



# Product Overviews

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Digital Marketing & Advertising Solutions

# Contents

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AZoNetwork is the leading digital marketing platform for B2B science companies. We help companies tell their stories and connect with the right audiences.

Explore our range of digital marketing products, designed to amplify your message and deliver real results.

## Content

Content Creation .....	01
Content Distribution .....	02

## Email Marketing

Newsletter Sponsorship .....	03
Targeted Emails .....	04

## eBooks

Industry Focus eBook .....	05
Editorial Focus eBook .....	06
Brand Focus eBook .....	07

## Interviews

Insights from Industry Interview .....	08
Thought Leadership Interview .....	09

## Product Packages

Product Profiles .....	10
Product Showcases .....	11

## Video & Audio Production

Video Services .....	12
Event Video Services .....	13
2D Animation .....	14
Podcasts .....	15
Webinars .....	16

## Web Services

SEO .....	17
Ads Management .....	18

## Display Advertising

Display Advertising .....	19
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# Content Creation

Content Creation gives you access to our team of highly qualified editors, who produce unique, informative, and engaging copy that communicates your message with clarity and authority. Simply provide the subject, style, tone, and a few reference materials, and we'll handle the rest.

Each piece is designed to educate your audience, strengthen relationships, and position your company as a thought leader. You retain full copyright, giving you complete freedom to use the content across your channels. By partnering with our experts, you free up valuable time and resources while ensuring your story is told with impact.

## Package:

Content Creation is available in 500 or 800 words, so you can choose the length that suits your needs and the depth of content you require.

- 500/800 word article based on a brief
- Full copyright

## Process

- 1  **Submit Content**
- 2  **Draft Submitted**
- 3  **Draft Finalized**
- 4  **Content Published**



[Ask our team](#) for more information, or check out the [rate card](#).

“I think their content writing and distribution channels are unmatched. When we want to get the word out, and position ourselves as a thought leader, I turn to AZoNetwork.” - Anguil

# Content Distribution

Content Distribution helps you get more value from your existing assets by repurposing and publishing them on the relevant AZoNetwork sites. From white papers and application notes to case studies and webinars, our editors rework your content into SEO-optimized articles that Google recognizes as unique, ensuring maximum visibility and engagement.

By placing your content in front of a highly relevant audience, you expand your reach, educate prospects, and build awareness at every stage of the buying journey. Whether it's showcasing thought leadership or providing detailed case studies for those ready to buy, content distribution connects your expertise with the people who need it most.

## Package:

- SEO-optimized rewrite (70–80% unique to maximize search visibility)
- Hosted on the relevant AZoSite for 12 months (from date of purchase)

## Package sizes:

- Up to 10 articles
- Up to 20 articles
- Up to 30 articles
- Up to 40 articles
- Up to 50 articles
- Up to 100 articles

### The role of transcription factors in next-gen drug discovery

[Download PDF Copy](#) [View Supplier Profile](#) [Request Further Information](#)

Sponsored Content by Sino Biological Inc.

Aug 26 2025

Reviewed by Martin Ospina

Transcription Factors (TFs) are pivotal regulators of gene expression and have been implicated in a variety of diseases, including cancer, neurological disorders, autoimmune conditions, and metabolic diseases. Once deemed "undruggable," TFs are now being therapeutically targeted through selective modulators, degraders, and innovative strategies such as PROTACs.

Recent approvals by the FDA, including belzutifan for VHL-associated renal cell carcinoma and elacestran for breast cancer, underscore significant clinical advancements.

The development of PROTACs and direct small molecule inhibitors, such as those targeting FOXA1, is broadening therapeutic options. Technologies like artificial intelligence, RNA interference, CRISPR, and engineered modulators are also expected to enhance precision in treatment.

These innovations are reshaping treatment paradigms, offering renewed hope for patients with previously untreatable or challenging diseases.

### Batteries Series: Advancing from Discovery to Deployment

[View Profile](#) [Request Quote](#)

PPA Clean Energy

Sep 8 2025



### Building Better Batteries Series: Advancing Battery Quality From Discovery to Deployment

In this eight-part series, essential thought leaders and technological experts walk through the battery development process, from the research lab to the manufacturing line. This series focuses on discovering unmet needs and preventing failures while adhering to rigorous quality assurance standards.

