

# ***Intengine Media Kit***

***Intengine.com***

***Connects you with environmentally and socially responsible businesses in your community and around the world.***



**World's #1 Directory for Eco-Friendly, Sustainable Business**

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# A Message from the CEO, Connie Linder



**THANK YOU** for requesting Intengine's Media Kit. As the World's Leading Eco-Business Platform, Intengine allows Advertisers to access an audience of sustainability-minded buyers.

Today, companies that help us to be better stewards of the environment or which offer technologies which will lessen our ecological footprint stand at the forefront of opportunity. Successful firms provide solutions to the challenges which governments, corporations and individuals all now grapple with, or fulfill consumer and societal desires to do more and make a difference with our actions. The task of making informed decisions at home and at work can be daunting, however, with information fragmented, standards and perceptions changing rapidly, and disparate green certification agencies vying for prominence.

Intengine was born to provide a single platform to efficiently present and filter the new economy – a place where individual entrepreneurs, innovators, and large multinationals can present their sustainability credentials and both business and retail customers can quickly identify who is meeting their formal procurement requirements, or just doing business in a way that agrees with their values. Using our marketing framework, Advertisers can communicate their message in a way that filters to their audience.

Intengine will help you meet your marketing objectives. Whether it be to communicate your sustainability achievements, clarify your metrics and certifications or position you as a thought leader, Intengine has a marketing product for you. Intengine has a broad array of solutions ranging from sponsored listings, content creation and syndication, web adverts, SEO and other professional marketing services designed to put you in front of your audience. Your inclusion in our extensive directory presents you as a preferred option to those searching and browsing our network of solution providers, while Intengine's partnerships with global and local media organizations ensures your message will be heard by those wanting to buy from you.

Founded through a sincere effort to support those who have something positive to communicate, benefits to share, and best practices we can learn from, we appreciate being considered part of the solution.

We look forward to working with you.

**Connie Linder,**  
*Founder & CEO,*  
*Intengine Enterprises Inc.*

# **Intengine.com**

We have the world's most **comprehensive and relevant database** of responsible businesses — and it's growing every day. It is our mission to make this information **easily accessible** to consumers and businesses that care, so that with a simple search you can start taking the small, tangible steps that lead to transformative change. Intengine is your effective, easy way to **make a difference**.

# Comprehensive Industry Categories

*Intengine has created a comprehensive list of categories across all sustainability industry sectors. Below are the most popular eco-friendly sectors searched for recently.*

**Agriculture, Horticulture & Viticulture**  
**Apparel, Textiles & Accessories**  
**Automotive & Personal Transportation**  
**Baby, Toddlers & Kids Care**  
**Books & Publications**  
**Business & Professional Services**  
**Certification, Labelling & Accreditation**  
**Computers & Electronics**  
**Conferences, Events & Trade Shows**  
**Construction**  
**Dining & Entertainment**  
**Energy, Environment & Carbon**  
**Finance**  
**Fisheries & Aquaculture**  
**Fitness, Sports & Recreation**  
**Food & Beverage**  
**Forestry & Silviculture**

**Healthcare, Nutrition & Healing**  
**Hobbies, Crafts & Toys**  
**Home & Garden**  
**Industry**  
**Media & Communications**  
**NGOs & Government Resources**  
**Office Equipment & Supplies**  
**Packaging**  
**Personal Care, Beauty & Spas**  
**Real Estate**  
**Specialty**  
**Spirituality & Consciousness**  
**Sustainability Reporting**  
**Transportation & Public Transit**  
**Travel, Tourism & Lodging**  
**Waste Management & Recycling**  
**Water Quality & Water Resource Management**

# Intengine Marketing Framework

## Go To Market with Intengine

**PROMOTE** your business with **sustainability** in mind.

Connect and communicate your key marketing messages to attract sustainability-minded buyers.

**BUILD TRUST** with your customers, who may have varied levels of knowledge around sustainability, by showcasing your commitments.

