

# EDM PUBLICATIONS MEDIA INFORMATION 2023

THE WORLD LARGEST MEDIA REACH FOR HIGH-  
PROFILE DECISION MAKERS IN THE SPORTS,  
OUTDOOR, EYEWEAR AND FOOTWEAR INDUSTRY

**SGI** Europe<sup>≡</sup>  
Sporting Goods Intelligence

**Outdoor**<sup>≡</sup>  
INDUSTRY COMPASS

**Eyewear**<sup>≡</sup>  
INTELLIGENCE

**SHOE**<sup>≡</sup>  
INTELLIGENCE

# COMPANY OVERVIEW

**Inform. Advise. Connect.**

EDM (European Decision Makers) Publications is the leading media house and intelligence provider for professionals in multichannel retail across Europe, Americas and Asia in the **active lifestyle, sportswear, outdoor, eyewear and footwear industries** (1.000bn global market, +1m decision makers).

EDM represents the board-level conversation in our industries. We provide **critical market information, in-depth research, analysis and advise** and empower decision-makers to make better informed-decisions in a fast-changing market environment.

**SGI Europe**<sup>≡</sup>  
Sporting Goods Intelligence

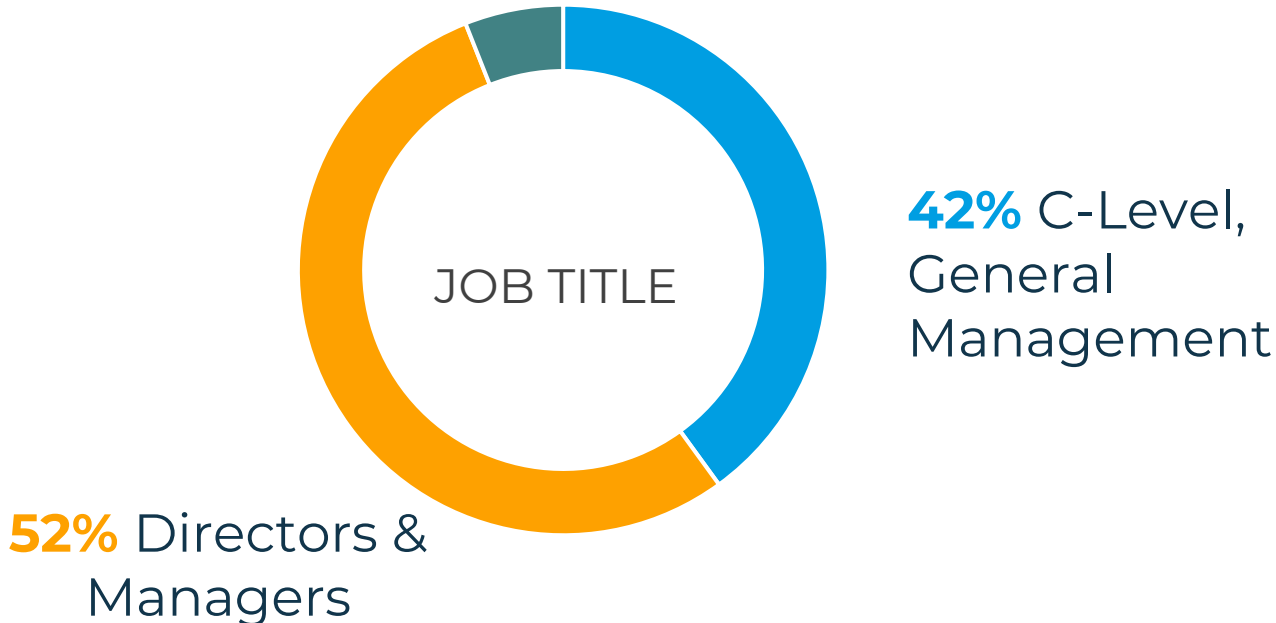
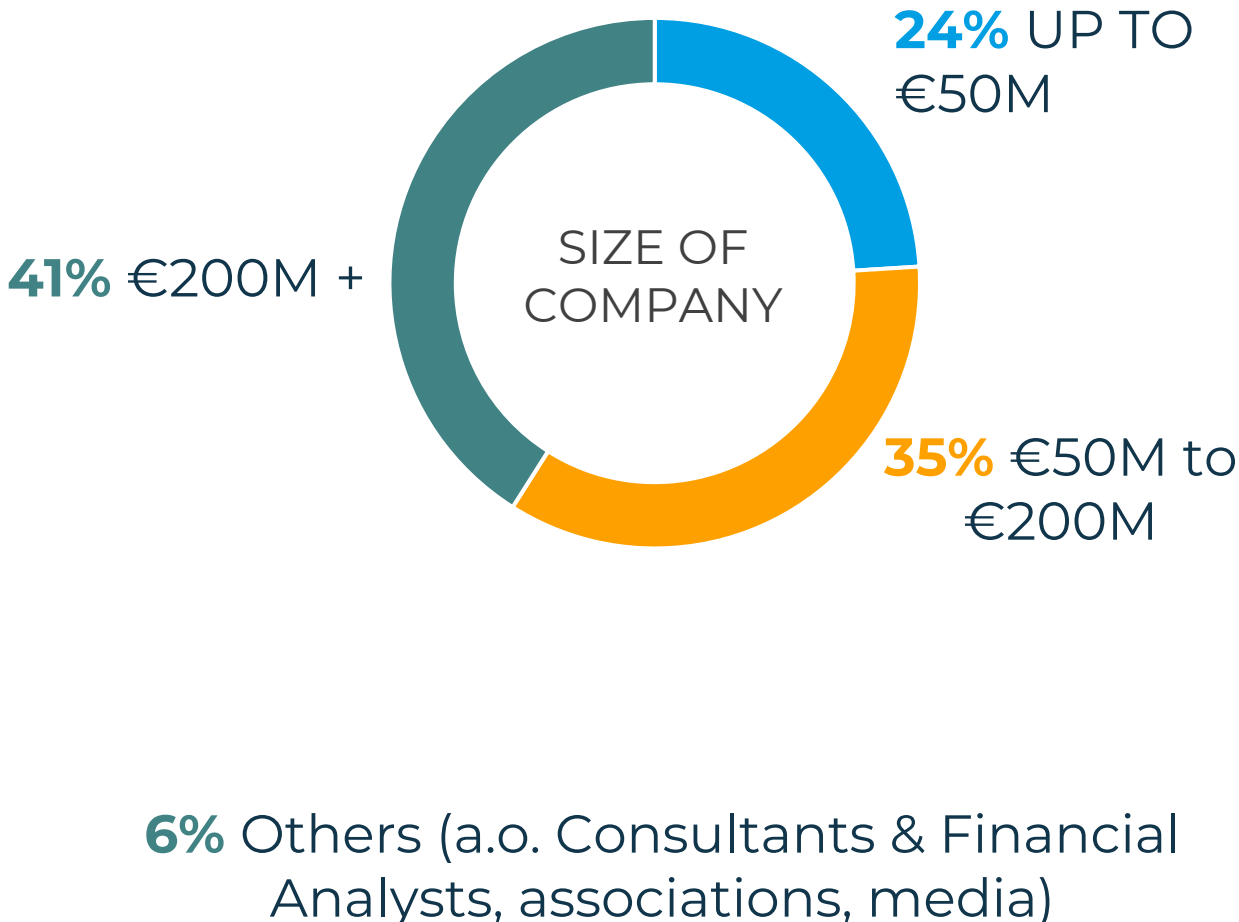
**Outdoor**<sup>≡</sup>  
INDUSTRY COMPASS

