

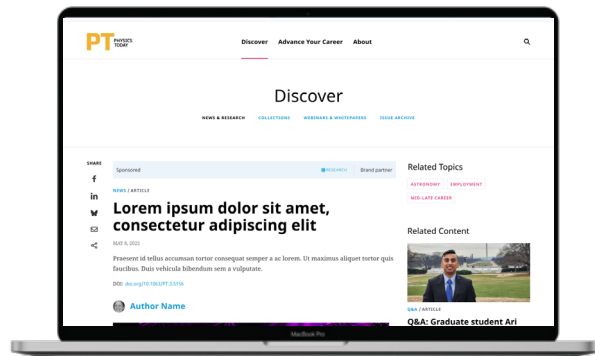
# LEAD GEN OPTIONS



Marketing KPI: LeadGen

## Supplied White papers, eBooks, Handbooks, & App Notes

These products offer an excellent way to both generate marketing-qualified leads as well as position your company as a thought-leader alongside Physics Today's authoritative editorial, all while obtaining extensive brand exposure with a comprehensive marketing campaign that spans both Wiley and PT audiences..



Any asset has potential to generate leads! Consult with your sales contact to find out how we can transform your resources into sales.



*"We have been partnering with Physics Today for our advertising campaigns for many years, both print & online. We feel confident that we are reaching a quality audience who is interested in our adhesives, sealants & coatings. ...We received leads from some very solid companies who downloaded our white paper."*

Jane Trager, Marketing,  
Master Bond



*"The Physics Today white paper program has helped PI (Physik Instrumente) to connect with physicists and engineers in the optics and photonics community."*

Stefan Vorndran, VP  
Marketing, Physik  
Instrumente



## Sponsored Editorial or Custom Sponsored Webinars

### Each program includes:

- Your branding on customized registration page and audience viewing console
- Live or SimuLive
- Contact info for all registrants
- Integrated marketing campaign promoting event & your brand
- Reminder emails to promote high attendance and post-event email to promote on-demand viewing
- Editorial moderator
- Registration and attendance reports
- GDPR compliant



New!

Expanded lead gen  
packages designed to  
deliver!

Ask for details.

### Powerful, Competition-Busting KPIs

- ✓ Editorially Led Webinars:  
607 registrations 52% attendance rate
- ✓ Custom Webinars:  
518 registrations 40% attendance rate