

2026 MEDIA KIT

Connect Your Brand with Industrial Decision-Makers

Explore advertising opportunities across IIR channels.

Advertising Opportunities



Email Campaigns

Targeted messaging delivered to an industrial audience.



Webinars & Podcasts

Educational content and thought-leadership opportunities.



Banner Advertising

Digital placements to increase brand visibility.



Sponsorships

Event and podcast sponsorship opportunities.

Who We Reach

Get maximum results from IIR's platform of targeted industry contacts — reach industrial and energy decision-makers through email campaigns, webinars, banner advertising, and event sponsorships.



Targeted Email Campaigns

Get your company's message to key decision-makers

Use electronic media to get your promotion in front of industrial market with a service that includes artwork preparation, execution and reporting.

TARGET THE RIGHT INDUSTRIAL DECISION MAKERS

Plant Manager

Maintenance Manager

Engineering Manager

Environmental Manager

Safety Manager

Utilities Manager

HR Manager

Purchasing Manager

Supervisors & Operators

Planners

INDUSTRIES INCLUDE

Electric Power
Terminals (Oil & Gas)
Pipelines (Oil & Gas)
Production (Oil & Gas)
Alternative Fuels
Petroleum Refining

Chemical Processing
Metals & Minerals
Pulp, Paper & Wood
Food & Beverage
Industrial Manufacturing
Pharmaceutical & Biotech

*Trending Sectors

*Trending Sectors are subject to change based off current trends.

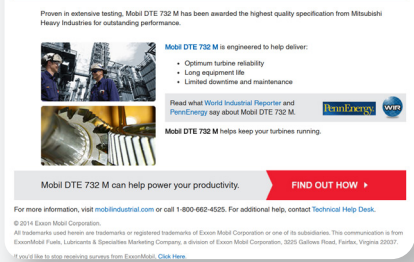
532,900+

Validated email addresses

382,600+

Locations worldwide

Mobil Industrial Lubricants



Sample Targeted Email Campaign



Webinar & Podcast Services

Let us promote, run, moderate, and report your webinar

240,000+

Contacts

382,600+

Locations worldwide



Contingency Planning:
Preparing Your Business for Disaster

Please Join Us for this Free Exclusive Webinar
Tuesday, June 16, 2020 - 10:00 AM CDT

Click Here to R.S.V.P.

WEBINAR TOPIC

Hurricanes, floods, fires, and power outages can devastate businesses and even entire industries - especially when businesses are unprepared. These destructive conditions cause unexpected emotional distress, making it beyond difficult to properly react once they occur. No one likes contemplating worst-case scenarios but, without an established contingency plan, the alternative is detrimental.

Downtime can cost a typical industrial facility an average of \$500 per minute... if power is interrupted at your facility, do you know how much you would lose?

This webinar covers best practices when planning for emergencies and preventing costly

Sample Webinar Promotion Email

Industrial Info promotes, runs and reports on your webinar or podcast - maximizing exposure to the industrial market.

INDUSTRIAL INFO WILL PROVIDE

Design, build & test the email invite
Promote your webinar to IIR active contacts
Emails sent 3 times before the event
An 'On Demand' viewing invite two weeks after the event
Reminder emails 1 week, 1 day & 1 hour before the event
A moderator to run the webinar and handle introductions & Q&A
The attendee list, including contact information
An MP4 of the webinar

INDUSTRIES INCLUDE

Electric Power
Terminals (Oil & Gas)
Pipelines (Oil & Gas)
Production (Oil & Gas)
Alternative Fuels
Petroleum Refining

Chemical Processing
Metals & Minerals
Pulp, Paper & Wood
Food & Beverage
Industrial Manufacturing
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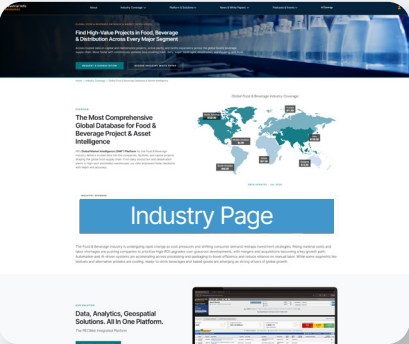