**Eyewear**<sup>≡</sup>  
INTELLIGENCE

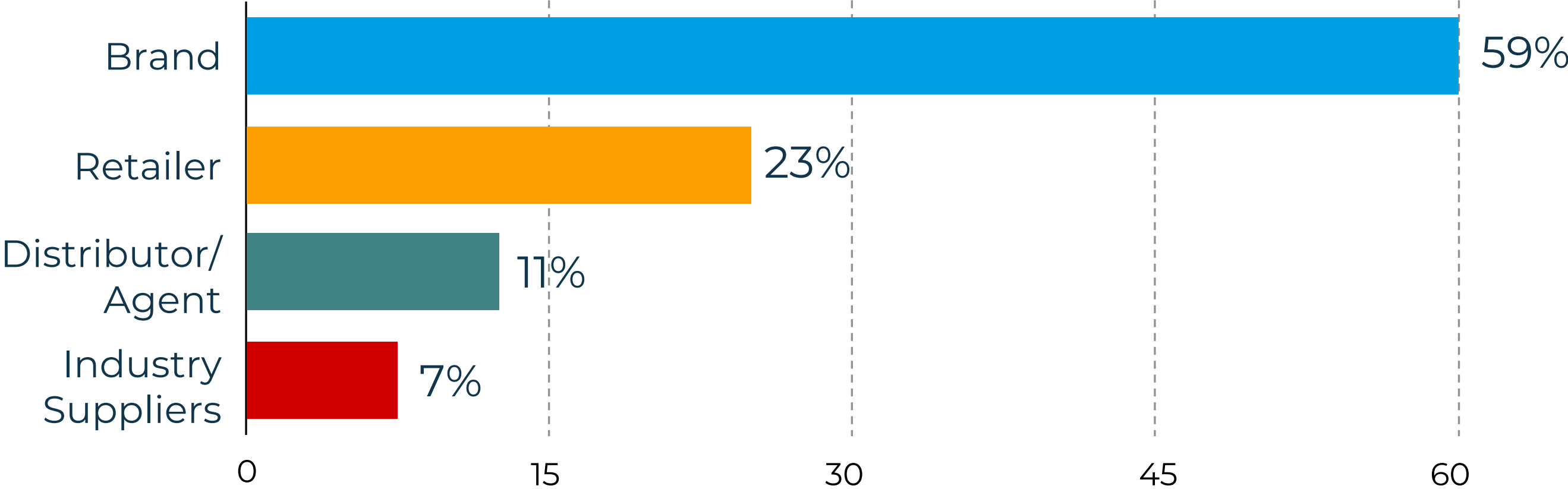
**SHOE**<sup>≡</sup>  
INTELLIGENCE

# OUR AUDIENCE: HIGH PROFILE EXECUTIVES AND INDUSTRY PROFESSIONALS

## Demographics



## Line of business



## Geographical Breakdown

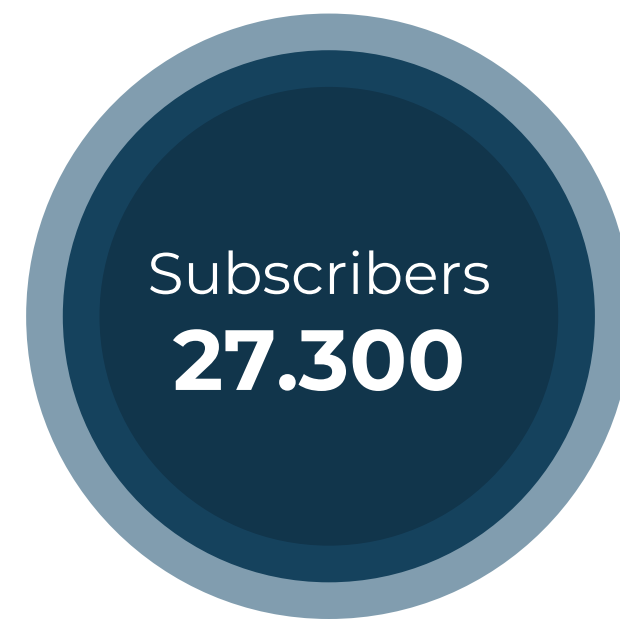
60% Europe  
 32% North America  
 5% Asia  
 3% Rest of World



# AUDIENCE AND REACH

## Audience

We reach the high-profile decision makers in our industries worldwide. Trusted by the leading brands and retailers.



## Site Stats

As an established and reliable source of industry news, analysis and research, our websites attract over 37,000 unique visitors per month.



## Social Media

Across LinkedIn we garner strong following of engaged and senior-level/entrepreneurial business minds.



## Our Customers



# WE HELP YOU REACHING YOUR MARKETING AND SALES OBJECTIVES



Lead generation



Brand awareness



Advisory

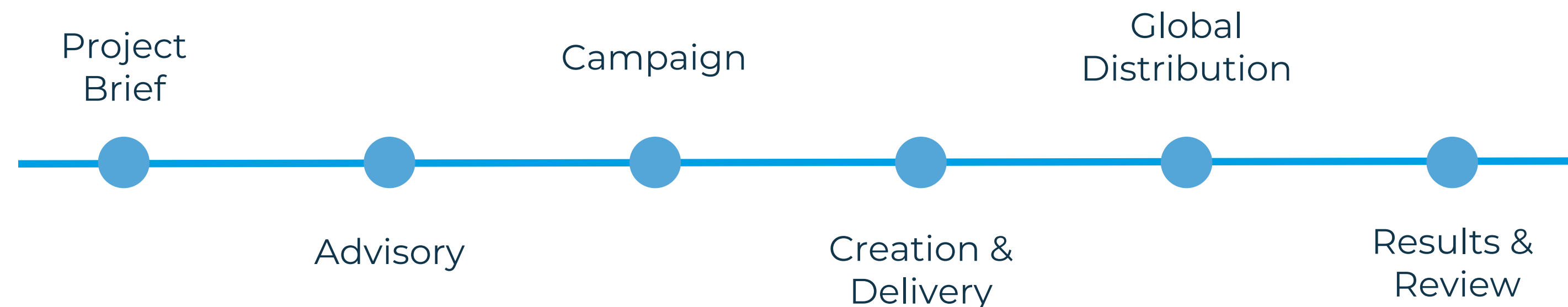


C-suite networking

## We help you

- **Position you as a thought leader and innovator** around specific topics
- **Raise awareness** of your brand
- **Drive qualified leads** for your sales team
- **Create high-quality digital branded content** for you

## Our process for you



# THOUGHT LEADERSHIP

For **exclusive, annual Partnerships and Channel Sponsorships** in these fields, reach out to our team!



- **Technology, E-Commerce and Software**
- **Market Intelligence, Consumer insights and trends**
- **People, careers and leadership**
- **Circularity, Sustainability and environmental issues**
- **Supply chain, delivery and fulfillment**
- **Regulatory & Compliance**
- **Metaverse, Web 3.0, Blockchain**



## Campaign options Channel Partnership:

- **Content Hub & Microsite**
- **Whitepapers and Sponsored Research Reports (incl. survey)**
- **Innovator Portraits**
- **Webinars**
- **Networking event for activation – roundtables, Events, dinners**
- **Educational Seminar**

# BRAND DETAILS

**SGI Europe**<sup>≡</sup>  
Sporting Goods Intelligence

## Sporting Goods Intelligence Europe

SGI Europe is the leading international **business publication** on the **sporting goods market** in Europe, focusing on brands, manufacturers, retailers and suppliers.

**31.000**

Page views/  
month

**12.500**

Subscribers

**18.500**

Unique visitors/  
month

**Outdoor**<sup>≡</sup>  
INDUSTRY COMPASS

## The Outdoor Industry Compass

Launched in 2008 as the ideal complement of SGI Europe, *The Outdoor Industry Compass* is the **leading business publication** on the **international outdoor market**, focusing on the manufacturers, brands and retailers of outdoor footwear, apparel and equipment.

**13.500**

Page views/  
month

**5.000**

Subscribers

**7.200**

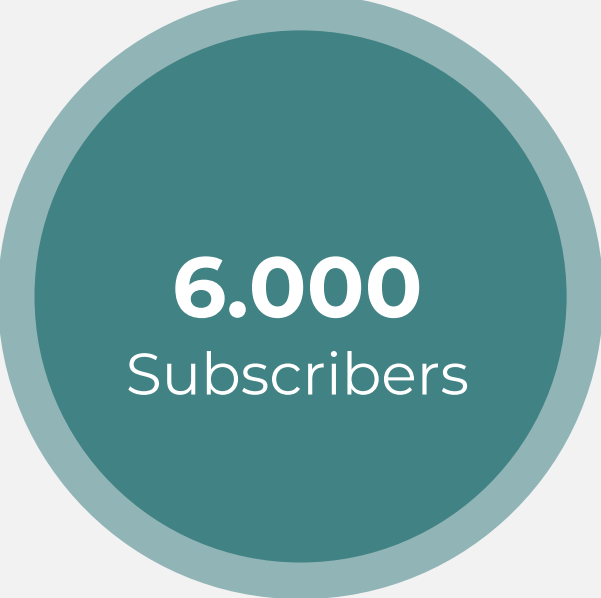
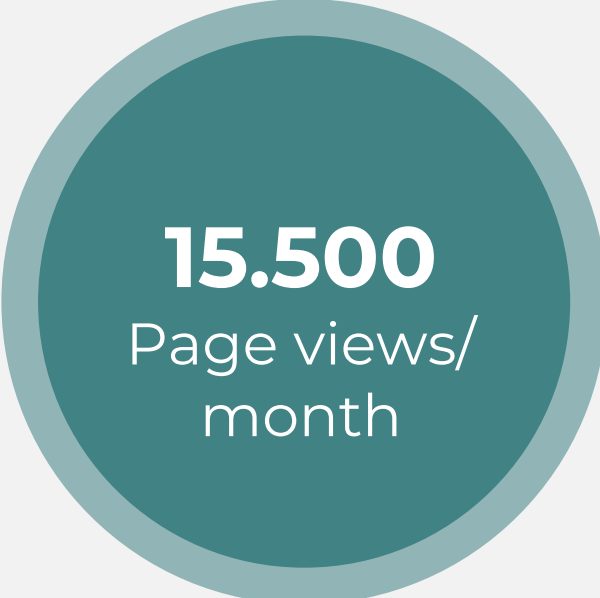
Unique visitors/  
month

# BRAND DETAILS



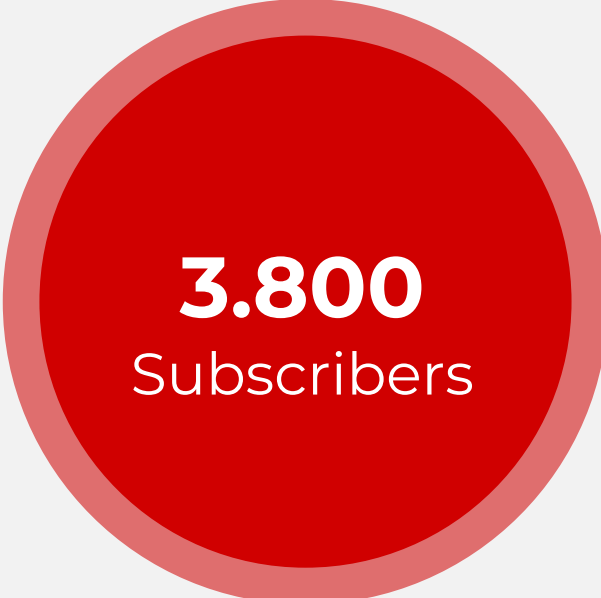
## Eyewear Intelligence

Published since 2000, *Eyewear Intelligence* is the **leading business publication** on the international **eyewear and optical market** focusing on suppliers, distributors, retailers and brands.



