

Create once, distribute forever.

# MEDIA KIT 2024

Digital Marketing & Advertising Solutions for Science,  
Engineering & Healthcare



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# Who we are

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AZoNetwork is the leading digital marketing platform for Science, Technology and Healthcare audiences. With an audience of 100M+ annual visitors across our websites and over 1 Million first party subscribers, we have over 23 years of digital experience in connecting these communities.

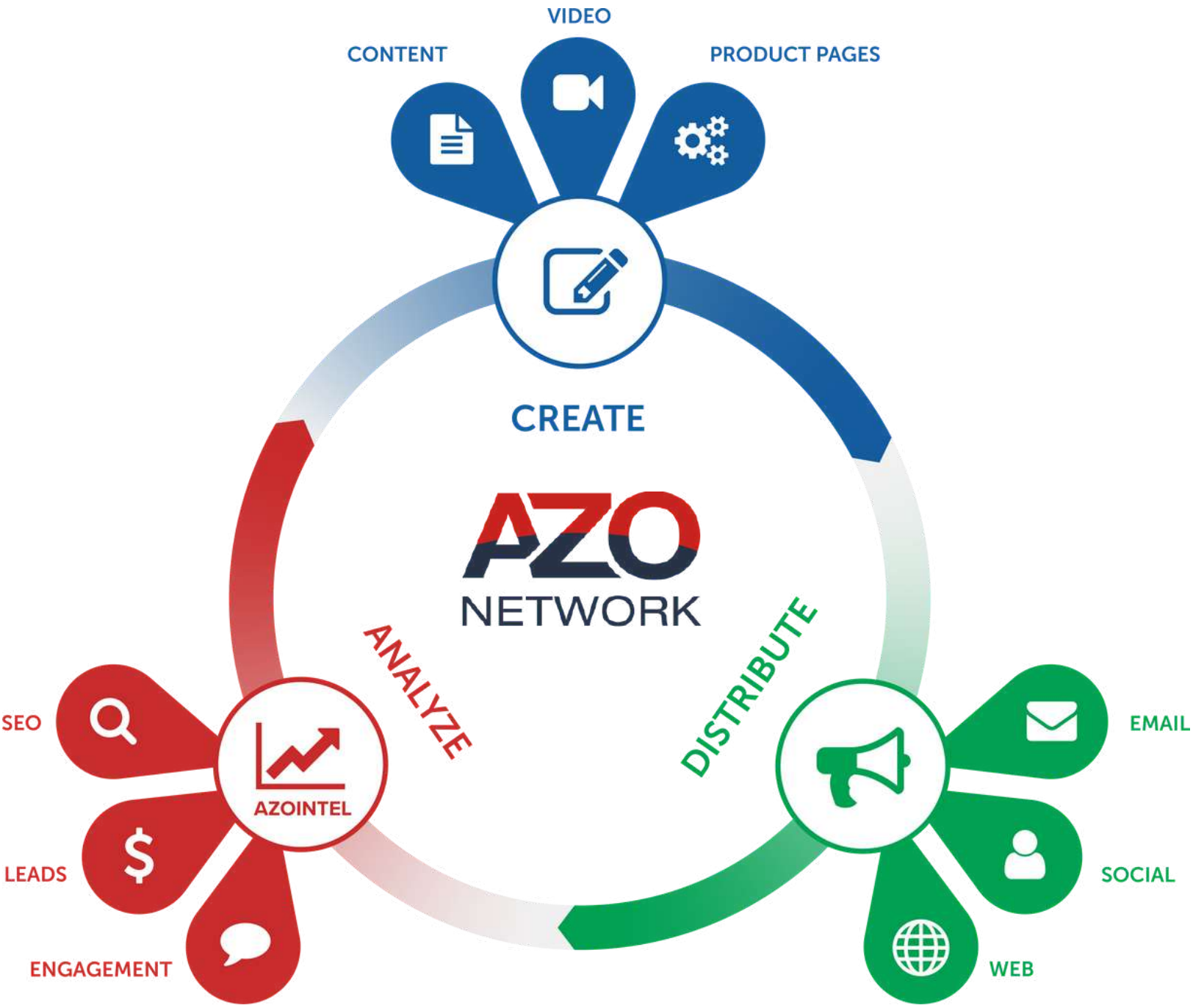
The logo for AZO LIFE SCIENCES, with 'AZO' in large white letters and 'LIFE SCIENCES' in smaller white letters below it, set against a green background.The logo for AZO MATERIALS, with 'AZO' in large white letters and 'MATERIALS' in smaller white letters below it, set against a red background.The logo for AZO OPTICS, with 'AZO' in large white letters and 'OPTICS' in smaller white letters below it, set against a purple background.The logo for AZO CLEANTECH, with 'AZO' in large white letters and 'CLEANTECH' in smaller white letters below it, set against a green background.The logo for NEWS MEDICAL LIFE SCIENCES, with 'NEWS' in large white letters, 'MEDICAL' in smaller white letters on a blue bar, and 'LIFE SCIENCES' in smaller white letters on a green bar below, set against a dark blue background.The logo for AZO AI, with 'AZO AI' in large white letters, set against a purple background.The logo for AZO NANO, with 'AZO' in large white letters and 'NANO' in smaller white letters below it, set against a dark blue background.The logo for AZO SENSORS, with 'AZO' in large white letters and 'SENSORS' in smaller white letters below it, set against an orange background.The logo for AZO MINING, with 'AZO' in large white letters and 'MINING' in smaller white letters below it, set against a brown background.The logo for AZO QUANTUM, with 'AZO' in large white letters and 'QUANTUM' in smaller white letters below it, set against a yellow background.The logo for AZO ROBOTICS, with 'AZO' in large white letters and 'ROBOTICS' in smaller white letters below it, set against a maroon background.The logo for AZO SCIENCE, with 'AZO' in large white letters and 'SCIENCE' in smaller white letters below it, set against a light blue background.

# What we do

We specialize in providing and delivering Marketing, Advertising, SEO, Audio-Visual and Web Services for companies in Science, Technology and Healthcare.

We help companies develop and execute their digital marketing strategies through content distribution, content creation, web services, brand awareness, lead generation and real-time analytics.

CREATE  
DISTRIBUTE  
ANALYZE



# Who we reach



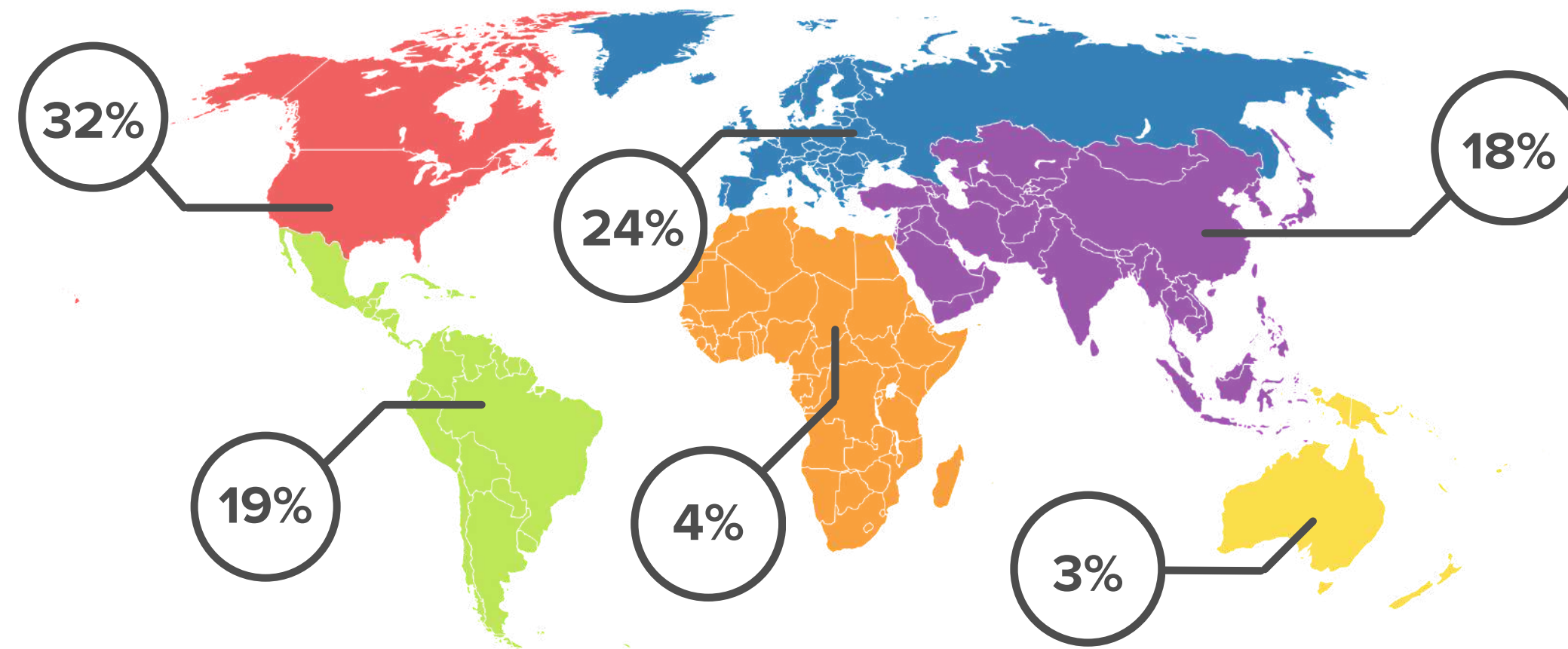
**100+ million**  
Annual Unique Users



**1+ million**  
Active Subscribers



**368,306**  
Sales Lead Activity

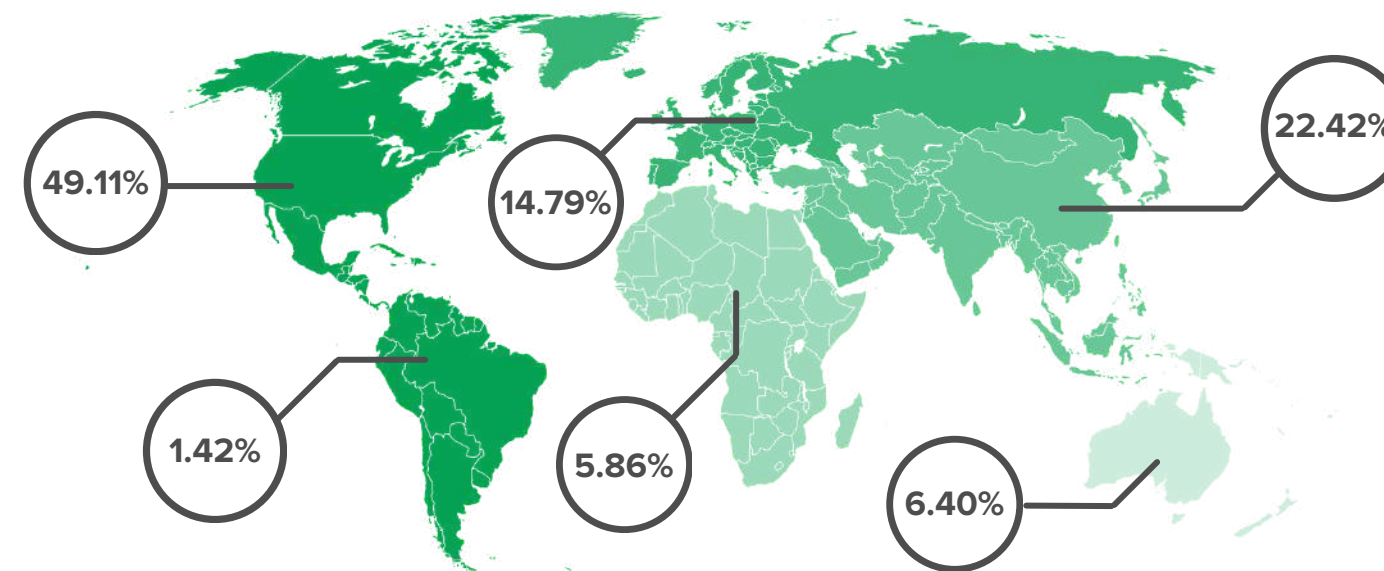


# Medical Marketing

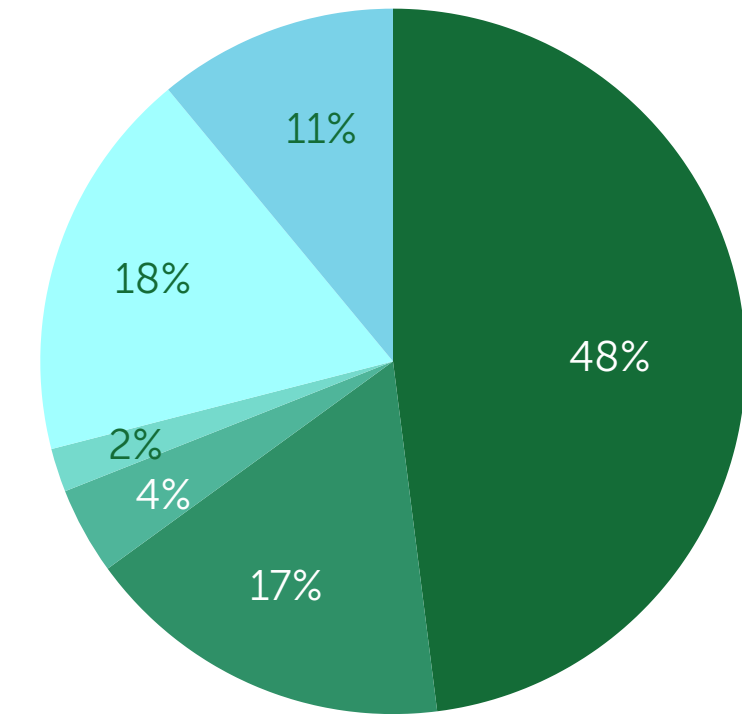


**98,356,505**  
Total Annual Users

## Global Coverage



## Readership



- Healthcare Professional
- Engaged Consumer
- Patient / Patient Advocate
- Sciences and Medical MarComms
- Senior Academics
- Research and Pharma

News-Medical is the leading content marketing platform which reaches HCPs, researchers and medical professionals in the Healthcare industry.

[Contact our team](#) today to discuss how to reach your ideal audience from the AZoNetwork.