Banner Advertising

Promote your company to industry peers

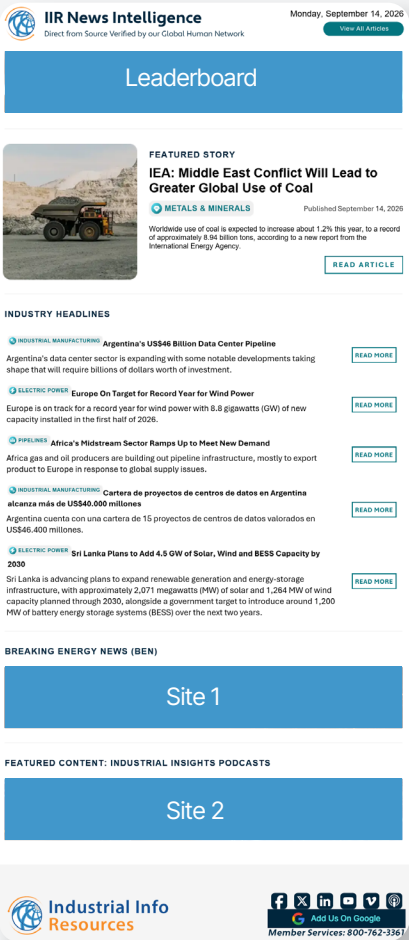
Advertise directly from our site or email digest to your company website — putting your name in front of the industry peers interested in what you offer.

9.6 M
Web views annually
70,000+
Daily email reads



Sample Industry Page Ad

Placement	Size in Pixels	6-Month	1-Year
Industry Page	(1456x180)	\$7,900	\$11,400



Sample E-newsletter

IIR'S E-NEWSLETTER

Placement	Size in Pixels	3-Month	6-Month	1-Year
Leaderboard	(740x114)	\$5,000	\$7,500	\$11,250
Site 1	(740x114)	\$4,200	\$6,300	\$8,400
Site 2	(740x114)	\$4,200	\$6,300	\$8,400

*All ad space sizes are listed in pixels.
**Ad sizes and pricing may vary.
*** Banner locations are permanent and not in rotation.



Event Sponsorship Opportunities

Connect your brand with industry audiences

Align your company's brand with a forward-looking presentation delivered by some of the industry's most respected voices. Sponsors receive detailed registration information from a captive global audience of industry professionals, providing your sales staff with a database of quality prospects.

2,000
Registrants at our last 5
podcasts and outlooks

780+
Attendees at our last
networking event



Event Sponsorship

EVENT SPONSORSHIPS INCLUDE

- Logo on e-invites sent to 60-70k+ industrialinfo.com users
- Logo on post-event email sent to all registered attendees
- Logo on event popup stands
- Logo on a PowerPoint before the event
- Company recognition during the outlook
- Pre-registration list before the event
- Full attendee list with the contact details following the event
- Table top for literature and trinkets

NETWORKING EVENT SPONSORSHIPS

- Logo and link on all e-invites
- Access to VIP entry line
- Company recognition

NETWORKING EVENT ADD-ONS

- Bar signage
- Lanyard sponsor
- Charging station sponsor



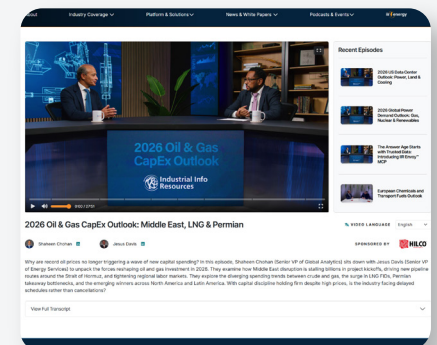
Networking Sponsorship



Podcast Sponsorship Opportunities

Connect your brand with industry audiences

Put your brand alongside candid, expert-driven conversations that industry professionals actually tune in to. Sponsors gain visibility with a targeted, engaged audience of decision-makers across the industrial sector, along with a full attendee list and contact details that give your sales team a direct line to quality prospects.



Podcast Sponsorship