

2026 EXECUTIVE PARTNERSHIP SERVICES GUIDE SUMMARY

Strategic partnership solutions that connect your brand with project management and technology executives and deliver measurable results.



Reach Decision-Makers

Access an exclusive audience of professionals and technology buyers.



Trusted Editorial Environment

Independent, vendor-neutral content you can count on since 2001.



Buyer-Focused Content

Help buyers evaluate, compare, and choose with confidence.



Measurable Impact

Multi-channel solutions that drive visibility, engagement, and ROI.

EDITORIAL CONTENT SERVICES

Thought leadership and editorial content that positions your brand as an industry leader and provides real value to our audience.

- Executive Thought Leadership Article
- How-To Content
- Buyer Guide / Software Buyer Guide
- Executive Roundup
- Software Review
- Project Management Template Feature
- Comparison / Solution Comparison Guide
- Industry Trends Article



INCLUDES:

- Editorial review and formatting
- SEO optimization
- Multi-channel promotion
- Performance summary

LEAD GENERATION SERVICES

Drive qualified leads and pipeline with content and campaigns designed for every stage of the buyer journey.

- Whitepaper Lead Campaign
- Executive Guide Campaign
- Software Buyer's Guide Promotion
- Sponsored Download Campaign
- Multi-Asset Lead Campaign



WHAT'S INCLUDED:

- Content marketing page
- Editorial development
- Multi-channel promotion
- Lead delivery & reporting

CUSTOM CAMPAIGNS

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



TAILORED TO YOUR GOALS

- Product Launch Campaigns
- Executive Branding
- PR & Influencer Outreach
- Webinar Series
- Demand Generation
- Multi-Block/ABM Campaigns
- Webinar Series
- Custom Editorial Series
- Annual Partnerships

PARTNERSHIP SOLUTIONS

Flexible ways to connect with our engaged audience and achieve your marketing objectives.



SPONSORED CONTENT

Thought leadership articles, research, and insights that showcase your expertise and build credibility.



SOFTWARE REVIEWS & BUYER GUIDES

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



WEBSITE SPONSORSHIPS

High-impact placements across peworld360.com to increase brand visibility and drive qualified traffic.



NEWSLETTER SPONSORSHIPS

Reach an engaged audience of project management professionals in their inbox.



EXECUTIVE INTERVIEWS & THOUGHT LEADERSHIP

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



LEAD GENERATION

Campaigns and content offers designed to generate qualified leads and pipelines.



RESOURCE CENTER & FEATURED PLACEMENTS

Promote your content and solutions in our Resource Center and through featured placements.



CUSTOM CAMPAIGNS (MULTI-CHANNEL)

Integrated, multi-channel campaigns tailored to your unique goals, audience, and budget.



PARTNER-PROVIDED CONTENT PRICING

When you provide the content (article, video, copy, etc.), we make it shine across our website and key outlets. All partner-provided content is vetted and approved.

EXECUTIVE PARTNERSHIP SERVICES AT A GLANCE

Powerful solutions. Proven results. Exceptional value.

SERVICE	DESCRIPTION	DELIVERED ACROSS
Website Banner Campaigns	Display advertising across high-traffic pages.	peworld360.com
Newsletter Features	Placement of your content or solutions in our newsletters.	Newsletter
Dedicated Email Campaigns	Exclusive branded email sent to our subscriber list.	Email
Sponsored Content Articles	Thought leadership article published on PMWorld 360.	Website
Webinar Partnership (Promotion Only)	We promote your partner-hosted webinar across our channels.	Website, Email, Social, Podcast
Podcast Partnership (Promotion Only)	We promote your partner-hosted podcast across our channels.	Website, Email, Social
Social Media Promotion	Promotion of your content across our social channels.	LinkedIn, X, YouTube
LinkedIn Promotion	Sponsored LinkedIn promotion.	LinkedIn
Custom Campaigns (Multi-Channel)	Integrated campaign across multiple channels.	Multiple Channels



ALL CONTENT SUBJECT TO EDITORIAL REVIEW AND APPROVAL

Pricing available in our full Pricing Guide.

Packages can be customized to meet your goals and budget.

SPONSORSHIP PACKAGES

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



STARTER PACKAGE

Ideal for Brand Awareness

\$2,495

- Sponsored Article
- Newsletter
- Promotion (1x)
- Promotion (1x)
- Performance Report

IDEAL FOR:
Brand Awareness



GROWTH PACKAGE

Ideal for Lead Generation

\$4,495

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

IDEAL FOR:
Lead Generation



AUTHORITY PACKAGE

Ideal for Thought Leadership

\$6,995

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

IDEAL FOR:
Thought Leadership



STRATEGIC PARTNERSHIP

Ideal for Pipeline Acceleration

\$15,000

- Executive Interview
- Exclusive Sponsored Lead Campaign
- Multi-Channel Promotion
- Newsletter Promotion (2x)
- Social Media Promotion (2x)
- Performance Reporting & Analysis (Quarterly)

IDEAL FOR:
Pipeline Acceleration

OPTIONAL UPGRADES

Enhance your campaigns and further grow results with these high-impact add-ons.

- Homepage Feature (2 Days)
- Homepage Takeover (Week)
- Dedicated Newsletter
- Dedicated Newsletter Placement
- Additional Sponsored Email Campaign
- LinkedIn Promotion
- Executive Copywriting
- Video Creation
- Campaign Strategy Session
- Marketing Automation Integration
- Custom Landing Page
- Custom Reporting Dashboard
- Rush Production

AGENCY PARTNERSHIPS

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

- Dedicated account management
- Co-branded solutions
- Volume discounts
- Priority scheduling
- Multi-client campaign management



LET'S WORK TOGETHER

Contact us to build a custom plan that meets your clients' objectives and helps you deliver measurable results.

LET'S CONNECT

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

www.peworld360.com/partner
contact@peworld360.com

START THE CONVERSATION

Customized solutions. Measurable results.

