



WANT TO GET CLOSER
TO YOUR CUSTOMERS?

BusinessWeek
RESEARCH
SERVICES

JOIN OUR CONVERSATION

WITH OPINION LEADERS

AND AFFLUENT INDIVIDUALS.

RESEARCH SERVICES, FROM START TO FINISH:

- Define target audience
- Methodology development (qualitative/quantitative)
- Design survey
- Survey and database development
- Invite participants and collect data
- Analyze results and consult with client
- Release results publicly

BusinessWeek Research Services sparks a dialogue

between you and your customers. BWRS is a full-service custom research group within BusinessWeek, serving clients both big and small. We get the answers you need to enhance marketing communications and strengthen customer relationships.

We provide access to your target audience

— senior executives, purchase decision makers, investors, and affluent consumers — through the BusinessWeek Market Advisory Board, our proprietary online panel of BusinessWeek subscribers and online registrants.



Drawing on in-depth industry expertise, we help you identify key research insights and marketing strategy implications.

Unlike other research firms, BWRS creates marketing programs based on your research results. We produce a variety of communication vehicles to promote your findings among your target audience via international media sources.

Learn more about how BusinessWeek Research Services can help you **get closer to your customers and prospects.**

MARKETING COMMUNICATIONS LEVERAGE RESEARCH:

- White papers
- Podcasts
- Webcasts
- Special advertising sections
- Knowledge centers
- Sales and marketing materials
- Press releases
- Online videos

CONTACT US TODAY!

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LEVERAGE RESEARCH FOR POWERFUL RESULTS.

SAMPLE PROGRAM

- 1 Research**
Client-sponsored survey focuses on your target audience.



- 2 Custom Content**
Leverage results of your study with white papers and special ad sections.

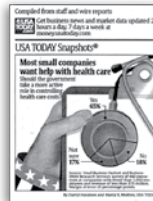


- 3 Reprints**
Reprints of your custom content distributed to your salesforce.

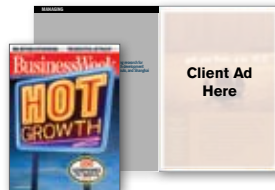


- 4 Knowledge Centers**
Microsite aggregates BusinessWeek editorial relevant to your research results.

- 5 Public Relations Blast**
Press release announces research results to news media.



- 6 Print**
Builds your leadership reputation through ad schedule in BusinessWeek.



BusinessWeek