

# InnovationManagement

Align your brand with the world's leading platform for cutting-edge innovation management content, best practice, and online learning.

Our partner programs offer premium exposure to an international community of executives and professionals looking for knowledge and inspiration to improve innovation capabilities.

Showcase your expertise and thought leadership to a targeted audience in a cost-effective way. The result is highly-qualified sales leads and increased brand awareness. Our partners and collaborators represent a diversity of organizations, educational institutions, and innovation service providers.

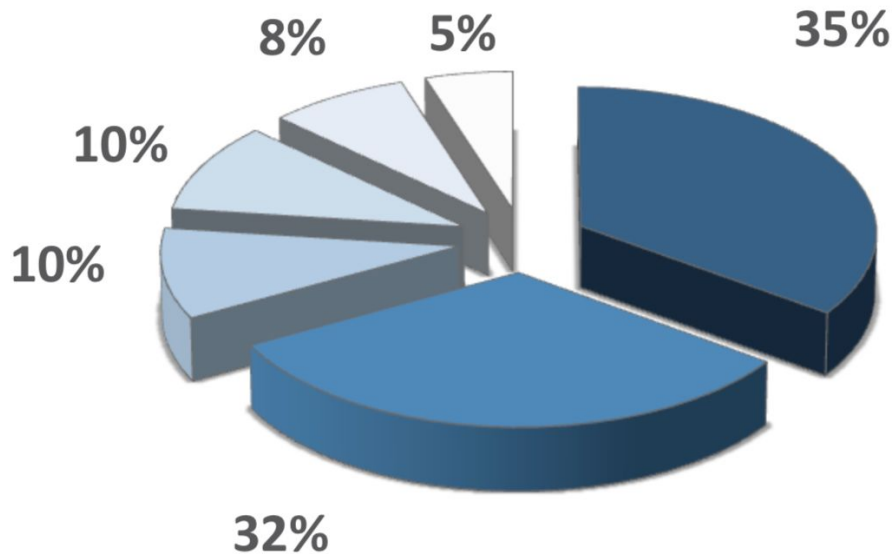


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## Audience Overview

93% of our visitors have an influence on the sourcing and purchasing decisions for products and services in their organization.

44% of our visitors are directly responsible for sourcing and purchasing products and services.



35% of our audience are C-level, executives, VPs, directors, and heads of innovation

32% are innovation managers, engineers, and mid-level management

10% are researchers, academics, experts, PHDs, and students

10% are SME CEOs, owners, and founders

8% are consultants and educators

5% are others

Geographically, our readers, subscribers, and partners are mainly located throughout the Americas and Europe, with a quickly growing population in Asia. Each month, we receive 100,000 unique visitors from more than 150 different countries, and hundreds of new subscribers sign up each week to our email distribution list.

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## Publishing and Advertising

With more than 3,000 original and evergreen articles, the InnovationManagement library is a well-founded resource for the industry. Publishing original content builds brand awareness and trust toward individual experts and your organization. Present your methods and expertise to a diverse network of practitioners to increase recognition and confidence among your audience.

### ARTICLES

All articles are included in our weekly email newsletter, and we share content across all of our social networks each day. A short company or author profile with links and contact details are included both on published articles and in your author biography page. More than 100,000 unique visitors read articles published on InnovationManagement every month.

Why Company Culture is Key to Innovation and Growth



How fast should an idea move from selected to implemented?



By: [Emily Lazration](#)

In the world of business to get an edge over competitors, companies are required to constantly evolve their sales, marketing, hiring, and employee retention tactics to stay ahead. External pressures and threats from other companies push entrepreneurs to come up with new strategies and solutions to grow their businesses. There's no way to succeed other than to innovate.