Learn about essential issues affecting battery quality and longevity, such as advanced diagnostic procedures, root causes, and preventive strategies. This series is ideal for experts in battery production, quality control, and research and development who want to

[View Example](#)

## Process



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# Newsletter Sponsorships

Newsletter Sponsorships put your brand directly in front of a highly engaged professional audience. With over 140 subject-specific newsletters reaching more than 1 million subscribers across science, technology, and healthcare, they provide a trusted channel to share your message where it matters most.

Use sponsorships to showcase solutions and thought leadership, while building brand recognition by appearing alongside curated, expert-driven content. With guaranteed inbox placement, trusted editorial context, and access to a large but focused audience, newsletter sponsorships deliver visibility, credibility, and measurable results.

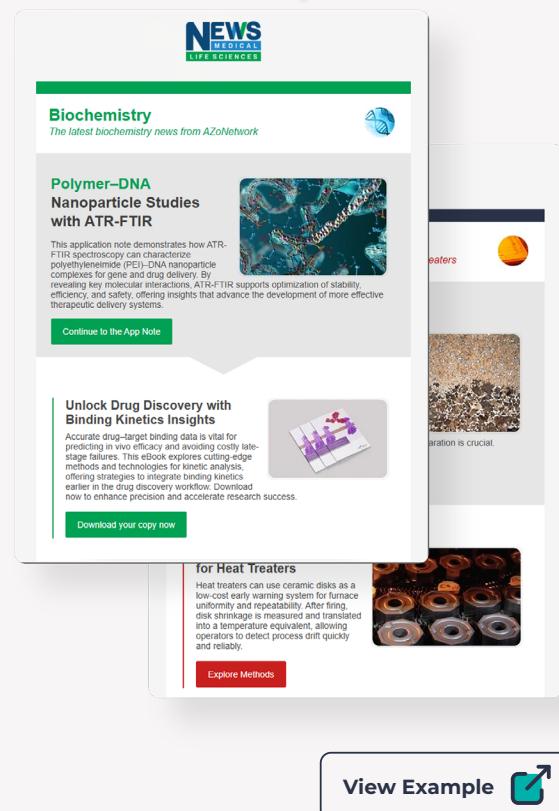
## Package:

- Title
- 50-word body copy
- Image
- Landing page of your choice

All content is provided by you, ensuring your message appears exactly as you intend.

## Process

- 1 Submit Content
- 2 Draft Sent For Approval
- 3 Newsletter Draft Finalized
- 4 Newsletter sent to Subscribers



[Ask our team](#) for more information, or check out the [rate card](#). Explore our [Newsletter Breakdown](#) to see exactly who you can reach.

# Targeted Email

Targeted Emails give you a direct, personalized way to reach the people who matter most. With access to our subscriber base of over 1 million professionals across science, technology, and healthcare, you can deliver a fully custom-designed email straight to a highly relevant audience.

Use targeted emails to launch new products, share resources like eBooks or webinars, drive event registrations, and nurture prospects with content tailored to their role or industry. With detailed reporting on opens, clicks, and engagement, you'll see exactly how your audience responds, turning precision outreach into measurable results.

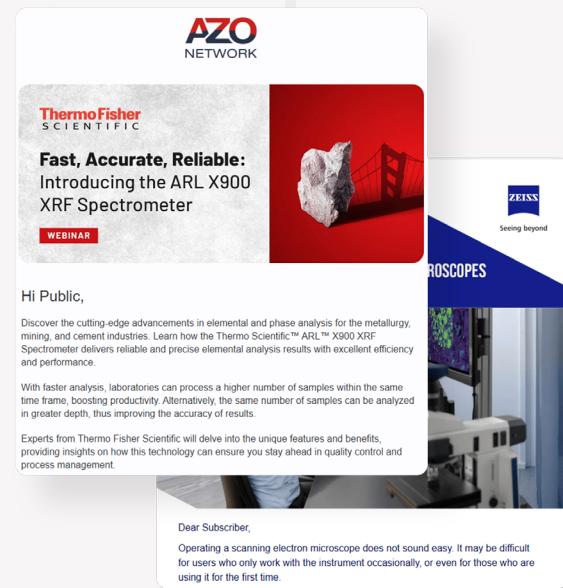
## Package:

- Targeted subscriber list
- Email Design

## Up to 2 emails per campaign:

- Option 1: One email sent twice
- Option 2: Two different emails, each sent once.