## Shoe Intelligence

Published since 1999, *Shoe Intelligence* is the **leading international business publication** on the **non-athletic footwear market**, focusing on the leading footwear brands, suppliers, distributors and retailers.





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# YOUR OPTIONS TO GET IN TOUCH WITH OUR READERSHIP

We serve the audience you need to reach. Become part of the conversation.

# LEAD GENERATION

Behind each of our brands is our experienced editorial and research team, bringing together a wealth of retail knowledge we produce content that aligns you with our board level tone and helps you engage with brands and retailers.

## Whitepaper

Online marketplaces – An analysis of the top 100 most popular sports products on Amazon and Zalando



## Guide

How to become a digital first brand – Breaking down Nike's transformation



## Reports

Best Practices and Insights from Top DTC Brands – in depth analysis and cross-industry learning of top 20 DTC brands



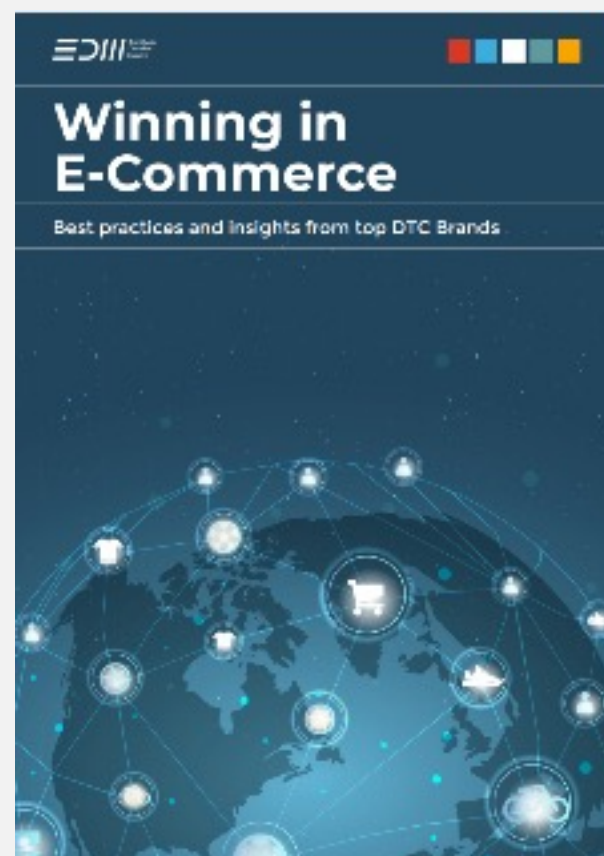
The calibre of our editorial allows us to produce content in the form of Whitepapers, Guides and Reports. Each of these formats allows for a collaborative approach where once an agreed topic has been agreed, EDM can produce the type of content that retail professionals will download and consume.

# EDM INSIGHT REPORTS

These reports include exclusive in-depth research and analysis on an extensive breadth of E-commerce and digitalization topics.

## Best Practices and Insights from Top DTC Brands

50 pages of in depth analysis and cross-industry learning of top 20 DTC brands. Examples of most common DTC strategies and practices



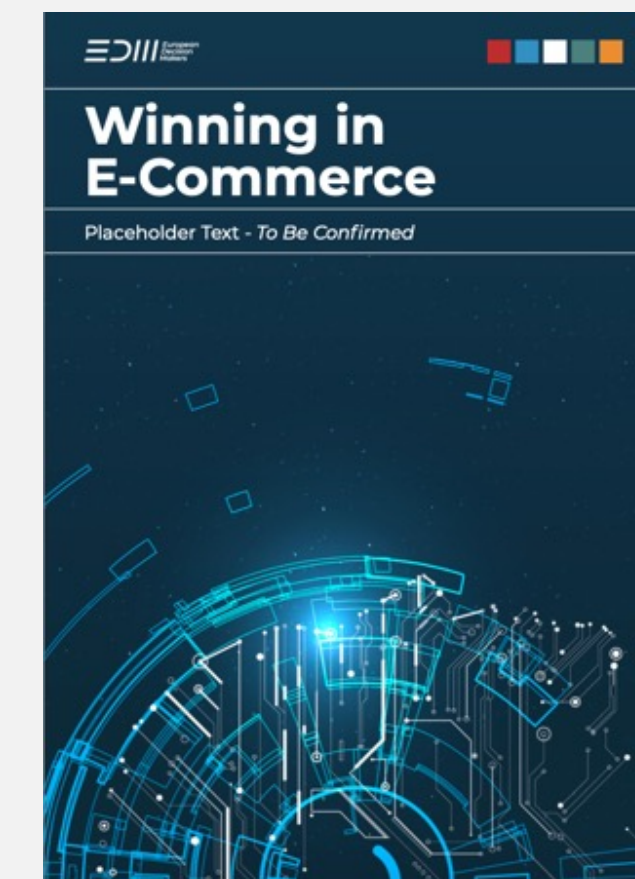
## Sports E-tailers – what can be learnt from the winning online retailers?

In-depth analysis of successful sports e-tailers business models



## Marketplaces – why they will dominate future distribution

In-depth analysis of online marketplaces, best practices and their future role



These and other reports are available for sponsorship, the packages offer lead generation opportunities, brand awareness with a upto 12 month promotion campaign

# FURTHER OPTIONS FOR LEAD GENERATION

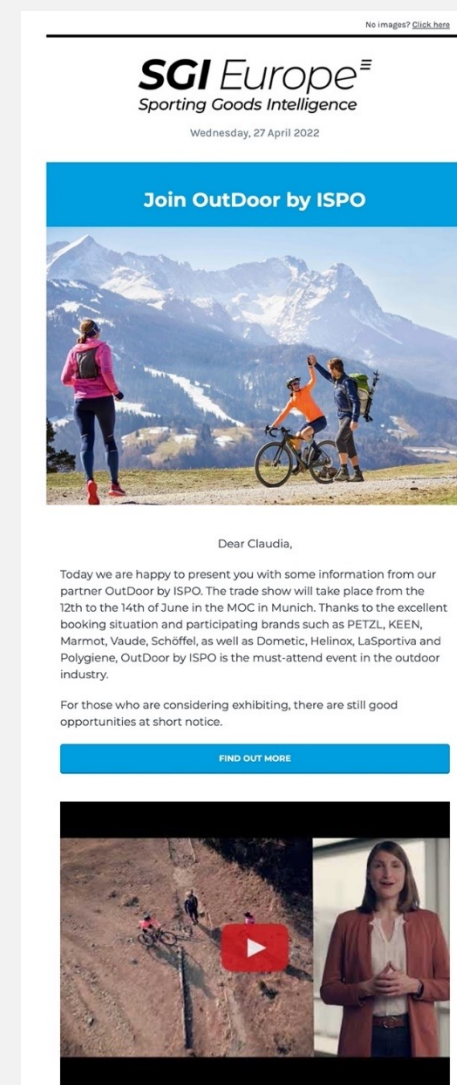
Get more from your content and case studies through email and webinar exposure with EDM Publications. These are a great way to showcase your business and generate leads.

## Direct Mailing

Communicate with the core of our industry through a direct email linking through to a chosen url. *It is strongly advisable to book emails in advance due to availability.*

- Sent to up to 5.000 Email subscribers (depends on chosen publications)
- EDM editors create a standalone mailing according to your briefing
- Integration of your content assets and links
- Opening rate on average more than 30%
- Optional account-based targeting

**Costs per direct mailing: € 4.950**



## Webinar

Looking to position you as thought leader or to win new clients in our industries?

