

BIC KEEPS YOU IN FRONT OF YOUR CUSTOMERS AND PROSPECTS

PRINT, DIGITAL MEDIA, VIDEO, SOCIAL MEDIA & EVENTS



BIC MAGAZINE

- 6 issues per year, featuring interviews, case studies, project profiles, best-practice articles
- Total reach of 60K is the largest readership of any multi-industry, multi-departmental publication in the U.S.
- Available in print and digital editions



BICMAGAZINE.COM

- 1.3M page views annually
- 79K unique visitors per month
- 107K page views per month
- Content: Top News, New Products & Services, Supplier News, People Going Places, Videos



VIDEOS

- Custom videos and executive interviews
- Logo sponsorship of industry videos
- Trade show interviews
- Featured Video Promotion
- Great for social media



NEWSLETTERS

- 23K subscribers / Open rate: 33%
- Top news, expansions, event listings, best practices and solutions
- Titles: Industry Report, BIC 6 (Top Stories), The Networker
- Single Sponsor Newsletter - Generates leads



EVENT SPONSORSHIPS

- Sponsor BIC's premier networking events
- The PRIME Expo and Conference
- Annual Crawfish Boil (Spring)
- Annual Fish Fry (Fall)
- Attendee lists included with sponsorships



NATIVE ADS

- Generate leads for your sales team
- Communicate expertise through problem-solving branded content
- Featured in the Industry Report newsletter
- Evergreen content on BICMagazine.com



INDUSTRIAL MAPS

- Distribution of each map: 24K
- Bonus distribution at high-traffic areas along Gulf Coast and at industry trade shows
- Bonus copies: Advertisers receive 50 extra folded posters for distribution



WEBINARS & ROUNDTABLES

- Sponsor led webinars or sponsor BIC Industry Roundtables
- Harness the power of BIC's loyal audience
- Full contact info of registrants provided
- Establish expertise in your discipline, service line or category



CUSTOM DIGITAL MARKETING

- Industry-specific Programmatic Ad Campaigns
- Website optimization, SEO and landing pages
- Social media management
- Content marketing
- Email marketing