**More is possible with Intengine Sustainability Marketing Framework.**

**Get high returns**, justify your marketing spend by creating your Intengine profile today.

**Connect with buyers that share common values, advertise in our directory!**



**TARGET YOUR AUDIENCE** from a comprehensive list of subcategories within all industry sectors



**PROVE YOU'RE RESPONSIBLE** by showcasing your certifications



**BUILD TRUST WITH BUYERS** by showing your pledge commitment and embeddable badge



**BE FOUND LOCALLY** with a map and our location-based search



**SHOW YOU'RE COMMITTED** with social and environmental attributes, ESG, SDG or in your own words



**CONNECT WITH LIKE-MINDED BUYERS** by inclusion in the Intengine directory

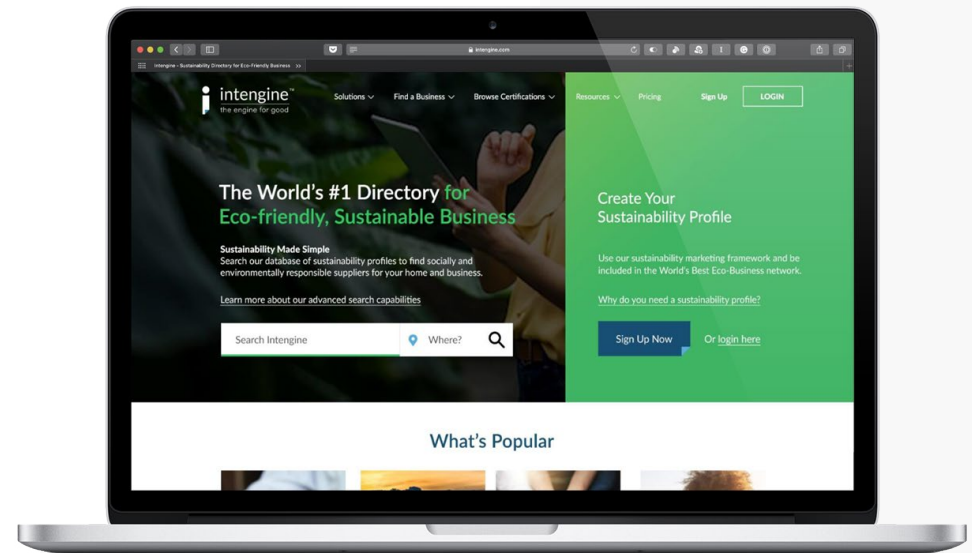
# Intengine Marketing Framework

**We also include standard contact info and communication features:**

- **Describe the core of your business** with Type of Business, Address, Summary and Description
- **Help buyers find you** with Keywords
- **Show & share what others are saying** with Customer Reviews
- **Start and continue conversations** with buyers via Listing Messages Intengine simplifies the conversation around sustainability, what makes a business sustainable, and why it's important to you!

**Listing will improve what you show, share, and say.**

**Start your Profile now and Get Listed in the Intengine directory.**

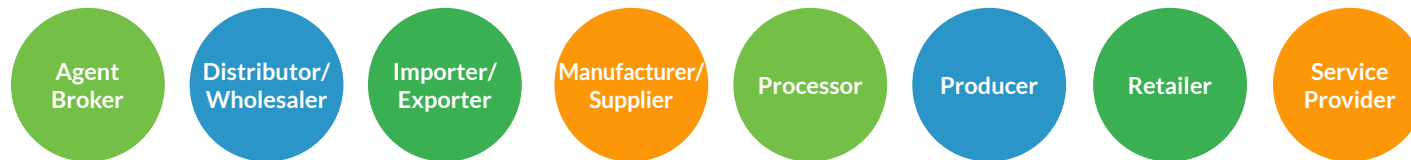


# Platform Coverage + Statistics

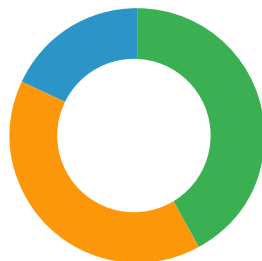
**1.5 Million Views to all our platforms**  
**Total Channel Outreach 250,000+**



*The worlds largest data base of social and environmental certifications, standards and labels*

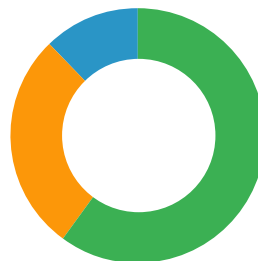


**Geographic Reach**



● 42% North America  
● 40% Europe  
● 18% Asia

**Procurement/Audience Breakdown**



● 60% Small & Medium Business  
● 28% Individual Consumers  
● 12% Government & Institutions

