



2025 MEDIA KIT

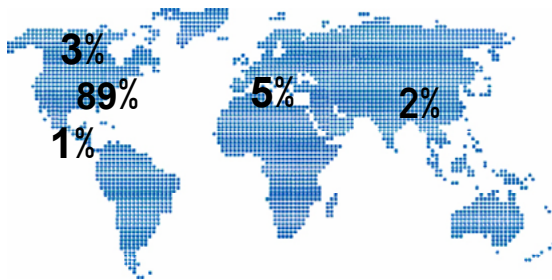
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Audience

GLOBAL DISTRIBUTION

United States	89%
Canada	3%
Asia	2%
EMEA	5%
Latin America	1%



JOB TITLES

Director/VP/SVP	33%
Manager	27%
Consultant/Agency	14%
Staff	11%
Sales & Other	8%
CEO/President	7%

LEADING TOPICS INCLUDE

- Account Based Marketing
- Account Based Sales
- AI Technologies
- Big Data
- Channel Marketing
- Content Marketing
- Copywriting
- Database Marketing
- Digital Marketing
- Direct Marketing
- Lead Generation
- Lead Management
- LinkedIn Marketing
- Marketing Automation
- Martech
- Sales Presentations
- Sales Automation
- Sales Enablement
- Social Selling
- Tradeshow & Events
- Video Marketing
- Webinars

U.S. Contacts In Our Database 78 million

Webinars

GUARANTEED LEADS

Generate qualified leads with a sponsored webinar.

We will promote your webinar using a multi-channel approach that includes: Lead Generation Institute website, our e-newsletter, social media platforms, and 100,000 email sends to contacts who fit your ideal customer profile within our database of over 78 million U.S. contact records.

- Custom topics: bring in your own experts and clients to speak
- Create your own discussion group and interact with an invested audience
- Receive an opt-in contact list of webinar registrants & attendees
- You'll get a multiple campaigns to promote your webinar, including email newsletters, targeted text-based emails, website banners, social media promotion and more.

Price per webinar

\$5,000

Email Marketing

Take advantage of our 78 million B2B business contacts with email addresses in the U.S.

Target your ideal prospects through email while leveraging the Lead Generation Institute brand.

All creative materials are due 10 business days before the email launch date.

Packages are completely customized to reach your ideal customer profile.

Plans are based on audience size and start at \$1,995

Custom Content Creation

If you're looking to expand your content marketing efforts LGi can help. Perhaps you want to position your company or executives as thought leaders in your industry, or maybe you need more downloadable assets for your lead generation programs, or better yet, you need a content partner that helps develop and map content to your prospects buyer journey by persona. Regardless of your needs, we will strategize with you to make sure your content is relevant, on message and engages your audience.

Typical assignments include the following:

- Blog Posts & Bylined Articles
- How to Guides
- Research Studies
- Whitepapers

Custom Content Packages

Please contact a representative for customized pricing.

Martech Showcase

The Lead Generation Institute launched [Martech Showcase](#) to help marketers and sales professionals find the right marketing and AI technologies to help them be more efficient and effective.

Martech Showcase is the only place you can go to learn best practices from martech executives and watch a demonstration of their product without having to sign up for a sales demonstration and be tossed into a lead nurture program or call center.

ENHANCED LISTINGS INCLUDE

- Featured listing at the top of the category of your choice and above all of your competitors
- Inclusion in 2 LGi newsletters
- Featured on the LGi LinkedIn group
- Promoted to over 20,000 LGi social media followers
- Promoted to Shawn Elledge's 13,000+ followers on LinkedIn

Listing Price
Enhanced Listing

\$995 a year
\$1,495



CONTACT

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