Email content is provided by you, ensuring your message appears exactly as you intend.



[View Example](#)

## Process



**Submit Content**

**Draft Sent For Approval**

**Newsletter Draft Finalized**

**Targeted Email sent to Subscribers**

[Ask our team](#) for more information, or check out the [rate card](#).

# Industry Focus eBook

Industry Focus eBooks cover broader themes across science, technology, and healthcare, helping you reach a wide audience and amplify your message at scale. Distributed through our newsletter audience, they feature your content alongside six AZo editorial articles, creating balanced, credible resource that engages readers across the industry.

These eBooks build awareness, showcase expertise, and generate qualified leads by putting your brand at the center of the conversation.

## Package:

- 1-Page advertorial
- Your logo on the front cover
- Up to 3 pieces of your content
- 1 Targeted email sent twice
- Landing page on the relevant AZoSite

## Process

- 1 Submit Content
- 2 Draft Sent For Approval
- 3 Production Begins
- 4 eBook Published & 1st Email Sent
- 5 2nd Send of Email  
(2-4 Weeks After Publication)



[View Example](#) 

## 3 Month Campaign

[Ask our team](#) for more information, or check out the [rate card](#).

# Editorial Focus eBook

Editorial Focus eBooks are designed for a more specific readership, allowing you to target your message directly to the people who matter most. Sent to a defined subscriber base of up to 10,000, they feature your content alongside six AZoEditorial pieces, delivering a highly relevant, authoritative resource.

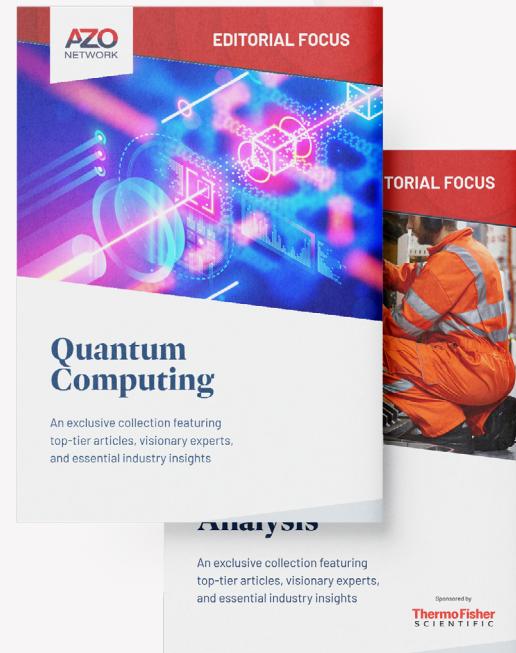
These eBooks provide lasting visibility, helping you connect with a focused audience, demonstrate thought leadership, and drive meaningful engagement that supports lead generation.

## Package:

- 1-page advertorial
- Your logo on the front cover
- Up to 3 pieces of your content
- 1 targeted email sent twice
- Listing on the relevant AZoSite
- Display banner on the relevant AZoSite for 3 months

## Process

- 1 Submit Content
- 2 Draft Sent For Approval
- 3 Production Begins
- 4 eBook Published & 1st Email Sent Display Ad runs
- 5 2nd Send of Email (2-4 Weeks After Publication)



[View Example](#) 

## 6 Month Campaign

[Ask our team](#) for more information, or check out the [rate card](#).

# Brand Focus eBook

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Brand Focus eBooks repackage your top-performing AZoNetwork content into one high-quality, professionally designed download. Built around your brand and sent to a selection of our subscriber base (up to 10,000), they offer a compelling way to extend the life of your content while positioning your company as a thought leader in your industry.