**Demographic Reach**



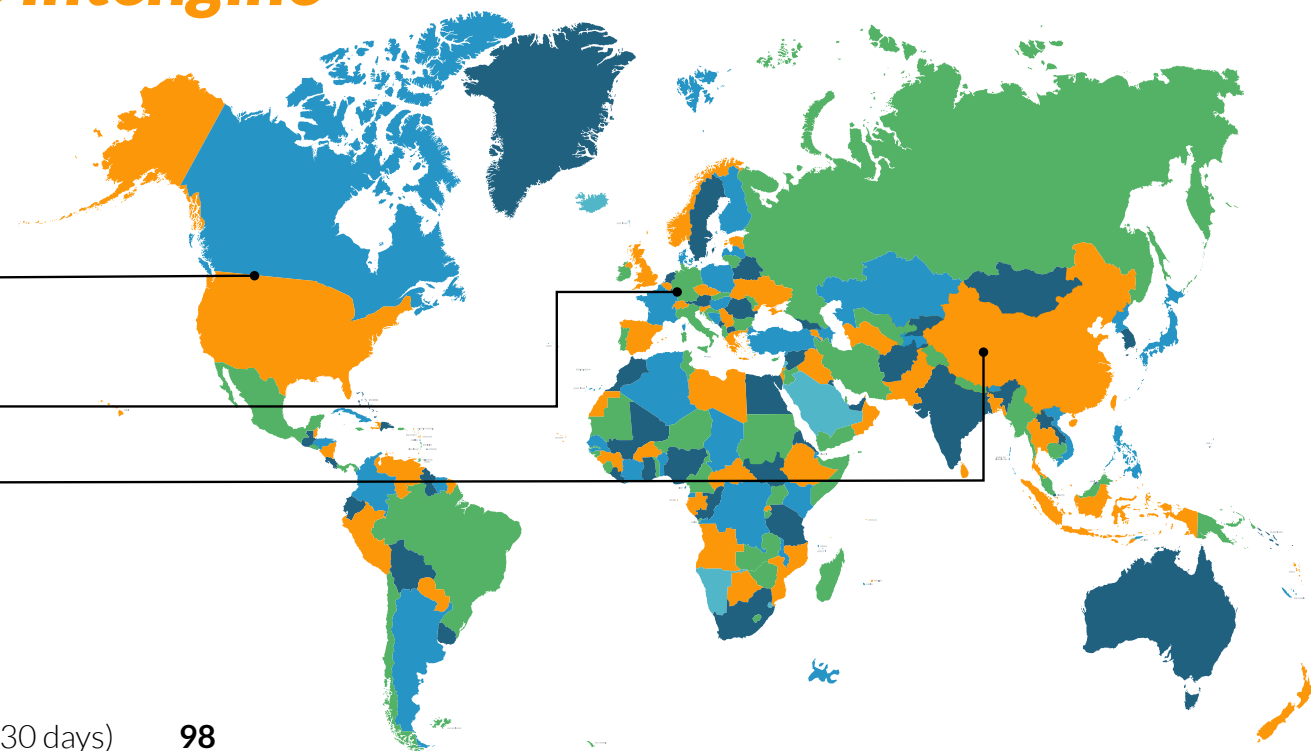
● 54.5% Men  
● 45.5% Women

# Where are the Intengine Community?

**42%**  
North America

**40%**  
Europe

**18%**  
Asia



## Social Media

Total no of Published Posts (last 30 days) **98**

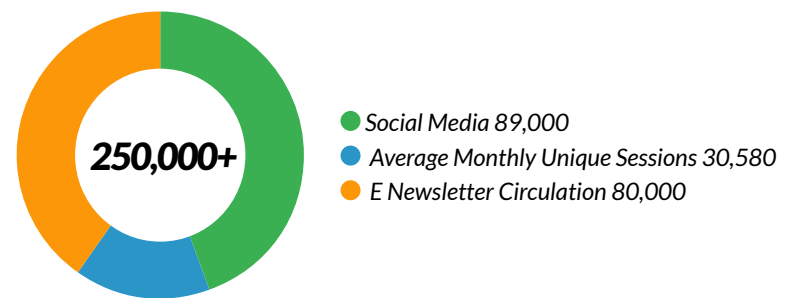
## Linked In

Intengine + A Sustainable World Followers **50,713**  
 Post Impressions (last 30 day) **43,200**  
 Search Appearances (last 30 day) **2,381**  
 LinkedIn Weekly Bulletin Subscribers **16,800\*4**

