

HELPING BUSINESS TECHNOLOGY COMPANIES REACH DECISION MAKERS. BUILD TRUST. GENERATE RESULTS.

PMWorld360 connects business technology companies with project professionals, business leaders, and technology decision makers through trusted editorial content, buyer resources, and strategic partnership opportunities.



**ENGAGED AUDIENCE**

Highly engaged professionals actively researching solutions and making decisions.



**EDITORIAL INTEGRITY**

Independent, vendor-neutral content builds trust and drives confidence.



**MEASURABLE IMPACT**

Strategic partnerships designed to increase visibility, engagement, and pipeline.

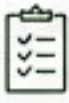


**STRATEGIC GROWTH**

Multi-channel opportunities that support your goals and business growth.



WHAT WE OFFER

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**SPONSORED CONTENT**

Thought leadership articles, research, and insights that showcase your expertise and build credibility.
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**SOFTWARE REVIEWS & BUYER GUIDES**

In-depth reviews and buyer guides that help software buyers evaluate and choose the right solutions.
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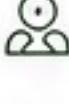
**WEBSITE SPONSORSHIPS**

High-impact placements across pmworld360.com to increase brand visibility and drive qualified traffic.
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**NEWSLETTER SPONSORSHIPS**

Reach an engaged audience of project management professionals in their inbox.
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**EXECUTIVE INTERVIEWS & THOUGHT LEADERSHIP**

Executive interviews and bylined content that position your brand as an industry leader.
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**LEAD GENERATION**

Campaigns and content offers designed to generate qualified leads and pipeline.
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**RESOURCE CENTER & FEATURED PLACEMENTS**

Promote your content and solutions in our Resource Center and through featured placements.
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**CUSTOM CAMPAIGNS (MULTI-CHANNEL)**

Integrated, multi-channel campaigns tailored to your unique goals, audience, and budget.
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**PARTNER-PROVIDED CONTENT PRICING**

When you provide the content (article, creative, copy, etc.), you receive preferred partner pricing as shown.

PARTNERSHIP LEVELS

Flexible options designed to meet your marketing goals and budget.



**STRATEGIC PARTNER**

Maximum visibility. Premium impact.

- ✓ Featured placements across key pages
- ✓ Executive interview and thought leadership
- ✓ Logo placement on relevant campaigns
- ✓ Dedicated account support

**IDEAL FOR:**

Brands seeking maximum exposure and leadership positioning.



**GROWTH PARTNER**

Expand reach. Build authority.

- ✓ Sponsored content and newsletter features
- ✓ Resource Center and guide placements
- ✓ Social media promotion
- ✓ Performance reporting

**IDEAL FOR:**

Brands focused on growth, visibility, and market expansion.



**ENGAGEMENT PARTNER**

Increase visibility. Drive engagement.

- ✓ Content sponsorships and promotions
- ✓ Newsletter and social media placements
- ✓ Lead generation campaigns
- ✓ Campaign performance insights

**IDEAL FOR:**

Brands looking to engage and nurture their target audience.



**SUPPORTING PARTNER**

Build presence. Stay connected.

- ✓ Content promotion and logo placement
- ✓ Newsletter mentions
- ✓ Social media features

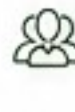
**IDEAL FOR:**

Brands starting their partnership journey.

All content is subject to editorial review and approval.

Packages can be customized to meet your goals and budget.

WHO WE HELP YOU REACH

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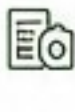
**PROJECT PROFESSIONALS**

Project managers, PMOs, program managers and transformation leaders evaluating technology solutions.
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**OPERATIONS LEADERS**

Professionals responsible for process improvement, automation, workflow efficiency and operational excellence.
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**HR & PAYROLL LEADERS**

Decision makers evaluating workforce management, payroll, compliance and HR technology.
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**FINANCE & ACCOUNTING LEADERS**

Professionals researching accounting, financial management and business software.
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**IT & TECHNOLOGY LEADERS**

Technology professionals responsible for evaluating digital solutions and transformation initiatives.
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**BUSINESS EXECUTIVES**

Department heads, directors and business leaders responsible for purchasing and technology strategy.

WHY THIS AUDIENCE MATTERS

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**ACTIVE TECHNOLOGY BUYERS**

Our audience is actively researching and comparing solutions to solve critical business challenges.
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**DECISION SUPPORT**

We provide practical resources—buyer guides, comparisons, reviews and tools—that help buyers make informed technology decisions.
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**VENDOR NEUTRAL**

Our independent editorial standards build trust and ensure our content remains objective and unbiased.
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**STRATEGIC PARTNERSHIPS**

Partnership programs that educate buyers, increase qualified visibility and support your marketing and strategy goals.