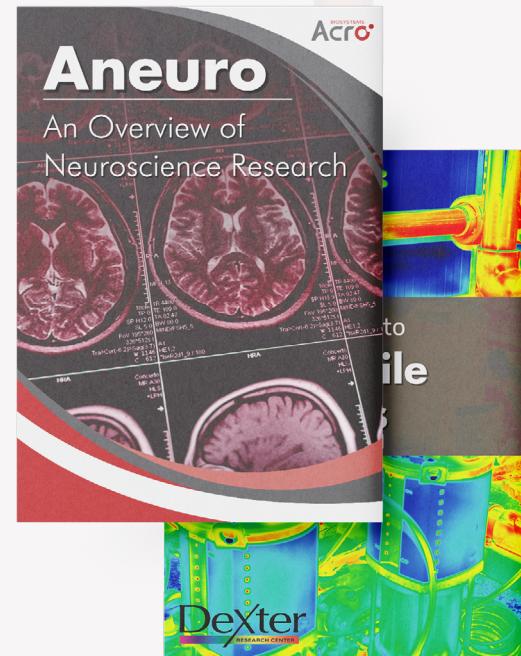
Designed to run as standalone assets, these eBooks work around the clock, attracting new audiences and generating leads long after the initial campaign has ended.

## Package:

- 1-page advertorial
- Custom front cover
- 8 Pieces of your content
- 1 Targeted email sent twice
- Listing on the relevant AZoSite

## Process

- 1 Submit Content
- 2 Draft Sent For Approval
- 3 Production Begins
- 4 eBook Published & 1st Email Sent
- 5 2nd Send of Email  
(2-4 Weeks After Publication)



[View Example](#) 

**3 Month Campaign**

[Ask our team](#) for more information, or check out the [rate card](#).

# Insights from Industry Interview

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Insights from Industry interviews tap into the expertise within your own team and convert it into powerful, evergreen marketing content. AZoEditors craft engaging, educational interviews that showcase your products, services, and applications in a credible, authoritative format.

Once published, your interview remains hosted on the relevant AZoSite, continuously attracting readers over time. This lasting visibility positions your brand as a thought leader and provides a content asset that keeps working long after release.

## Package:

- 8-10 question interview
- Hosted permanently on the relevant AZoSite
- Interviewee biography

Conducted by email or call

## Process

- 1 Provide topic area
- 2 We submit our questions to interviewee
- 3 Interview draft sent for approval
- 4 Interview made live



[View Example](#) 

[Ask our team](#) for more information, or check out the [rate card](#).

# Thought Leader Interview

Thought Leader interviews highlight respected academics, researchers, or end users who are already engaging with your products or services. AZoEditors produce compelling, insightful pieces that showcase real-world applications and align your brand with leading voices in the field.

Hosted on the relevant AZoSite, each interview continues to attract readers long after publication. By connecting your brand with key opinion leaders and innovators, these interviews build credibility, strengthen trust, and demonstrate the impact of your solutions.

## Package:

- 8-10 question interview
- Hosted permanently on the relevant AZoSite
- Interviewee biography

Conducted by email or call

### Thought Leaders

Maxim Molodtsov, Ph.D.  
Randhir Kumar, Ph.D.



### Thought Leaders

Giuseppe Mandorlo  
Vigil Project Manager  
European Space Agency



### Thought Leader

Professor Sarah Haigh  
Materials Characterization  
University of Manchester



## Process

- 1 Provide topic area
- 2 We submit our questions to interviewee
- 3 Interview draft sent for approval
- 4 Interview made live

[View Example](#)

[Ask our team](#) for more information, or check out the [rate card](#).

# Product Profile

Product Profiles are a focused form of content distribution, designed to showcase your products or services directly to potential buyers. By enriching listings with videos, images, applications, and customer quotes, you create a detailed, engaging resource that supports prospects at key stages of the buying cycle.