- Up to eight week digital and social campaign
- Chaired by EDM editor
- Webinar published on our websites
- Guaranteed number of registrations



**Costs per webinar: € 8.950**

Yearly presence, one webinar per quarter, € 29.950

# WEBINAR REFERENCES



**What was requested:**

To generate business leads

**What we provided:**

Webinar. Presenting Partner. Content and presentation alignment. Webinar promotion through EDM channels

**The results:**

Over 50 business leads of high quality & seniority

**What was requested:**

To generate business leads

**What we provided:**

Webinar. Moderation of Webinar. Content and presentation alignment. Webinar promotion through EDM channels

**The results:**

Over 100 business leads of high quality & seniority

**What was requested:**

Communicate Innovation leadership, generate business leads

**What we provided:**

Webinar. Presenting Partner. Content and presentation alignment. Webinar promotion through EDM channels

**The results:**

Over 50 business leads of high quality & seniority

# WHITEPAPER PROMOTION

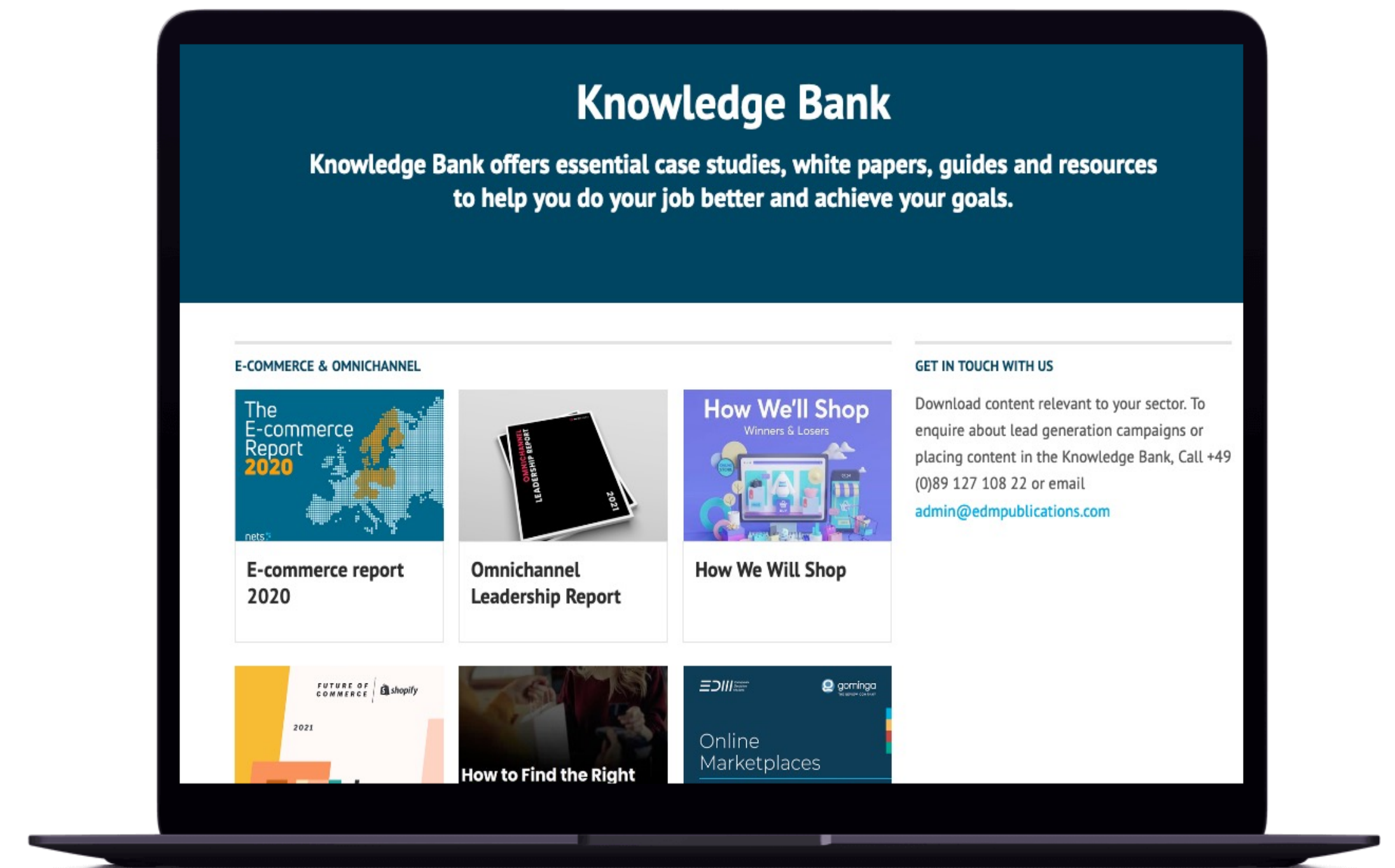
## Description

- Use an existing whitepaper, case study or guide to generate new qualified leads through our channels.
- Editorial topics from the fields of Circularity, Technology/Software, logistics, e-commerce or shopfitting are placed on the website in form of a whitepaper and are offered for download.
- The download is used to generate qualified leads and is provided with a corresponding contact form.
- Add-on: Production of Whitepaper according to your briefing

## Whitepaper includes:

- Duration: 6 weeks  
During this time 40 leads are guaranteed: all additionally generated leads can be accepted on top
- Exclusive logo presence within the whitepaper and on the landing pages
- Integration of a 1/1 page image advertisement in the whitepaper
- Additional media penetration in the form of banner campaigns on the website and in the newlines

**Costs: € 4.950**



# VOICE AMPLIFICATION

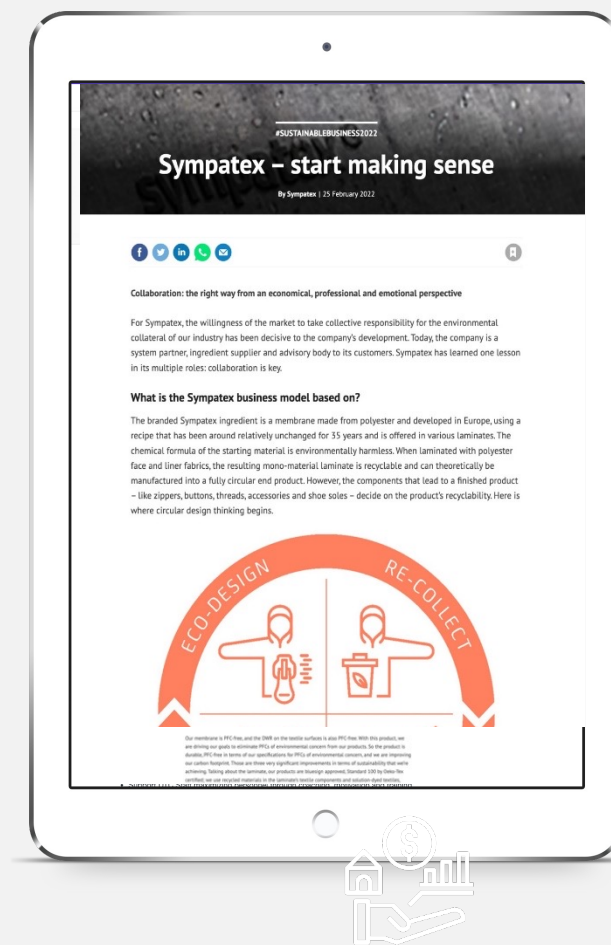
Let our audience know exactly who you are and why they should be speaking to you through Innovator Portraits, Company Spotlight Interviews and Advertorials. Talk about your USPs, innovations and case-studies or share insight on current topics to put your company at the forefront of our exclusive audience.

## Innovator Portrait

Position your company as a thought leader and innovator. Where do innovative companies set standards? What trends and technologies is the industry talking about?

- Text length upto 1.500 words
- Extended Distribution via our newsletters with 12 text ads
- Campaign runtime 3 months
- Targeted media campaign via LinkedIn with at least 60.000 impressions (depending on target group)
- Campaign runtime 3 months
- Publication in one Executive Edition

**Costs: € 12.950**

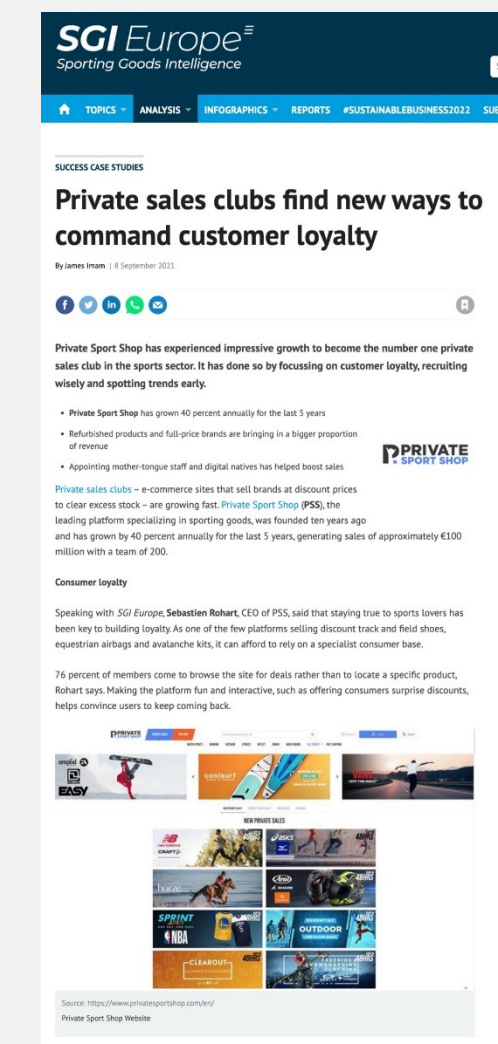


## Company Spotlight

Introduce your company with a CEO or executive interview including historical background and a future outlook. Put a face to your business and explain why the industry should know about your development.