Contact: Sarah Vandenberg | Managing Editor | [sarah@innovationmanagement.se](mailto:sarah@innovationmanagement.se)

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## NEWSLETTER ADVERTORIALS

Our newsletter is delivered to more than 13,000 readers, with hundreds more subscribers signing up each week. Our average open rate is between 15% and 18% (above industry average) and you can expect more than 200 clicks on a single ad. Sponsored advertorials may showcase product demos, events, webcasts, whitepapers, crowdsourcing initiatives, and much more, and we offer a variety of advertorial placement types to fit with your budget and needs.

Below are three examples of newsletter advertorials: featured, basic link, and standard.



## The Five Factors That Drive Digital Innovation

Innovation is the core activity of human evolution to change the environment, reach high performance, and make collective progress. Nowadays, with rapid changes and fierce competition, innovation is no longer a “nice to have,” but a “must have” competency for long-term business success.

[Read On](#)

## New Articles on Innovation Management

[Use This Template as a Calendar for Innovation](#)

[Renewable Energy: A Growing Industry Welcoming Big Business and Startups Alike](#)

[Traditional Marketing Tactics Needed for Digital Success](#)

[Five Perspectives of Innovators](#)

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**Platform Economy Summit Europe**  
16-19 September 2019 | Frankfurt  
**DRIVING NEW GROWTH AND VALUE WITH PLATFORM AND ECOSYSTEM STRATEGIES**  
**LEARN MORE >>**

## Platform Economy Summit Europe 2019

Driving new growth and value with platform and ecosystem strategies. Join 500+ senior corporate decision makers, entrepreneurs, investors, and government policy makers from the most important and innovative organisations at Europe's leading event on business model transformation. If you don't have a platform strategy, you don't have a strategy. Quote VIP Code FKN2662IMNL for a 10% discount.

[Register Here](#)



## Intrapreneurial Success: Leading Disruption, Managing Change

Embracing an intrapreneurial mindset, which intentionally disrupts things from the inside out and often from the bottom up, is a radical concept for companies that thrive on stability and predictability. However, if an enterprise is committed to developing its innovation capability through intrapreneurship, three groups of people must be mobilized to make it happen: leadership, stakeholders, and innovation support.





[Read On](#)

## BANNER ADVERTISING

We offer banner advertising sitewide in two standard sizes: 728x90 and 300x250. Depending on placement, banners generally see between 50,000 and 85,000 impressions each month.

How Are Innovative Learning Platforms Influencing the Future of Work?



   How fast should an idea move from selected to implemented? 

STAY CONNECTED



[IM Weekly Newsletter](#)

Upcoming Events

 **Platform Economy Summit Europe**  
September 16 - September 19

[View All Events](#)

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## ARTICLE CALLOUTS

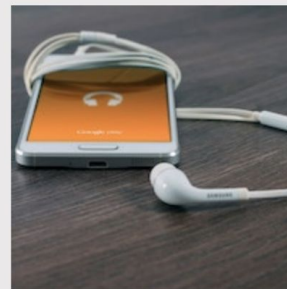
An alternative to banners, article callouts are placed inline on our 100 most popular articles (for a total of 100,000 impressions each month) as well as in newly-published articles for the duration of the partnership. Callouts (pictured in gray below) lend extra credibility to the advertisement, showing that InnovationManagement vouches for and recommends the product or service featured.

However, there are numerous different approaches to CPS. Mine is more focused on innovation (that is the implementation of the most promising ideas). It involves seven straightforward steps.

### Do you have internal innovation consultants?

Some organizations have put together teams who can internally evaluate and improve processes to elevate the entire workplace's performance. Learn how the FDA created a program to resolve internal challenges with the help of the crowd in this podcast interview.

[Listen Here](#)



## CPS Steps

1. Clarify and identify the problem
2. Research the problem
3. Formulate creative challenges
4. Generate ideas
5. Combine and evaluate the ideas
6. Draw up an action plan
7. Do it! (implement the ideas)

## SOCIAL MEDIA PROMOTION

With nearly 14,000 members of our LinkedIn group, 13,400 followers on Twitter, and more than 6,100 followers on Facebook, we are able to promote our partners to a sizeable and growing audience across a variety of platforms.