MEDIA KIT 2024
Digital Marketing & Advertising Solutions for Science, Engineering & Healthcare
Create once, distribute forever.
AZoNetwork is the leading digital marketing platform for Science, Technology and Healthcare audiences. With an audience of 135M+ annual visitors across our websites and over 1 Million first party subscribers, we have over 23 years of digital experience in connecting these communities.
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

135+ million
Annual Unique Users

1+ million
Active Subscribers

368,306
Sales Lead Activity

Visits sourced from Google Analytics - Yearly average
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
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
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
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
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
AZoSensors is the leading content marketing platform which reaches scientists, engineers and industry professionals in the sensors industry.

**Total Annual Users**: 482,661

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

**Global Coverage**

- Engineering: 43.35%
- Laboratory: 19.81%
- Medical professionals: 14.02%
- Research: 2.72%
- Students: 2.66%
- Senior Academics: 2.06%

**Readership**

- 31%
- 31%
- 16%
- 6%
- 2%
AZoMining is the leading content marketing platform which reaches mining engineers and industry professionals in the Mining industry.

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Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers
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
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
AZoRobotics is the leading content marketing platform which reaches scientists, engineers and industry professionals in the Robotics industry.

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Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers
AZoRobotics is the leading content marketing platform which reaches scientists, engineers and industry professionals in the Robotics industry.

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

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.


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.

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.
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.

Boost brand awareness within a targeted community.

Increase lead generation.

Measure your ROI with automated reports.

1 MILLION+ SUBSCRIBERS
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 [AZoIntel Analytics platform](#).

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

**COMBINE THE FOLLOWING OPTIONS OF YOUR CHOICE:**

- Individual Product Profiles
- Thought Leader or Insights from Industry Interview
- Targeted Newsletter Sponsorship
- Content Distribution
- Display Advertising
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.
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**.
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.
Display Advertising

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 across 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.
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
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.

**CASE STUDY**

- **Keyword Research and Planning**
- **Optimization**
- **Growth**

**BRAND AWARENESS**

**GOOGLE ADS MANAGEMENT**

Optimize - Do more with less.

- Increasing the click-through-rate from 0.96% to 8.18%
- Decreasing the cost-per-click from £2.06 to £0.70
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
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.
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.
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 relatable content for your audience.

We conduct the interview and publish on relevant AZo websites.
Bring your content to life with our video creation services. We manage everything 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.
Give your keynote presentations the production value they deserve with an Expert Presentation On-Demand (ExPOD).

- Reach your audience online, at virtual events and trade shows.
- 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.
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.
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.
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.

Stimulate discussion and demonstrate **thought leadership**.

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

PROVING ROI

ORIGINAL - 0.27% CTR

OPTIMIZED - 1.83% CTR
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.”