- Text length 1.000 words
- Distribution via our newsletters with 3 text ads
- Targeted media campaign via LinkedIn with at least 40.000 impressions (depending on target group)
- Campaign runtime 3 months

**Costs: € 4.950**



# INNOVATOR PORTRAIT

Position your company as a thought leader and innovator.  
Where do innovative companies set standards?  
What trends and technologies is the industry talking about?

## Our service for you

- Content piece on our website
- Written by EDM authors, based on your briefing
- Text length about 1000 words recommended
- Integration of your pictures, links, infoboxes and videos
- Time frame until final approval 4 weeks

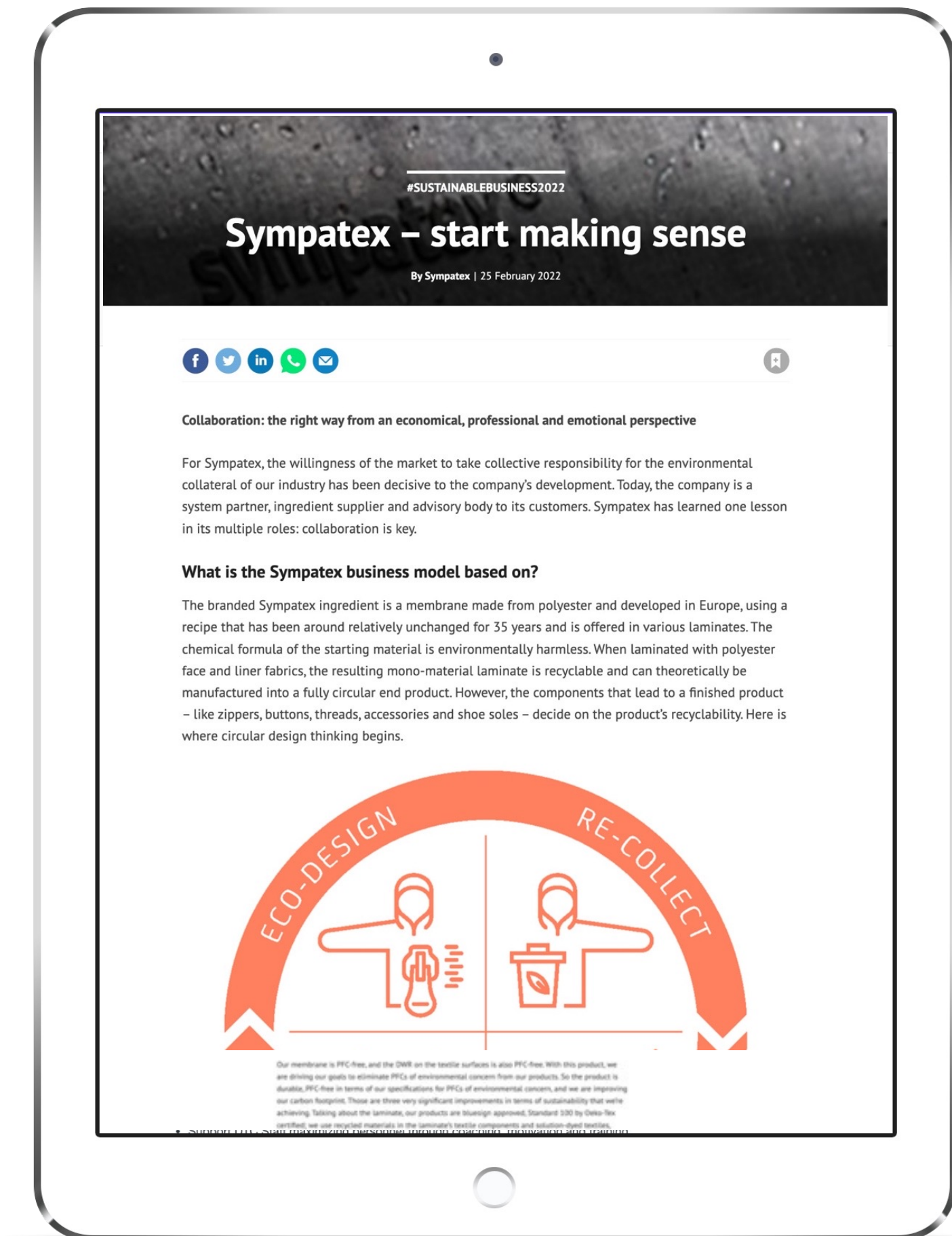
## Advertorial includes:

- Extended Distribution via our newsletters with 12 text ads
- Targeted media campaign via LinkedIn with at least 60.000 impressions (depending on target group)
- Native ad on website
- Campaign runtime 3 months

**Costs: € 12.950**

## Output / Benefits

- ✓ Ad-free presentation of your advertorial
- ✓ Long stay and intensive involvement
- ✓ Increased credibility with the reader through the presentation of the look and feel of editorial content
- ✓ Good findability via search engines
- ✓ Positioning as a leading brand or solution provider





# ADVERTORIAL

Solution-oriented content in the context of our editorial contributions ensure optimal reader attention – position your message in the form of an advertorial on your topic

## Campaign components

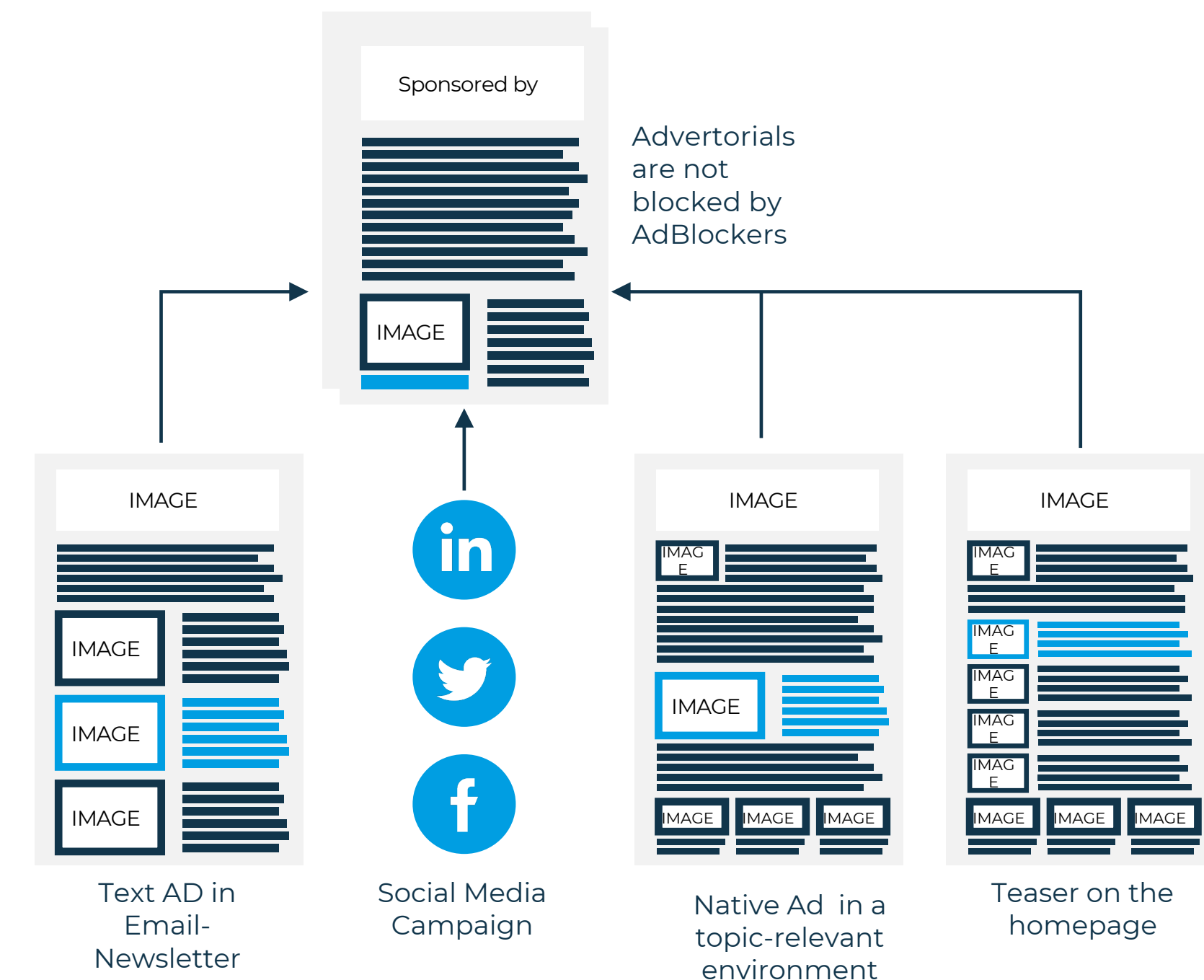
- Native ad on our website
- Written by EDM authors, based on your briefing
- Text length about 1000 words recommended
- Integration of your pictures, links and videos
- Distribution via our newsletters with text ads
- Targeted media campaign via LinkedIn with at least 40.000 impressions (depending on target group)
- Campaign runtime 3 months

