

# 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. And, you can further qualify your leads with a custom buying intent registration response.

Special Digital Content Schedule		
January	Closing Date: 1/14/19	Special Digital Issue: Software
March	Closing Date: 3/4/19	Special Digital Issue: Robotics
May	Closing Date: 5/7/19	Special Digital Issue: Lift Trucks/MRO
June	Closing Date: 6/3/19	Special Digital Issue: Automation/Retail
September	Closing Date: 9/9/19	Special Digital Issue: Packaging/Pallets
October	Closing Date: 10/7/19	Special Digital Issue: Materials Handling Automation
December	Closing Date: 11/25/19	Special Digital Issue: Top 20 Lists

**NET INVESTMENT: Special Digital Issues \$7,500**

Industry Research Content Schedule		
June	Closing Date: 6/4/19	Industry Research: Lift Trucks
August	Closing Date: 8/5/19	Industry Research: Industry Outlook
October	Closing Date: 10/7/19	Industry Research: Annual Pallet Report
November	Closing Date: 10/28/19	Industry Research: Annual Salary Survey

**NET INVESTMENT: Industry Research \$5,000**

### ENGAGEMENT CAMPAIGN

- Logo branding on a series of 2 promotional eBlasts to *Modern's* online subscriber community of over 50,000 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.
- Limited to 5 sponsors.
- Special Digital Issues receive a full-page ad linkable to your website in the digital issue. (For Special Digital Issues only)

SPEAK TO  
YOUR SALES  
REPRESENTATIVE

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Industry Research

Custom Buying Intent Response

Registration Page