

Spend Matters™

Media Kit and Rate Card



The Largest Global Procurement and B2B Destination

Let's explore

Advertising Opportunities

Lisa Whalen, VP, Sales & Business Development
312-479-3986 phone
lwhalen@spendmatters.com

William Busch, VP, Client Service
215-508-7414 phone, 215-350-7349 mobile
wbusch@spendmatters.com

Spend Matters™

We are

- **The first and largest content and online destination** for procurement and supply chain professionals seeking insight, advice and expert commentary on topical industry issues and events
- **A leading global B2B network** focused on content with hard-hitting research alongside analysis of the most recent and relevant procurement and supply chain news
- **Publishers of more research** than any other leading analyst firm
- **Producers of unmatched subject matter expertise** and depth of knowledge from a wealth of contributors, ranging from senior practitioners and consultants to technology experts focused on procurement and operations strategies

Part of a far-reaching and authoritative voice with multiple outlets, including global affiliate sites

MetalMiner™

Top destination for metal buyers in North America with pragmatic forecasting, sourcing and price-tracking services.

Trade Financing Matters™

Authoritative source for receivables and payables financing insight.

Public Spend Forum™

Largest public sector procurement resource in the United States.

Spend Matters™ Netherlands

Spend Matters NL is the first Spend Matters blog in the Netherlands, and features Dutch versions of English-language articles.

Spend Matters™ UK/Europe

Launched in 2010, and has quickly established itself as one of the top global procurement sites with more than 20,000 visitors every month.

Healthcare Matters™

Leading independent voice in the healthcare industry supply chain, focusing on perspectives from buyers, sellers, payors and intermediaries alike.

Let's start

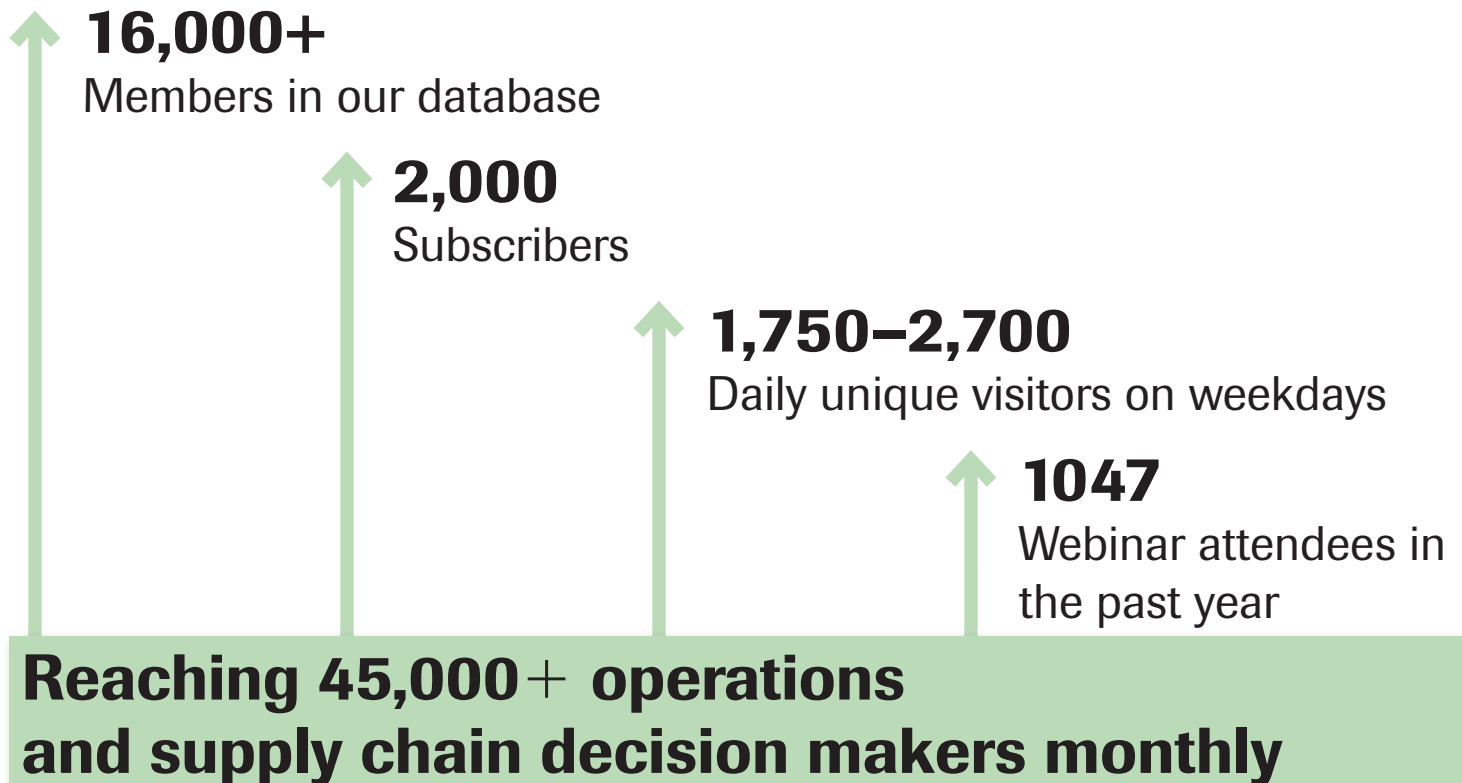
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Spend Matters™