PARTNERSHIP SUCCESS FACTORS

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**ALIGN WITH BUYER NEEDS**

Help buyers solve real problems with relevant solutions and practical resources.
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**DELIVER VALUE**

Educational content and tools that support better decisions build stronger connections.
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**STAY CONSISTENT**

Consistent visibility across multiple channels creates recognition and trust.
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**COLLABORATE**

Work with our team to create programs that drive results and grow your brand.
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**FOCUS ON IMPACT**

Together, we can drive measurable results and achieve your marketing goals.

SPONSORSHIP PACKAGES

Flexible packages to help you achieve your marketing objectives and maximize your return on investment.



**STARTER PACKAGE**

Ideal for Brand Awareness

- ✓ Sponsored Article
- ✓ Newsletter Promotion
- ✓ Social Media Promotion
- ✓ Performance Report

**IDEAL FOR:**

Brands building initial awareness.



**GROWTH PACKAGE**

Ideal for Lead Generation

- ✓ Sponsored Article
- ✓ Executive Interview
- ✓ Newsletter Promotion (2x)
- ✓ Social Media Promotion (2x)
- ✓ Performance Report

**IDEAL FOR:**

Brands driving leads and engagement.



**AUTHORITY PACKAGE**

Ideal for Thought Leadership

- ✓ Sponsored Article
- ✓ Executive Interview
- ✓ Buyer Guide Inclusion
- ✓ Newsletter Promotion (2x)
- ✓ Social Media Promotion (2x)
- ✓ Performance Report

**IDEAL FOR:**

Brands positioning as industry leaders.



**STRATEGIC PARTNERSHIP**

Ideal for Pipeline Acceleration

- ✓ Custom Content Program
- ✓ Executive Interviews
- ✓ Buyer Guide Inclusion
- ✓ Multi-Channel Promotion
- ✓ Newsletter Promotion (4x)
- ✓ Social Media Promotion (4x)
- ✓ Performance Reporting
- ✓ Custom Add-Ons

OUR PARTNERSHIP PROCESS

Simple. Collaborative. Results focused.



OPTIONAL UPGRADES

Enhance your campaign and drive even greater results with these high-impact add-ons.

| UPGRADE                                                                                                                | DESCRIPTION                      |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------|
|  Homepage Feature (30 Days)           | Premium homepage visibility      |
|  Homepage Hero Upgrade                | Prominent hero placement         |
|  Dedicated Newsletter                 | Exclusive newsletter to our list |
|  Additional Newsletter Placement      | Extra placements in newsletter   |
|  Additional Sponsored Social Campaign | Additional social promotion      |
|  LinkedIn Promotion                   | Sponsored LinkedIn post          |
|  Executive Copywriting                | Executive-level content creation |
|  Self Optimization Form               | Lead capture form integration    |
|  CTA Design                           | Custom CTA design                |
|  Campaign Strategy Session            | Strategy and planning session    |
|  Marketing Automation Integration     | Integration with your system     |
|  Custom Landing Page                  | Branded landing page             |
|  Campaign Reporting Dashboard         | Custom performance dashboard     |
|  Rush Production                      | Expedited production             |

Add-ons can be combined to fit your specific goals.

CUSTOM CAMPAIGNS

Every organization has unique goals. We create custom campaigns tailored to your objectives, audience and budget.



TAILORED TO YOUR GOALS

- ✓ Product Launch Campaigns
  - ✓ Executive Branding
  - ✓ PM Software Launches
  - ✓ Research Reports
  - ✓ Whitepaper Campaigns
- ✓ Demand Generation
  - ✓ Multi-Month Sponsorships
  - ✓ Webinar Series
  - ✓ Custom Editorial Series
  - ✓ Annual Partnerships

AGENCY PARTNERSHIPS

We partner with agencies and marketing firms to deliver results for your clients.

- ✓ Dedicated account management
- ✓ Consolidated billing
- ✓ Volume discounts
- ✓ Priority scheduling
- ✓ Multi-client campaign management



LET'S WORK TOGETHER

Contact us today to discuss your client needs and how PMWorld360 can help you deliver measurable results.

LET'S CONNECT

Ready to elevate your brand and reach the project management and technology executives who influence decisions?

[www.pmworld360.com/partner](http://www.pmworld360.com/partner)  
[contact@pmworld360.com](mailto:contact@pmworld360.com)

START THE CONVERSATION

Customized solutions. Measurable results.