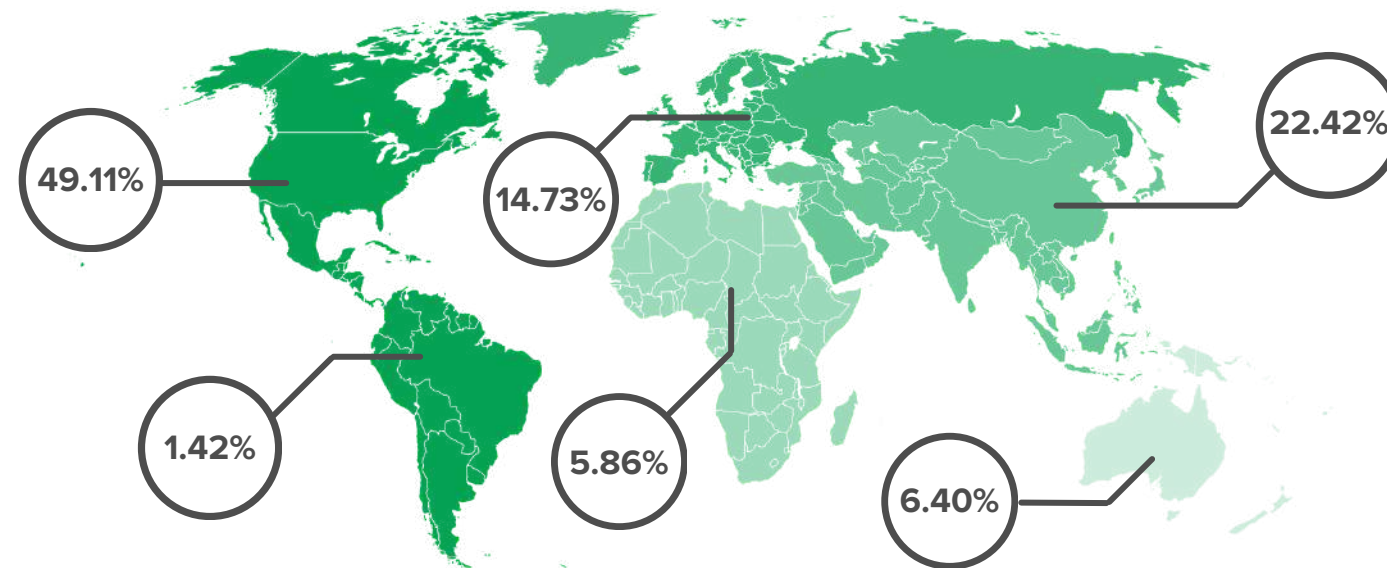
Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

# Life Sciences Marketing

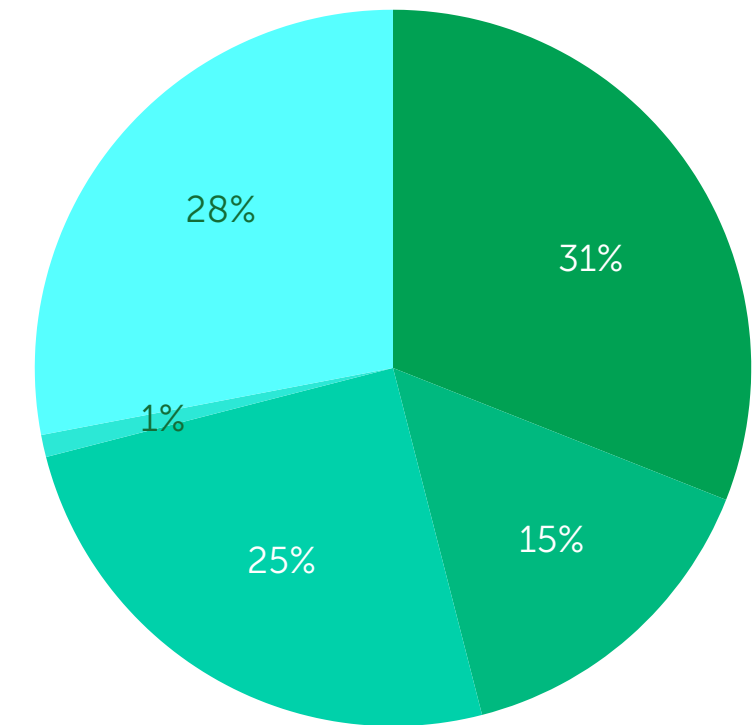


**10,699,257**  
Total Annual Users

## Global Coverage



## Readership



- Biological and Medical Lab Specialist
- Biotech and Pharma
- Research
- Sciences and Medical MarComms
- Senior Academics

AZoLifeSciences is the leading content marketing platform which reaches scientists, researchers and laboratory professionals in the life science industry.

[Contact our team](#) today to discuss how to reach your ideal audience from the AZoNetwork.

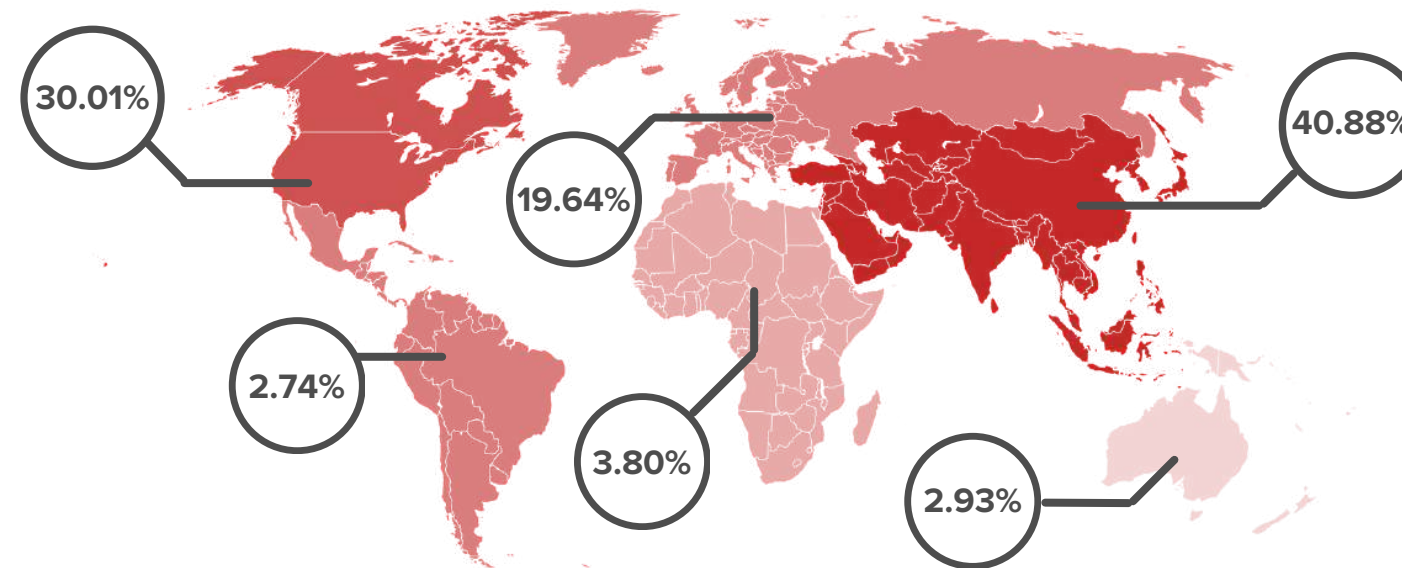
Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

# Materials Marketing

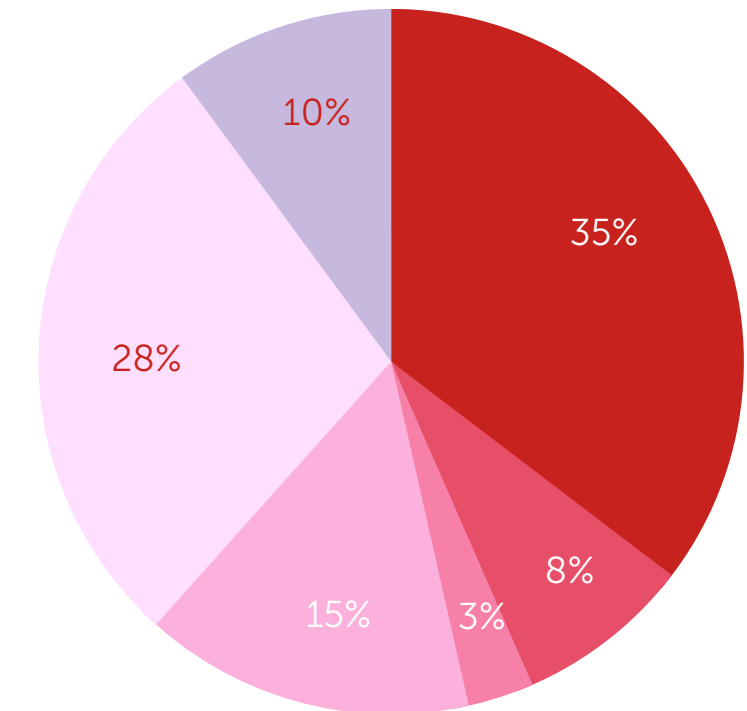


**6,132,813**  
Total Annual Users

## Global Coverage



## Readership



- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

AZoMaterials is the leading content marketing platform which reaches materials scientists, engineers and industry professionals in the Materials industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

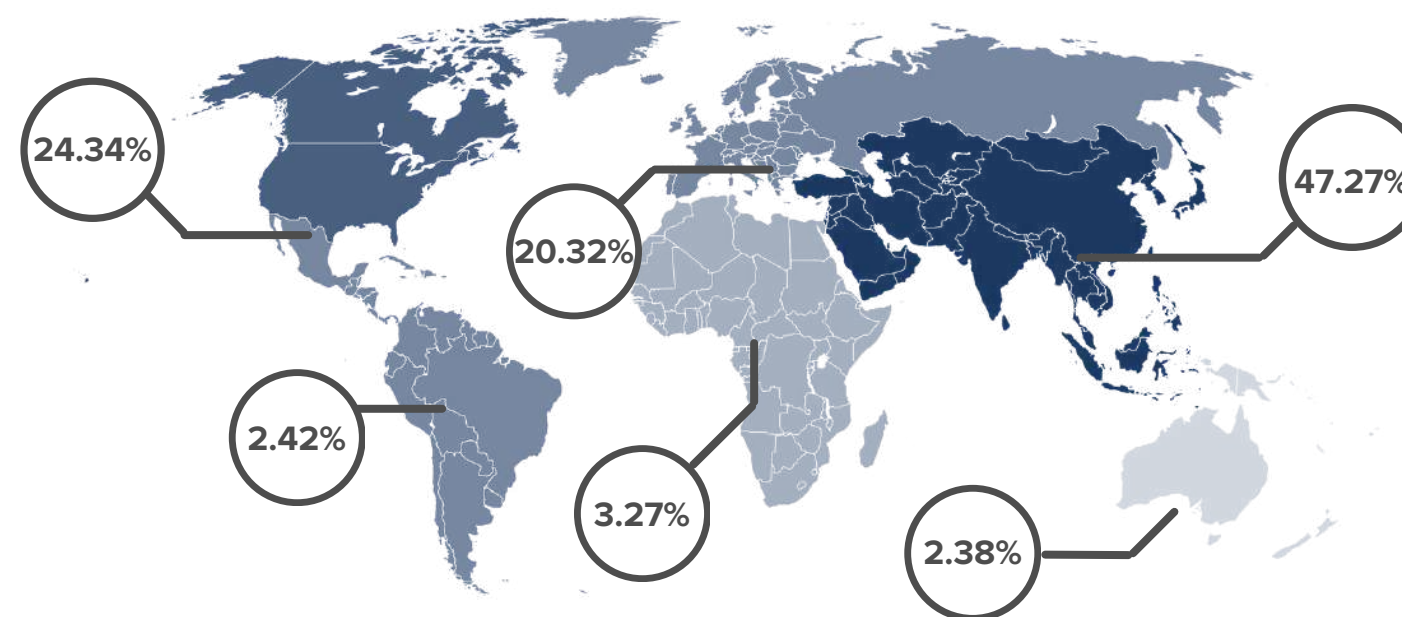


# Nanotechnology Marketing

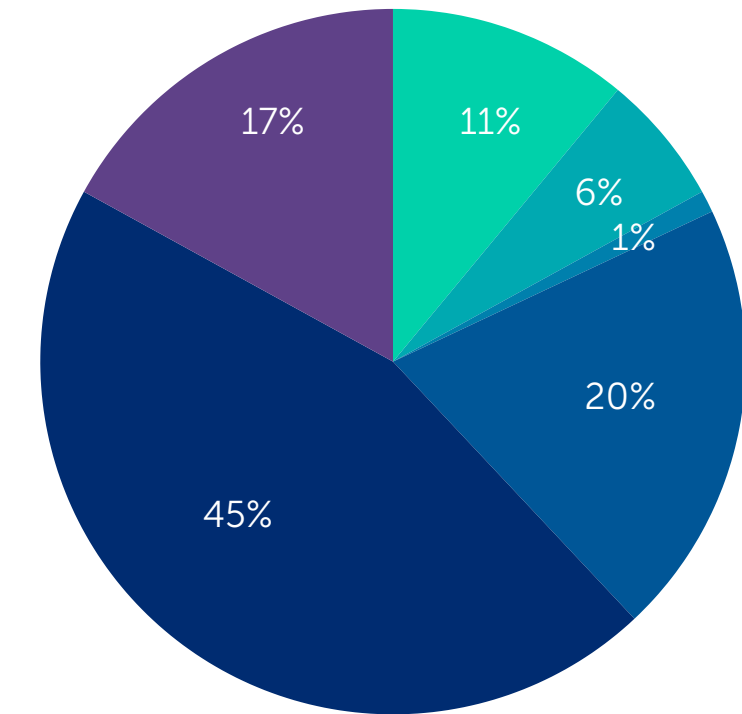
# AZO NANO

**1,216,550**  
Total Annual Users

## Global Coverage



## Readership



- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

AZoNano is the leading content marketing platform which reaches scientists, engineers and industry professionals in the Nanotechnology industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

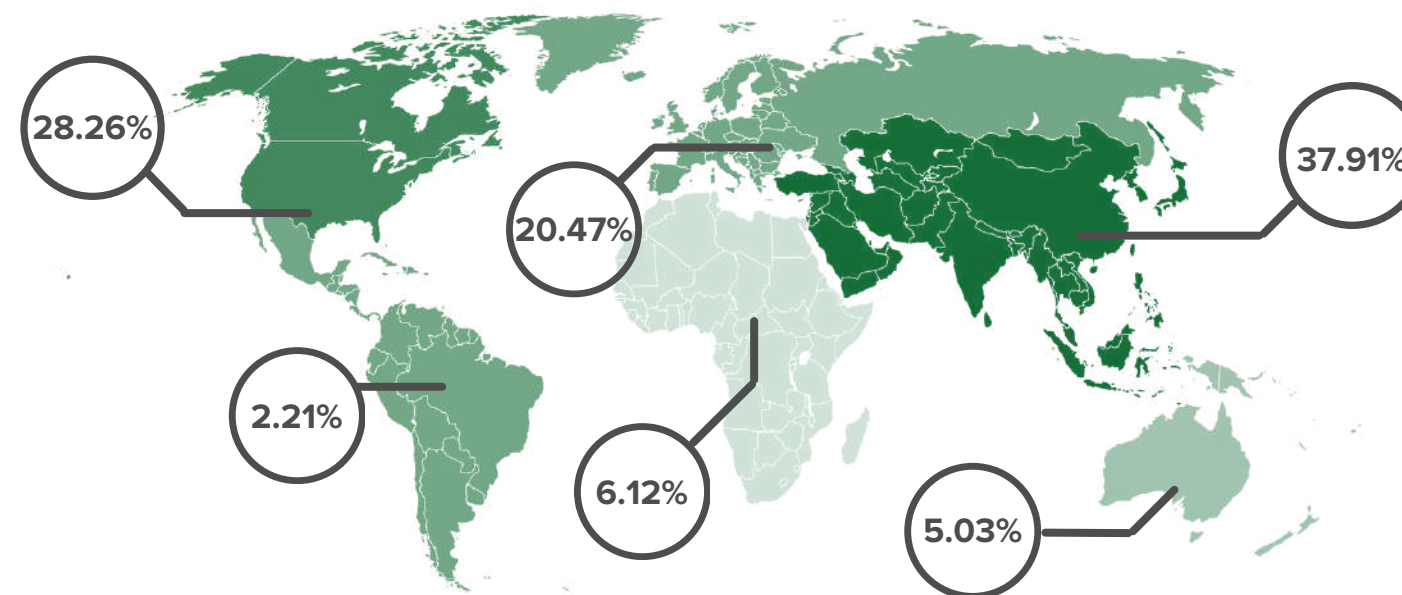
Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

