

# american business media



The Association of Business Information Companies

## MEMBER BENEFITS



*If you are employed by a company that is an ABM member,  
you are entitled to all the benefits of membership!*

## **RESEARCH & RESOURCES**

- Annual/biannual benchmarking reports, including the Benefits Survey and Compensation Report
- Cutting-edge research and white papers on all aspects of the business information industry
- Members-only industry research, including: The 2010 “State of the B-to-B Industry” report; The 2010 ABM/ANA/Booz & Company “B2B Marketing Leadership” study; The 2010 ABM/Forrester “Impact of Social Media on B-to-B Buyers” study; and The ABM/Booz & Company study, “A Roadmap for Profitable Revenue Growth,” among others
- ABM’s Business Information Network (BIN): Monthly reports on the b-to-b industry’s four key revenue platforms: print, tradeshow, digital and data.

*We depend on ABM’s benchmarking reports to tell us how we’re doing and how we stack up compared to other magazines our size. The reports, the networking and other opportunities are invaluable tools that are well worth our membership in ABM.*

- Mike Reilly, President & CEO, Randall-Reilly Publishing Company

## **GOVERNMENT AFFAIRS**

- Advocacy and lobbying efforts in Washington on privacy, piracy, net neutrality, postal issues and postal reform, advertising, First Amendment and other issues affecting the print, face-to-face and digital worlds.
- Free legal consultation services on postal, fax/spam, privacy, piracy, tax and human resource issues.

*“ABM’s professional development programs are a unique source of insight to publishers and b-to-b marketers. They are a vital resource for business professionals to deal with risks and opportunities in turbulent times. No organization offers more relevant help to its members.”*

- Hugh Roome, President, Scholastic International

## EVENTS

- ‘Members-Only’ events: The Annual Conference (May) and Executive Forum (November) are executive-level conferences that draw hundreds of the industry’s top leaders and decision-makers.
- Awards Programs
  - Editorial awards: The Jesse H. Neal National Business Journalism Awards, The G.D. Crain Award for lifetime achievement; The Timothy White Award for editorial integrity; The Reed Business Information Intern of the Year Award
  - Creative Excellence in Business Advertising (CEBA) Awards, the first b-to-b advertising awards with categories for best interactive and integrated campaigns
  - The McAllister Fellowships: Business information leaders have the opportunity to make week-long tutorial visits to Northwestern University’s Medill School of Journalism.
  - The William D. Littleford Awards for corporate community service
  - ABM Achievement Awards, celebrating the Circulation Career Award, Custom Media Innovator of the Year, HR Executive of the Year and Sales Promotion Awards
- Harold W. McGraw, Jr. Invitational: an annual golf and tennis tournament fundraiser to benefit the Business Press Educational Foundation (BPEF), which actively promotes the business media industry among college students nationwide.

*“The transformation of the media business challenges all of us to develop new and innovative ways to engage our audiences and clients. ABM’s events are dynamic forums where industry leaders come together to share ideas, challenges and best practices, helping to grow both their businesses and the industry overall. You don’t want to miss these unique opportunities to connect with b-to-b’s best and brightest and move your business forward.”*

- Gary Fitzgerald, Chairman/CEO, Meister Media Worldwide

## COMMITTEES & COUNCILS

- The best minds in the business work together in the following member Committees, which tackle critical industry issues: Circulation/Audience Development, Custom Media, Editorial, Global, Information Policy, Media Marketing, Operations, Production/Manufacturing Technology, Publishing, Research, Talent Management and others
- Six strategic Councils enhance knowledge and provide services for member companies in specific categories: Agri, Business Information, Digital Media, Events, Healthcare, and Marketers and Media Advisory Councils.

“Working on the committee helps me keep up with what my peers are doing, gives me a place to test ideas, and allows all of us to be vigilant about our core values in a time of interesting change.”

- Aric Press, Editor in Chief, The American Lawyer

## **COMMUNICATIONS**

- Free submission of editorial exclusives (a \$415 value) to more than 2,500 news outlets and 600 search engines, via ABM’s alliance with Marketwire
- Free posting of company press releases on ABM’s website
- Free listing of events on ABM’s online member events calendar
- Inclusion of member news in (and a free subscription to) ABM’s weekly E-news
- Free subscriptions to the following e-newsletters: The ABM Vital Guide (on e-media strategies), Business Media Matters (for the marketing & advertising communities), Inside the Beltway (ABM’s voice from Washington), and the Face-to-Face Report (for events professionals)
- Access to the ABM Video Network

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**ABM is committed to continually growing this list. We will update this document accordingly.**

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*Founded in 1906, American Business Media is positioned at the center of the global b-to-b ecosystem. As the only association focused on the integrated b-to-b media model – which includes print publications, events, digital media and business information – ABM delivers intelligence to industry professionals worldwide, including Madison Avenue, Wall Street and the Beltway. Its 250-plus member companies reach an audience of more than 100 million professionals and represent nearly 6,000 print and online titles and over 1,000 trade shows, with over \$20 billion in annual revenues.*



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