**Costs: € 6.000**  
**€ 19.900**

Duration 3 months  
Yearly presence, one advertorial per quarter

## Output / Benefits

- ✓ Ad-free presentation of your advertorial
- ✓ Long stay and intensive involvement
- ✓ Increased credibility with the reader through the presentation of the look and feel of editorial content
- ✓ Good findability via search engines
- ✓ Positioning as a leading brand or solution provider



# EMPLOYER BRANDING PACKAGE

Reach experienced employees and managers from within the industry

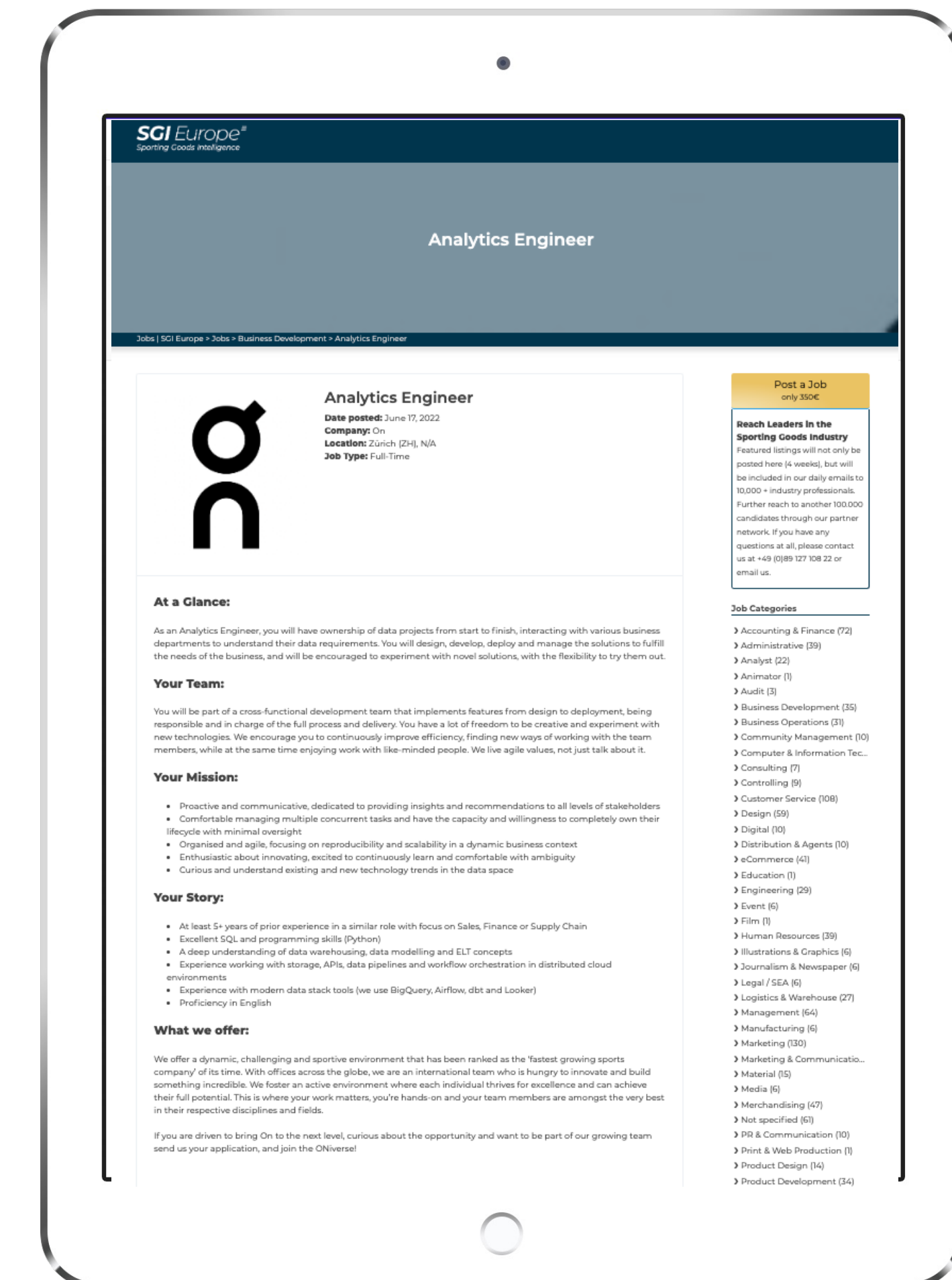
## Our service for you

- Content piece on our website
- EDM authors create your “work-with-us-story” . This is an employer advertorial on your briefing
- Integration of pictures, links, videos and quotes of your employees
- Additional integration of 3 Job Ads on our website and backlink in advertorial

## Employer Branding Package includes:

- Native Teaser on homepage for your “work-with-us-story”
- 3 Text-Ads in our E-Mail newsletter
- 3x job ad listing in job section of jobs.sgieurope.com for 2 months
- Targeted media campaign via LinkedIn with at least 40.000 impressions within target group (depending on target group)
- Duration: 30 days online

**Costs: € 6.700**



# DISPLAY ADVERTISING

Get more from your content and case studies through email and webinar exposure with EDM Publications. These are a great way to showcase your business and generate leads.

## Newsletters

Published every day (Daily Update) or weekly (Weekly Industry Round-up) our e-newsletter brings the latest updates on the industry to our subscribers. It also provides a great vehicle to carry your advertising to market with Leaderboards and MPUs text ads.



- Leaderboard
- Banner 600 x 300 px Static
- 12 Email Newsletters



- MPU
- Banner 300 x 250 px
- 12 Email Newsletters

**Costs: € 3.950 for 12 display ads in newsletter**

## Digital Display

We offer digital display advertising in various formats. All are sold on a monthly tenancy basis and are seen by our users each month, also visible on mobile and tablet.



- Leaderboard
- Banner 980 x 150 px



- MPU
- Banner 300 x 250 px

**Costs: € 3.950 per month**

# TEXT AD IN NEWSLETTER

Draw the attention of our readers to your messages and channels

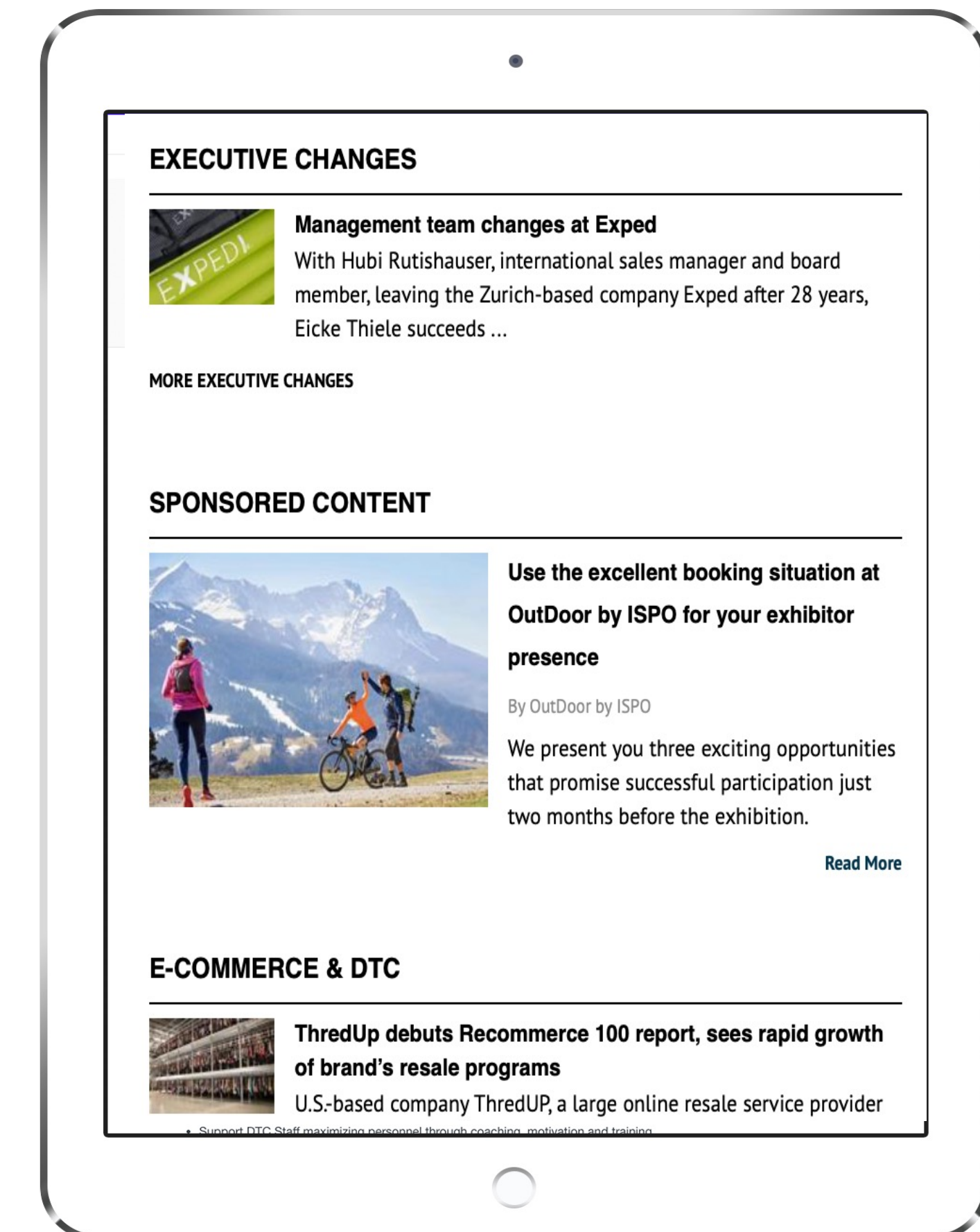
## Our service for you

- The Text Ad is embedded in our newsletter
- It has the same look & feel as the editorial teasers
- EDM editors create the text ad with your briefing and your provided picture
- Time frame until final approval 2-3 working days