# Cleantech Marketing



**954,859**  
Total Annual Users

## Global Coverage

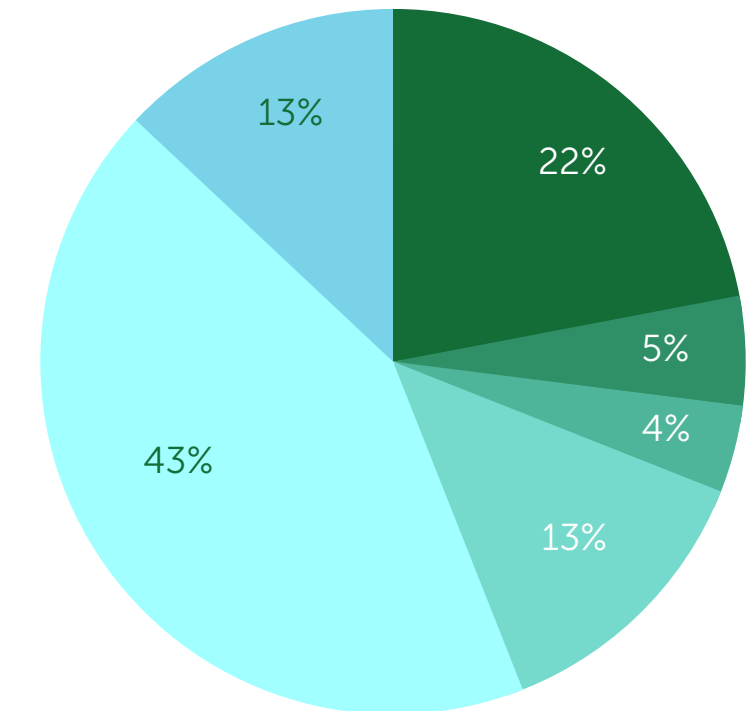


AZoCleanTech is the leading content marketing platform which reaches scientists, engineers and industry professionals in the Clean Technology industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

## Readership



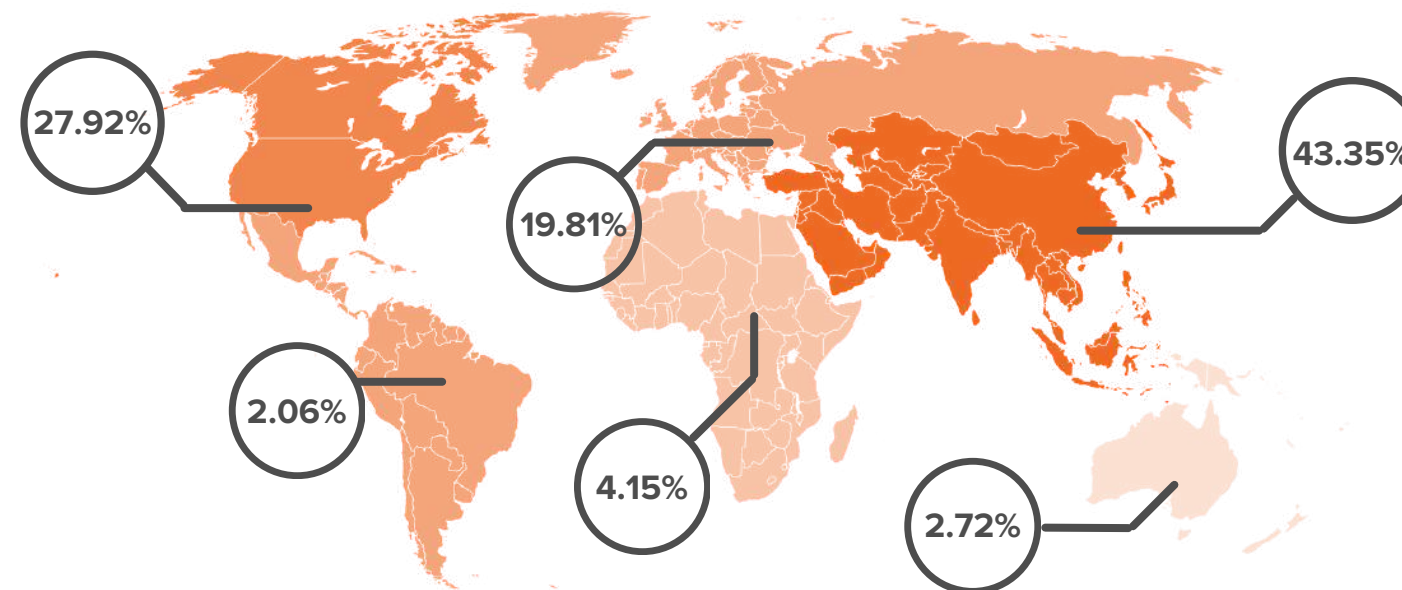
- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

# Sensors Marketing

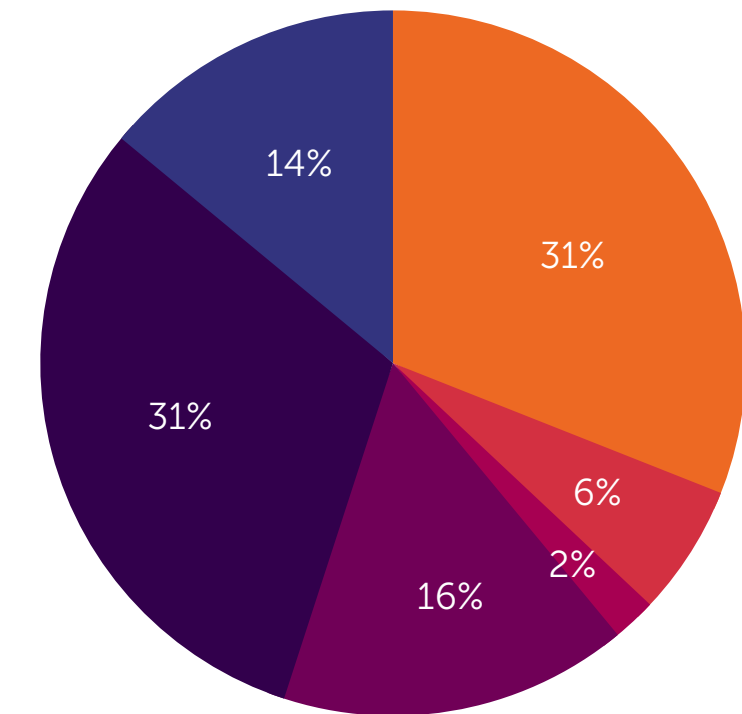
**AZO**  
SENSORS

**482,661**  
Total Annual Users

## Global Coverage



## Readership



- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

AZoSensors is the leading content marketing platform which reaches scientists, engineers and industry professionals in the sensors industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

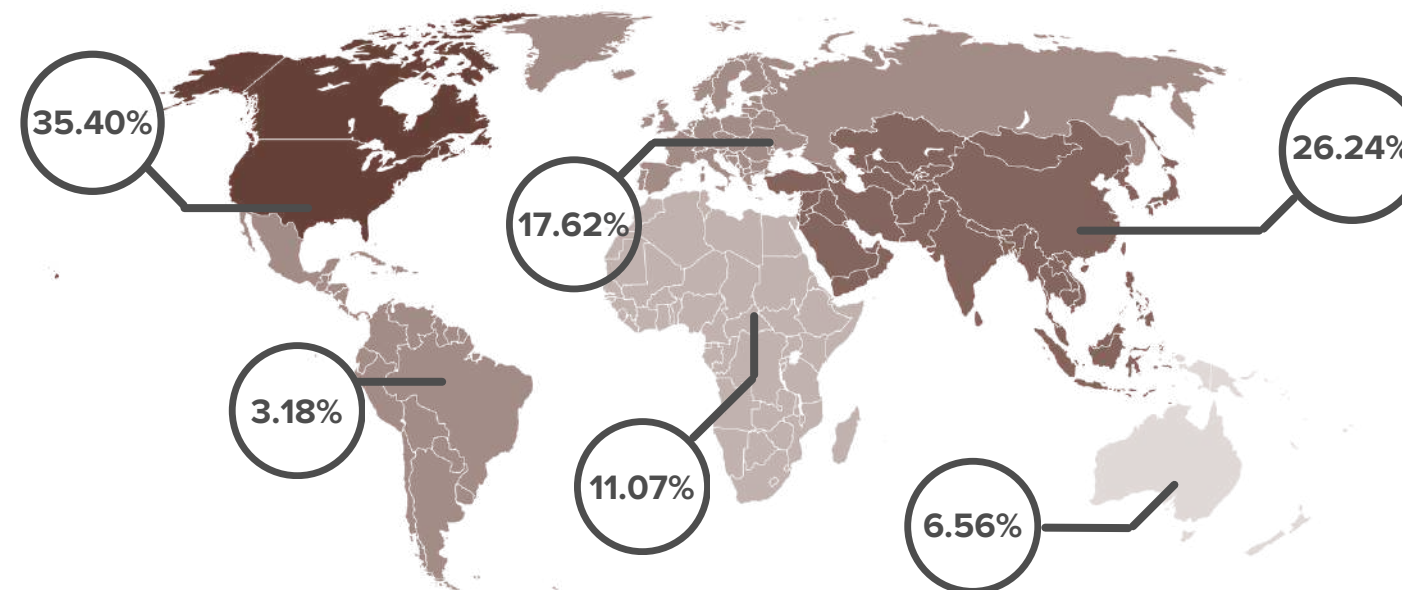
Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

# Mining Marketing

# AZO MINING

**290,460**  
Total Annual Users

## Global Coverage

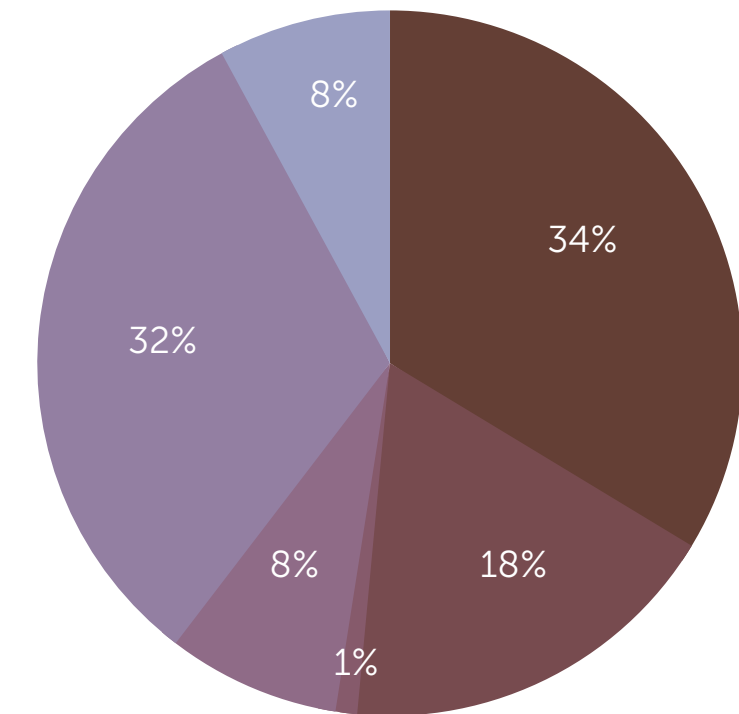


AZoMining is the leading content marketing platform which reaches mining engineers and industry professionals in the Mining industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

## Readership



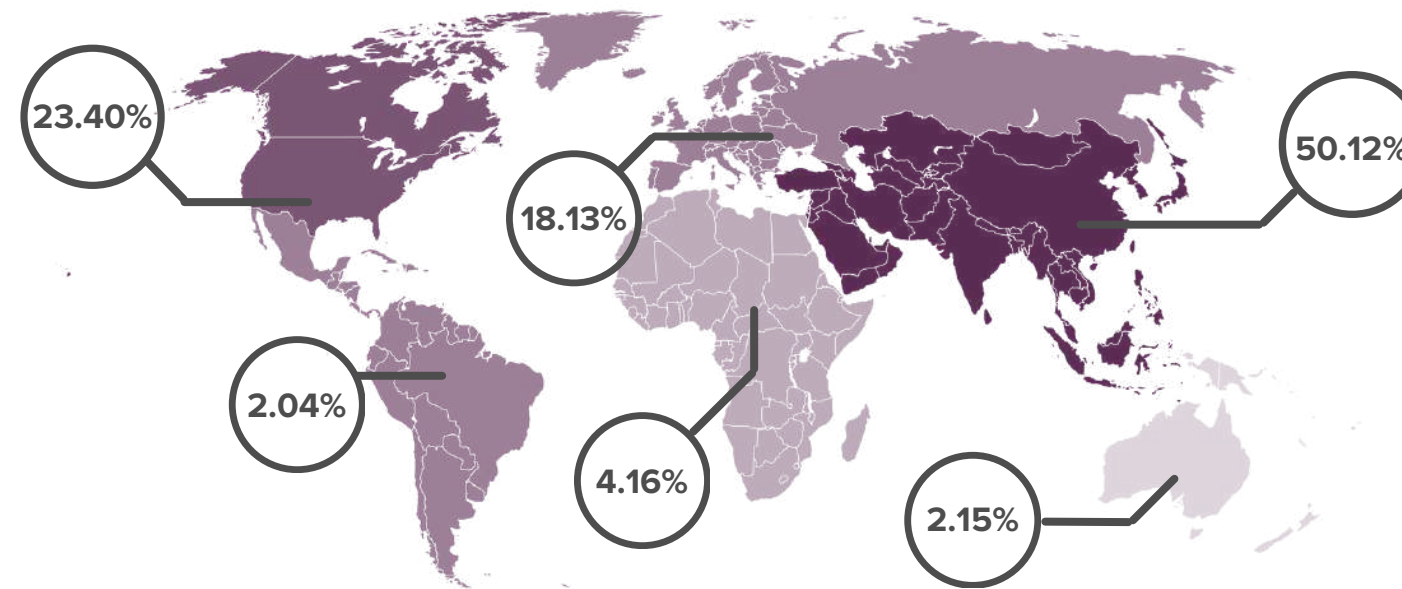
- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

# Optics & Photonics Marketing

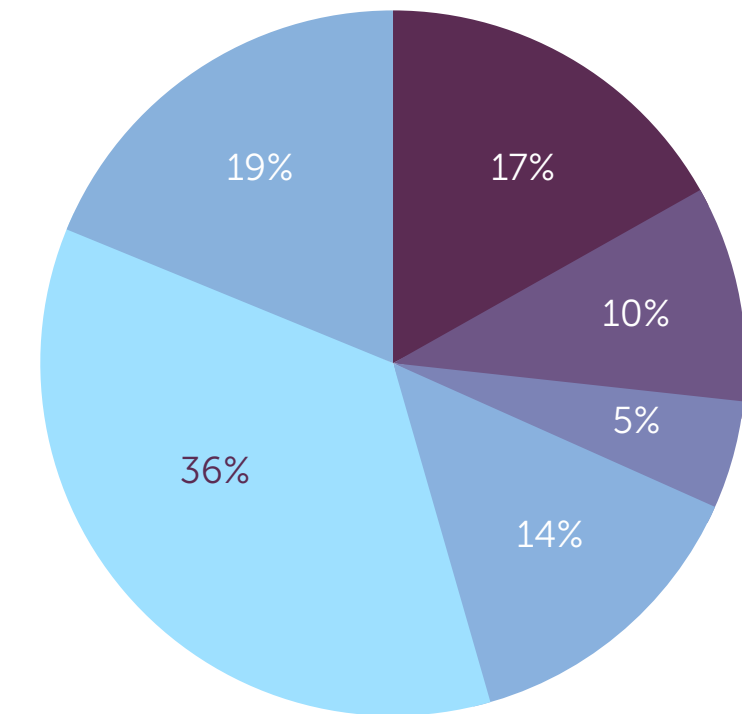
## AZO OPTICS

**430,400**  
Total Annual Users

### Global Coverage



### Readership



- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

AZoOptics is the leading content marketing platform which reaches scientists, engineers and industry professionals in the Optics & Photonics industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