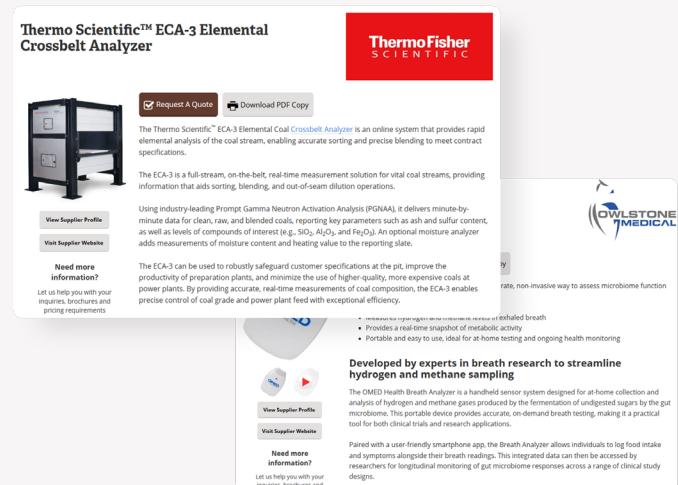
Published to the appropriate equipment categories on the relevant AZoSite, product profiles include targeted calls to action, such as RFQ buttons, making it simple for your audience to request information and take the next step toward purchase.

## Package:

- SEO-optimized rewrite (70–80% unique to maximize search visibility)
- Hosted on the relevant AZo site for 12 months (from date of purchase)

## Package sizes:

- Up to 10 product profiles
- Up to 20 product profiles
- Up to 30 product profiles
- Up to 40 product profiles
- Up to 50 product profiles
- Up to 100 product profiles



The screenshot shows a product profile page for the Thermo Scientific™ ECA-3 Elemental Crossbelt Analyzer. The page features a product image, a 'Request A Quote' button, a 'Download PDF Copy' button, and a detailed product description. A sidebar for Owlstone Medical is also visible.

## Process



[Ask our team](#) for more information, or check out the [rate card](#).

# Product Showcase

Any element of Showcase 2 and 3 can be swapped out for display where available and relevant, for an additional cost

Product Showcases are complete marketing campaigns designed to give your new products maximum visibility and impact. By combining multiple content and promotion formats into one cohesive program, they help your audience understand what makes your product innovative and why it matters.

Each showcase is built to educate, engage, and inform at every stage of the buying cycle, creating excitement around your launch, building credibility through thought leadership, and ensuring your message reaches a global audience of potential customers.

## Packages:

### Showcase 1

- 1x Written Interview
- 1x Featured Newsletter Sponsorship
- 3x Pieces of content distribution (includes product profiles)
- 

### Showcase 2

- 1x Written Interview
- 2x Featured Newsletter Sponsorships
- 5x Pieces of content distribution (includes product profiles)

### Showcase 3

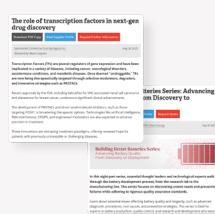
- 1x Written Interview
- 1x Featured Newsletter Sponsorship
- 2x Headline Newsletter Sponsorships
- 5x Pieces of content distribution (includes product profiles)



[View Example](#) 



[View Example](#) 



[View Example](#) 

[Ask our team](#) for more information, or check out the [rate card](#).

# Video Services

Video Services bring your ideas to life with high-quality, high-fidelity production tailored to your goals. From product installations and launches to expert interviews and on-site shoots, we create visually compelling content that captures attention and communicates value.

You bring the concept, we take care of the rest. Our team manages everything from pre-production planning to post-production delivery, ensuring a smooth process and exceptional results every time.

## Packages:

- Planning Call
- Script Development
- Up to 2 rounds of edits
- Optional Closed Captions
- 3x Social Media Snippets

## Outputs:

- High-quality, high-fidelity video (client has full copyright)

Additional Languages available as add-ons.



[View Showreel](#) 

## Process

- 1 Planning Call
- 2 Script/Q&A Development
- 3 Video Shoot
- 4 First Video Edits

- 5 Reviews
- 6 Final Edits
- 7 Video Delivered

[Ask our team](#) for more information, or check out the [rate card](#).

