

# ESM ENGAGEMENT STRATEGIES MAGAZINE

MAXIMIZING PERFORMANCE AND PROFITS THROUGH PEOPLE

THE OFFICIAL MAGAZINE OF THE  
ENTERPRISE ENGAGEMENT ALLIANCE  
CO-SPONSORED BY MARCUS EVANS,  
AND THE COFFMAN ORGANIZATION

*Engagement Strategies* serves the emerging “trade” of engagement practitioners at leading corporations and at marketing, incentive, recognition and consulting firms that provide engagement products and services to corporate managers.

*Engagement Strategies* offers end-users and suppliers the news, how-to and reference information they need in every medium to help improve organizational and departmental performance by better engaging customers, distribution partners, salespeople, employees and vendors.

*Engagement Strategies* functions as a “buyers guide” to resources serving all areas of engagement, including:

- Full-service performance improvement, branding and consulting firms
- Leadership and coaching suppliers
- Rewards and recognition suppliers, including merchandise, travel, gift cards and awards
- Communications specialists (print, online, mail, meetings, promotional products)
- Engagement technology firms

## KEY BENEFITS TO SUPPLIERS

A highly cost-effective, measurable way to target end-user/reseller buyers of engagement products and services in print and online for almost any budget.

Quarterly integrated print and online marketing programs start at \$2,500, depending on your desired mix of lead generation services, including:

- Print exposure
- E-mail marketing
- Web advertising and content sponsorship
- Event sponsorships
- New product announcements
- Complete business strategy development, including website, sales tool and target selling solutions
- *Engagement Strategies* dramatically lowers your costs and increases results through its unique integration of print, electronic and direct selling solutions.

## AUDIENCE

*Quarterly Print Editions: Engagement Strategies* reaches over 20,000 managers and executives at companies that use or sell performance improvement strategies, including incentive programs, motivational meetings, recognition awards, training, communications and technology. Almost all readers are managers, directors or executives at end-user or reseller companies such as incentive companies, meeting planning companies and marketing agencies.

*E-mail newsletter/blogs:* The Enterprise Engagement Alliance and *Engagement Strategies* e-mail newsletters offer a combined total of more than 50,000 business subscribers.

### Websites:

- [Engagementstrategiesonline.com](http://Engagementstrategiesonline.com) is the online edition of *Engagement Strategies* magazine, featuring the latest news and features from the print edition.
- [Enterpriseengagement.org](http://Enterpriseengagement.org) is the portal of the Enterprise Engagement Alliance, featuring news, how-to and reference information, and hundreds of links to invaluable engagement research and tools.
- [Virtualrewards365.com](http://Virtualrewards365.com) is an online catalog of over 2 million rewards available to incentive, loyalty, and recognition buyers from over 60 vendors and growing. Brands and gift cards can purchase storefronts and advertising on [Virtualrewards365.com](http://Virtualrewards365.com) and track how many buyers visit their storefronts each month.



FOR MORE INFORMATION PLEASE CONTACT:

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## 2014 ENGAGEMENT STRATEGIES PUBLISHING AND EDITORIAL CALENDAR

**E-mail Edition Schedule:** 12 times a year; once a month: 20,000 subscribers

**EngagementStrategiesOnline.com:** 3,500 unique visitors per month

**EnterpriseEngagement.org:** 3,000 unique visitors per month

**Print Editions:** 4 times a year: 20,000 subscribers

## PRINT EDITIONS

### ISSUE 1

**Publication date:** April 1, 2014

**Closing for space:** Feb 21, 2014

**Closing for materials:** March 4, 2014

Rewards & Recognition Networking Expo special edition

Stocking Distributors Feature

### ISSUE 2

**Publication date:** June 24, 2014

**Closing for space:** May 17, 2014

**Closing for materials:** May 27, 2014

Gift Cards feature

### ISSUE 3

**Publication date:** September 23, 2014

**Closing for space:** Aug. 20, 2014

**Closing for materials:** Aug. 27, 2014

Incentive Travel feature

### ISSUE 4

**Publication date:** December 15, 2014

**Closing for space:** November 8, 2014

**Closing for materials:** November 15, 2014

Motivation Show special pre-show issue

Technology feature

## PRINT RATES

Print Size	Width	Height	1x	3x
Full Page Bleed	8 5/8"	11 1/8"	\$6,950	\$6,000
Junior Vertical	4 6/8"	7 1/4"	\$5,750	\$5,000
Junior Horizontal	7 1/8"	4 3/4"	\$5,750	\$5,000
Front Cover Strip	8 5/8"	2 3/8"	\$11,000	\$10,500
1/3 Square	4 5/8"	4 3/4"	\$3,500	\$3,000
1/4 Horizontal	7 1/8"	2 3/8"	\$2,500	\$2,000

## INTERNET AND E-MAIL RATES AND FREQUENCY

### Engagement Strategies:

E-mail Newsletter Display Ad: \$1,250

Special Offer Blast: \$2,100

Webinars: 8 x per year: \$5,000 exclusive,

\$2,500 semi-exclusive

### EngagementStrategiesOnline.com:

Top banner ads (run of site): \$5,000 per year

Home page side banner ads: \$3,000 per year

Inside page side banner ads: \$2,500 per year

(See Media Production Specifications for further details.)

### Virtualrewards365.com Storefronts

A direct link to a dedicated catalog of your company's products or gift cards, along with basic information about your company and sales contact information.

Annual storefront fee: \$4,000

### Three-Month Fully Integrated Marketing Campaign

Full-page ad in *Engagement Strategies* magazine

One e-mail banner or display ad

One Special Offer E-Mail Sponsorship (max. 150 words).

EnterpriseEngagement.org article sponsorships

*Virtualrewards365.com* storefront for rewards suppliers

Cost: \$13,950, with storefront: \$10,950 without

### Fully Integrated Marketing Campaign

*Engagement Strategies* offers a unique set of fully integrated business development services:

Strategic planning;

Sales tool creation, including Web sites promotional

materials, newsletters, and Webinars;

Telephone sales and lead qualification;

Complete integrated business development strategies

to launch or grow business.

### SHIP ARTWORK AND MATERIAL TO:

Production Department

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