



# **LIST YOUR PRODUCTS** ON THE WORLD'S LARGEST **MARKET RESEARCH STORE**

**RESEARCH**AND**MARKETS**



## WHY SHOULD PUBLISHERS USE RESEARCHANDMARKETS?

Because we will get your product in front of leading business professionals. We are the world's largest market research store (400 of the Fortune 500 buy our research and we receive 500,000 unique visitors to our site monthly) and over the years we've fine-tuned highly effective strategies for marketing research products.

### THE RESULT?

Our publishers are introduced to new markets, experience increased brand exposure and increased sales

**"Research and Markets** bring to the table an extensive client list and marketing muscle and they've **developed an infrastructure** that makes working with them nearly **seamless.**"

- KIM LEONARD, GROUP PUBLISHER  
CUTTER CONSORTIUM

We use a vast array of sales and marketing techniques to ensure our publishers' publications grab the attention of buyers. These include:

- **A DEDICATED TELESales TEAM,**
- **WEB BASED MARKETING,**
- **AFFILIATE PROGRAMS,**
- **PRESS RELEASES,**
- **DIRECT MAIL/FAX,**
- **OPT-IN EMAIL,**
- **DAILY AND WEEKLY ALERTS**

We ensure our marketing campaigns are as unique as the publishers we partner with. No generic, imprecise strategies. Our marketing is tailored to ensure your publication always reaches the right audience. Our expertise lies in the marketing and selling of research publications, no matter how specialist your field.



## TARGETED CAMPAIGNS



We issue approximately 150 releases a day, selecting our best new products for release.



We employ specialist teams to enhance your publications' online presence through search engine optimization, Google Adwords and affiliate marketing programs



From our vast database of industry professionals (10 million+), we select the ideal recipients for our telesales and email campaigns, targeting the right customers for your publications



We have a detailed understanding of our client base, so we never waste time contacting uninterested parties.

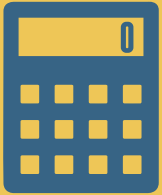


## INCREASED EXPOSURE

We enjoy partnerships with the world's three largest and most trusted news wires - Business Wire, PR Newswire and GlobeNewswire. This enables us to publicize our publishers' research across a vast number of online news sites and industry specific media.



- WE ISSUE OVER 150 PRESS RELEASES A DAY THROUGH THESE PARTNERS, ENSURING PUBLICATIONS ARE FEATURED IN A WIDE VARIETY OF ONLINE MEDIA INCLUDING GOOGLE NEWS, YAHOO FINANCE AND REUTERS.
- THESE TARGETED NEWS RELEASES PUT THE PUBLISHERS' PRODUCT IN FRONT OF THOUSANDS OF REGISTERED JOURNALISTS ACROSS THE GLOBE.
- ALL NEWS WIRE RELEASES ARE OPTIMISED FOR SEARCH ENGINES, MAKING THEM EASY TO FIND ONLINE.



## THE NUMBERS

- OVER **1,650,000** PUBLICATIONS
- **1700 PUBLISHERS**, ACROSS EVERY INDUSTRY
- **500,000+** BUSINESS LEADERS VISIT OUR **SITE MONTHLY**
- **10 MILLION+** POTENTIAL CLIENTS FOR **YOUR PRODUCTS** IN OUR DATABASE
- CLIENTS IN **176 COUNTRIES**



## FLEXIBLE, NO RISK PROCESS

### **We only make money when you make money:**

Research and Markets makes life easy for publishers. There is no up-front cost involved in partnering. Simply sign up with Research & Markets to increase your routes to market. We use a vast array of sales and marketing techniques to ensure our clients' publications grab the attention of buyers. These include a European telesales team, web based marketing, direct mail, fax, opt-in email, and our daily and weekly alerts.

**“Research and Markets** offer a channel to **generate revenues** as well as **gain valuable market exposure** with almost **no resources** or **expense needed** to implement.”

- PAUL HENNEMAN,  
PRESIDENT, VALUENGINE, INC.

- NO START-UP OR ANNUAL FEE FOR PUBLISHERS.
- WE ONLY EARN COMMISSION ON WHAT WE SELL, SO IT COSTS PUBLISHERS NOTHING TO HAVE AN AGREEMENT WITH US.



## A NAME YOU CAN TRUST

Your publication is too important to place in the hands of inexperienced, unproven organisations. Over the last decade, we have seen a number of research brokers enter the market, offering numerous benefits but delivering on none. Research and Markets, on the other hand, is trusted and respected throughout the business community.

**“In a field that is full of amateurs, **Research and Markets** are among the handful of true professionals.”**

- CHELLAMAI SUPPIAH,  
EMERGING MARKETS DIRECT

### RESEARCH AND MARKETS IS A LEADER IN THIS FIELD AND AN ORGANIZATION THAT PUBLISHERS TRUST.



80% of the Fortune 500 buy research from us.



We are the world's largest market research store, assisting clients in every corner of the globe on a daily basis.



We have developed an extensive database of research buying professionals across all industry sectors



We have a proven track record of increasing sales revenues substantially.



## OUR CLIENTS INCLUDE:



ESTÉE LAUDER





## CLIENT SUPPORT

Without Publishers like you, Research and Markets wouldn't exist. So we believe in cultivating long term partnerships with publishers by always providing the highest levels of client care.

