

# SPECIAL DIGITAL ISSUES & INDUSTRY RESEARCH

## DRIVING LEADS THROUGH PREMIUM CONTENT

Use *Modern's* Special Digital Issues or Custom Industry Surveys to generate numerous qualified sales leads. Special Digital Issues and Custom Industry Surveys offer relevant industry-focused content to engage our audience.

This exclusive content is offered to our readers through a dedicated series of promotional eBlasts giving sponsors highly valuable branding in addition to leads.

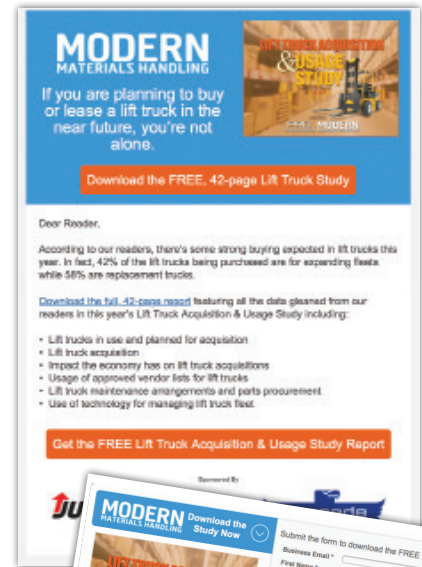
You can further qualify your leads with a custom buying intent registration response.

2024 E-Z Lead Content Schedule		
Month	Topic	Close Date
January	Special Digital Issue: Software	1/23/24
February	Industry Research: Automation Survey	2/20/24
March	Special Digital Issue: Robotics	3/20/24
April	Special Digital Issue: Lift Trucks & Accessories	4/17/24
	Industry Research: Intralogistics Robotics Study	4/23/24
June	Industry Research: Lift Trucks Acquisition & Usage Study	6/18/24
	Special Digital Issue: Automation/Retail eCommerce	6/19/24
August	Industry Research: 2024 Software/Automation Outlook	8/21/24
September	Special Digital Issue: Ergonomics & Safety	9/16/24
October	Special Digital Issue: Materials Handling Automation	10/23/24
November	Industry Research: Pallet Report	11/15/24
December	Special Digital Issue: Packaging and Pallets	12/10/24

NET INVESTMENT: \$7,500

### ENGAGEMENT CAMPAIGN

- Logo branding on a series of 2 promotional eBlasts to *Modern's* online subscriber community of over 80,000 materials handling professionals.
- One lead qualifying response on the download survey page: "Plans to purchase/evaluate within the next 12 months."
- Registration landing page to capture leads.
- Receive full lead details.
- Special Digital Issues receive a full-page ad linkable to your website in the digital issue. (For Special Digital Issues only)



Industry Research



Registration Page



SPEAK TO  
YOUR SALES  
REPRESENTATIVE

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