The most in-depth source of solutions and services intelligence for procurement organizations

Leave a lasting impression. Deliver your message to the intended audience alongside content valued for its expertise and independent insights – because it is not just how many, but WHOM you impress that counts.

“Spend Matters helps us validate and rethink what we do by fact-checking our solutions in the interest of procurement practitioners. Spend Matters also expands the industry by identifying capability needs. You create awareness, we create the tools.”
-Executive Team, Determine

“Scanmarket has engaged Spend Matters over the past 3 years for internal consulting and content development (articles, webinars, content syndication.) Scanmarket appreciates Spend Matters as an independent voice of the industry.”
-Kris Colby, SVP, Scanmarket

1,800+ public and private sector organizations access the site daily

1,300+ of these have revenue over $1 Billion

70% of Fortune 500 companies visit the site daily

12,000+ leading procurement professionals
AUDIENCE
A diverse, mostly executive group of procurement, finance and supply chain professionals ranging from Fortune 500 to small start-ups.

PAGE VIEWS/MONTH
160,000+

UNIQUE VISITORS/YEAR
1,000,000+

The world's best and largest information source for procurement and supply chain professionals enabling CPOs, consultants and technology solution providers to make smart decisions regarding all things procurement.

REGIONAL COVERAGE

Spend Matters® UK/Europe

35,000+
page views/month

65,000+
visits from companies/year

1,500+
newsletter recipients

Spend Matters® México y America Latina

8,000+
page views/month

INQUIRE NOW for branding opportunities
metalminer.com

AUDIENCE
A diverse group of metal buyers including mills, service centers and manufacturers. As the go-to resource for metal-buying organizations, Metalminer provides metals sourcing and trading intelligence through price benchmarking, buying strategies and daily metal market analysis, helping to mitigate risk and reduce costs.

A Global Audience

C-SUITE
» CEO
» CFO
» CPO
» COO
» CIO

HEADS OF
» Global Sourcing & Supply Chain
» Procurement
» Finance, Treasury & Risk Management
» Supplier Management
» Operations & Logistics
» Global Commodities
» Strategy & Research

PAGE VIEWS/YEAR
1,000,000+

UNIQUE VISITORS/YEAR
500,000+

INQUIRE NOW for branding opportunities
Reach procurement professionals across the globe
Run a banner ad on spendmatters.com

Inquire for pricing

» Average click rate 0.08%, 40k-50k monthly impressions
» Up to 3 banners at a time
» Dimensions 338x88 px
» Category page advertising available as well (e.g. Risk, Contingent Workforce, P2P, etc.)

Looking for a UK/EU-based audience?
Run a banner ad on Spend Matters UK/Europe

Inquire for pricing

» Average click rate 0.05%, 30k monthly impressions
» Up to 3 banners at a time
» Dimensions 338x88 px
Need to reach an audience of manufacturing executives, especially those in the metals industry?
Run an ad on MetalMiner

Inquire for pricing

- MetalMiner domain: 220x140 px
- 70k impressions per month, 0.02% click rate
- MetalMiner pricing pages: 220x310 px
- 20-25k impressions per month, 0.20% click rate

Want to place your ad directly in the inbox of procurement executives?
Advertise in the Spend Matters weekly newsletter

- 960x300 px banner with 25 words of copy allowed beneath it
- Weekly on Thursday mornings to 6,000+ procurement professionals
- 70% practitioners, 20% solution providers, 10% consultants, educators, etc.
- Avg. open rate of 20% (1200), click rate of 4% (200+)

Exchange Summit: E-Invoicing & Beyond

At the Exchange Summit 2018, you will benefit from great opportunities to learn and share experiences on a global level. Meet and network with experts, thought leaders and professionals in the areas of E-Invoicing, Purchase-to-Pay, E-Procurement, Supply Chain Finance, AR/AP, and more!

Learn More
MetalMiner Newsletter
A way to reach 9,000+ Direct Procurement pros

Gunpowder: 960x300 px banner with 25 words of copy allowed beneath it
» Biweekly every second Monday to 9,000+ manufacturing and metals professionals
» 1,000-1,300 average opens (11-15%), click rate of 1.5% (100+ clicks)

Sponsored Blog Posts
Do you have a creative solution to a problem plaguing procurement professionals? Write a sponsored article for the front page of Spend Matters and position your company as subject matter experts.

Inquire for pricing
» Submit 500-700 words of original content
» Include your company logo, the author’s name, and a link to your site
» Your content will be published on Spend Matters and promoted to the procurement world

See historically successful posts

<table>
<thead>
<tr>
<th>Post</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>AI, Machine Learning and What They Really Mean for Procurement Contracts</td>
<td>4,000+</td>
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<tr>
<td>The Future and Promise of E-Procurement</td>
<td>1,000+</td>
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<tr>
<td>Procurement Digital Transformation: The Top 10 Ways Real-Time E-Procurement Matters</td>
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</tbody>
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ENGAGE PROCUREMENT DECISION MAKERS
Contact sales@azulpartners.com or tel. 773.525.7406
The Spend Matters Almanac
List your company in the most comprehensive directory of procurement solution providers

<table>
<thead>
<tr>
<th>445</th>
<th>25</th>
<th>140+</th>
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</thead>
<tbody>
<tr>
<td>LISTINGS</td>
<td>CATEGORIES</td>
<td>ANALYST INSIGHTS</td>
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1. **SUBMIT LISTING**
Make sure you are logged into your Spend Matters account. Fill out the form and submit your listing.

2. **WE REVIEW**
We review your listing and send you a notification of approval or request a change. Please allow up to two business days.

3. **EDIT OR UPGRADE**
Visit your membership profile to edit your listing and add your logo and short description. After the initial approval, a premium upgrade is available for $499.

4. **UPDATE AS NEEDED**
We review and approve any listing edits. When you need to update, just log into your account.

Take advantage of enhanced features. A premium listing costs only **$499 for one year**, and it allows for several bonus features including:

- social media links
- a “Contact Us” form allowing interested prospects to reach out to you
- more available solution categories
- downloadable marketing content, such as a company pdf brochure
- a link to a webpage of your choice

**GET STARTED NOW**

**About Azul Partners, Inc.**
Azul Partners is a digital B2B media, publishing and advisory company with 12 procurement, supply chain and commodities-focused research and advisory ventures, including Spend Matters and MetalMiner.