

# SUSTAINABLE INDUSTRIES

For Leaders Of The New Economy / [www.sustainableindustries.com](http://www.sustainableindustries.com)

P.O. Box 460324  
San Francisco, CA 94146

Brian Back, Founding Editor & Publisher  
[brian@sustainableindustries.com](mailto:brian@sustainableindustries.com)

## Business Team:

Chitra Rajeshwari, VP of Business Development  
[chitra@sustainableindustries.com](mailto:chitra@sustainableindustries.com)  
415-244-9941

Brandon Madsen, Sr. Account Executive (Pacific Northwest)  
[brandon@sustainableindustries.com](mailto:brandon@sustainableindustries.com)  
253-359-7775

Christina Weber, Sr. Account Executive (California)  
[christina@sustainableindustries.com](mailto:christina@sustainableindustries.com)  
415-828-5729

# MEDIA KIT 2011-12

# ABOUT SUSTAINABLE INDUSTRIES

At the turn of the century, a few years before words such as “green” and “eco” were embraced by widespread opportunism, business journalist *Brian Back* took a keen interest in the growing communities of dedicated business leaders pioneering sustainable business practices. Unable to convince his former employer, a mainstream media conglomerate, to provide coverage of the burgeoning opportunity, Brian politely resigned and set up a series of meetings with several of those business leaders to brainstorm ideas. Soon after, *Sustainable Industries* was born.

Over the next several years, the team of stakeholders at *Sustainable Industries* worked exceptionally hard to create an innovative, award-winning media company that today serves as the only one of its kind: a fiercely independent, regionally focused, advertorial-free B2B online magazine, event series, and suite of industry-specific newsletters that reach far beyond “green” to provide news, tools and analysis on the greatest social, environmental and economic development opportunities the world has ever seen: *Sustainable Industries*.

## THE AUDIENCE: OVER 100,000 STRONG (AND GROWING)

- 25,000 readers of the monthly digital magazine and online Business Guides
- 20,000 opt-in subscribers to Industry Newsletters
- 50,000 monthly page views at [www.sustainableindustries.com](http://www.sustainableindustries.com)
- 1,500 annual registrants of the Sustainable Industries Economic Forums
- 2,000 annual registrants of *Sustainable Industries* Webinars

### FEEDBACK

“In the rapidly growing world of green you need someone to cut through the fog of greenwashing to let you see what is really going on. Sustainable Industries is my lighthouse. I’ve gotten more good ideas out of Sustainable Industries that I incorporate into my work than from any other source of its kind.”

- Panama Bartholomy, California Energy Commission

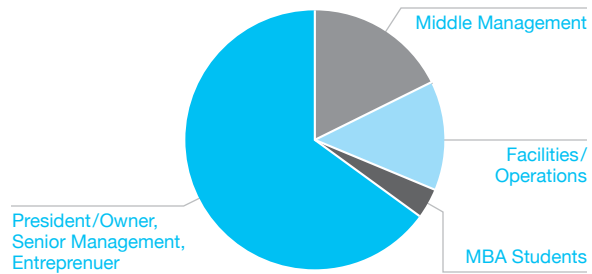
“Our organization’s exposure in Sustainable Industries has helped us reach our target audience in powerful new ways - and they’re great people to work with!”

- Dan Geiger, Executive Director, U.S. Green Building Council No. CA Chapter

# THE SUSTAINABLE INDUSTRIES BUSINESS LEADER IS:

## IN CHARGE

- More than 66% are President/Owner, Senior Management or Entrepreneur
- 19% Middle Management
- 11% Facilities/Operations
- 4% MBA Students



## ACCOUNTABLE

The majority of the *Sustainable Industries* audience is directly responsible for buying:

- Financial Services
- Marketing/PR Services
- Green Building Products and Services
- Clean Energy
- Office Supplies
- Conferences/Retreats
- Books/Reference Materials

Another one-third is directly responsible for buying Legal Services, Insurance, Office Space/Real Estate Services and College Courses/Continuing Education.