# Event Video Services

Event Video Services help you get the most out of your event by turning your time on the show floor into lasting, high-quality video content. From expert interviews to product demonstrations, we capture engaging footage that showcases your brand, shares your message, and extends the impact of your event long after it ends.

Our team handles everything, from planning to post-production, so you can focus on the event while we create professional, evergreen content that makes your event marketing work harder.

## Package:

- Planning Meeting
- 8-10 question interview
- 3x social media snippets
- Written interview hosted on the relevant AZo site
- Full copyright



## Process

[View Showreel !\[\]\(9cc80862e225935f5e2ce39495f8c582\_img.jpg\)](#)

<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px 15px; text-align: center; color: #00AEEF;">1</span> <span>Planning Call</span>	<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px 15px; text-align: center; color: #00AEEF;">5</span> <span>Reviews</span>
<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px 15px; text-align: center; color: #00AEEF;">2</span> <span>Interview Questions Written</span>	<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px 15px; text-align: center; color: #00AEEF;">6</span> <span>Final Edits</span>
<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px 15px; text-align: center; color: #00AEEF;">3</span> <span>Video Shoot</span>	<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px 15px; text-align: center; color: #00AEEF;">7</span> <span>Video Delivered</span>
<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px 15px; text-align: center; color: #00AEEF;">4</span> <span>First Video edits</span>	

[Ask our team](#) for more information, or check out the [rate card](#).

# 2D Animation

2D Animation turns complex ideas into clear, visually engaging content that captures attention and keeps your audience watching. Whether you're explaining a process, introducing a product, or strengthening brand awareness, animation helps you simplify the technical and make your message more memorable.

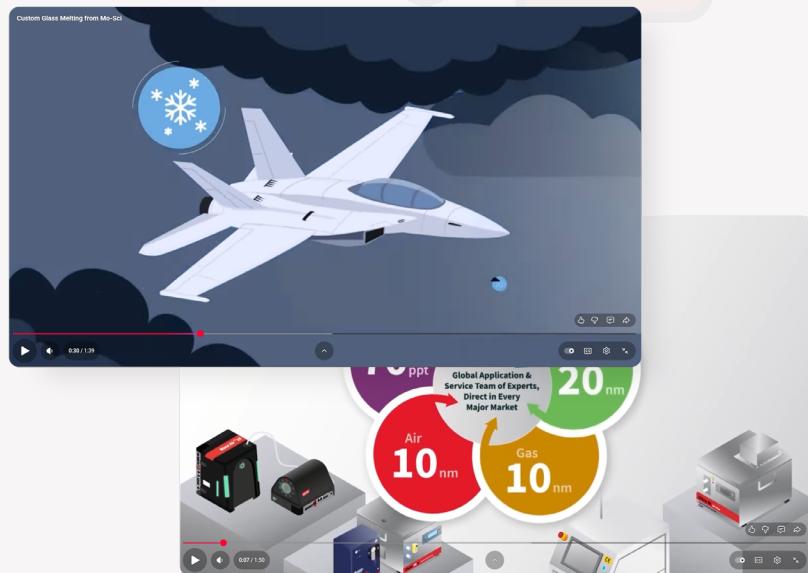
With full script support, voiceover, and end-to-end production, 2D animation boosts engagement across your campaigns, encouraging longer viewing times, stronger recall, and greater impact across channels.

## Package:

- Planning Call
- Script Development
- Storyboarding
- Voice over
- Optional closed captions

## Outputs:

- 2D animation up to 3.5min (full copyright)
- Graphic stills



## Process

<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px; text-align: center;">1</span> • Planning Call	<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px; text-align: center;">5</span> • Voiceover Recording
<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px; text-align: center;">2</span> • Script Development	<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px; text-align: center;">6</span> • Animation
<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px; text-align: center;">3</span> • Concept Design	<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px; text-align: center;">7</span> • Review
<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px; text-align: center;">4</span> • Storyboarding	<span style="border: 1px solid #00AEEF; border-radius: 50%; padding: 10px; text-align: center;">8</span> • Video Delivered

[View Example](#) 

[Ask our team](#) for more information, or check out the [rate card](#).

