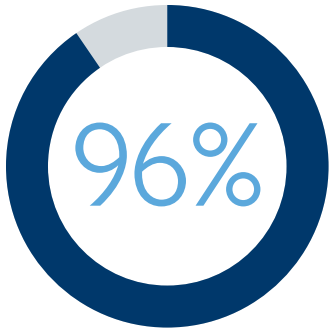


# ONLINE B2B MEDIA: WHAT'S THE BIG DEAL?



of B2B media users read print and online sources for industry-related content.

**73%** of decision makers reference websites weekly for industry-related content.

**69%** of decision makers read digital editions of print magazines.

**65%** say eNewsletters will become a more important source of info over the next 3 years.

## B2B MOBILE:

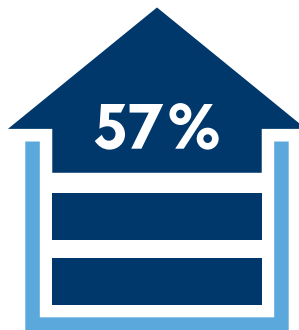
ABOUT **58%** OF AMERICAN ADULTS OWN A SMART PHONE.



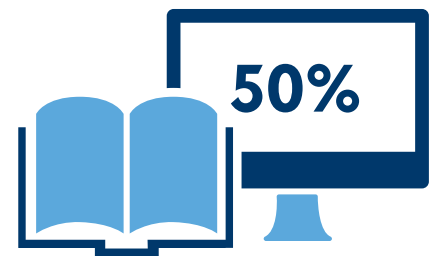
## WHY ADVERTISE IN B2B ONLINE MEDIA?



**48%** OF B2B MARKETERS WILL INCREASE THEIR AD BUDGET DURING THE NEXT 12 MONTHS.



**57%** OF B2B MARKETERS WILL INCREASE THEIR CONTENT MARKETING IN B2B PUBLICATIONS.



**50%** OF B2B MARKETERS' BUDGET GOES TO INTEGRATED PROGRAMS: PRINT AND ONLINE.