**"The Research and Markets team is highly professional and efficient in providing quality client support."**

- SVETLANA FAMINA,  
RED MOBILE



**FLEXIBLE:** Want to change an aspect of your Publisher account? No problem, we move quickly to make you happy



**ACCOMMODATING:** We go the extra mile for our clients – We'll find the solution that works best for you, not us



**RESPONSIVE:** We treat every publisher query as a priority. Relax, safe in the knowledge that a member of our expert publisher relations team is just a phone call away



**EMPOWERING:** With our useful log-in function, we make it easy for publishers to respond to any prospective customers queries



**SUPPORTIVE:** Need to ship hard copies? We can reimburse you for any shipping or handling costs involved in products sold through our website



## OUR PUBLISHERS

1700 publishers across every industry sector enjoy the benefits of listing their products on Research and Markets. Here is just a small selection of our ever growing publisher-base:

**GlobalData»**

**WILEY**

 **Lucintel**  
*Insights that Matter*

 **STANDARD & POOR'S  
RATINGS SERVICES**  
McGRAW HILL FINANCIAL

 **PLIMSOLL**  
MUST-HAVE BUSINESS INTELLIGENCE

**IBISWorld**  
WHERE KNOWLEDGE IS POWER

**ELSEVIER**

**timetric**

 **EUROMONITOR  
INTERNATIONAL**



**DON'T JUST TAKE OUR WORD FOR IT.  
HERE'S WHAT OUR PUBLISHERS SAY ABOUT US:**

"Research and Markets has been an **effective** sales channel for us, **expanding** our reach into new geographies and companies. Their level of **organization** and **process flow** is **unmatched** among the resellers we have worked with."

- CLINT WHEELLOCK,  
FOUNDER PIKE RESEARCH

"Research and Markets is **#1** on my list ... absolutely the **best** distributor that I have had the **pleasure** of working with in my **31 years** of publishing. They are now **generating more orders** for us than all of our other (over a dozen) distributors **combined**. **Efficient** and **enjoyable** to work with, I give them my highest **recommendation**."

- RICHARD K. MILLER  
RICHARD K. MILLER & ASSOCIATES, INC.

"Research and Markets has provided a **value-added sales channel** for our products, providing us with **access** to customers on both an **international** and domestic level. We've realized a **great return** for **little effort**."

- MELANIE MATTHEWS, EXEC VP & COO  
HEALTHCARE INTELLIGENCE NETWORK

"Working with Research and Markets has been a **delight** and **very professional**. The **quickness** of their customer enquiries and **placement of orders** is the **best** I've seen. It really is a **first-class** marketer and a **well run** organization."

- ARTHUR TANE, DIRECTOR  
ASIA PACIFIC INFOSERV



## GIVE YOUR RESEARCH THE AUDIENCE IT DESERVES

EVERY DAY WE ARE CONTACTED BY MARKET LEADERS LOOKING FOR PUBLICATIONS FROM THE FOLLOWING INDUSTRIES AND MANY MORE:

**BANKING & FINANCIAL SERVICES**

// GOVERNMENT & PUBLIC SECTOR //

**PHARMACEUTICALS** // BIOTECHNOLOGY

// **HEALTHCARE & MEDICAL DEVICES** //

PROCESS & MATERIALS // **COMPUTING &**

**TECHNOLOGY** // HUMANITIES // **RETAILING** //

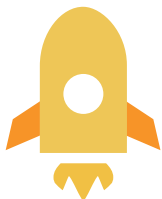
**CONSTRUCTION & ENGINEERING** // INTERNET

& E-COMMERCE // **SERVICES** // **CONSUMER &**

**PERSONAL** // MANUFACTURING & INDUSTRY //

**SCIENCE** // ENERGY & NATURAL RESOURCES //

**MEDIA & ENTERTAINMENT**



## GETTING STARTED

Once an agreement is signed, we simply need product information (description, table of contents etc), product samples and electronic versions of products.

We can then create global marketing campaigns for your products within a matter of days.

### WE SELL A WIDE RANGE OF RESEARCH PRODUCTS INCLUDING:

MARKET RESEARCH REPORTS  
// SUBSCRIPTION SERVICES  
// DIRECTORIES // SOFTWARE  
// INDUSTRY STANDARDS //  
MAPS // EBOOKS // JOURNALS  
// E-LEARNING // WEBINARS //  
CONFERENCE PLACES/CONTENT



## RESEARCH**AND**MARKETS

**PARTNERING WITH RESEARCH AND  
MARKETS COULDN'T BE EASIER, SIMPLY  
CONTACT A MEMBER OF OUR PUBLISHER  
RELATIONS TEAM TODAY.**

### **Phone**

**From US/Canada:** 1-917-300-0470 (EST Office Hours)  
or 1-800-526-8630 (Toll Free)

**From rest of world:** +353-1-415-1241 (GMT Office Hours)

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### **Email**

**[publisherinterest@researchandmarkets.com](mailto:publisherinterest@researchandmarkets.com)**

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### **Fax Post**

**From US/Canada:** (646) 607-1907 or (646) 964-6609

**From rest of the world:** +353-1-481-1716 or +353-1-653-1571

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### **Postal Address**

**Research and Markets, Guinness Centre, Taylors Lane,  
Dublin 8, Ireland.**