# Podcasts

Podcasts bring your subject matter to life with professionally produced audio content that sparks discussion, demonstrates thought leadership, and builds credibility with your audience. Each episode gives your brand a platform to share insights in an authentic, engaging format that listeners trust.

From speaker preparation through recording and post-production, our team ensures a smooth process and broadcast-quality results. Every episode is delivered ready for distribution, with optional add-on packages available to expand your reach across Spotify, Apple Podcasts, Amazon Music, and more.

## Package:

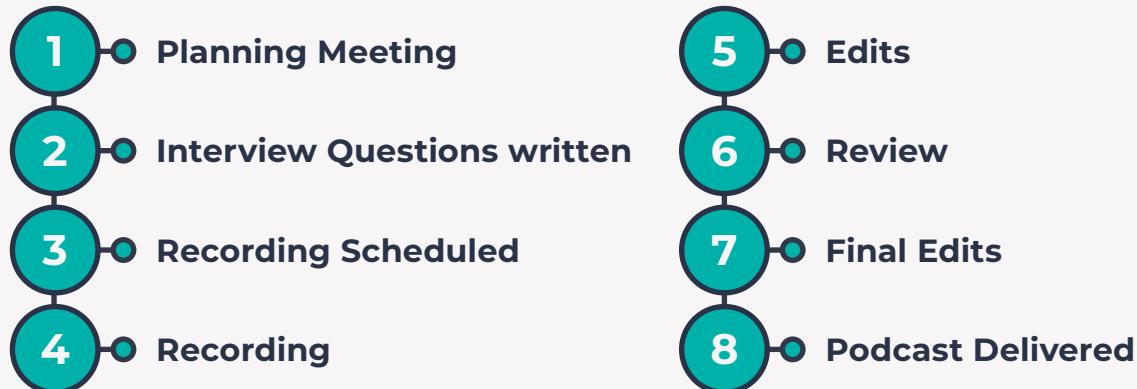
### Showcase 1

- Planning Call
- 8-10 question interview
- Virtual recording
- Video and mp3 file
- 3x social media snippets
- Full copyright

### Lengths:

- 30 minutes
- 60 minutes

### Process



[View Example](#) 

[Ask our team](#) for more information, or check out the [rate card](#).

# Webinars

Webinars are a powerful way to share expertise, connect with audiences in real time, and keep your brand front of mind. From educating on new technologies to showcasing best practices or thought leadership, they engage scientific professionals and build trust.

A single webinar can raise awareness, while a series creates a journey that guides prospects toward confident buying decisions. With interactive features, targeted promotion, and on-demand access, webinars deliver deep engagement, qualified leads, and lasting value beyond the live event.

## Package:

### Planning & Content Creation:

- Content Strategy Meetings
- Presenter Orientation & Tech Checks
- Presentation Formatting
- CPD Accreditation (if applicable)

### Webinar Promotion:

- Landing page on the relevant AZoSite
- 3x Targeted emails
- 2x Newsletter sponsorships
- 3x Social media graphics and posts
- Written Interview

### Live Event:

- Branded Webinar Room
- Webinar Production
- Experienced Host
- Event Reporting

## Process



[Ask our team](#) for more information, or check out the [rate card](#).



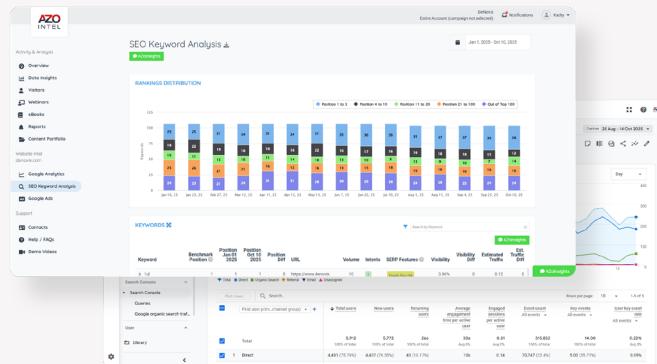
# Search Engine Optimization (SEO)

SEO improves your website's visibility in search engines so your content is discovered by the right audience at the right time. By optimizing technical performance, content, and authority signals, SEO keeps your brand at the forefront of search results and top of mind with potential customers.