## ENGAGED

- A large number say they read each issue of *Sustainable Industries* “cover to cover” to “keep abreast of the latest sustainable business news and analysis.”
- Nearly half have taken direct action in response to an advertisement.

## ADVANCED

- 41% have earned an MBA or advanced degree, and ¾ are early- to mid-career
- A majority say *Sustainable Industries* contains news, tools and analysis they “can’t find anywhere else.”

## DIVERSE

- Top represented industries include: Engineering/Construction, Government/Policy, Design, Marketing, Manufacturing, Education, Energy, Technology, Finance and Real Estate.
- 25% work in companies with over 500 employees, while nearly half work in companies with fewer than 50 employees.

## CONSCIENTIOUS

- More than 87% buy environmentally superior products and services.
- 8 out of 10 participate in charitable or volunteer activities.
- 91% actively pursue a healthy lifestyle.

## A THOUGHT LEADER

- More than 85% report a significant level of influence in their company/organization.
- 7 out of 10 readers share their magazine with colleagues and peers.
- 94% vote in federal, state and local elections.

SOURCE: 2009 Annual Sustainable Industries Audience Survey (July-August)

# SPONSORSHIP RATES


## ENGAGEMENTS

**\*NEW\***

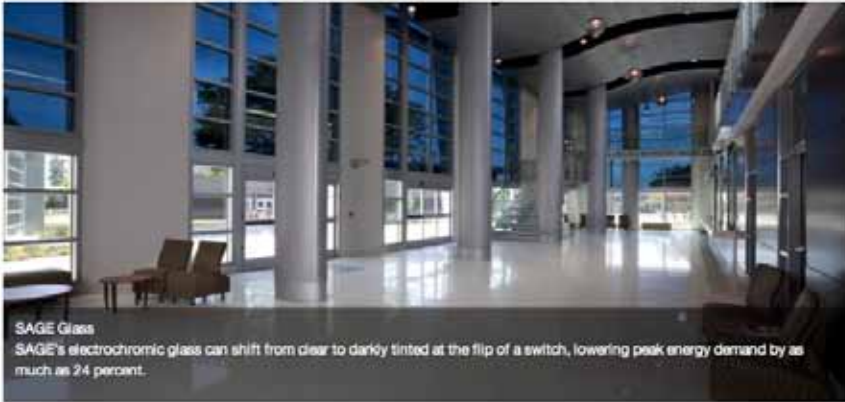
Brand your business as a Sustainable Industries thought leader by facilitating a dynamic, ongoing series of articles, case studies and discussions on a hot and timely topic of your choice, published on a high-traffic web channel. Enjoy exclusive sponsorship for \$10,000 - \$25,000, based on project depth. Contact your Account Executive to schedule a web conference with our Business and Editorial teams to review options and build your Engagement.

## MICROSITES (see [Top10GreenBuildingProducts.com](http://Top10GreenBuildingProducts.com) for model)

Presenting Web Site Sponsorship		\$14,900
Promo	Marquee "Presented By" Logo On All Marketing Materials	
Premier Webinar	Marquee Promotion, Including Email Campaign And Webinar Slide + 1x Use Of Registrant Email List	
Microsite	Marquee Logo Display, Run Of Site + Editorial Page (1 Year Campaign)	
Gold Web Site Sponsorship		\$6,900
Promo	Logo Display On All Marketing Materials	
Premier Webinar	Verbal And Logo Promotion On Webinar	
Microsite	Logo Display, Run Of Site + Editorial Page (1 Year Campaign)	


SUSTAINABLE INDUSTRIES


WINNERS
JUDGES
3D MODELS
SPONSORS




**SAGE Glass**  
SAGE's electrochromic glass can shift from clear to darkly tinted at the flip of a switch, lowering peak energy demand by as much as 24 percent.