## Instagram

Intengine + A Sustainable World Followers **11,800**

## Total Channel Outreach



# *We're **BIG** on data*

**TOTAL CHANNEL OUTREACH 250,000+**

Our Users: *High-level, Authoritative Decision Makers*

**55%**

Procurement or  
Sourcing Solutions  
(incl Gov & Municipality)

**19%**

Supply Chain  
Software or  
Technology

**15%**

Consulting or  
Professional  
Services

**11%**

Executive Education  
and Training  
Programs

## Platform Statistics

### **Web Statistics** (Sustainability Focused)

Monthly Users	7,357
Monthly Unique Visitors	7,053
Monthly User Sessions	30,588
Average Time on Page	1m 08 sec
Sessions per User	1.43

### **Email - eDM\*** Campaign Statistics

Average CTR (click through rate)	7%
Open Rates	17%

### **Traffic**

Organic	55%
Direct	31%
Social	12%
Referral	2%

New Users	77%
Returning Users	23%

*\*Electronic Direct Mail*



# Audience Profile

Intengine is the world's most comprehensive database for healthier living, connecting conscious purchasers with environmentally and socially responsible businesses in their communities and around the world.

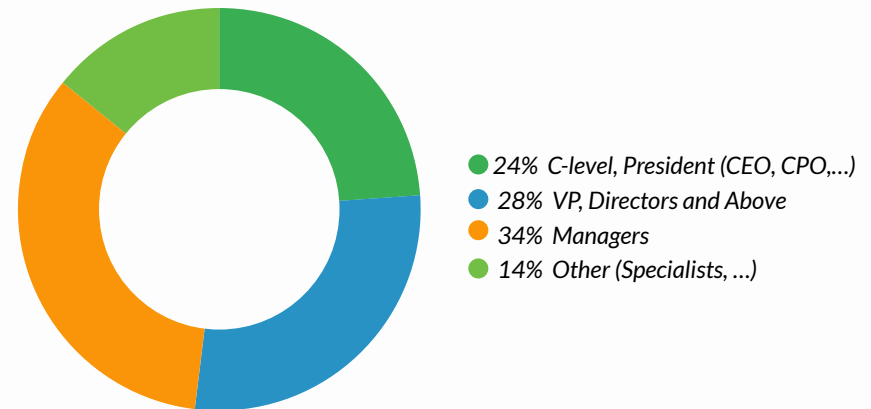
Only with Intengine does your advertising message reach the most engaged and targeted group of supply chain professionals.

We are engaged with industry leaders, events, media, and standards organizations to connect you with the audience required to improve your sustainability marketing and sales performance.

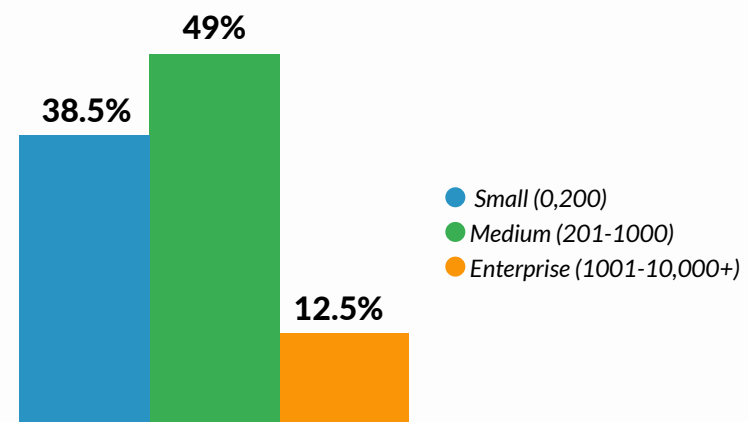
## Reach High-level, Authoritative Decision Makers

Procurement or Sourcing Solutions (incl Gov & Municipality)	55%
Supply Chain Software or Technology	19%
Consulting or Professional Services	15%
Executive Education and Training Programs	11%

Intengine subscriber database of the **most influential decision makers** includes:



## Our Audience - Company Size (by employee)



# Go to Market with Intengine



## Content Syndication

Leverage the power of our audience by sharing your content on our powerful platforms.



