Overview

We provide bespoke and strategic multimedia campaigns so that industry and thought leaders can penetrate their core demographics as well as stay on top of the latest developments and trends as they’re happening.

With over 20 years of industry experience we are proud of the relationships we’ve established with leading industry executives and continue to strive to provide our clients with maximum impact from a business development standpoint.

Our services include targeted digital and email campaigns, custom editorial content, strategic web placement, social media, search engine optimization, geo-spatial data, webinars, and e-newsletters.

Targeted Industry-Specific B2B Media
ABOUT US: AUDIENCES

With our total reach being **4,353,105 key executives**, Knighthouse can provide tools that will align with **your company’s current interactive strategy** to engage clients.

<table>
<thead>
<tr>
<th>MAGAZINE TITLE</th>
<th>TOTAL REACH FOR INDIVIDUAL PUBLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Today</td>
<td>363,969</td>
</tr>
<tr>
<td>Energy &amp; Mining International</td>
<td>100,010</td>
</tr>
<tr>
<td>Food &amp; Drink International</td>
<td>268,450</td>
</tr>
<tr>
<td>Franchising Today</td>
<td>460,753</td>
</tr>
<tr>
<td>InBuilding</td>
<td>23,978</td>
</tr>
<tr>
<td>Inside Healthcare</td>
<td>150,124</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality International</td>
<td>57,075</td>
</tr>
<tr>
<td>Manufacturing Today</td>
<td>362,986</td>
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<tr>
<td>Modern Home Builder</td>
<td>76,106</td>
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<tr>
<td>Retail Merchandiser</td>
<td>150,263</td>
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<tr>
<td>Supply Chain World</td>
<td>149,930</td>
</tr>
<tr>
<td>Transporation &amp; Logistics International</td>
<td>125,636</td>
</tr>
</tbody>
</table>
Custom Editorial Content

Our award-winning editorial team excels at comprehending your message and translating it into viable content executives will relate and respond to. Whether it is the vision of your company’s senior management, corporate growth initiatives, new products or services, re-branding, a company overview or an in depth description of your overall capabilities, we can help communicate your message.

We incorporate numerous channels to ensure we are engaging and connecting you with the audience most relevant to you. Through our content the ultimate goal is to evolve your current business partnerships, as well as appeal to potential clients presenting a stepping stone to new business endeavors.

We cover major industry events as well as emerging trends that are anticipated to impact the marketplace.

Most importantly, we keep your company relevant in the ever-changing tides of business today by elevating your brand awareness.

EDITOR AWARDS:

2018 FOLIO: EDDIES - Honorable mention

2016 FOLIO: EDDIES - Two winners, one honorable mention

2016 TABBIES Honorable mention

2015 FOLIO: EDDIES - Two honorable mentions

2014 FOLIO: EDDIES - Two honorable mentions

2013 FOLIO: EDDIES - Winner

2012 FOLIO: EDDIES - Silver winner

2011 TABBIES Bronze winner

Targeted Industry-Specific B2B Media
Our production and design team are extremely hands-on and are remarkable at capturing what you’re envisioning to promote about your brand.

We can work with your internal marketing team, or our team can provide all creative/production services needed for your campaign with us.

At Knighthouse Media, we help clients foster communities and grow their business through social media strategy and management. Our approach centers on creating genuine connections and experiences that span different audiences and platforms.