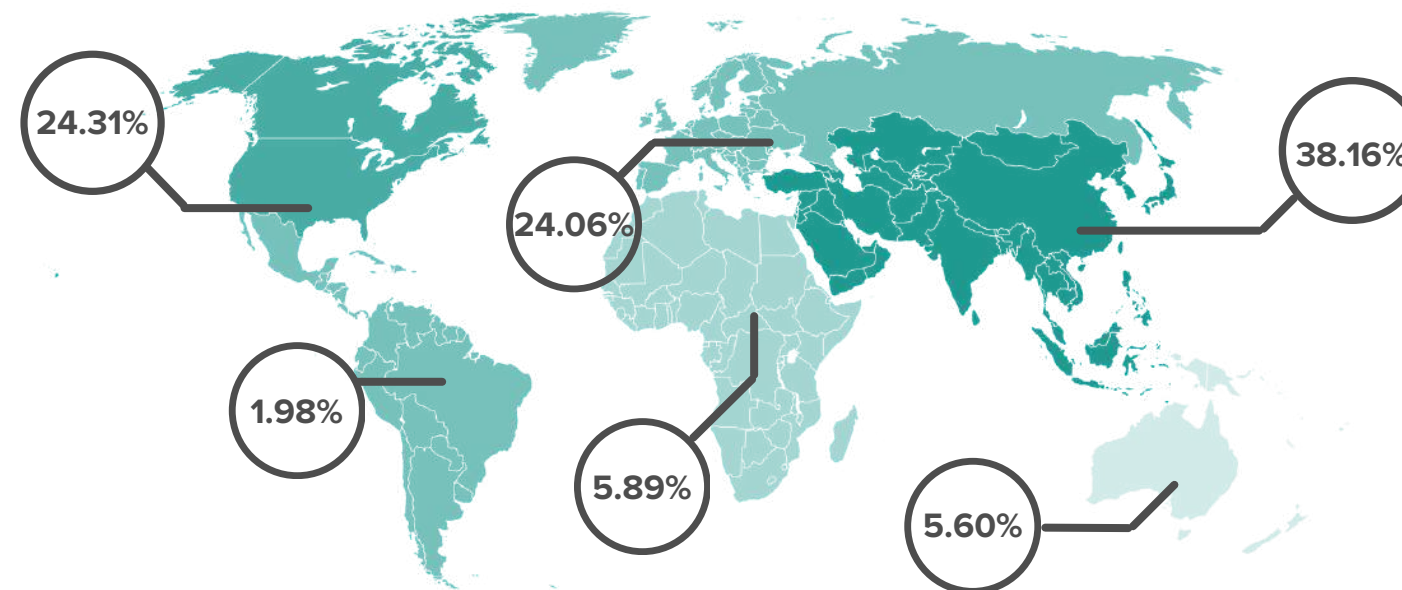
Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

# Construction Marketing

## AZO BUILD

**81,017**  
Total Annual Users

### Global Coverage

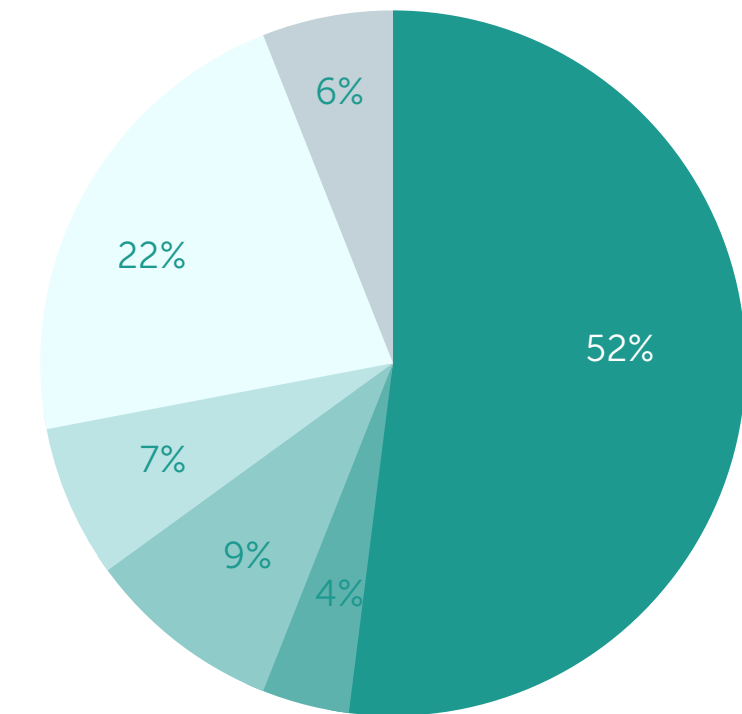


AZoBuild is the leading content marketing platform which reaches engineers and industry professionals in the Construction industry.

[Contact our team](#) today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

### Readership



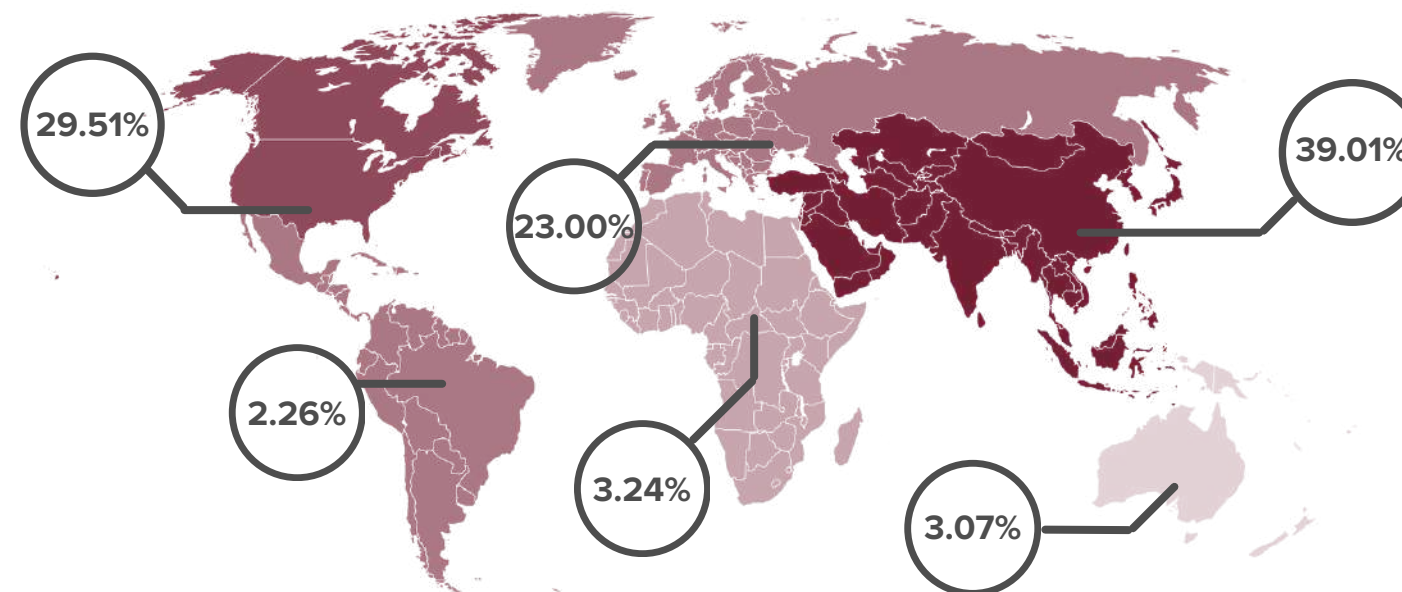
- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

# Robotics Marketing

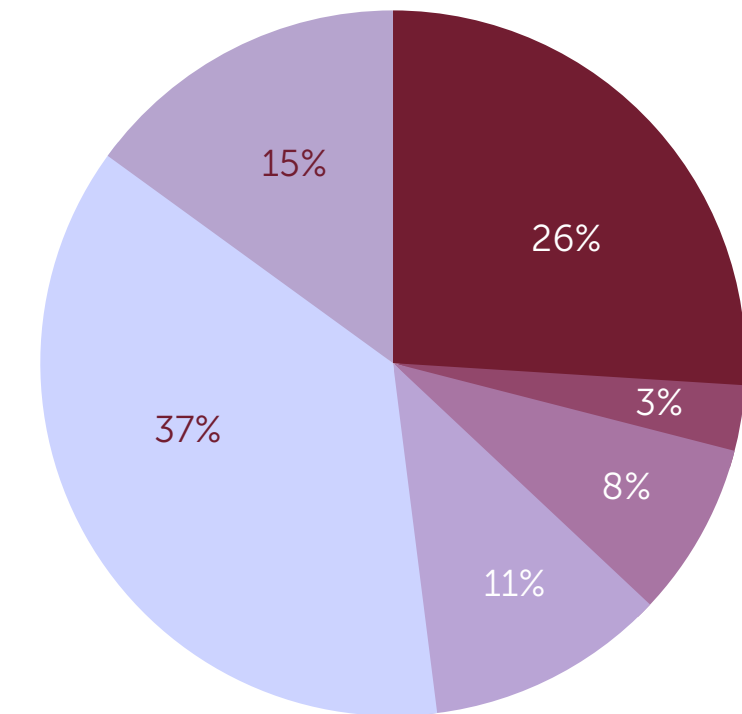


**163,496**  
Total Annual Users

## Global Coverage



## Readership



- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

AZoRobotics is the leading content marketing platform which reaches scientists, engineers and industry professionals in the Robotics industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

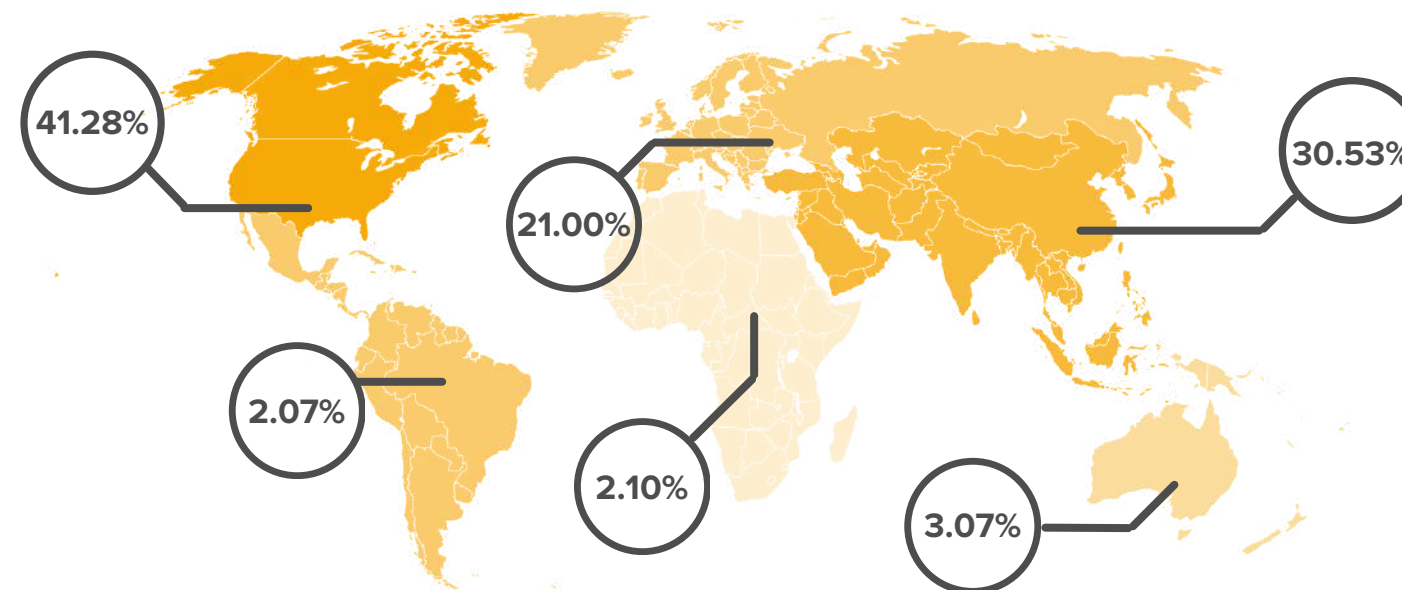
Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

# Quantum Marketing

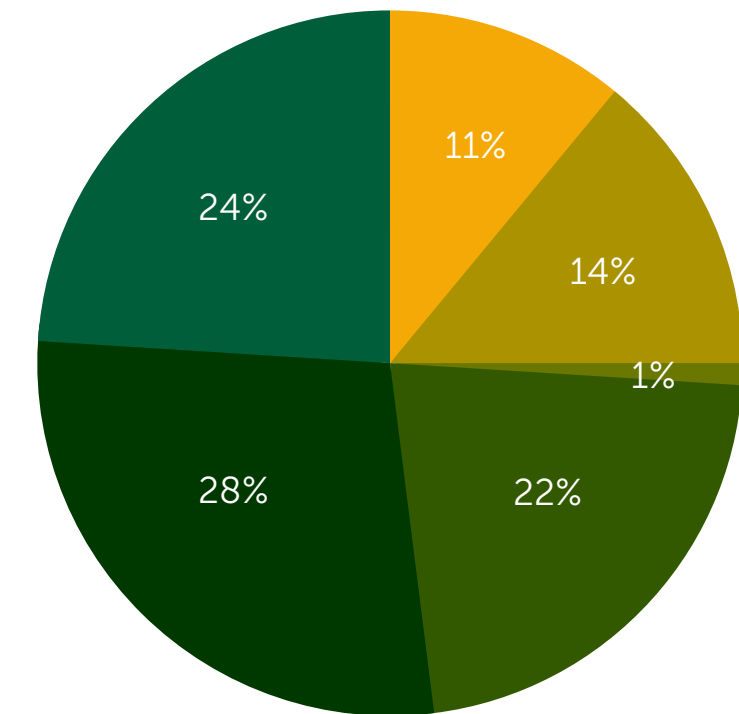
AZO  
QUANTUM

95,773  
Total Annual Users

## Global Coverage



## Readership



- Engineering
- Laboratory
- Medical professionals
- Research
- Students
- Senior Academics

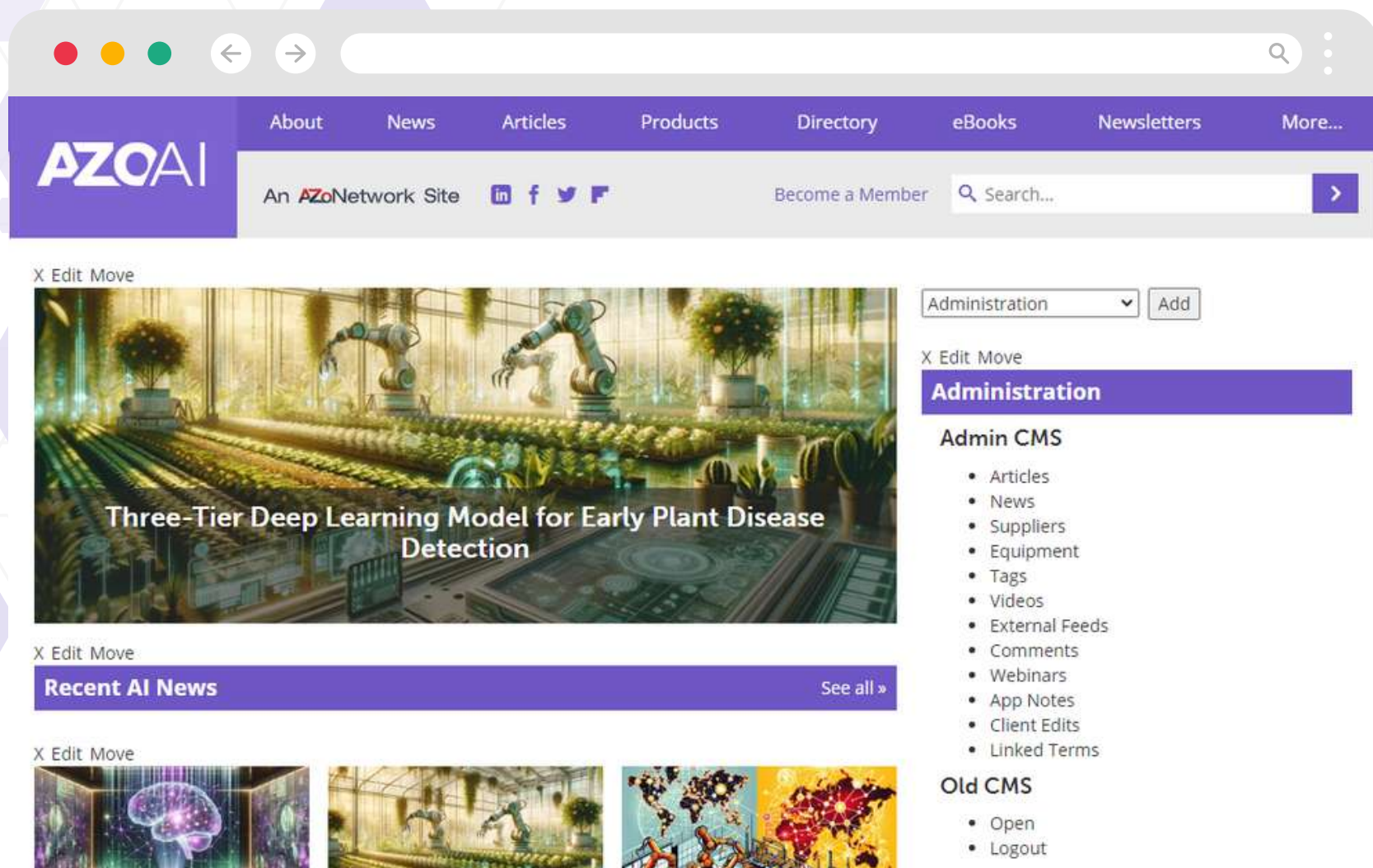
AZoRobotics is the leading content marketing platform which reaches scientists, engineers and industry professionals in the Robotics industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers



# Introducing



AZOAI's mission is to share newsworthy, credible artificial intelligence content on an easy-access platform. Expert editorial articles put together by an in-house team of professionals; interviews with thought-leaders in prestigious fields; equipment profiles from some of the leading companies worldwide.