## Newsletter

Custom Digital Banner Ads included within our Weekly Newsletters and delivered to our Subscribers.



## Sponsored Listings

Our Premium Listing Plans offer your business the flexibility to be included as priority placement in our database of the world's best solution providers, increase your visibility, communicate your commitments and successes, and establish yourself as a leader in the sustainable marketplace.



## Social Media

Get your message out via our Social Media Channels, delivering on LinkedIn, Twitter, Facebook, YouTube and Instagram.



## Whitepapers & Research Reports

Our annual Content Calendar includes Surveys and Reports covering the very latest trending topics which are shaping the Arena.

# Content Syndication



## Sponsored Homepage Article

*Educate, communicate and promote your organization's research, news and initiatives on our homepage for maximum exposure.*



## Sponsored Category Articles

*Establish yourself as a leader in your sector by featuring your organization's research, news and initiatives in the category of your choice. Reach our largest and fastest growing audience segments – all positions and plans include full reporting to give you clear metrics to calculate ROI.*

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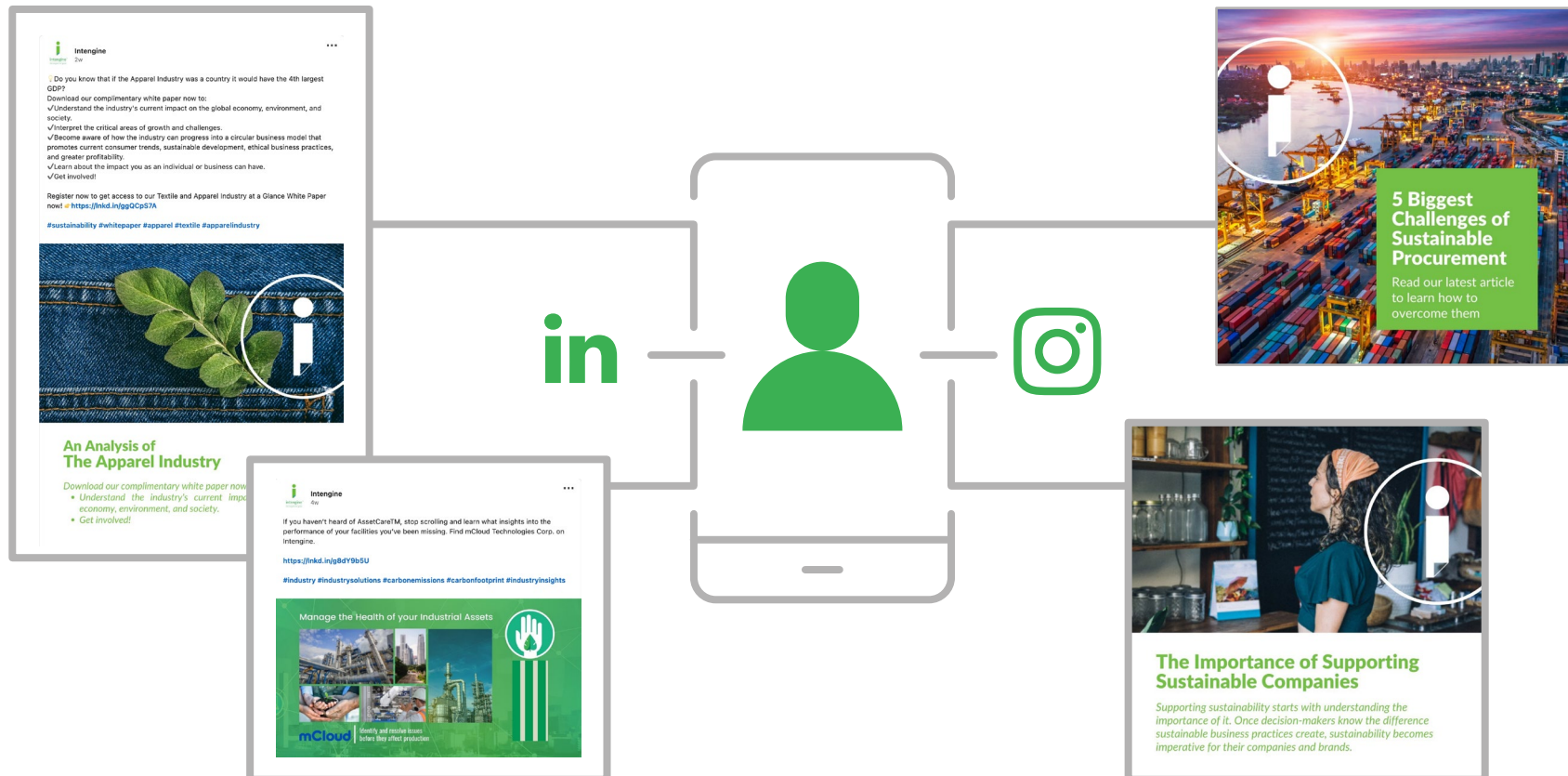
## Newsletters