Design extends far beyond the screen and page. Everything is custom tailored to align and support your current marketing strategies. A compelling brand considers all aspects of experience, and we’ve got the tools necessary to help you think through the details.
Here you will find MEDIA KITS to any of our magazines that will allow you to share your company’s story in a positive, unfiltered medium with an audience of your choosing.
INTEGRATED MARKETING CAMPAIGNS:

We take a multifaceted approach that will unify your brands messaging and equity through media incorporating:

1. Targeted email campaigns
2. Strategic web placements
3. Social media outlets
4. Search engine optimization
5. Lead generation
6. Geo-targeted data
7. Custom editorial content

**BENEFITS:**

- Know key demographics for even further-targeted long-term initiatives
- Retrieve more data to better understand your prospects
- Increase brand visibility
- Build trust with prospects
- Increase reach
- Cost effective
- Increase ROI
INTEGRATED MARKETING CAMPAIGNS FEATURES:

- Targeted email campaigns
- Strategic web placements
- Social media outlets
- Custom editorial content

**High Resolution digital PDF and the rights to the article**
Our team at Knighthouse Custom Media can create custom digital and print magazines, brochures, fact sheets and other high-quality marketing materials supported by social media that will impress and educate your clients and make life easier for your salesforce.

Our **design solutions** encompass the ongoing processes, business decisions and strategies that enable innovation and create effectively-designed products, services, communications, environments and brands that provide organizational success.

**WHAT GOES INTO A CUSTOM PRODUCT?**

- **Content** written by our professional writers based on information you provide.
- A design layout meant to catch and keep a busy reader’s eye.
- **Photos or other graphics** to help illustrate your unique story. Videos and slideshows can be embedded among the content.
- Links to your company’s website or other relevant information.
Your vision plays a fundamental role in shaping your company. It reminds you of what to focus on each day and forms the basis of your overall goals when you’re sharing your products with your customers.

Here are just some of the companies that we worked with and will continue to do so while maintaining long-lasting business partnerships.
“To the Food & Drink Team and Paul specifically, ‘Thank You’ for making the article process so efficient and effective. To have a way to communicate how hard brands are working to compete in the marketplace and to serve the public are important to all organizations. It was a pleasure working with you guys.”

- Jim Hyatt, President/CEO
  Church’s Chicken

“We received hard copies of the magazine and article today! It has generated a wonderful ‘buzz’ across the company and I wanted to send a quick note to thank you for making it all possible!”

- Andrew P. Storm, President and CEO
  Eckhart Inc.

“AIM’s experience with TLI was really outstanding. TLI was well prepared for the interview and asked insightful questions. The final article was really well done and captured the essence of our company’s unique product.”

- Nathaniel Seeds, CEO
  American Intermodal Management, LLC

“Our article in Manufacturing Today turned out very well. We were pleased with the professionalism of the staff from start to finish. The magazine article and reprints tell the Major Tool story well and will be very useful in marketing our company going forward.”

- Richard C. Wiegand, President and COO
  Major Tool and Machine

“NextDecade was thrilled to be featured on the cover of EMI and thought that the article came out looking and reading great! The team at EMI made the whole process very easy and we enjoyed the opportunity to share our company’s vision with your readers. In particular, we appreciated the time you took to speak with our team in-depth and produce an article that genuinely reflected both the work that we are currently doing and our approach to business. Thanks again!”

- James Markham-Hill, Manager of Communications
  NextDecade, LLC
Digital Marketing Campaigns

Email is one of the most effective channels for engaging and connecting with prospects. Create deeper relationships with a wider audience.

- Personalizing your messaging
- Build long term relationships
- Prospect interaction by incorporating links to landing pages and web-based resources
- Qualified leads and a better conversion rate

STRATEGIC EMAIL CAMPAIGNS ARE EXTREMELY EFFECTIVE IN:

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STRATEGIC EMAIL CAMPAIGNS ARE EXTREMELY EFFECTIVE IN:
Take It From Here . . .

Whether you’re looking at a long-term initiative or additional support to an existing campaign, we would love to share the experience with you and take the heavy lifting off your shoulders.

- Determine campaign best suited to your needs
- Introductions to editor/production staff
- Begin process interviews and creative
- Final approvals from your team
- Strategic launch of campaign
- Great experience
- New long-term relationships

To talk to us about putting together a proposal, contact: Daniel Bess
312.676.1255   dbess@khmginc.com