

Attach your brand to unique and insightful research created by NAPCO Media's director of research, a former Forrester Research analyst, and our seasoned editorial team.

TARGET MARKETING RESEARCH creates data-driven studies that will help you uncover needed marketing intelligence and help you publish branded thought leadership that generates leads, feeds content marketing programs and builds buzz for your brand!

Research Study Sponsorship Includes:

- Co-branded report with logos on cover in addition to Cover 2 and Cover 4 ads within the report
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- Report featured in Target Marketing magazine, and full-page 4/C ad
- 500 printed copies of the study for your own distribution
- All leads generated from the report will be shared with the sponsor
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PRICING: \$14,900 Per Study

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Q1 RESEARCH

The Marketing Budgets Report 2018

The Question: *Where is the smart marketing money is going in 2018?*

Expanding on the media and technology usage studies we've done in the past, this research will delve into how marketing budgets are allocated in 2018 for media, technology and personnel.

Q2 RESEARCH

Marketing Leadership Survey

The Question: *How do marketing leaders make sure they hit their goals?*

This research will investigate how marketing leaders build and manage the marketing team, including how they stay on time, on budget and hitting the company's goals.

Q3 RESEARCH

Omnichannel Marketing Strategies and Technologies

The Question: *How do marketers of all types build an effective customer experience today?*

We look at omnichannel marketing – not just in retail, but across the marketing universe – to see how marketers and customers of all stripes interact in this connected age and get to the bottom of what makes a great customer experience today.

Q4 RESEARCH

Marketers to Watch 2018

The Question: *Who are the marketing leaders, visionaries and up-and-comers driving marketing forward in 2018?*

These are the people you need to know. This report will crown the Target Marketing Marketer of the Year, as well as identify the most important thought leaders helping to expand the universe of what's possible for marketers today.

PLUS

2 Research Projects To Be Announced

Marketing changes all the time, so you can't plan timely research too far in advance. These studies will be determined as the year goes on. If you have a topic you'd like to see us cover, reach out to the team and make a suggestion today!

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