We have exhaustive expertise in marketing science and technology, and sharing stories with people who can make a difference.

**AZO**  
SCIENCE

powered by



**AZTHENA**

**YOUR PERSONAL SCIENTIFIC ASSISTANT**

Azthena is a Large Language Model (LLM) AI chatbot that finds scientific answers from the “commercial science” content provided by AZoNetwork.

Use Azthena as your scientific assistant to find news, articles, equipment reviews, and much more. Unlike other LLM’s that are trained “on the internet”, Azthena locates and references content that can be trusted as it has been subject to Editorial approvals from the AZoNetwork team.



Hi, I'm Azthena, I'm here to find commercial scientific answers for you.

Provide a 800 word executive summary on the new drug discovery techniques in cancer research

# Solutions

## Lead Generation

- 19** Newsletters
- 20** Targeted Emails
- 21** Product Profiles
- 22** Product Showcase
- 23** Lead Generation eBook

## Brand Awareness

- 24** Content Distribution
- 25** Webinar Listings
- 26** Display Advertising
- 27** SEO
- 28** Website Design
- 29** Google Ads Management

## Content

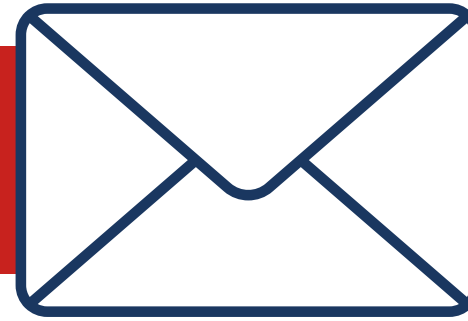
- 30** Content Creation
- 31** Social Media Content
- 32** Interview: Insights from Industry
- 33** Interview: Thought Leaders
- 34** Video Services
- 35** Expert Presentations on Demand
- 36** Virtual Video on Demand
- 37** Webinar Production
- 38** Podcast Production

## Proving ROI

- 39** Real Time Analytics
- 40** Conversion Rate Optimization

LEAD GENERATION

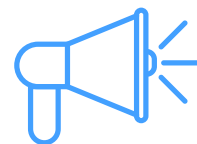
# NEWSLETTERS



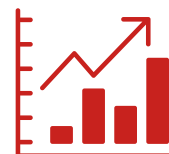
Target our first-party subscriber database by their specific professional interests. Reach over one million named scientists, engineers and industry professionals.

Our unique ability to match your targeted audience's interest with the right content explains why this channel is so popular with clients and subscribers alike.

Choose between Headline or featured sponsorships.



Gain **immediate exposure** for your story.



Increase **lead generation**.

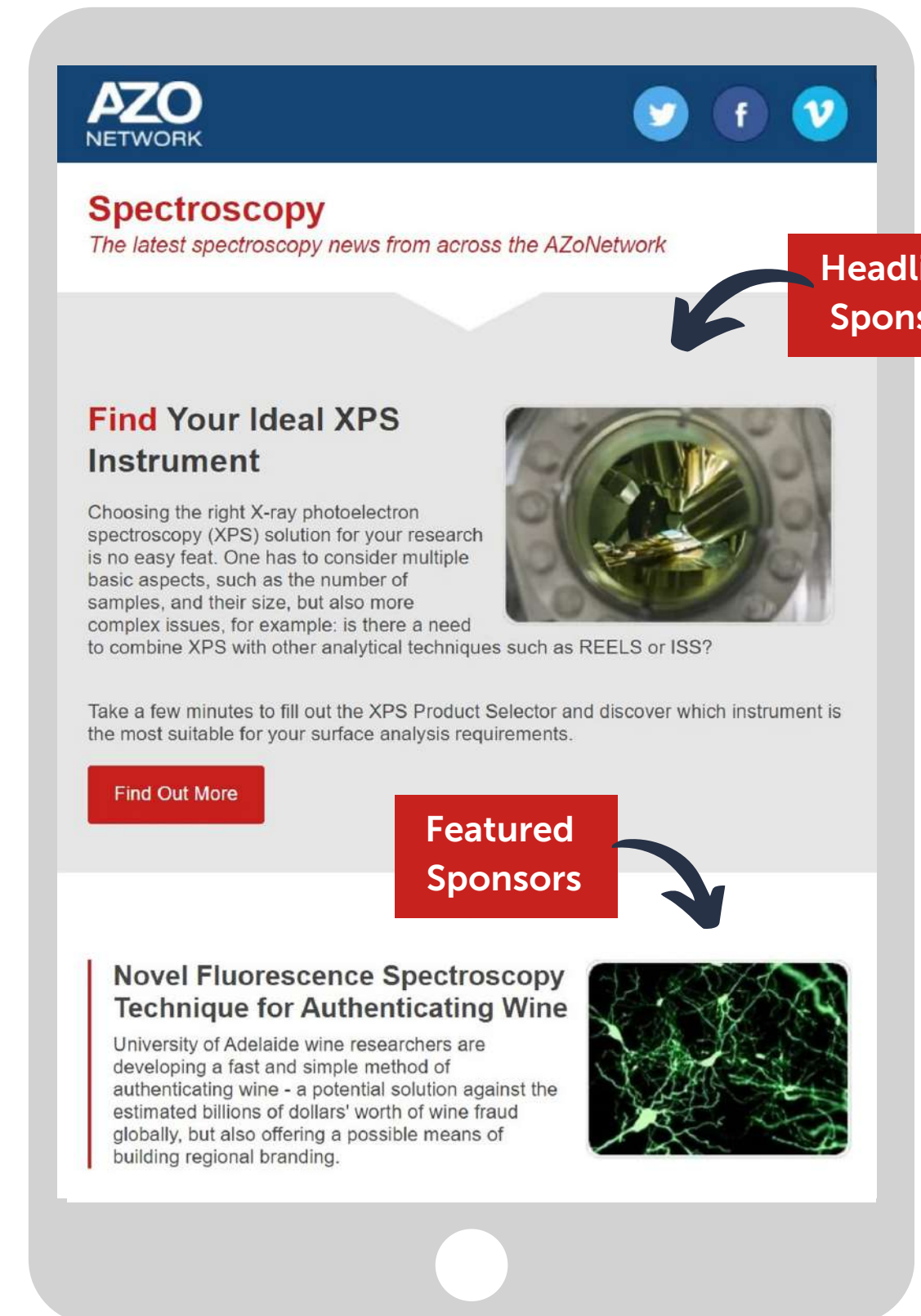


Boost brand awareness within a **targeted community**.



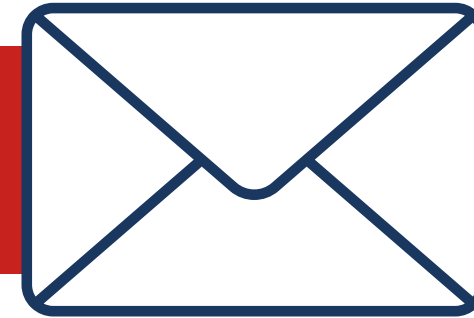
Measure your ROI with **automated reports**.

**1 MILLION+ SUBSCRIBERS**



LEAD GENERATION

# TARGETED EMAILS



Create your own high-quality email campaigns.

You decide on the messaging, the audience and the budget and our team will help with everything else from start to finish.



Reach a **highly qualified audience** in our first-party subscriber base.



Target specific markets by **keyword, application, industry & geography**.



Measure results with our unique **AZO Intel Analytics platform**.

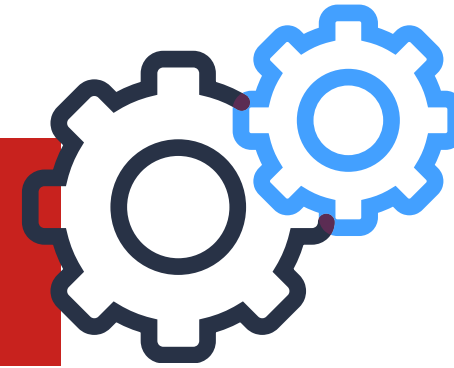


**Customize** your message and design with our **email specialists**.

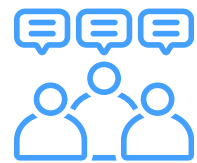


LEAD GENERATION

**PRODUCT PROFILES**



Demonstrate the benefits, features and key capabilities of your Products and Equipment with our Product Profiles.



**Engage** your audience at the **right stage** in the buying cycle.



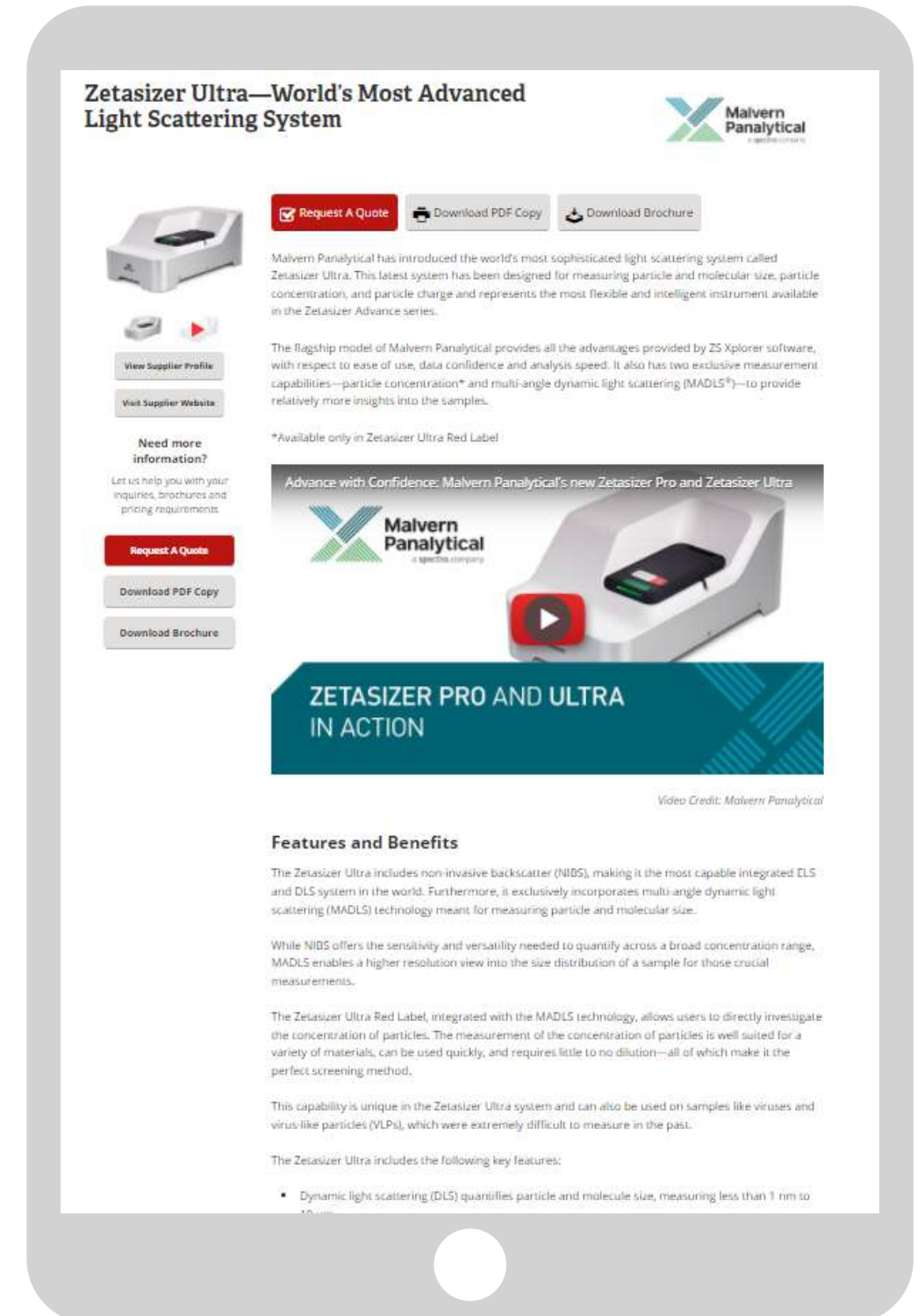
**Enrich your product** listings with relevant videos, images and applications



**Publish the product profiles** to our product categories on the relevant [AZoNetwork websites](#).

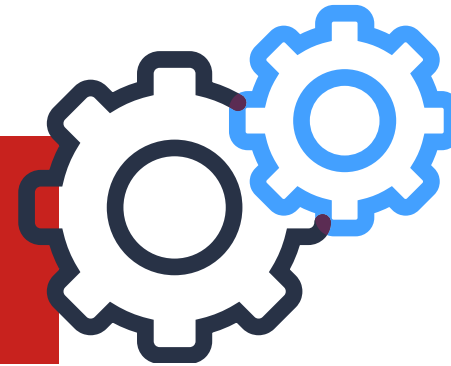


**Product profiles** include RFQ buttons, brochure and PDF downloads as **calls-to-action**.



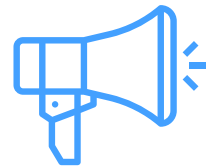
LEAD GENERATION

# PRODUCT SHOWCASE



COMBINE THE FOLLOWING  
OPTIONS OF YOUR CHOICE:

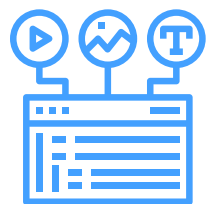
Showcase your newest products and their applications to a global audience with a complete product package.



Create **maximum exposure** for your new products and their applications.



Ensure customers understand what makes your new product **innovative** and **exciting**.



Choose **additional content** like video, webinars, or email services to promote your products.



Receive a **complete support program** to market your products.



