, product entry in quarterly ENL	None	None
Products	Unlimited	Unlimited	6 products, no limit on words, images and URLs	3 products each with 75 words, 1 image, 1 URL
Press Releases	Unlimited	Unlimited	10 press releases, no limit on words, images and URLs	3 press releases each with 1 image and 1 URL
Video	YouTube video feed, unlimited video postings	YouTube video feed, unlimited video postings	YouTube video feed, unlimited video postings	None
Blogs & White Papers	Unlimited, option to gate content	Unlimited, option to gate content	None	None
Print Issue *ISE Spring Issue – Annual Buyer's Guide*	Full page ad	1/4-page product showcase print ad	None	None
	$8,200	**$4,750**	**$1,200**	**$550**

BE RECOGNIZED

ISE NETWORK INNOVATORS' AWARDS

2025 ISE NETWORK INNOVATORS' AWARDS

Recognizing trailblazing companies committed to revolutionizing the telecom and ICT landscape. The 2025 ISE Network Innovators' Awards will honor the best telecom infrastructure/network innovations that solve Communications Service Providers (CSPs) AND end-users pain points in a cost-effective manner. Honorees will be announced at ISE EXPO, July 29-31, 2025, in the Ernest N. Morial Convention Center, New Orleans, LA.

BENEFIT FROM YEAR-ROUND EXPOSURE

Sure, it is an investment of time and effort to enter your product or service in the 2025 ISE Network Innovators' Awards, but it is time well spent. Here are just a few of the many benefits associated with entering this year's program.

BENEFIT 1
BE RECOGNIZED
Honorees have made a groundbreaking contribution to the telecom industry and are recognized as leaders and innovators to the largest collection of telecom professionals, with coverage in ISE Magazine as well as on isemag.com.

BENEFIT 2
INCREASE CREDIBILITY
Being an honoree is validation of your product or technology, application, or research from a credible third party to the telecom industry. It's a great way to reinforce the quality of your product to existing customers as well as potential customers.

BENEFIT 3
GAIN A SALES ADVANTAGE
Being recognized with a 2025 ISE Network Innovators' Award is an additional tool for your sales team to use as part of their sales pitch. Companies recognized with this prestigious distinction can better compete for business since recognized honorees are less risky for potential customers.

BENEFIT 4
SET YOURSELF APART
Honorees rise above the competition and instantly tell the telecom industry their product or technology, application, or research has something unique and worthy of review.

BENEFIT 5
IT'S GREAT EXPOSURE
Fully capitalize on your successful entry with announcements that grow your visibility in the industry. We even provide a press release template to use to promote your honoree status.

BENEFIT 6
STOCK YOUR TROPHY CABINET!
Honorees are the proud recipients of the coveted 2025 ISE Network Innovators' Awards to be highlighted at your booth during industry shows and then showcased in your company lobby. You'll also be able to use the 2025 ISE Network Innovators' Award logo on your website and marketing literature to reinforce your success.

EVENTS

ISE EXPO
ICT SOLUTIONS & EDUCATION

Transform Fixed & Mobile Networks for the Future

July 29-31, 2025, Ernest N. Morial Convention Center, New Orleans, LA

Every year, thousands of key decision-makers from the internet, telephone, cable and wireless communications sector attend ISE EXPO to learn everything they can to evolve and deliver quality, high-speed connectivity to meet their customer demands. Align your company's messaging during ISE EXPO's educational program to be top-of-mind with industry leaders and highly engaged network professionals from Broadband Service Providers (BSPs) who have purchasing power and major influence.

Benefits of Sponsoring:

- Gain higher visibility of your products and services
- Targeted Networking of thousands of BSPs and others in the ICT industry
- Drive more traffic to your booth to learn about your company
- Build brand awareness before, during and after the event
- Standout from your competition with greater exposure
- Maximize your exhibiting investment by generating more leads

INTERESTED IN SPONSORSHIPS? CONTACT:

Robin Queenan

773-754-3255

rqueenan@endeavorb2b.com

Click to LEARN MORE

DATA CENTER INSIGHTS

DATA CENTER INSIGHTS™

JUNE 22-24, 2025

PRESENTED BY

ENDEAVOR
BUSINESS MEDIA™

CABLING Installation & Maintenance

DATA CENTER Frontier

ISE ICT SOLUTIONS & EDUCATION

SIW SECURITY INFOWATCH.COM

LIGHTWAVE® + ·BTR

ElectronicDesign®

Insights and education for meeting the challenges of rapid data center growth.

An exclusive event backed by five leading Endeavor brands, drawing a substantial audience of influential decision-makers in the data center sector.

