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.
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, VALUENGIN, 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:

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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:
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 WHEELOCK,
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
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 //

GIVE YOUR RESEARCH THE AUDIENCE IT DESERVES
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:

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)

Email
publisherinterest@researchandmarkets.com

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

Postal Address
Research and Markets, Guinness Centre, Taylors Lane,
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