## Text Ad includes:

- Distribution of your 12 text ad in chosen publications
- Direct link to i.e. your website/landingpage/LinkedIn-account
- Publication on your dates of choice

**Costs: € 4.950 for 12 text ads**



# JOB ADS

Place your job ad in your high-profile candidate's favorite publication

## Our service for you

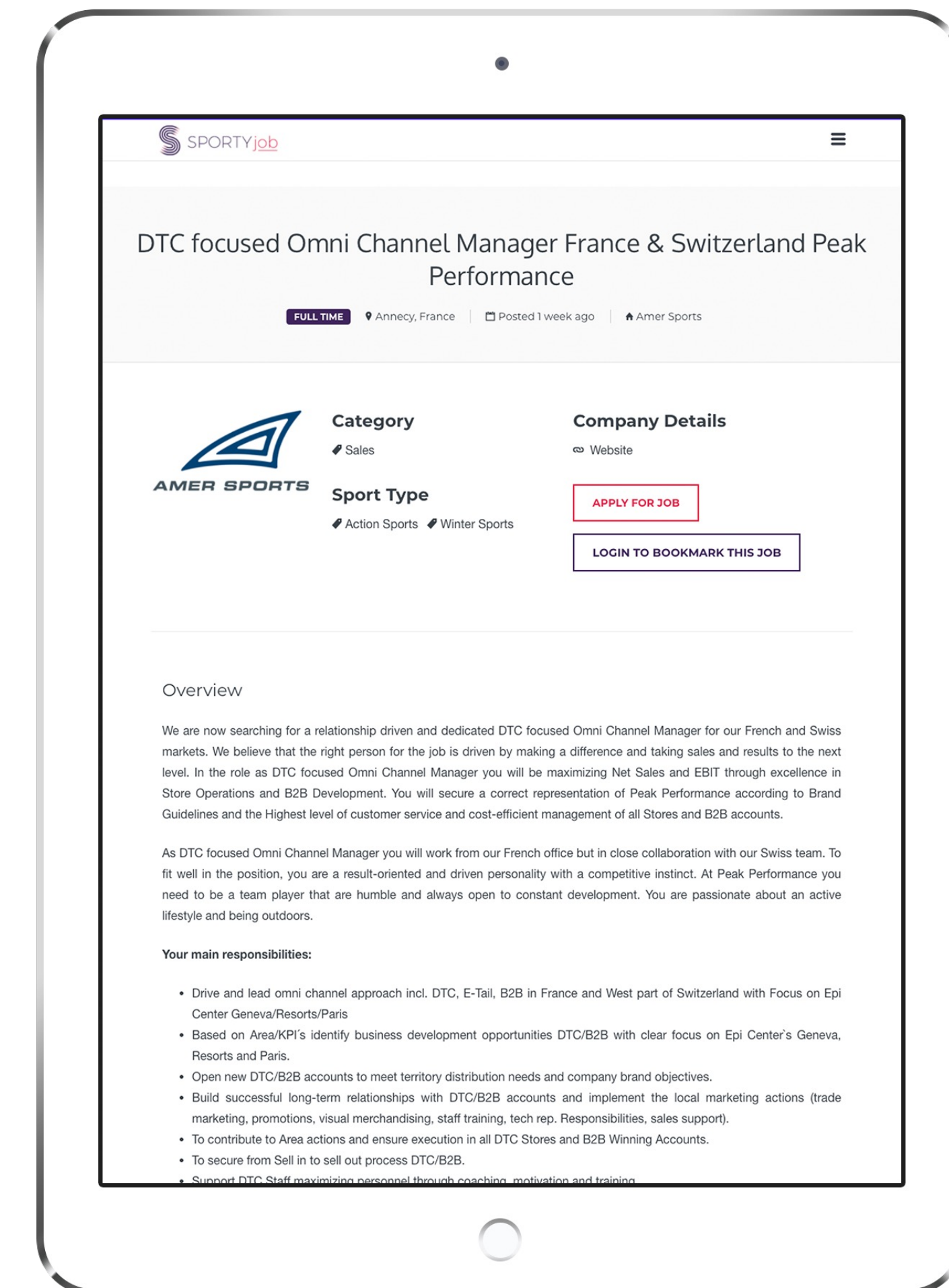
- Integration of your Job Ad on our website
- Reach high-profile candidates through our network

## Job Ad includes:

- 1 Text-Ad in our E-Mail newsletter
- Listing in job section of jobs.sgieurope.com or on publication's websites (2 months)
- Optional LinkedIn Campaign

<b>Costs: € 350</b>	Single Job Ad
<b>€ 890</b>	3 Jobs Package
<b>€ 1.500</b>	Flatrate for 1 year
<b>€ 990</b>	Additional LinkedIN Campaign per Job Ad

All prices in EUR plus VAT



# LINKEDIN AD CAMPAIGN

Use our credibility to inform a targeted audience

## Our service for you

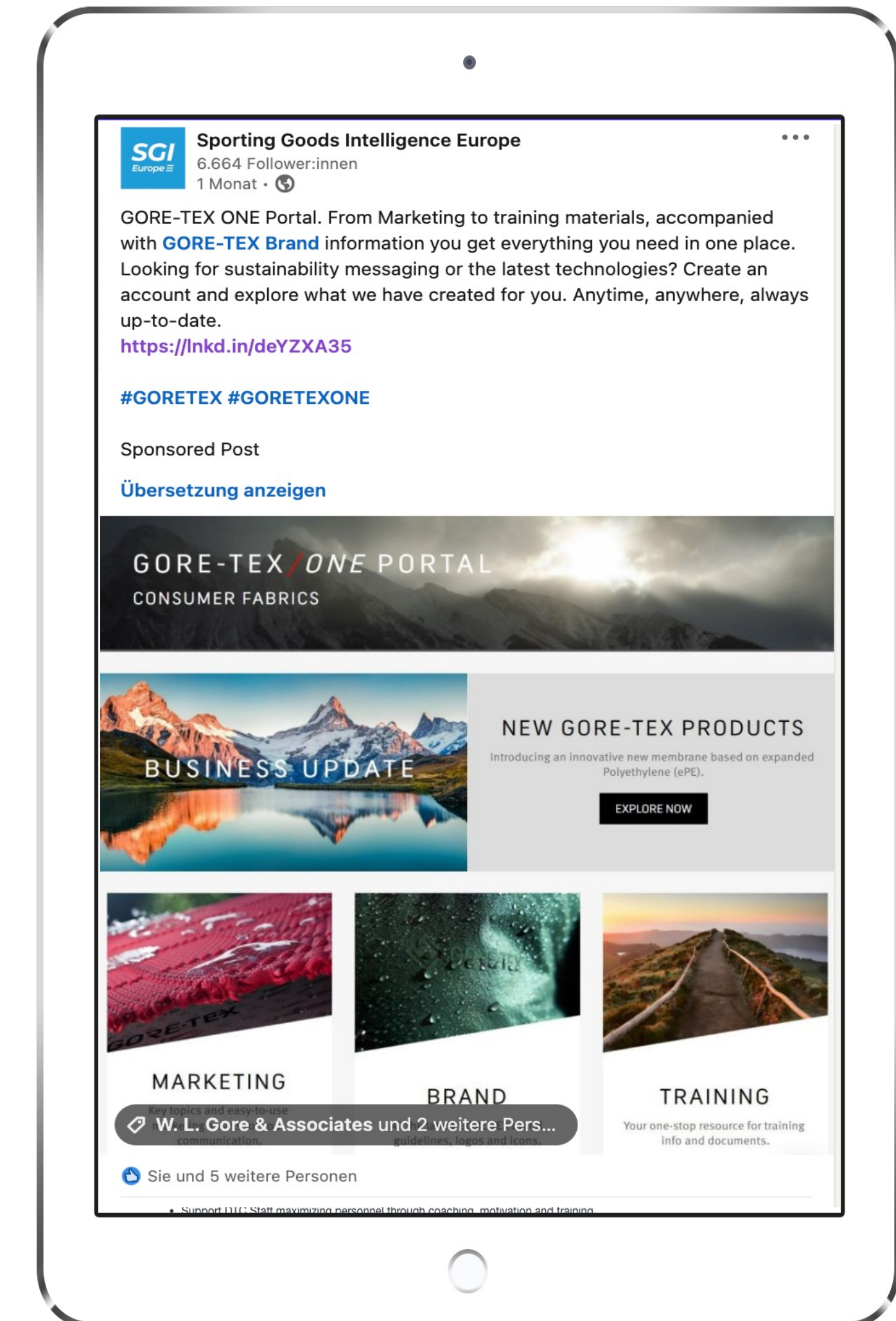
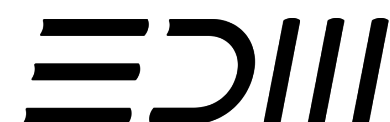
- Creation of the ad on your behalf and with provided media assets
- Choose LinkedIn format (article post, picture+text, carousel or video ad)
- Choose your conversion target (i.e. your landingpage, your website) by providing a link

