

peer sphere

The CMO Council Journal
Inspire. Enlighten. Engage.

**MEDIA
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.

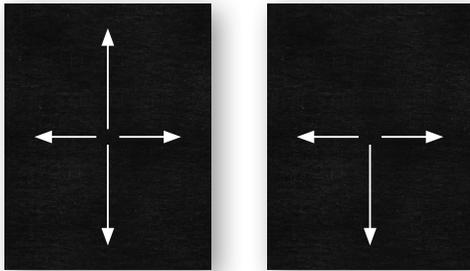
Over the past 10 years, the CMO Council has been at the forefront of global knowledge transfer on strategic marketing topics and has built a formidable channel of insight, access, and influence. Its 10,500-plus members in more than 110 countries control more than \$500 billion in annual marketing spend. 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 the industry's fragmented nature. There are a lot of different players, each with their own agenda. It's a challenge to get everyone on the same page and to work together to address the industry's needs. The marketing organization is an ideal fit for this because they are the ones who are most responsible for understanding the customer, understanding the products, and knowing that they are looking for the right fit for the business. It's a challenge to get everyone on the same page and to work together to address the industry's needs.

When you have conversations with your CEO or the Board, how frequently do they ask, and what are the objectives of these conversations?

We meet every day because we're trying to understand where marketing is coming from and how it's going to impact the business. We talk about our overall digital and data strategy because you have to integrate that with your business strategy. At the end of the day, it's about finding the right way to use the customer, and we have an overall goal that's really what we're going for. So, how we're going to communicate and how we're going to integrate it with the rest of the business.

What advice would you give your colleagues about how to get more value from the marketing IT partnership?

First and foremost, it's a relationship. There has to be a partnership. Marketing and IT have to work together. It's not just about the technology, it's about the people. You have to have a shared vision and a shared goal. You have to have a shared vision and a shared goal. You have to have a shared vision and a shared goal.

INTRODUCING BUSINESS DEVELOPMENT THAT CHANGES THE GAME.

ELITE

THORSON REUTERS

Transcribe Me!

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 Index, the top 100 marketers in the world are not just using technology to improve their operations, they are using it to create value for their customers. This is a significant shift from the traditional view of technology as a cost center. The top 100 marketers are now using technology to create value for their customers, and this is a significant shift from the traditional view of technology as a cost center.

As the pace of marketing automation accelerates, how are you tracking the return on investment of your marketing technology investments?

Marketing technology is a key driver of value creation for many companies. It's not just about the technology, it's about the people. You have to have a shared vision and a shared goal. You have to have a shared vision and a shared goal.

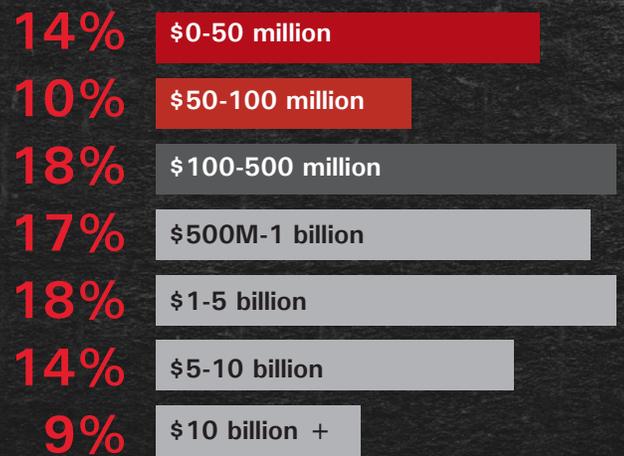
FOR MORE INFORMATION ON ADVERTISING OPPORTUNITIES, PLEASE CONTACT BRYAN DEROSE AT BDEROSE@CMOCOUNCIL.ORG OR 408.677.5330.

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%