Individual Product Profiles



Thought Leader or Insights from Industry Interview



Targeted Newsletter Sponsorship



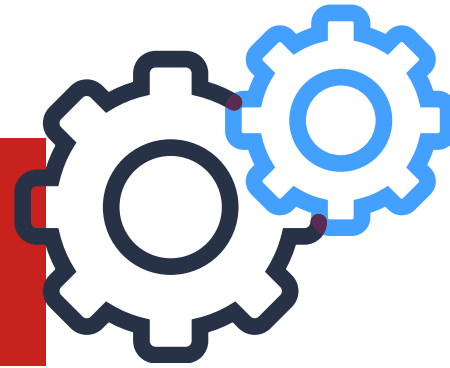
Content Distribution



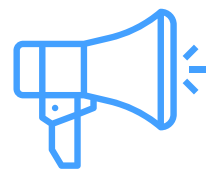
Display Advertising

# LEAD GENERATION

# EBOOK



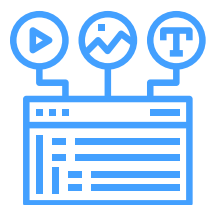
Present all of your existing AZoNetwork content in one valuable download and use our distribution channels to reach more of the right people from the right industry at the right time.



Reach new audiences, generate better leads.



Demonstrate thought leadership to **highly engaged** industry professionals.



Collect valuable **first-party** lead data

The screenshot shows the AZoNetwork website interface. At the top, there is a navigation menu with links for About, News, Articles, Directory, Equipment, Videos, Webinars, Interviews, and More... Below the menu is a search bar and a 'Become a Member' button. The main content area features the title 'Solutions for Polymer Analysis & Development' with two buttons: 'Download eBook' and 'View Supplier Profile'. Below the title, it says 'From Thermo Fisher Scientific - Materials & Structural Analysis'. The central image shows a stack of three red and white eBooks. The top eBook cover has the title 'Solutions for Polymer Analysis & Development' and a sub-headline: 'Explore a number of advanced techniques to improve chemical, electrical and mechanical analysis of polymers, composites and coatings for extreme conditions'. At the bottom of the cover, it says 'Learn more at: [thermofisher.com](http://thermofisher.com)'. Below the eBook image, there is a paragraph of text: 'Polymers are ubiquitous in the modern world for their fantastic tunable properties. Changing either the chemical composition, average molecular weights, or the curing process of polymers makes it possible to completely modify the material behavior of the final polymer. With advanced machining techniques making it possible to easily make highly complex structures from polymers, it is hard to find many modern objects that do

BRAND AWARENESS

# CONTENT DISTRIBUTION



Educate and attract your key audience.

We repurpose and distribute your existing content on an AZoNetwork site to reach a highly relevant target audience.



**Use your existing content:** white papers, application notes, case studies, etc.



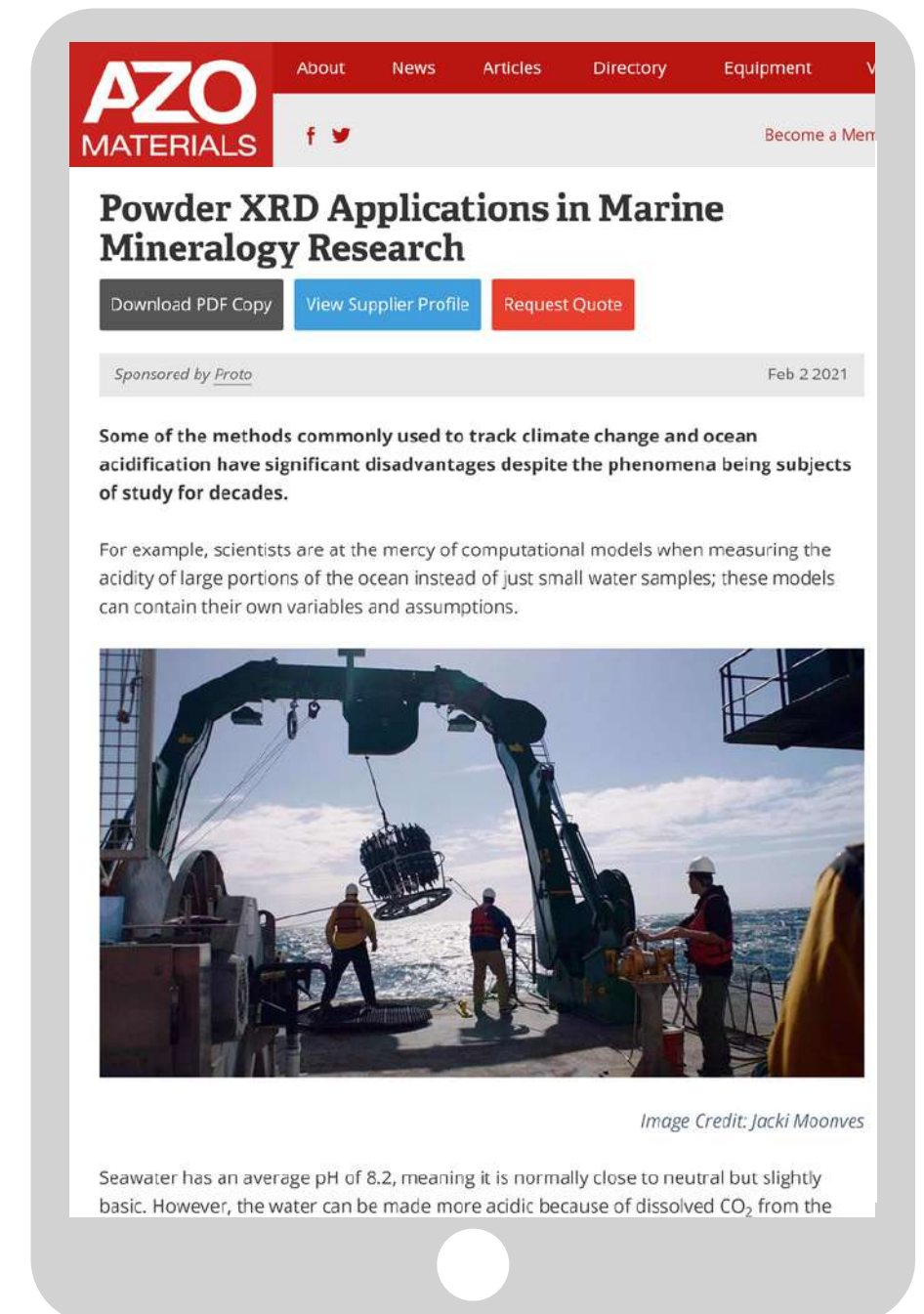
**Repurpose your content, maximize organic search engine visibility, and include calls-to-action.**



**Measure content engagement & results with our unique AZoIntel Platform.**



**Publish on relevant AZoNetwork sites and post to our social media channels.**





BRAND AWARENESS

# WEBINAR LISTINGS



We take your existing webinar content and give it a new lease of life with distribution on relevant AZoNetwork sites.



Promote your existing webinars to a **new highly engaged audience**.



Provide **educational and informative** content that generates awareness.



Generate new interest in your products and **leads for your business**.






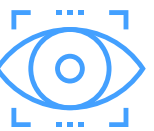
BRAND AWARENESS

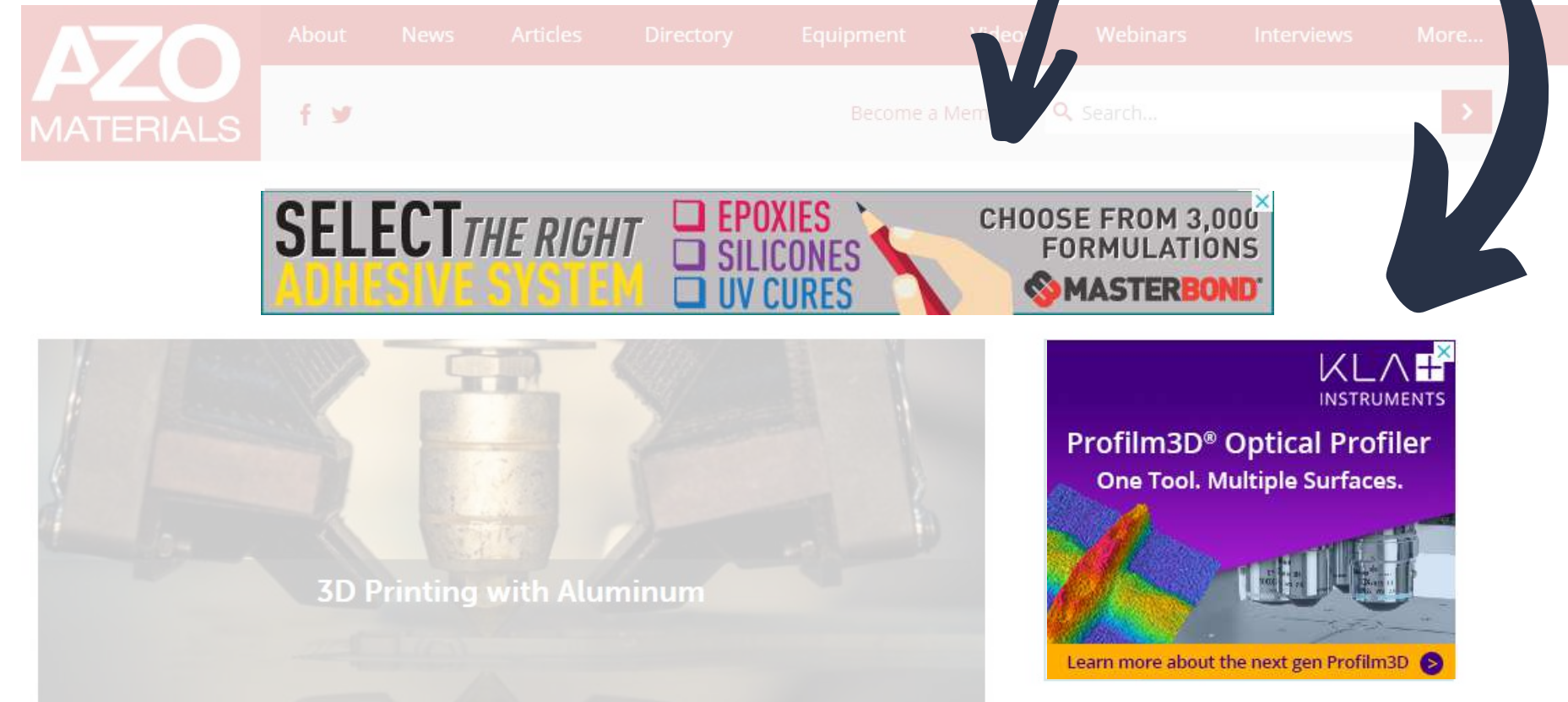
# DISPLAY ADVERTISING



Display ads

Increase brand awareness by targeting the AZoNetwork audience of engaged B2B visitors with various Display Advertising options.

-  Increase **brand awareness** and visibility.
-  Measure and **increase traffic** to your website.
-  Reach **highly-targeted** and **relevant** audiences.
-  Get your message accross with visually appealing creatives.



AD SPECIFICATIONS

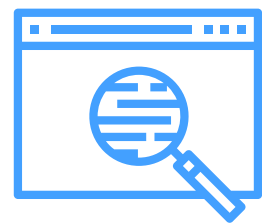
 **1 Million +** Global Subscribers  
**135M +** Unique Visitors

BRAND AWARENESS

SEO



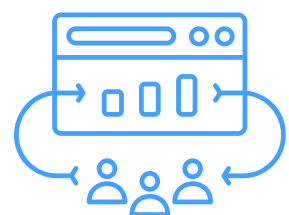
Rank highly for your keywords by combining the on-site optimization with regularly updated content and quality links. As your website visibility increases, you'll see an increased return on investment with more leads and sales being generated.



Target relevant **keywords** for your industry.



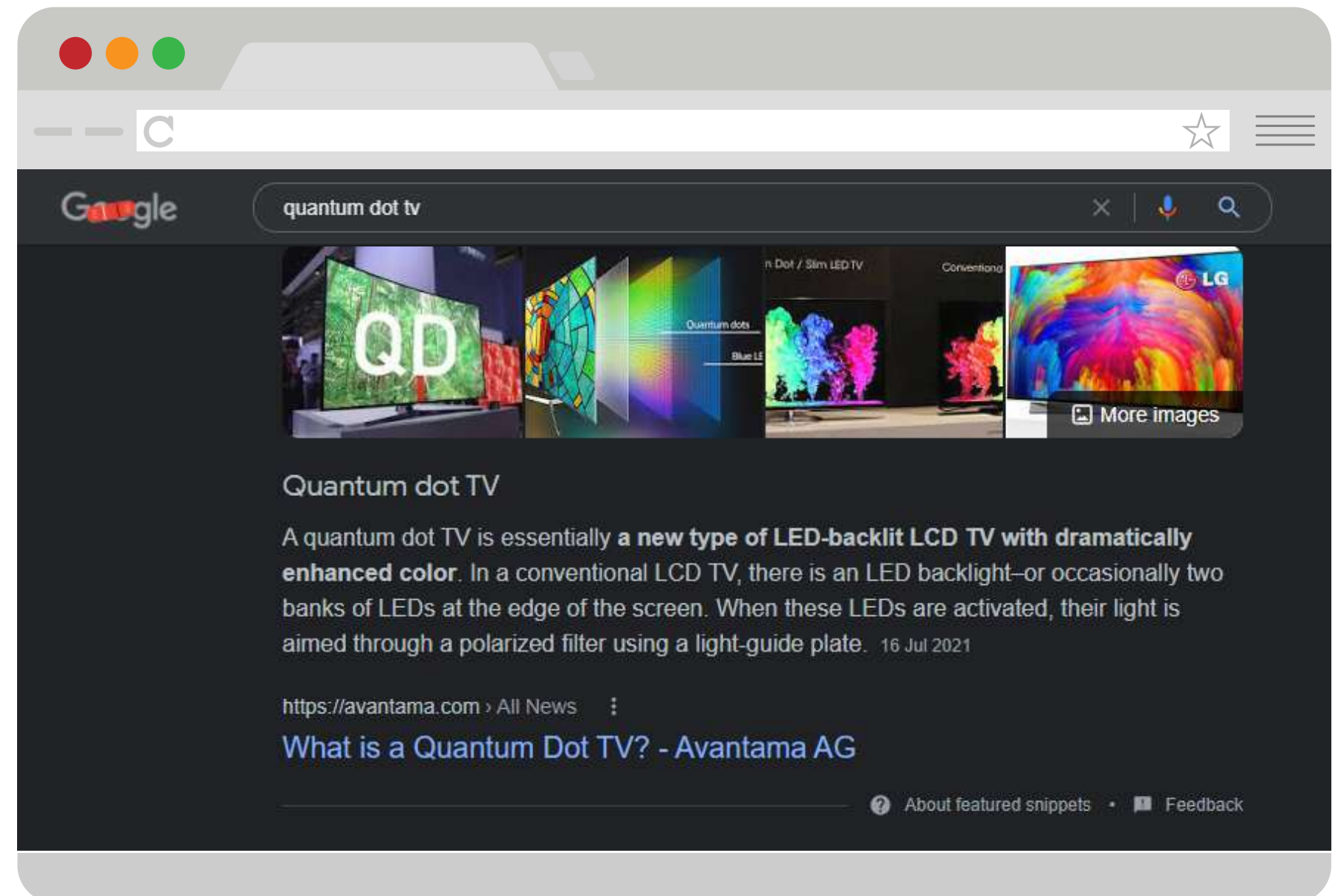
Improve your **website's ranking** on search engines.



Increase **quality traffic** to your website.



avantama®



BRAND AWARENESS

# WEBSITE DESIGN



Design a website for your customers. Provide a great user experience, positively showcase your brand & optimise for leads and search engines.



Web **visitor-to-lead** functionality.



Fully **optimised** for search engines.



Content management system (**CMS**) training.