## The LinkedIn Campaign includes:

- Targeting on your behalf (countries / position / companies / seniority)
- Reach per post at least 25k impressions (depending on target group)

**Costs: € 990**

All prices in EUR plus VAT



# COMPANY DIRECTORY

## Description

- Looking to win new clients (brands, retailers, distributors) in the sporting goods industry?
- Create your company profile on sgieurope.com and get listed as relevant supplier to the industry
- Reach high-profile executives and professionals through SGI

## Output Basic Profile

- ✓ Logo
- ✓ Company description
- ✓ Corporate address + website link

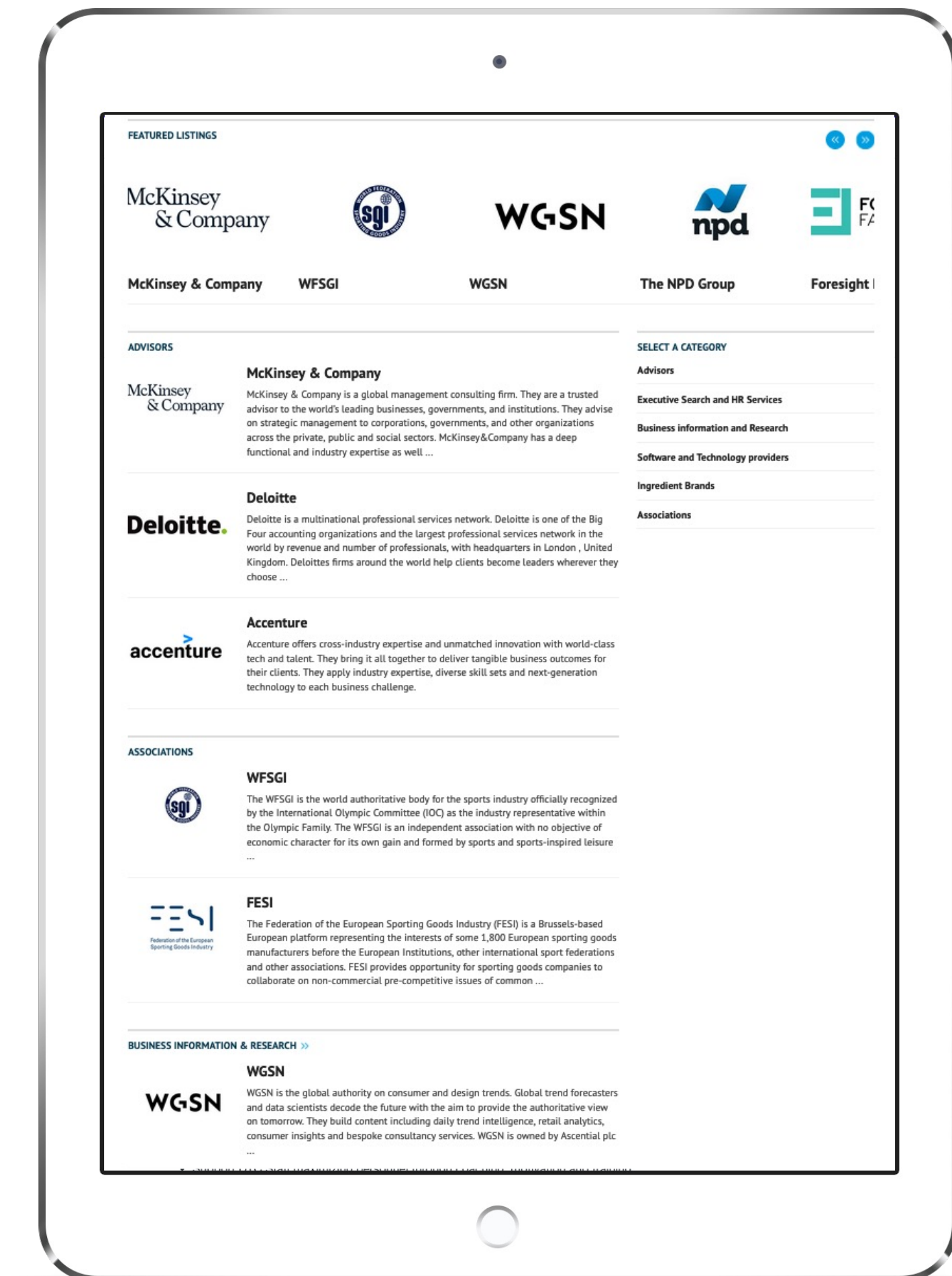
Costs/year: € 600

All prices in EUR plus VAT

## Output Premium Profile

- ✓ Integrate whitepapers, videos and other marketing materials in your profile
- ✓ Add several contact persons incl contact details
- ✓ Highlighted as featured Listing
- ✓ Initial Communication in weekly E-Mail newsletter included

Costs/year: € 2.000



# MICRO EVENTS

We are offering regular events throughout the year and across Europe, bringing together a cohort of senior professionals in our industry.

These events allow retailers to meet and to connect with industry suppliers, and to share ideas, challenges and solutions, whilst giving a chance to gauge the status quo in the industry, and calibrate the quality and direction of our research.

## Roundtables

EDM Roundtables are an opportunity to host a discussion supporting up to 12 guests

- 2 from Sponsor (one of which should be a client)
- Chaired by an EDM Editor
- Upto 10 invited retailers and brands

## Networking Events

EDM Networking Events can take place in various formats and support up to 30 guests

- 3 from Sponsor, 2 from EDM
- Hosted by an EDM Editor
- 24 Senior Professionals/decision makers and C-Level within retailers and brands

## Dinners

EDM Dinners are hosted globally and support up to 18-24 guests

- 2 from Sponsor, 2 from EDM
- Hosted by an EDM Editor
- 6-18 Senior Professionals/decision makers and C-Level within retailers and brands





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# WHERE ELSE CAN WE HELP YOU? LET'S TALK ABOUT...

... Content production | Start-up packages | Annual partnerships

Individual market research | Webinar series | Events ...

# BEST-IN CLASS BUSINESS INFORMATION AND MARKET INSIGHTS—TRUSTED BY THE LEADERS OF THE INDUSTRY



A trusted and well-researched source of information.



The most comprehensive and reliable source of information when it comes to the general sporting goods and outdoor market.



In crisis you can either let yourself be paralyzed or challenge the organization to make use of the opportunities that presents themselves. Needless to say that is what we at Polygiene did with the launch of Polygiene ViralOff technology early 2020 to fight the Covid-19 pandemic with a tremendous success. Even though the regular odor control business has suffered due to the lockdown it is very rewarding to see the way many of our long-term partners in the Sporting Goods industry have incorporated our Polygiene ViralOff technology into their new accessory line and thus being able to keep sales during the tough circumstances. A key for us to stay in contact with the industry has been the partnership with EDM Publications especially since most of the physical meetings this year have been closed.



I find EDM's publications extremely informative and very useful when prospecting for new customers or seeing how existing customers are performing. Our products are aimed at brand owners and EDM's publications are a great knowledge and prospecting source for us.



SGI  
Europe

Outdoor  
INDUSTRY COMPASS

Eyewear  
INTELLIGENCE

SHOE  
INTELLIGENCE

# PRICING

Media – Thought Leadership/Visibility	Price	Media – Lead generation	Price
Innovator Portrait	12.950€	Presenting partner of Insight Report	Starts at 15.950€
Native Advertorial -Yearly presence, one advertorial per quarter	6.000€ 19.900€	Webinar	8.950€
Company Spotlight Interview	4.950€	Direct Mailing -Account-based dispatch	4.950€ 7.450€
Employer Branding Package	6.700€	Whitepaper promotion	4.950€
Text Ads for 12 newsletter	4.950€	Regional, Country or Sector Reports	Get in touch
Display Ads Newsletter (12 newsletter): -Leaderboard -MPU	3.950€	Events	Get in touch
Display Ads Website / per month -Leaderboard -MPU	3.950€		
LinkedIn Ad campaign	990€		
Job Ad	350€		
Company Directory	600€		

# GET IN TOUCH

Please contact a member of the team to discuss any of our commercial opportunities or our editorial content.



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