Featuring three days of live presentations, panel discussions, and tech talks from an average of 18 participating brands.

KEY ATTENDEE JOB FUNCTIONS

Corporate Management
CSO/CISO
Engineering Networking
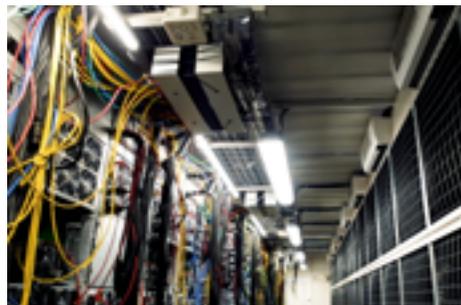IT Consulting/Integration
Project Management

797*

Average Leads Per Speaker/Sponsor

$14.37*

Average Cost Per Lead

Based on previous summits

Marketing Solutions
Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

1 **Consultation & Discovery**

2 **Strategy Development**

3 **Program Execution**

4 **Marketing & Promotions**

5 **Optimization & Analytics**

Overview of Our Solutions

Advertising
Target the right audiences in the right channels.

Research & Intelligence
Make data-driven decisions with our expert intel.

Content Development
Drive engagement with high quality content.

Video & Podcasts
Solutions that bring your brand to life.

Lead Generation
Lead generation programs built for your goals.

Data-Driven Marketing
Leverage our first-party data through direct and targeted marketing.

— Lead Generation

Intelligence That Empowers
Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence

ENDEAVOR BUSINESS INTELLIGENCE

DELIVERING ALL THE KEY INGREDIENTS

60+ Years of Research Experience

150 In-House Subject Matter Experts

Engaged B2B Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. ▼

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. ▼

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.

▼ — Lead Generation

Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert (SME).

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision.

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset.

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision-making process.

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews.

eBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content.

— Lead Generation

Click to
**LEARN
MORE**

Visual Storytelling That
Creates a Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[MORE VIDEO]

WHY VISUAL STORYTELLING?

RETENTION
Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL
Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT
Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX
Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to breakdown barriers and make information more accessible and easily digestible.
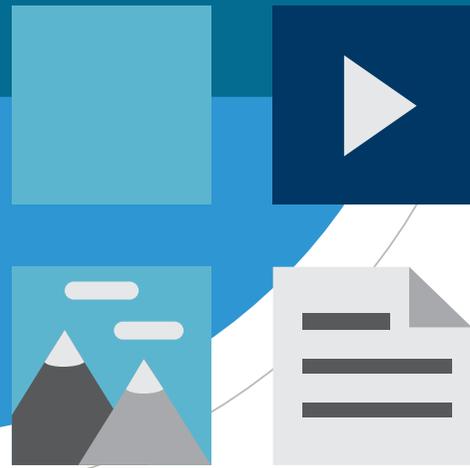
Unique & Sponsored Content Solutions **for Impact**

Leverage our trusted content, respected brands, and well established channels to create turnkey marketing solutions that deliver results.

Sponsored Content

Editorial Webinars

ISE's webinar sponsorships generate high-quality leads for your sales team. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, and build awareness of your company's technical expertise.

Our turnkey webinar programs include project management, production services and multichannel promotions for generating leads.

Editorial Shared Webinars:
• Technology topic and date are selected by our editors
• Multi-sponsor, up to four sponsoring companies
• Sponsors may present during webinar, abiding by editorial criteria standards
• Q&A. Sponsors can be silent sponsors if they prefer

Exclusive Custom Webinars:
• Sponsor selects the date and topic of their choice
• Our editorial team

Click to view
SCHEDULE

— Lead Generation

On-Topic Reports

Lead Generation
You receive detailed contact information (name, job function, company, email and country) from relevant professionals who download the On-Topic Report.

Thought Leadership
On-Topic Reports authenticate your position as an industry leader in the ICT and telecom industry. As a sponsor, your company is invited to contribute an article to the On-Topic Report. Articles must comply with editorial criteria. Articles are optional. Another option is to provide a case study or white paper which would ride along with the report.

Brand Awareness
Strengthens your company image, helps define how purchase influencers perceive your company and products.

SPONSORSHIP INCLUDES:
• Access to all leads generated
• One full-page ad supplied by sponsor
• Company description and up to 5 URL links
• Website ads and an exclusive e-mail promoting topic and sponsor, directing to report on isemag.com
• Sponsor logo on front cover of the report

Click to view
SCHEDULE

Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision-making and boost awareness with cost-effective, animated videos that breakdown complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.