Website Design & Development

Fully Responsive

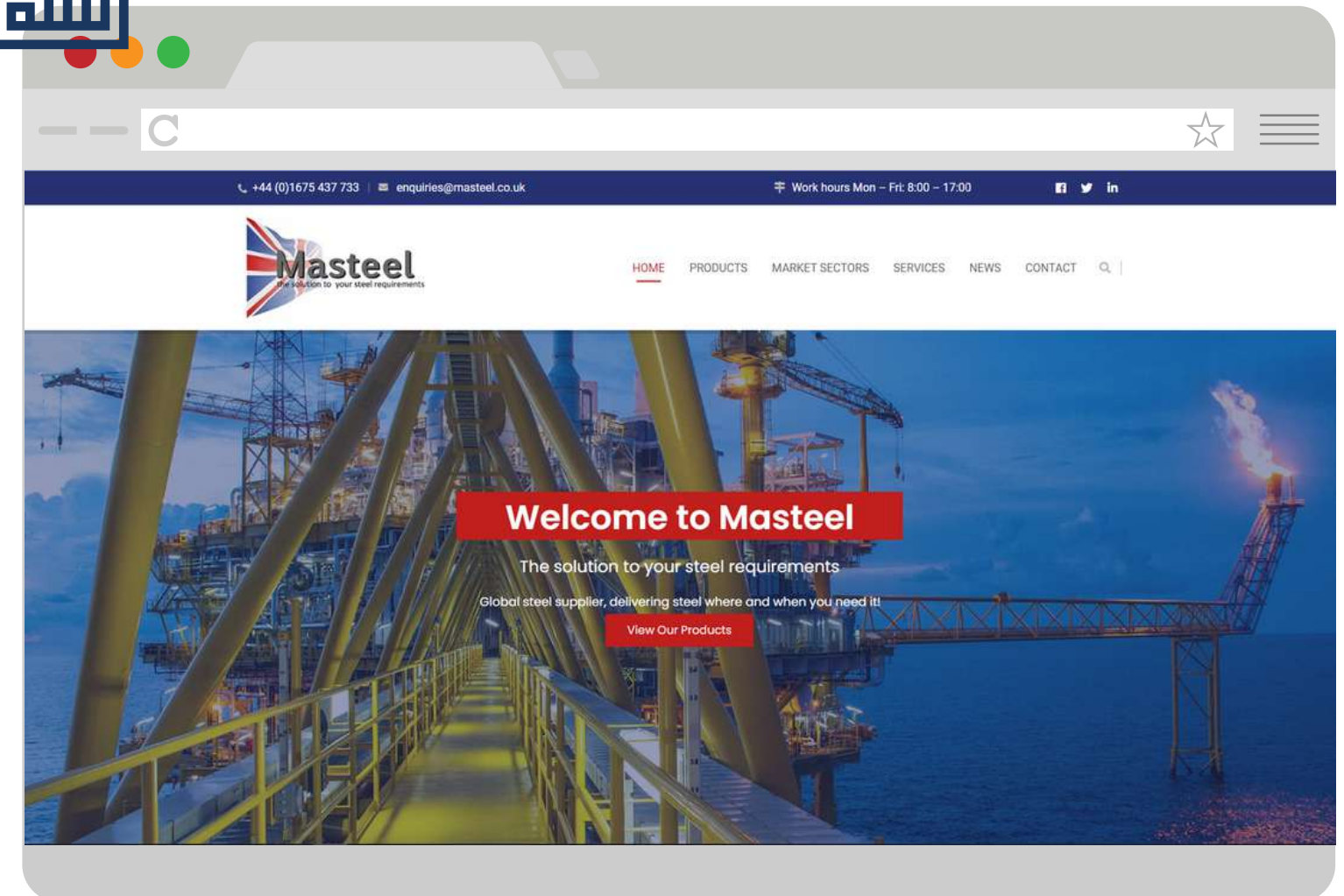
Retina Ready

HTTPS Certificate

Shopping Cart Ready

Full training on CMS

You own all rights



BRAND AWARENESS

# GOOGLE ADS MANAGEMENT



We manage your Google Ads campaigns by preparing a well thought out strategy and implementation plan that is optimised to help you get the best results for your ad budget.



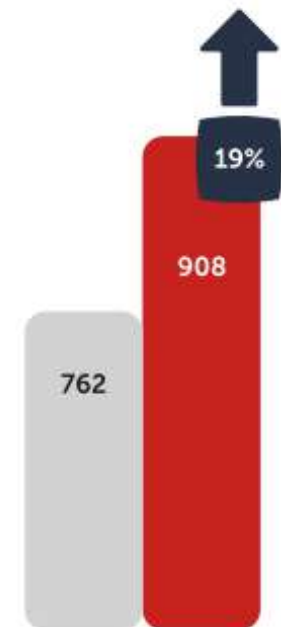
IMPRESSIONS



**Optimize - Do more with less.**



CLICKS



**Increasing the click-through-rate from 0.96% - 8.18%**



COST



**Decreasing the cost-per-click from £2.06 to £0.70**

## CASE STUDY



**Keyword Research and Planning**



**Optimization**



**Growth**

CONTENT

# CONTENT CREATION



Create unique, informative, and engaging content to help you tell your story to the right people at the right time.



Generate **premium quality content** on a subject of your choice.



Develop **thought-leadership** with content curated specifically for your target audience.



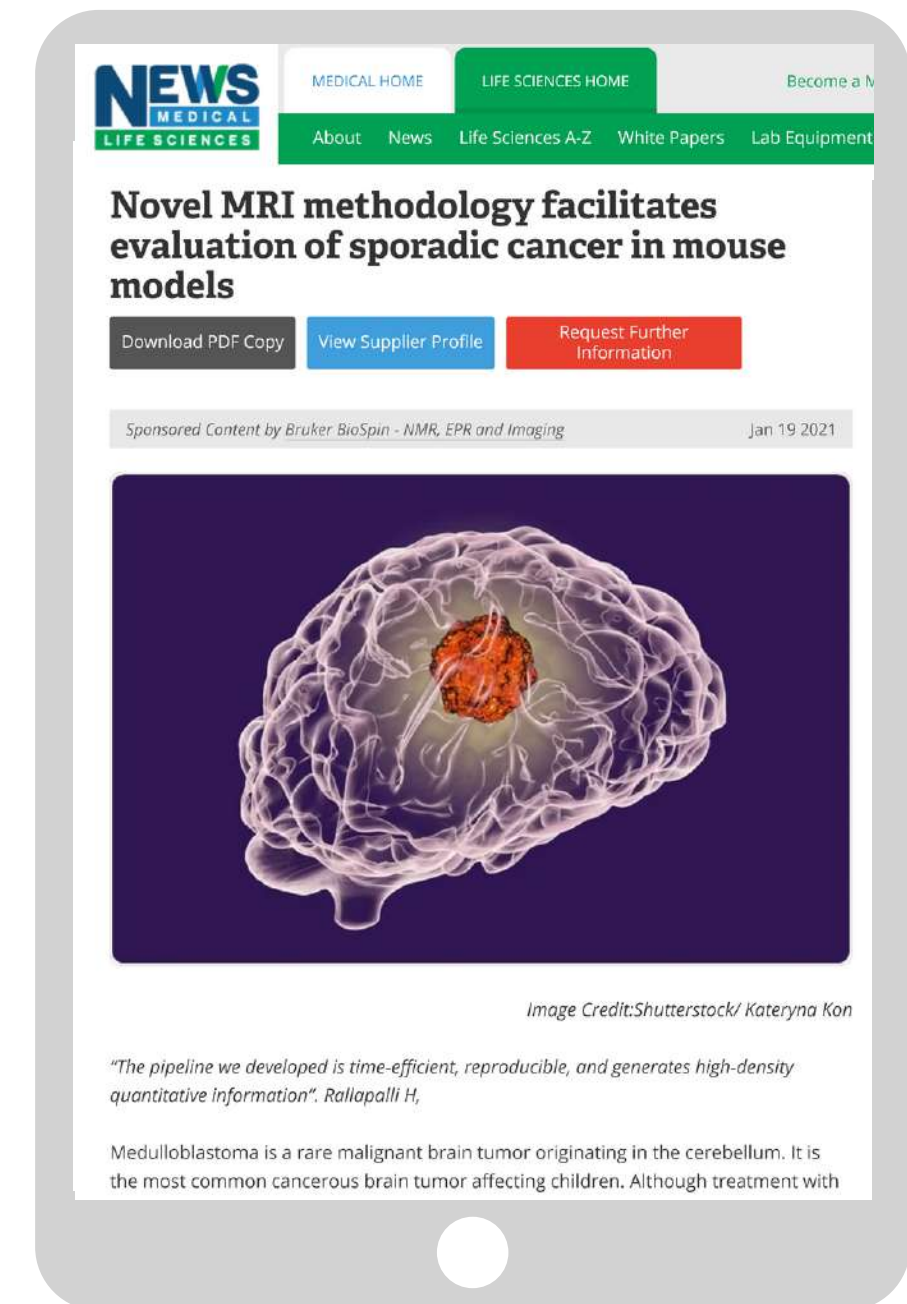
Own the content to use on your site, OR use our vast audience network for **content distribution**.



Use the **experience** of our team to provide **guidance** on what works and what doesn't.



**Free up your marketing team** by using our network of copywriting experts.



**140+** Scientific writing experts on our team

# SOCIAL MEDIA CONTENT



Re-purpose your existing podcasts, webinars and video content for use across social media.

Reach your audience with rich multimedia on their social platforms.



Up to 5 x Social Media snippet videos.



High quality, professional audio & video content.



Increase brand awareness online and on all of the major podcast players.



Reach and engage your audience on Social Media.

## PODCAST

## WEBINAR

CONTENT

# INSIGHTS FROM INDUSTRY



**AZO**  
NETWORK

Tap into your teams' product expertise and knowledge and convert it quickly and easily into powerful marketing collateral with an Insights from Industry interview.

Create evergreen content which engages clients for years to come.



Choose an in-house **expert** to showcase your **thought-leadership**.



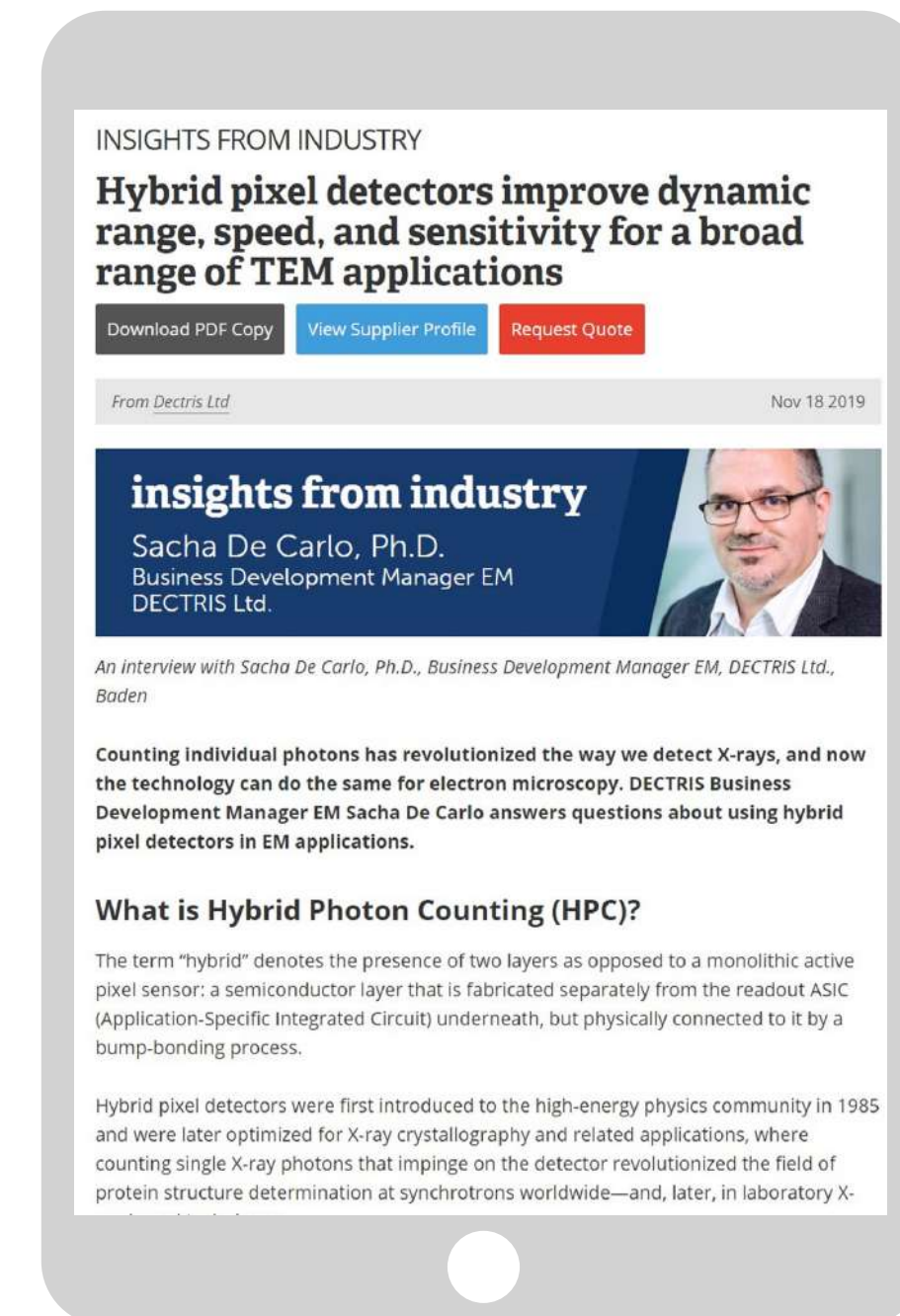
AZo Editors produce an **engaging** and **educational** written interview.



**Feature** the interview on a relevant AZo site to reach your **target audience**.



Measure content engagement & results with our [AZoIntel Platform](#).





CONTENT

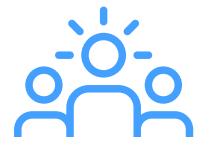
# THOUGHT LEADERS



Display and promote your end users' research activities and illustrate how they have used your products or services. Our Thought Leaders series focuses on the knowledge and research of key opinion leaders and academics.



Your customers discuss their research and how your **product or service** helped **advance** their work.