Largest Procurement and B2B Destination Online



Ranks Among Leading Resources

	1	Google
	216	The Wall Street Journal
Source: Alexa →	71,864	Spend Matters
	173,944	ISM
	200,924	Supply Chain Brain
	237,177	Supply and Demand Chain Executive
	396,800	Procurement Leaders
	617,592	Shared Services Link

Source: Alexa

* Traffic includes
Spend Matters,
Spend Matters UK,
Trade Financing Matters

Let's measure

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Spend Matters™

Our Audience

A diverse group of procurement, finance and supply chain professionals
from Fortune 500 to small start-ups interested in taking their own game to the next level



World icon designed by Juan Pablo Bravo from The Noun Project collection

Global influencers from both the public and private sectors
with a vested interest in the most recent developments and trends
concerning commodity risk management, procurement, and related research

Senior practitioners, true techies and industry consultants

Select Readers

Advance Auto Parts
Alvarez & Marsal
AstenJohnson
Amazon
BravoSolution
Capgemini
Caterpillar
Coupa
Crowe Horwath
Deloitte
Dow Chemical
Dun & Bradstreet
Dupont

Dyson Inc
Eastman Chemical Company
Federal Reserve Bank (US)
Ford
GE
General Mills
GEP
Grainger
Harvard University
Heineken Global Procurement
Honeywell
Ingredion Incorporated

Institute of Supply
Management
Konica Minolta
Land O'Lakes, Inc.
Merck
McGraw-Hill
Morton Salt
OB10/Tungsten
Oracle
Powell Electrical Systems
SciQuest
Siemens
St. Jude Medical

Stanford
University
Target
Taulia
Travelers
Under Armor
United Airlines
University of CA
UPMC
Vodafone Group
Walmart
Zycus

Let's reach

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Spend Matters™

What Our Fans Are Saying

"Spend Matters PRO provides **thought-provoking, forward-thinking perspectives on all aspects of the procurement space.** With so much change underway in the marketplace, it's a great resource to keep pace and find new ways to drive value."

Don Fawcett
Vice President Sourcing
Follett Corporation

"Spend Matters PRO is an **exclusive and best-in-class resource that Supply Management has been sorely missing.** It provides the insights and intelligence that our professionals need to stay ahead and keep their skills sharp. Built on the foundational excellence of Spend Matters blog, this is but a natural progression on what is now the Procurement Powerhouse for unparalleled research and analysis."

Naseem Malik
Director
Global Sourcing at Terex Corporation, CPSM

"Spend Matters PRO provides **ideas, insight and thought leadership to the world of procurement and sourcing.** Jason and his team have utilized the power of the media to provide knowledge and enlightenment to procurement executives, practitioners and technology and service providers. Spend Matters PRO is a one stop shop of triangulated information."

Mickey North Rizza
Vice President Strategic Services
BravoSolution (former Research Director Supply Chain at Gartner and AMR Research)

"I love the content in the PRO [Premium] section of Spend Matters. Well done and I think it will be another great enhancement from Spend Matters. It comes at you everyday while also going down to a level like nothing else in the market, **setting a very high new bar for analyst/research content in sourcing, procurement and supply chain.**"

David Bush
CEO
Iasta

Photo by Nate Burgos

Let's launch

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Spend Matters™

Top 10 Ways Spend Matters Can Help Your Business Succeed

Our sponsors, advertisers and partners work with us for many different reasons:

- 1. Extend your reach**

Reach a broad population of professionals from many different organizations, but who are all passionate about procurement and supply chain matters.

- 2. Get seen and be noticed by the right people**

Expose your brand, message, or ideas to top procurement and supply chain executives who regularly check in with Spend Matters.

- 3. Obtain appropriate and relevant leads**

We provide a platform and a number of proven strategies to generate relevant leads for your business.

- 4. As a sounding board and unbiased confidant**

We aren't afraid to be straight with our partners—we will give you honest advice about your marketing, and even your product and positioning (and potential partners or acquirers). Take advantage of some of the most innovative thinking in procurement strategy and technology, including unparalleled access to the brightest minds in supply chain procurement to hone in on optimal positioning and differentiation.

- 5. Help develop your own media and SEO strategy**

Grow your own site's traffic by partnering with us and watch your web presence grow organically as the result of our readers' interest.

- 6. Gain exposure for specific events**

Leverage our sites as a launch-pad to drive awareness and uptake/attendance for webinars, conferences and more.

- 7. Be validated by recognized thought leaders**

Become "3rd party validated" from expert, authoritative, and dependable voices in the supply chain, finance and procurement areas that operates with editorial independence, including influencers outside of Spend Matters that read our site religiously.

