

# BUSINESS INFORMATION GROUP CUSTOM MEDIA

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## 2008/2009 MEDIA KIT

Using Non-Traditional  
Marketing Tactics to Engage Buyers  
In A Cluttered Marketplace



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# ACHIEVING GROWTH THROUGH CONTENT

We help businesses create their own content and use it to increase category dominance

## TODAY'S MARKETING LANDSCAPE

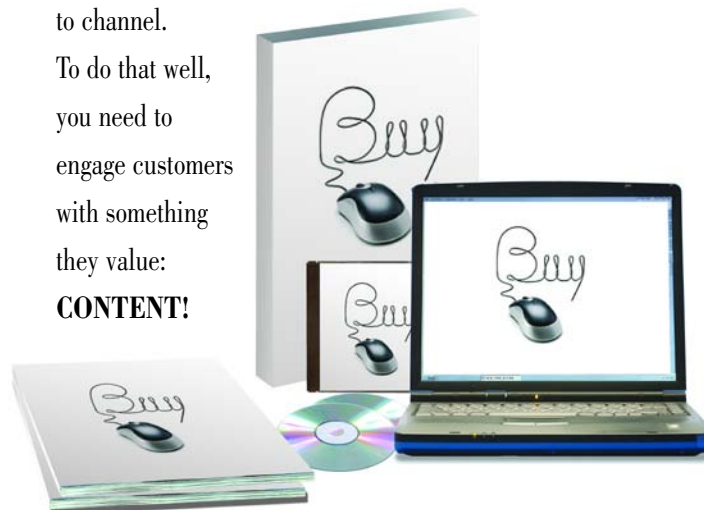
In today's ever-changing marketing environment, your customers are in complete control. They don't need salespeople, but rely on search engines and relevant content to make purchase decisions, and can ignore mass marketing whenever they want. It's not enough anymore to depend just on traditional marketing activities to get the attention of buyers.



## THE NEW MARKETING

Organizations like yours must learn to leverage all available marketing distribution channels, to be where buyers are when preparing to make a buying decision. This means you need to build relationships with customers and prospects on a consistent basis as they move from channel to channel.

To do that well, you need to engage customers with something they value:  
**CONTENT!**



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## WHY PARTNER WITH BUSINESS INFORMATION GROUP?

in 18 key industries.

**Y**ou may know that Business Information Group is Canada's largest business information publisher, with more than 90 magazines and directories, 25 websites and 22 email newsletters and over 750,000 business contacts

What you may not know is that Business Information Group houses a team of marketing and publishing experts that partner with our clients on innovative content marketing projects. We work with leading North American organizations on a full spectrum of custom content/publishing activities, including magazines, newsletters, websites, webinars, videos and more.

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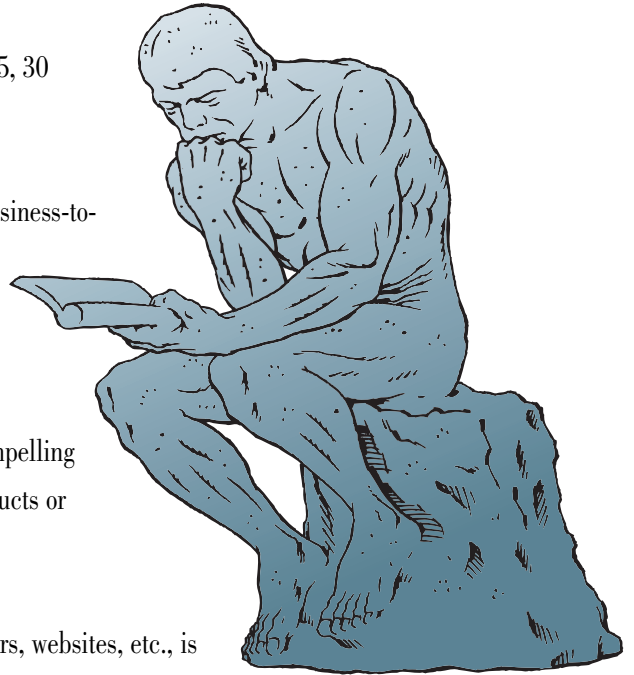
## ALL CONTENT IS NOT CREATED EQUAL

What if your customers looked forward to receiving your marketing pieces? What if, when they received it, they spent 15, 30 or 45 minutes with it?

This is what custom content creation can do. This is the reason that 30% of business-to-business marketing budgets are invested in customized content. This is why almost 50% of business marketers are set to increase their investment in custom publishing this year.

As a sales-driven organization, you need to develop valuable, relevant and compelling content for your customers and prospects that motivates them to buy your products or services.

Unfortunately, producing great custom content, such as magazines, e-newsletters, websites, etc., is not a simple process. Even the most advanced marketing organizations in the world need help.



## OUR EXPERTISE

With our deep involvement in Canadian business markets, we have a unique understanding of your, and your customers' challenges.



In a nutshell, we know how to write great content for your customers, like no one else can. The fact that we publish dozens of leading magazines, e-newsletters and websites speaks for itself.

Get Your Free Consultation Today!

Give us a call, and we'll be happy to talk to you about your marketing challenges and discuss solutions. Call or email us at: tel: 416-510-5218 or email: [customcontent@bizinfogroup.ca](mailto:customcontent@bizinfogroup.ca).

“[We] recently recognized that our publications and website had become dated and were overdue for a makeover. After exploring several options... the professionalism, experience and collaborative spirit of the Business Information Group team became very evident making our choice an easy one.

We are now several issues into the relationship and our website has also been redesigned; we are extremely pleased with the results. The team at Business Information Group was very accommodating and helpful and brought many years of experience and fresh ideas to the table.

Our publications have never looked so good, distribution has increased significantly and our image in the industry has been noticeably enhanced.”

*From the Canadian Independent  
Adjusters' Association*

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Industries we serve

Types of custom content

Services we offer

Associations

Automotive

Communications

Construction/Architecture

Dental

E-commerce

Energy (Oil & Gas)

Environment

Financial

Government & Education

Insurance

Laboratories

Manufacturing

Medical

Mining

Occupational Health & Safety

Plastics

Pulp & Paper

Retail

Transportation & Trucking

Telecommunication

Magazines

eNewsletters

Newsletters

Websites/Microsites

Digital Magazines

eBooks

Online Trade Shows

Online Video

Podcasts

Webcasts/Webinars

White Papers

Advertorials

Case Studies

Research Surveys

Editorial Content Creation

Art Direction & Creative  
Design

Web Design, Development &  
Support

Targeted mail and email lists

Advertising/Sales Management

Strategic Consulting

Database Management

Distribution/Circulation

Print Production

Printing and Fulfillment

Video Production &

Photography

Custom Research