It helps you drive organic traffic without relying on paid ads, build credibility by ranking for relevant searches, and connect with high-intent prospects actively looking for solutions. With consistent visibility and optimized experiences, SEO generates qualified leads and supports long-term brand growth.

## Package:

- Keyword Research
- Competitor Analysis
- On-Site Optimization
- Regular Site Audits and Fixes
- Real-time Reporting via AZoIntel
- Quarterly Content Plans and Intent-Matched Blogs



## Campaign Options:

- 3 month campaigns - 1 content plan
- 6 month campaigns - 2 content plans
- 12 month campaigns - 4 content plans

[View Testimonial](#) 

## Process



[Ask our team](#) for more information, or check out the [rate card](#).

# Ads Management

Ads Management helps you maximize ROI from paid search by combining strategy, structure, and continuous optimization. Without expert management, campaigns can quickly become expensive and ineffective, but with the right approach, they're one of the fastest ways to connect with high-intent prospects.

At AZоНetwork, we take the complexity off your desk. We handle everything from audience targeting and message alignment to A/B testing, bid management, and remarketing. The result is a sustained presence across relevant searches, delivering more qualified clicks and clear, measurable outcomes.

## Package:

- Ads Management for Google and Bing available
- Keyword research
- Competitor analysis
- Ad copy writing
- Ad creation, publishing, and maintenance
- Bid management
- Ads analysis and improvement
- On-page recommendations
- Goal/conversion management and optimisation
- Monthly reporting via AZoIntel



[View Testimonial](#) 



[Ask our team](#) for more information, or check out the [rate card](#).

# Display Advertising

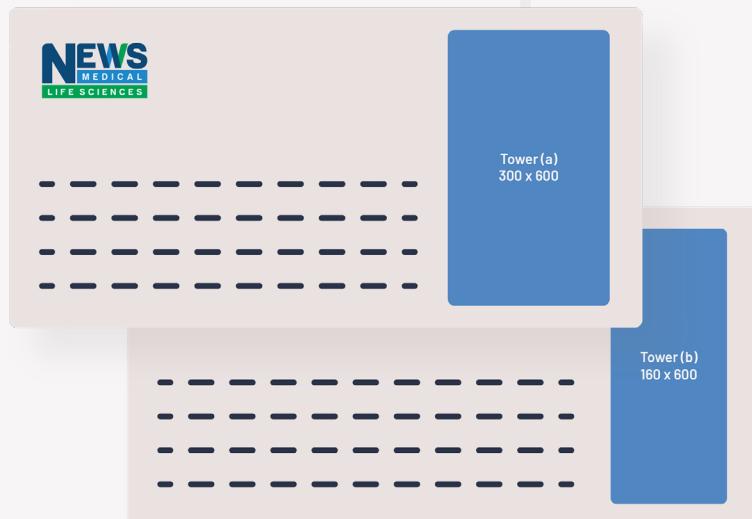
Display Advertising helps you increase brand visibility by placing your message in front of engaged professionals on AZoNetwork's subject-specific websites. You choose the audience, select the ad sizes, and supply the creative; we handle the rest.

Each ad appears alongside trusted editorial content, keeping your brand visible throughout the buying journey. With clear calls-to-action and targeting built in, Display Advertising supports brand awareness, drives qualified traffic, and reinforces your message at scale.

## Sizing:

- **Mrec** -
- 300 x 250 pixels
- **Leaderboard** -
- Desktop: 728 x 90 pixels
- Mobile: 300 x 50 pixels
- **Tower A (NewsMed only)**
- 300 x 600 pixels
- **Tower B (NewsMed only)**
- 160 x 600 pixels

*Any combination of the above,  
subject to device targeting*



## Target by:

- AZoSite
- Geography
- Device types
- Content category (News-Med only)

*Graphic design support is available at an additional cost if you need help creating your ad assets*



[Ask our team](#) for more information, or check out the [rate card](#).