

peer sphere

The CMO Council Journal

Inspire. Enlighten. Engage.

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KIT**



**CMO
COUNCIL™**
THE PEER POWERED NETWORK™

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ABOUT

peer sphere

With more than 60,000 marketers in its global database and a wealth of thought leadership content, the Chief Marketing Officer (CMO) Council offers *PeerSphere* as a pithy, provocative, and personality-centered marketing journal for CMOs that is published in a dynamic digital media format on a quarterly basis.

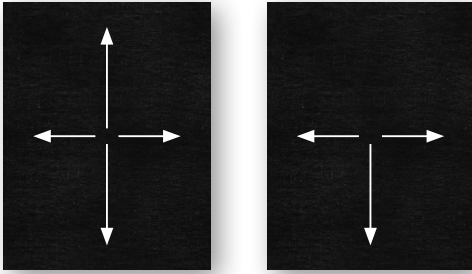
Over the past 10 years, the CMO Council has been at the forefront of global knowledge transfer on strategic marketing topics and has built a formidable channel of insight, access, and influence. Its 10,500-plus members in more than 110 countries control more than \$500 billion in annual marketing spend. The CMO Council's websites attract more than 30,000 page views per month, and the monthly *Marketing Magnified* eJournal reaches more than 10,000 subscribers worldwide. An additional 60,000 marketers, academics, and advertising professionals access CMO Council content to remain up-to-date on marketing news and trends.

PeerSphere is designed to offer advertisers—particularly marketing solution and service providers, media companies, advertising networks, event producers, vendors of tools and technologies, as well as consultants—a fresh and engaging avenue of access to the CMO Council's global peer-powered network. With dedicated advisory boards and chapters in North America, Europe, Middle East, Africa, India, Asia Pacific, and Latin America, the CMO Council is the pre-eminent authority on global marketing shifts, complexities, developments, innovations, and best practices worldwide.

For more information about advertising and multi-channel engagement programs with *PeerSphere*, the CMO Council Journal, please contact Bryan DeRose of the CMO Council at bderose@cmocouncil.org or 408.677.5330.



PUBLICATION *Specifications*



ADVERTISING OPPORTUNITIES

Full-page
four-color ad:
\$2,500

Half-page
four-color ad:
\$1,750

Webinars, webcasts, co-authored white paper syndication, and dinner dialogues are also available. Contact Bryan DeRose for details.

FORMAT/SIZE

- Interactive digital design
- 40 pages
- Four-color
- Elegant, innovative design
- Design Program: Adobe InDesign dynamic publishing platform
- Flip-view software provided by Uberflip

CIRCULATION

The publication is distributed to more than 10,500+ senior marketers in the CMO Council membership. Email offers are sent to 60,000 additional marketers. The publication is also available to corporate marketing groups, universities/business schools, marketing institutes, libraries, associations, agencies, individuals, etc.

REGULAR FEATURES INCLUDE:

- **Punchline:** A punchy, pertinent, pithy, and provocative introduction that highlights key features and recent developments in the field
- **Features:** In-depth articles about some of the most important global trends, developments, and events that have marketing implications and reverberations
- **Get to Know a CMO:** A profile of a prominent CMO that reviews their lifetime experience, on-the-job challenges, and how they are guiding, directing and leading their marketing teams to achieve greater performance and productivity
- **Report Roundup:** Highlights from new research, thought leadership studies and surveys
- **Localize to Globalize:** Views from regional marketers and CMOs challenged by the "race to project a global face" and how they are modifying, adapting, customizing, and translating products, programs, campaign themes, as well as brand images and assets
- **Extracts + Abstracts:** Content selections from new books, journals, and publications that have caught the eye of CMO Council members worldwide
- **Situation Central:** A look into brand-related failures, incidents, and issues and how CMOs responded to these operational compromises, business trust situations and reputation management challenges
- **Innovation From Automation:** Where and how CMOs and CIOs are embracing technology and teaming to transform processes, gratify and monetize customers, differentiate brands, improve effectiveness, and deliver frictionless commerce
- **Digital Discourse:** Digital strategies, campaigns, and solutions that are transforming and broadening the world of marketing
- **Talent Talk:** Expert advice from talent performance professionals and recruiters aimed at helping CMOs attract, develop and retain top-producing professionals across all areas of the marketing mix

INSIGHTS FROM THE PANEL: CMO VS. CIO

DO CAL MICHAEL, MICHAEL, SENIOR VICE PRESIDENT AND CIO, BLUE SHIELD OF CALIFORNIA

What is the single biggest business impact you're seeing from the digital disruption within the health care industry?

The health industry has been struggling with understanding how to deal with technology internally and how to engage them when they want to be independent. One of the biggest challenges is understanding the business model. It's not just about the technology, it's about the business model. It's about the business model that is driving the industry. It's about the business model that is driving the industry. It's about the business model that is driving the industry.

GET REAL ABOUT RETURN ON CRM.

ELITE

INTRODUCING BUSINESS DEVELOPMENT THAT CHANGES THE GAME.

THORSON REUTERS

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TranscribeMe provides fast, accurate, and mobile voice to text transcriptions. Take advantage of our special CMO Council Member pricing to transcribe your meetings and interviews. Check out www.transcribeme.com/cmocouncil for more details!

CONTRIBUTED CONTENT

BEST-IN-CLASS MARKETERS SERVE AS VALUE CREATORS

BY LAURA PATTERSON

President of Strategic Marketing Inc.

According to the findings from this year's 2014 Marketing Technology Adoption and Usage Survey, 60% of marketers believe that their marketing technology investments are serving as value creators. This is a significant shift from previous years, where the focus was primarily on cost reduction and efficiency. The survey also found that 75% of marketers believe that their marketing technology investments are serving as value creators. This is a significant shift from previous years, where the focus was primarily on cost reduction and efficiency.

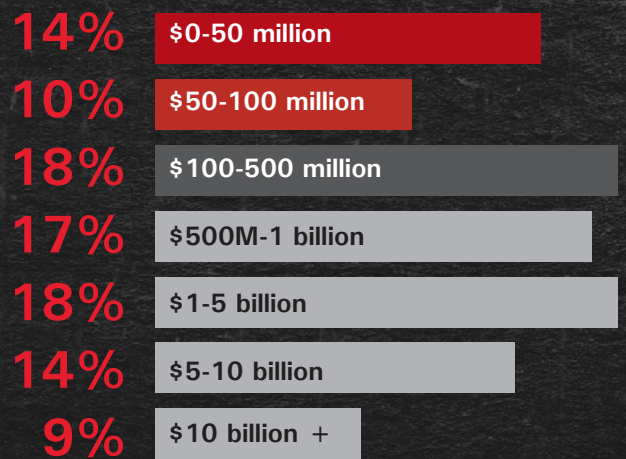
FOR MORE INFORMATION ON ADVERTISING OPPORTUNITIES, PLEASE CONTACT BRYAN DEROSE AT BDEROSE@CMOCOUNCIL.ORG OR 408.677.5330.

AUDIENCE BREAKDOWN

Membership (by Region)

North America	3,950 members
Europe	1,115 members
Asia-Pacific	1,205 members
Africa	695 members
Middle East	410 members
India	510 members
Latin America	190 members

Membership Size (by Corporate Revenue)



Membership Titles



Industry Representation

Technology	17%
Financial Services	11%
CPG	11%
Retail	9%
Automotive	8%
Oil/Gas/Energy	4%
Travel/Hospitality	9%
Publishing/Media	9%
Transportation	4%
Entertainment	8%
Professional Services	7%
Other	3%