- 8. A high-quality source of content**

We provide well-researched, timely and relevant content both for our own sites and also to repurpose for your own communication and marketing channels.

- 9. A credible advocate for policy**

We have shown our ability to influence legislators and contribute toward real positive change in the supply chain and procurement sector.

- 10. Social media fuel**

We can be an integral cog in your social media machine, from Tweeting to support relevant blogs or papers, to Facebook updates or YouTube videos.

Let's empower

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Spend Matters™

Short-term advertising (minimum 1 week)

Spend Matters® Network

- Lead advertisement (338x88 pixels WxL) following Spend Matters Network sites:
Spend Matters → Spend Matters UK → Trade Financing Matters
- Spend Matters banner under lead post (535x80 pixels WxL)—minimum 33% of all page views (monthly) or 20% of all page views (quarterly or yearly)
- Spend Matters Network skyscraper ad (161x600 pixels WxL)

Cost: \$15,000* per week → \$30,000* per month → \$80,000* per quarter → \$220,000* per year

* Includes run of site, meaning your ad will appear anywhere on Spend Matters, Spend Matters UK and Trade Financing Matters, and be exposed to 1,500–2,700+ unique visitors every weekday.

NOTE: Based on availability (other, lower-cost options, e.g., Associate and Affiliate level advertisements, are also available)

Spend Matters®

- Lead advertisement (338x88 pixels WxL) on Spend Matters
- Spend Matters banner under lead post (535x80 pixels WxL)—minimum 33% of all page views (monthly) or 20% of all page views (quarterly or yearly)
- Spend Matters skyscraper ad (161x600 pixels WxL)

Cost: \$20,000* per month → \$60,000* per quarter → \$150,000* per year

Includes run of site, meaning your ad will appear on Spend Matters and be exposed to 1,250–2,000+ visitors every weekday

NOTE: Based on availability (other, lower-cost options, e.g., Associate and Affiliate level advertisements, are also available)

Almanac

A categorized web-based directory of organizations serving the procurement and supply chain industry

Cost

- FREE level: Edit at any time, includes basic company information and location
- Basic level: \$499.99 non-recurring fee per-year, includes logo, company description and listing in multiple categories
- Premium level: \$5,000 non-recurring per-year, make the biggest impression with extended company description, single page listing, hosted PDF, up to five images, unlimited category listings and link to self-hosted offer page

Newsletter/email advertisement

Inclusion in Spend Matters' "Dirty Rotten Spendrels" newsletter released bi-weekly and witty Spend Matters weekly email promotional newsletters—distributed once per week, mid-week to ensure maximum exposure

Cost

- \$2,500 per month (4 weekly emails + Dirty Rotten Spendrels) includes featured link and simple text description
- \$5,000 per month (4 weekly emails + Dirty Rotten Spendrels) includes graphic, featured link and sentence description; and additional mention in newsletter copy
- Custom options available upon request

NOTE: Based on availability

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Spend Matters™

Short-term advertising (minimum 1 week) continued

Sponsored Content and Lead Generation

Sponsored Content

- Reach a wider, more relevant audience as your company's blog posts and other content are available on Spend Matters
- Be front and center on Spend Matters with the option to maximize your exposure to our readers
- Ability to target singular audience
- All contributions listed as "Sponsored Content" and subject to editorial oversight
- Optional writing services available

Cost: \$7,500 (authored by advertiser) for 3 blog post contributions with targeted site placement and link to your site

NOTE: Based on availability. Sponsored content is noted as such and is provided, as is, by advertiser.

Multimedia and speakers bureau

Webinar participation with an Expert

Add authority to your webinar and impress your audience with trusted and forward-thinking insight from:

- Jason Busch (Group Managing Director and Spend Matters Founder)
- Pierre Mitchell (Chief Research Officer and veteran of AMR Research, Hackett, ADL, among others)
- Peter Smith (ex-CIPS president, 25-year veteran of CPO roles, procurement consulting, speaking and writing)
- Thomas Kase (Research VP and noted sourcing, supplier management expert)
- Other members of the Spend Matters team and option for promotion on the Spend Matters Network of sites

Cost: \$5,000+ | NOTE: Based on availability and starting at \$5,000 depending on webinar presenter

Podcasts

Edited podcast production with a Spend Matters expert or multiple experts

- Option for you to participate
- Provided to you post-recording and marketed to Spend Matters' list for on-demand listening and Spend Matters' web audience
- Multiple productions and custom options available

Cost: \$10,000 | NOTE: Based on availability

Video

Edited video production with a Spend Matters expert or multiple experts, including:

- Commentary, debate and discussion
- Option for you to participate as moderator
- Provided to you post-recording and marketed to Spend Matters' list for on-demand viewing and Spend Matters' web audience
- Multiple productions and custom options available

Cost: \$15,000+

Speaking

Have a Spend Matters analyst or network expert keynote or participate at customer conferences, roadshows and other events

Cost: \$10,000+, depending on speaker | NOTE: Based on availability

Include relevant contact info for advertising and editorial contacts.

Let's promote

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