Click to
**LEARN
MORE**

Custom Built Programs That
Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.
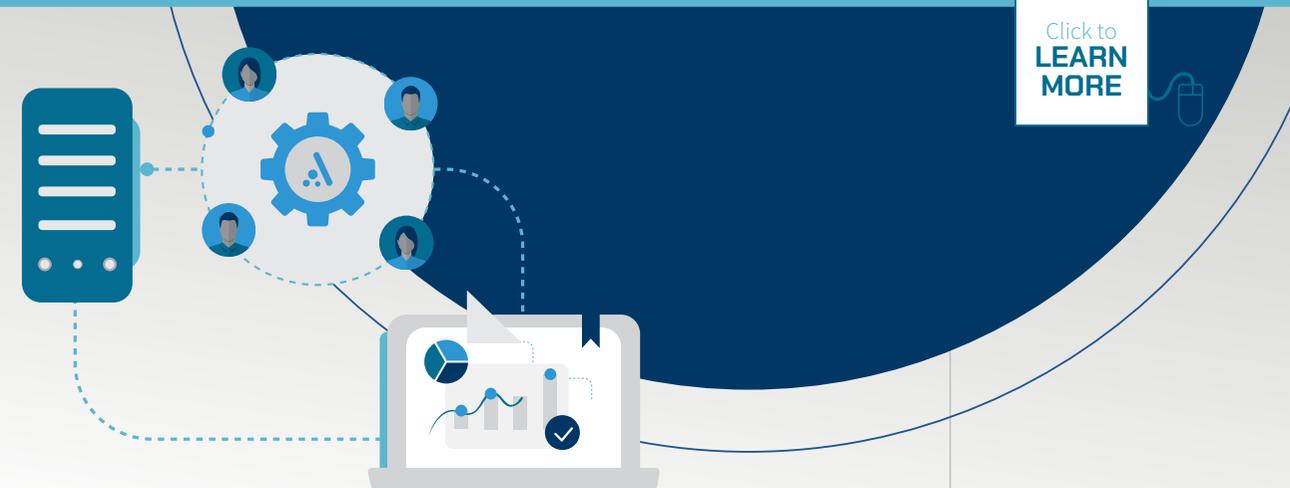
Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead.

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types.

[MORE CONTENT CREATION]

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision-making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery.

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs.

WHY PARTNER WITH US?

Strategy

Topic Expertise

Content Creation

Turnkey Program Management

Design Services

Lead Collection & Automation

Privacy Compliance

Engaged Audiences

— Lead Generation

Click to
LEARN MORE

Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership.

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand.

Virtual Roundtable

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision-makers who are looking for answers, converting them to leads.

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.

— Lead Generation

Precision Marketing That
Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our first-party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a trade show or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our first-party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

The Power of AI

personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive first-party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[LEARN MORE]

CONTACTS

Contact our sales representatives to discuss your marketing plans.

Website

Marketing Website

X

Facebook

LinkedIn

YouTube

Brand Resources

Editorial

Executive Editor
Joe Gillard
360-301-2858 | jgillard@endeavorb2b.com

Managing Editor
Lisa Weimer
773-754-3253 | lweimer@endeavorb2b.com

Content Ambassador
Sharon Vollman
773-754-3256 | svollman@endeavorb2b.com

Management

Market Leader
Peter Fretty
231-329-2739 | pfretty@endeavorb2b.com

Sales Director
Veronica Foster
918-832-9256 | vfoster@endeavorb2b.com

Executive Vice President Digital Infrastructure
Tracy Smith
816-519-2496 | tsmith@endeavorb2b.com

Sales

Multimedia Account Executive
Carrie Kirkbride
262-617-7903 | ckirkbride@endeavorb2b.com

Director of Business Development
Tim Carli
510-701-0512 | tcarli@endeavorb2b.com

WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING, TRANSFORMING, AND GROWING.

AVIATION

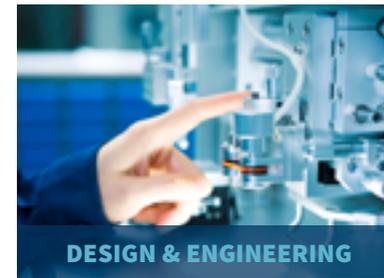BUILDINGS & CONSTRUCTION

CITY SERVICES

COMMERCIAL VEHICLE

DENTAL

DESIGN & ENGINEERING

DIGITAL INFRASTRUCTURE

ENERGY (UTILITY/OIL & GAS)

HEALTHCARE

INFRASTRUCTURE

LIGHTING

MANUFACTURING

PROCESSING

SECURITY & VENDING

VEHICLE REPAIR

WATER

ISE ICT SOLUTIONS & EDUCATION

ISE EXPO ICT SOLUTIONS & EDUCATION

ENDEAVOR BUSINESS MEDIA™