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**INTERNATIONAL INSTITUTE
OF DIRECTORS & MANAGERS**

MEDIA KIT

INTRO

Launched in November 2000, the International Institute of Directors & Managers (IIDM) website (originally named CEO Online) publishes business resources designed for the time-poor business executive, owner or manager seeking to enhance their leadership skills and improve business performance.

Due to its close association with The CEO Institute, IIDM has a unique and enviable insight into the challenges that confront current and aspiring CEOs from all industry sectors.

Articles, case studies, audio seminars, book summaries, learning modules and many more resources published on the IIDM website give business leaders of today - and tomorrow - the knowledge and confidence to solve problems and pursue opportunities.



IIDM - BUILT ON SOLID FOUNDATIONS



The CEO Institute

The CEO Institute was founded in 1992 and was established to help business leaders connect with their peers and learn from them. It is now Australia's leading networking group for senior executives who want to be better informed, more efficient business leaders.

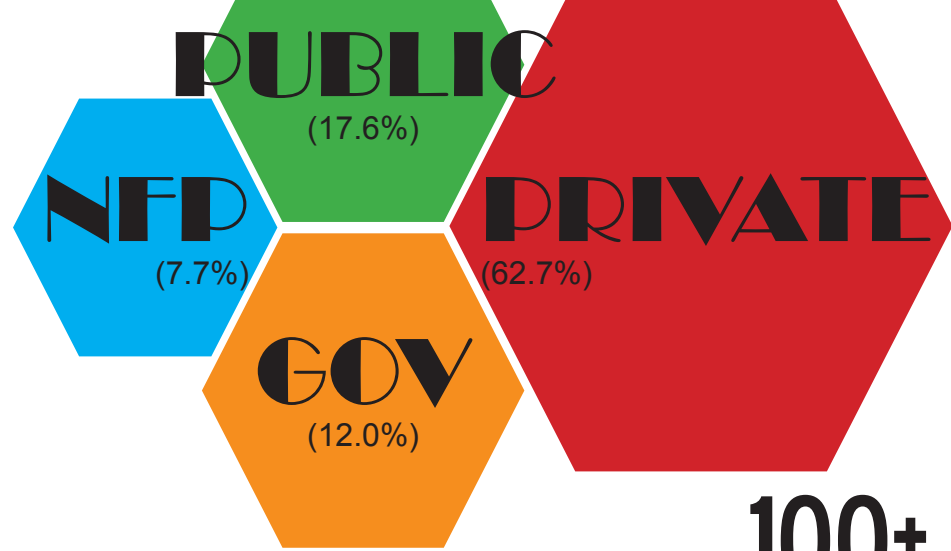
Certified CEO

IIDM is the recognised CPD vehicle for The CEO Institute's certification. The Institute's Certified CEO is a mark of respect and a reason for pride. Certification recognises prior education, Senior Management experience and commitment to continuous professional development.

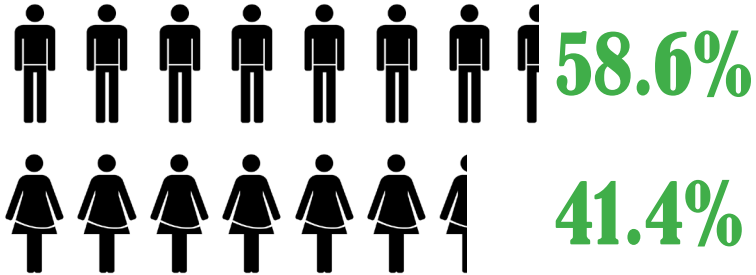
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ABOUT OUR MEMBERS

BUSINESS TYPE



GENDER



AGE

46-60
(48.5%)

31-45
(34.3%)

OVER 60
(12.1%)

UNDER 30
(5.1%)

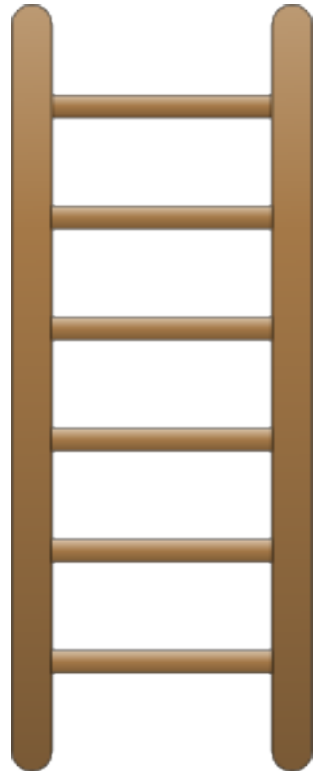
NO. OF EMPLOYEES

1-9
(30.9%)

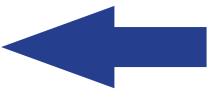
10-99
(20.6%)

100+
(48.5%)

POSITION



CEO/MD
(37.0%)



Biz Owner
(29.0%)



Senior Executive
(17.0%)



Manager/Other
(17.0%)

ADVERTISING IN E-NEWS

IIDM's regular e-Newsletter - the IIDM Newsletter - is distributed to our over 10,000 CEO membership base.

Advertisers have the opportunity to include an image with a hyperlink which will be placed in a prominent position of the monthly IIDM Standard Newsletter. The file supplied can only contain an image and heading text.

Complementary Content

IIDM is considered a rich source of topical, relevant and high-quality content.

Should your organisation have the capacity to provide informative resources - such as an expert article or white paper - in addition to your paid advertisement, it can further enhance your profile to our members.

IIDM can assist advertisers by providing aim, format and topic guidelines for expert talk articles, and discuss other content specifications to maximise this opportunity.

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STATISTICS

Newsletter Recipients:	10,063
Average open rate:	28%
Average click-through rate:	47%
	As at July 2014

SPECIFICATIONS

Ad format:	Image
URL link:	Unique or general URL accepted
Image dimensions:	310 pixels (width) x 200 pixels (height)
Image file format:	.jpg or .gif file format
Image alt text:	Maximum of 5 words
Production time:	Allow 3 days prior to commencement

LENGTH & COST

Cost of campaign:	US\$825.00 (including GST)
Length of campaign:	1 edition (maximum of 3 consecutive)
Payment terms:	Invoice paid in full prior to commencement

PLACEMENT



ARTICLE Positivity At Work

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VIDEO SEMINAR CEOs On Social Media

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