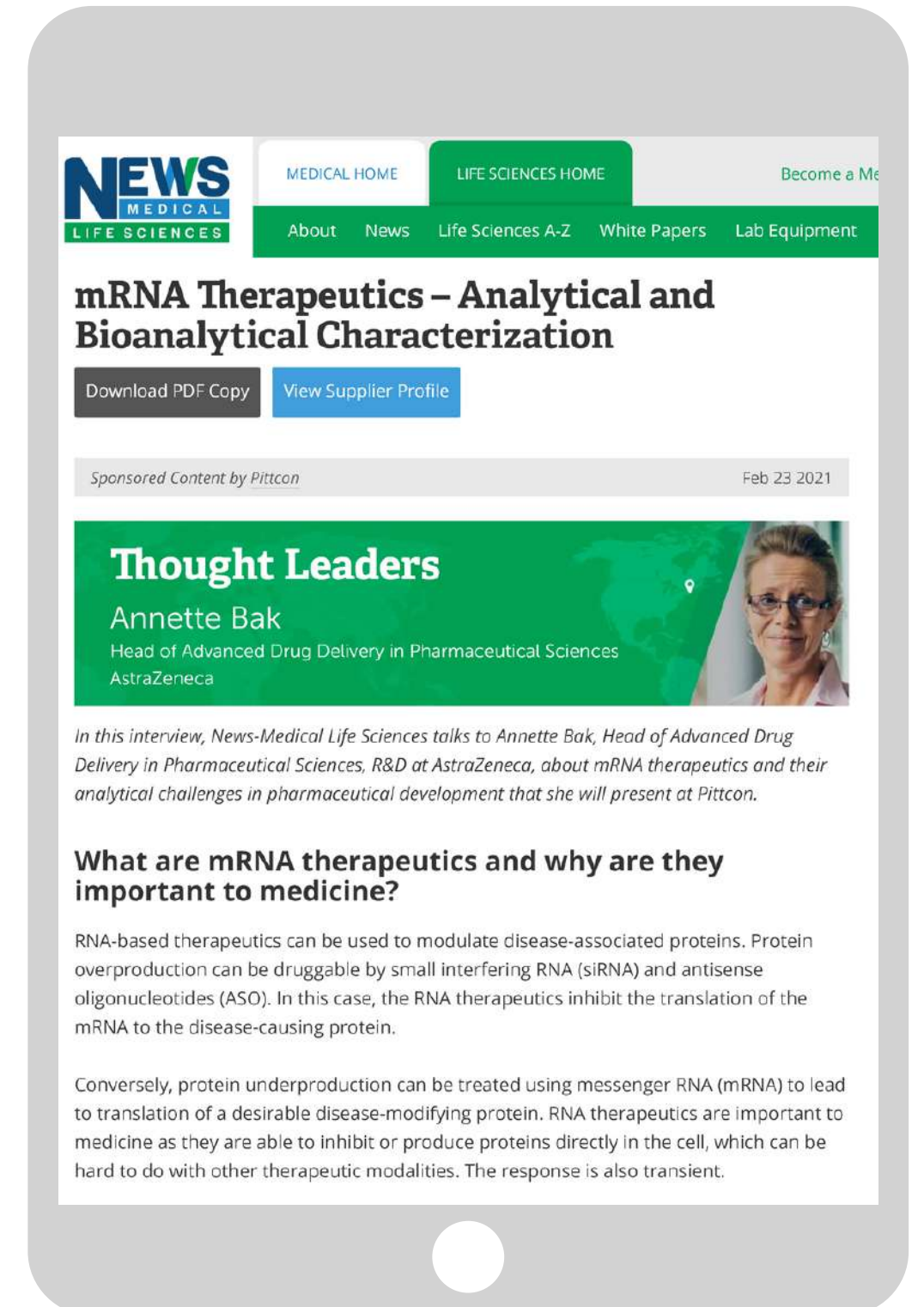
Generate an **engaging** thought-leader interview from a credible 3rd party.



Interview an industry expert to create **reliable** content for **your audience**.

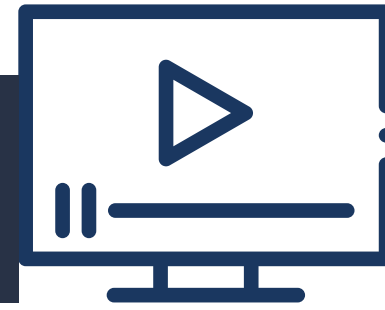


We conduct the interview and publish on **relevant AZo websites**.

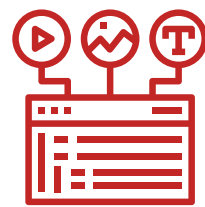


CONTENT

# VIDEO SERVICES



Bring your content to life with our video creation services. We manage everything from from concept to filming to post-production and distribution.



Showcase your **products**, applications, testimonials, and more through video.



Choose from a **range of video styles**.



Work with our **video specialists** to create captivating video content.



You own the video, but we will help you distribute your videos across the **AZoNetwork websites**.

## THOUGHT LEADER VIDEO

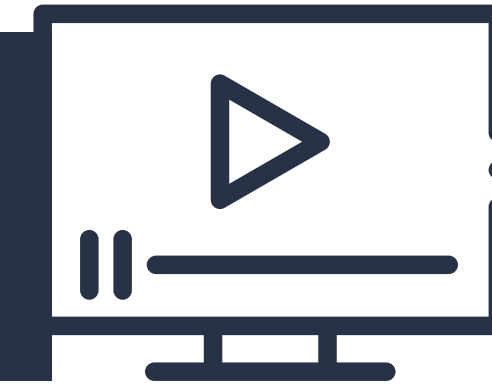


## 2D ANIMATION



CONTENT

# EXPERT PRESENTATIONS ON DEMAND



Give your keynote presentations the production value they deserve with an Expert Presentation On-Demand (ExPOD).



Reach your audience online, at virtual events and tradeshows.



Demonstrate real thought leadership through targeted content.



Work with our video specialists on speaker preparation through to recording and post-production.



Promote and distribute your presentation with our industry-specific newsletters and websites.

### Why is oil analysis an important part of a reliability program?

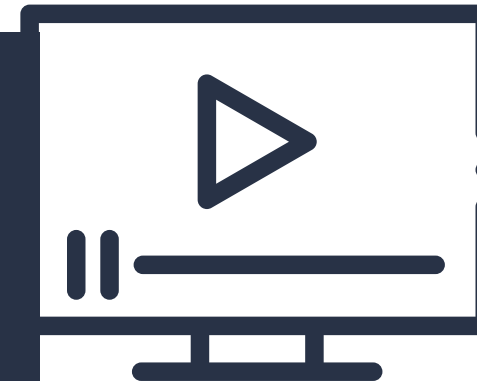
**In-service oil analysis for machine condition monitoring**

- Early identification and trending of machinery wear and failure modes allows maintenance before catastrophic failure occurs.
- Oil analysis complements vibration, thermography and other predictive technologies
- Increases confidence in decision to remove machinery from service.

5:14 / 6:47

CONTENT

# VIRTUAL VIDEOS ON DEMAND



Use our highly skilled and experienced team of AV professionals to showcase your thought leadership and bring your subject matter to life. Virtual videos on-demand (VVOD) are interactive, engaging and professionally produced.



High quality, **professional** audio-visual content.



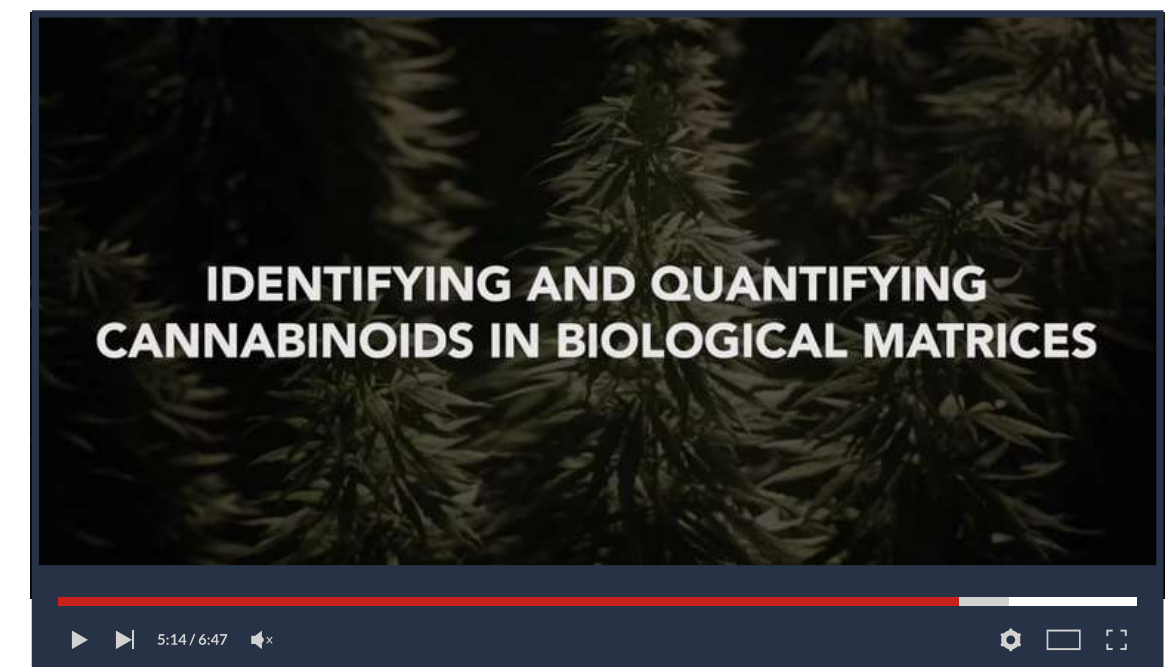
Demonstrate **real thought leadership** through targeted content.



**Smooth, easy process** from speaker preparation through recording and post-production.



**Enhance user experience (UX)** of your written content across the AZoNetwork.



CONTENT

# WEBINAR PRODUCTION



Engage and educate your audience with a scientific webinar. Leave the planning, promotion and execution of your next webinar series in our hands.



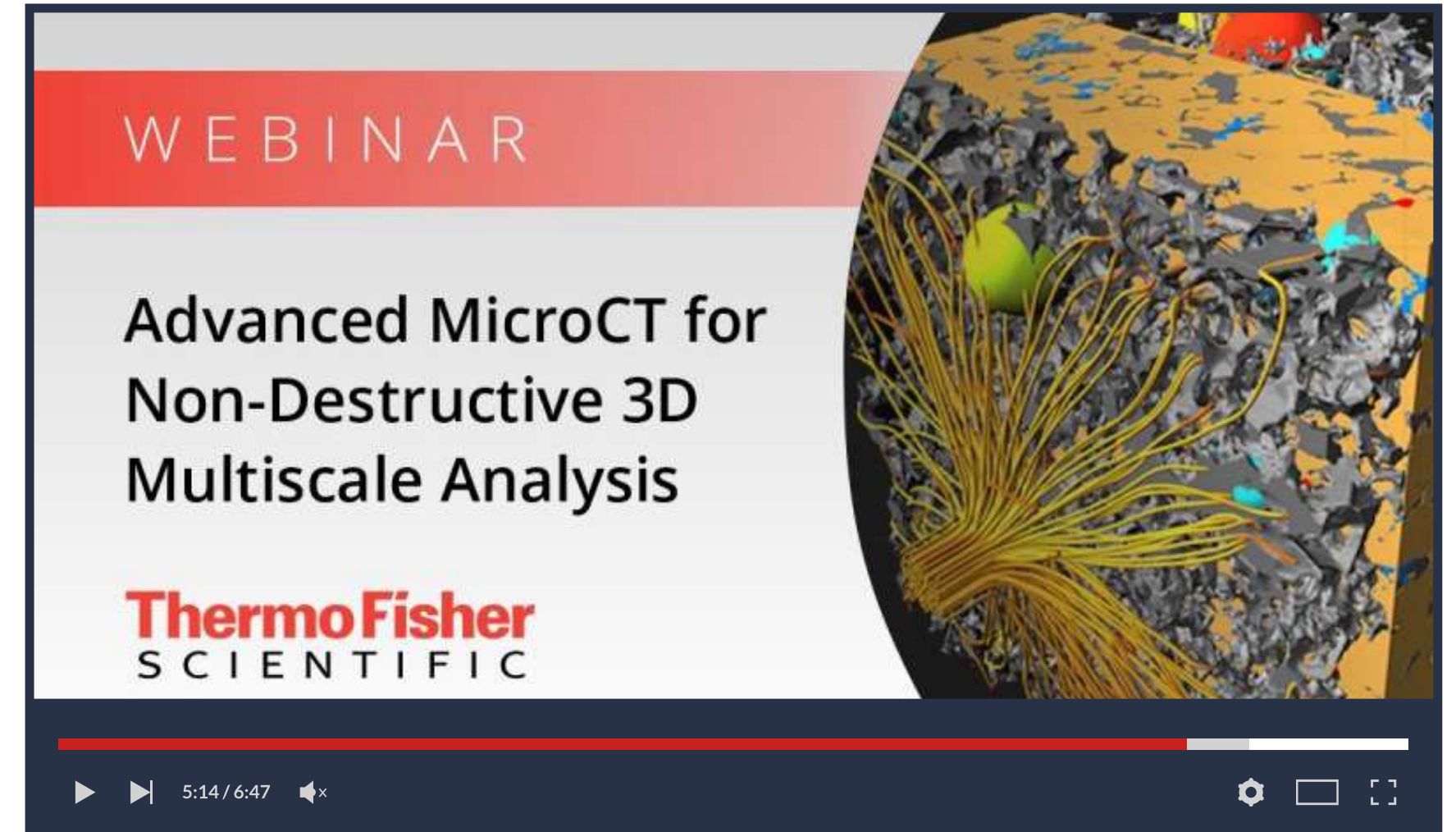
Reach a **global audience** in a format that is accessible and convenient.



Demonstrate **thought-leadership** and prioritize education during the customer journey.



**Educate** your customers about a new product or application.



**Collect market intelligence** before, during and post-webinar.

CONTENT

# PODCAST PRODUCTION



Bring your subject matter to life and reach your audience with a professionally produced and distributed podcast or podcast series.



Reach a **global audience** on all of the major podcast players.

**Acast**



Stimulate discussion and demonstrate **thought leadership**.

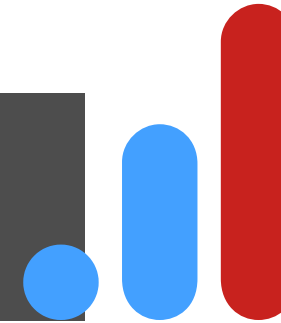


**Smooth, easy process** from speaker preparation through recording and post-production.



PROVING ROI

# REAL TIME ANALYTICS



Measure and monitor the ROI of all of your AZoNetwork campaigns using our unique analytical platform – AZoIntel.

With over 135 million unique visitors and over 700,000 content items, we have the ability to demonstrate your audience as well as provide market intelligence to assist with your content marketing decisions.



Measure the **effectiveness** of your campaigns.



Track **lead generation** and engagement.



View **top performing** content.

**FIND OUT MORE**

**AZO INTEL**

Overview

Aug 31, 2020 - Aug 31, 2021

<b>PAGEVIEWS</b> 142,009 Avg Time on Page: 3 min 58 sec	<b>USERS</b> 103,271	<b>SALES LEAD ACTIVITY</b> 8,513 2,504   8,911 MQLs	<b>COMMENTS</b> 3,766
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**RECENT LEADS**

Person	Status	Source	Date
Amotpal Kirgh Techmedia	Lead	DM	Aug 31 2021
Nyila Rubam Mechanical Engineering Student	MQL	DM	Aug 30 2021
Jannat Poorlinge Bing	MQL	DM	Aug 30 2021
Rizael Kinzel Digital Marketing Manager	MQL	DM	Aug 30 2021
Emilia Bringman			

**TOP SECTORS**

Sector	Organizations
Academia	Australian Academic and Research Network, University of Minnesota, San Diego State University
Information Technology	Intel Corporation, Ningbo Sunman Corporation, Nanjing Patheonic
Information	Intel Corporation, Facebook, Alibaba
R&D	Australian Academic and Research Network, Waters Corporation, Intel Corporation
Instrumentation	Metric-Tek International Inc., Rigaku, ABB Group
Manufacturing	Metric-Tek International Inc., The Lubrizol Corporation, LUSTZ

Sara López Segura  
Apr 30, 2021

72% of your keywords are ranking on the first page. Great to see! I recommend optimizing the budget to focus on the remaining 28%

AZOinsights



PROVING ROI

# CONVERSION RATE OPTIMIZATION

Optimize your site to convert a higher % of traffic, leading to business success. CRO is the process of taking as many site visitors to a desired goal or outcome as possible. Using CRO, you'll see an increased ROI with more leads and sales being generated from existing traffic.



Test site updates **before implementing them.**



Generate **more leads** and sales.



Increase number of **conversions.**

**ORIGINAL - 0.27% CTR**



**OPTIMIZED - 1.83% CTR**





# CLIENT TESTIMONIALS

Why **Bruker** sees AZoNetwork as their **most valuable Marketing partner**.

“

AZoNetwork has been our most valuable vendor/partner in marketing over the last several years. They help us look good, and help us do our marketing job better. If you invest with them, there will be some surprise benefits that will not have been foreseen in the initial contract.

”

[READ THE WHOLE STORY](#)



# Contact Us



## Find Out More



## Speak to an Expert



[www.azonetwork.com](http://www.azonetwork.com)



+44 (0)16 1457 7150



[info@azonetwork.com](mailto:info@azonetwork.com)