Sponsored By


**naturallywood.com**



**Interface FLOR®**



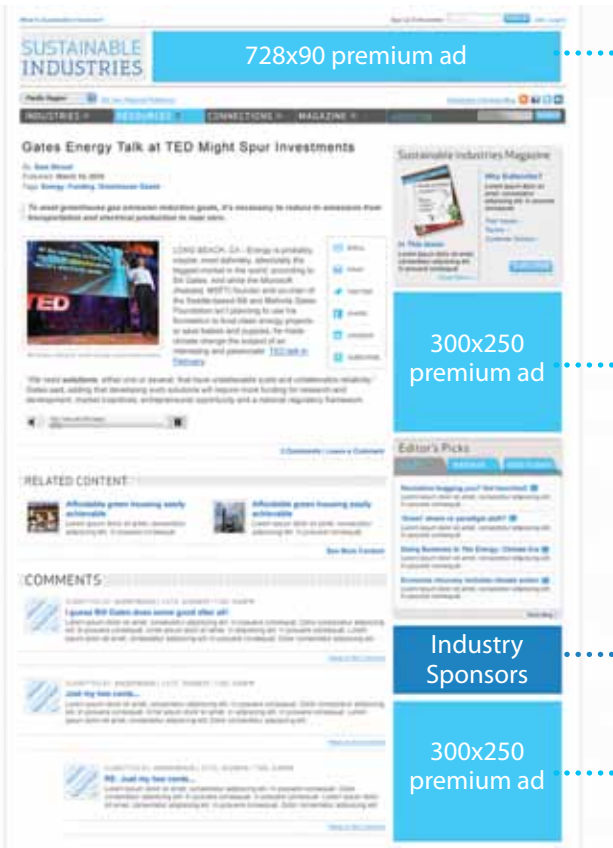
Featured Winner



**Modlet**  
Sustainable Industries | 2011 | energy, outlet, retrofit.  
Some green building products are developed to tackle big problems. Not the modlet.

3D Technology Partner

## 2011-2012 WEB SITE SPONSORSHIPS



Industry Sponsorships include 3 exclusive premium ad units per each content page tagged to the industry

300x250 premium ad

Industry Sponsors

300x250 premium ad

Plus a company logo featured in a specialized sidebar box rotating run-of-site

## INDUSTRY SPONSORS

- \* Sustainable Building
- \* Sustainable Education
- \* Sustainable Energy
- \* Sustainable Finance
- \* Sustainable Jobs
- \* Sustainable Marketing
- \* Sustainable Technology
- \* Sustainable Leaders
- \* Sustainable Transportation

Reach thousands of highly targeted monthly impressions from sustainable business leaders as described on Page 2. Industry sponsorship! Includes exclusive industry content branding and an upgrade option for exclusive sponsorship of accompanying Industry Email Newsletter (if available),

## PRICING

	3-month	6-month	1-year	+Newsletter
Industry Sponsorship	\$6,000	\$11,000	\$20,000	\$1,000/mo.

## STANDARD ONLINE

Run of site on Homepage, Directory Pages and Reference Pages. All value-priced online campaigns start at 25% frequency rotation at the price below. Campaigns can be dialed to 25%, 50%, 75% or 100% frequency.

Leaderboard (728x90)	Upper Box (300x250)	Lower Box (300x250)
\$950	\$750	\$550

## INDUSTRY NEWSLETTER SPONSORSHIP

*Sustainable Industries'* content-rich email newsletters deliver original industry-specific news, tools and analysis to tens of thousands of opt-in subscribers each week or each month.

- *Sustainable Energy*
- *Sustainable Building*
- *Sustainable Marketing*
- *Sustainable Technology*
- *Sustainable Transportation*
- *Sustainable Finance*
- *Sustainable Food*
- PLUS *Sustainable Industries Digest*, a flagship cross-sector newsletter in its 7<sup>th</sup> year -- NOW WEEKLY!



### Exclusive Sponsor

Masthead Logo Recognition + Intro Copy (50 Word Limit) + 2 Banner Ad Placements + Featured Event Ad + Featured Job Ad + Monthly Success Reports

3 months	\$3,500
6 months	\$6,500
1 year	\$12,000

## CUSTOM MEDIA

*Sustainable Industries* provides a suite of custom-tailored media solutions for companies and organizations seeking fresh and authentic ways to tell their sustainability story, including:

- Special Engagements (see page 4)
- Custom webinars, microsites and email newsletters
- Journalistic, editorial, design and content production services
- Print publication and distribution

Contact Account Executive to create your Custom Media project.

