

Contact:

SIIA Communications Contact: Laura Greenback, [202.789.4461](tel:202.789.4461) , lgreenback@siia.net

PR Contact: Farrah Kim, Rational 360, [202.568.8986](tel:202.568.8986) , farrahkim@rational360.com

New SIIA/ABM Survey: 96 Percent of Business Media Users Rely On Trade Magazines and Websites To Make Purchase Decisions

Research on professional customers, publishers and marketers shows that the impact of business-to-business media continues to grow

NEW YORK, August 1, 2013 – ABM, a division of the Software & Information Industry Association and the association of business information and media companies, today released research – "the Value of B-to-B"– showing that business-to-business media, including events, magazines, websites and more, are extremely effective in connecting buyers and sellers. The Value of B-to-B report was sponsored by Adobe Systems Inc. and supported by marketer organizations ANA, ISBM and BMA, as well as eight trade publishing companies. Some key takeaways include:

- Trade media have reach: 96 percent of media users polled visit b-to-b websites and read print magazines. 73 percent visit these websites at least weekly, and 45 percent read print magazines at least weekly.
- Events deliver leads: 90 percent of marketers polled said that event attendance generates leads, and 76 percent said that event sponsorship generates leads.
- Digital magazines are flourishing: 92 percent of publishers polled produce digital editions of their print magazines, and 60 percent of publishers say that their digital circulation is increasing.
- Mobile is growing in business: 53 percent of media users say they use their own personal mobile device for business purposes, and 43 percent of marketers say they plan to increase their spending on mobile media.

According to ABM Research and Content Director Michael Moran Alterio, the Value of B-to-B report demonstrates that business information publishing remains an effective tool for working professionals and the advertisers who seek to reach them. "Trade media is about a holistic approach to connecting buyers and sellers: print, digital, live events, data and information sales, marketing services and so on," said Alterio, "our research shows that trade publishers are

growing in importance, reaching businesspeople in new ways and remaining a vital resource for their customers."

The Value of B-to-B report polled trade media users, publishers, and marketers to deliver a 360-degree view of media serving the b-to-b industry. 74 marketers, 111 publishers, and 6,682 trade media users participated in three online polls in March and April of this year. The report, a 5 MB PDF, includes 30 pages of analysis, 15 pages of methodology, and 380 pages of raw results. Both the report and a video presentation of the data are available at ABM's website at: http://www.abmassociation.com/abm/Full_Research_Reports.asp#ValueOfB2B

PDF Version of Report: http://www.abmassociation.com/images/abm/pdfs/Value_of_B2B_1-1_30Jul13.pdf

ABM Blog: <http://abmmmediablog.wordpress.com/>

ABM is a division of SIIA, the Software & Information Industry Association.

About ABM:

Founded in 1906, ABM is positioned at the center of the global b-to-b ecosystem. As the only industry association focused on the entire b-to-b business model - data, events, information, marketing services and media - ABM delivers intelligence to industry professionals worldwide, including Madison Avenue, Wall Street and the Beltway. ABM's 200-plus member companies reach an audience of more than 100 million professionals and represent nearly 4,000 print and online titles and over 1,000 trade shows, with more than \$20 billion in annual revenues.

About SIIA:

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 700 member companies worldwide that develop software and digital information content. Information technology (IT) and software security are critical issues to SIIA's members, many of whom strive to develop safe, secure and state-of the-art products that effectively serve their commercial and government customers alike, while protecting their intellectual property. For more information, visit www.sii.net.