

Expand Your Advertising Campaign

Audience Extension

IndustryWeek audience extension allows you to reach the IW audience when they're not on IndustryWeek.com. Your ad will continue to appear to the users of IndustryWeek.com even after they have left, reinforcing your message to IW's buyers and decision makers on a larger scale.

- Recapture your audience's attention to boost brand awareness and stay top of mind
- Increase ROI by serving focused ads to a pre-qualified audience
- Ensure your ads appear only on high quality websites such as CNN.com, NYTimes.com, USA Today.com, Mashable.com, Reuters.com, WashingtonPost.com, and many more



INVESTMENT: \$40 CPM
MINIMUM 75,000 IMPRESSIONS