*Sustainable Industries* also offers expert consulting referrals for businesses and organizations seeking sustainability programs and metrics to support the authenticity of their claims.

## FEEDBACK

"Since beginning our ad campaign with Sustainable Industries, we've seen a 48% increase in monthly website visits and sustainableindustries.com has become our number one referral site."

- Melinda Cheel, Executive Director, Green Chamber of Commerce

# EVENTS

## SUSTAINABLE INDUSTRIES ECONOMIC FORUMS

Our annual, high-profile business events in San Francisco, Portland, Seattle, Denver and Santa Monica feature a panel of distinguished thought leaders and CEOs who answer pointed questions and address their inspirations and the economic realities of sustainability, followed by high-power networking. Recent speakers include *Van Jones*, *Paul Hawken*, *Ray Anderson*, *Cameron Sinclair*, *Dr. Karl Henrik-Robert* and more!

Presenting Sponsor \$11,500 – 1 Per Market

Marquee Promotion on All Marketing and Online Materials + Reserved Front-Row Table of 10 With Signage + Display Table + Company Intro by Moderator+ First Question for Panel + One-Time Use of Attendee Email List

Gold Sponsor \$5,500 – 1 Per Industry Per Market

Industry-Exclusive Logo Promotion on All Marketing and Online Materials + Reserved Upfront Table of 10 With Signage + Display Table + Moderator Recognition

Silver Sponsor \$3,000

Promotion on All Marketing and Online Materials + Reserved Table of 10 With Signage



## FEEDBACK

“One of our strongest private sector client relationships to date sprang out of last year’s event sponsorship. By aligning ourselves with Sustainable Industries, we built greater credibility.”

- Dave Weigel, VP of Marketing, Ecos

## SUSTAINABLE INDUSTRIES WEBINARS

Led by industry thought leaders, *Sustainable Industries’* free and popular Web-based seminar series expands on the tools and expert analysis found in the magazine and Quarterly Business Guides. Contact your Account Executive for info on Custom Webinars.

Presenting Sponsor \$4,500 – 1 Per Webinar

Marquee Promotion on All Marketing and Online Materials + Company Intro by Moderator + First Question for Speakers + One-time Use of Attendee Email List

Gold Sponsor \$2,000

Logo Promotion on All Marketing/Online Materials + Brief Company Description by Moderator

# DISCOUNTS

## 3x3x3

All clients with 3 or more advertising placements extending over 3 or more months enjoy a 3% discount when they pay in advance!

## TOTAL SPEND TIERS

*Sustainable Industries* is no one-trick pony. Time and time again we've witnessed clients getting the best results when marketing across a variety of *Sustainable Industries* mediums: the print/digital magazine, Quarterly Business Guides, online, Industry Newsletters, *Sustainable Industries* Economic Forums, and Webinars. As such, we reward client loyalty with additional steep discounts based on the "total spend" of their campaign – no matter where that money is invested across the spectrum. Because diversity is just as powerful in business as it is in the natural world, following are three Total Spend Tiers that offer unprecedented discounts to *Sustainable Industries*' most impactful clients.

Above \$25,000	5% discount
Above \$40,000	10% discount

# EDITORIAL CALENDAR

## MICROSITE RELEASES & WEBINARS

Month	Supplement
Jan	TrendWatch & Top 10 Sustainable Industries Lists
Apr	Green Marketing Trends Webinar
May	Green Office Guide
Jul	Top 10 Green Building Products
Oct	Sustainable Energy Guide
Nov	Green Building Innovations

## FEEDBACK

"It's my only business news source, period."

- Claudia Newman, Partner, Bricklin, Newman, Dold LLP

"BetterWorld is focused 100% on serving organizations with social and environmental missions. Sustainable Industries' unique focus, excellent reputation and audience makes it the only choice for us when considering where to put our advertising dollars."

- Matt Bauer, President, BetterWorld Telecom (Inc. 5000 Fastest-Growing Private Co.)