



**WANT TO GET CLOSER**  
**TO YOUR CUSTOMERS?**

**BusinessWeek**  
**RESEARCH**  
**SERVICES**

# **JOIN OUR CONVERSATION**

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# **WITH OPINION LEADERS**

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# **AND AFFLUENT INDIVIDUALS.**

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## **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.

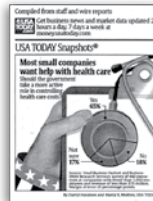


- 3 Reprints**  
Reprints of your custom content distributed to your salesforce.

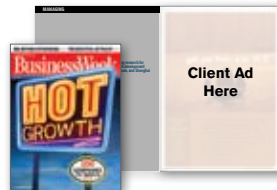


- 4 Knowledge Centers**  
Microsite aggregates BusinessWeek editorial relevant to your research results.

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



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



**BusinessWeek**