Our newsletters are sent out to over 30,000+ subscribers, covering the most important news pertaining to sustainability throughout the month, and average over 5,000 opens per newsletter! The banner positions average over 100 clicks per newsletter.



# Social Media

Intengine shares the most interesting news stories via our increasingly popular social media channels. Follow us on LinkedIn and Instagram to keep up to date with the latest news about our sustainable world.



# LISTING PLANS - SPONSORED LISTINGS

Highlight your listing in search results and while browsing the directory.  
This is based on user location and listing categories.

*Choose a LISTING PLAN that's right for you and GET LISTED NOW.*

MOST POPULAR!

STARTER

\$19

Save 15% on Yearly Plans

Monthly ☒ Yearly ☐

Start your brand and drive high intent traffic to your site.

Buy Now

To start with a FREE listing that includes a business name and contact info only, [click here](#).

- ✓ Basic business information
- ✓ Company website and logo
- ✓ Respond to eValuator Surveys
- ✓ Unlimited certifications / standards
- ✓ 1 industry category
- ✓ 1 location

[Full List of Features](#)

GROWTH

\$99

Save 15% on Yearly Plans

Monthly ☒ Yearly ☐

Find socially responsible customers for your products and services and expand your growing business's outreach.

Buy Now

- ✓ Company website and logo
- ✓ Respond to eValuator Surveys
- ✓ Unlimited certifications / standards
- ✓ 3 industry categories
- ✓ 10 locations
- ✓ 30 products
- ✓ 3 photos per product
- ✓ 5 services
- ✓ 10 listing photos
- ✓ Priority placement in search results
- ✓ Enhanced public listing

[Full List of Features](#)

LEADER

\$199

Save 15% on Yearly Plans

Monthly ☒ Yearly ☐

Supercharge your pipeline with eco-friendly buyer intent, increase your market presence and drive sales to your site.

Buy Now

- ✓ Company website and logo
- ✓ Respond to eValuator Surveys
- ✓ Unlimited certifications / standards
- ✓ 5 industry categories
- ✓ 15 locations
- ✓ 50 products
- ✓ 5 photos per product
- ✓ 10 services
- ✓ 15 listing photos
- ✓ Priority placement in search results
- ✓ Enhanced public listing
- ✓ Upload Reports
- ✓ Listing optimization
- ✓ Intengine newsletter feature

[Full List of Features](#)

ENTERPRISE

Let's Talk

Need additional locations, products, or reports to truly reflect your large enterprise-level sustainability initiatives?

The Enterprise Plan empowers your organization to showcase your social and environmental attributes, certifications and other sustainability accolades.

Talk with a Specialist

- ✓ Company website and logo
- ✓ Respond to eValuator Surveys
- ✓ Unlimited certifications / standards
- ✓ Unlimited categories
- ✓ Unlimited locations
- ✓ Unlimited products
- ✓ Unlimited photos per product
- ✓ Unlimited services
- ✓ Unlimited listing photos
- ✓ Priority placement in search results
- ✓ Enhanced public listing
- ✓ Upload Reports
- ✓ Listing optimization
- ✓ Intengine newsletter feature
- ✓ Advanced Service Level Support
- ✓ Listing Data Import Services
- ✓ Bulk Location Data Upload
- ✓ Bulk Product Upload/Imports

[Full List of Features](#)

## INTENGINE SUSTAINABILITY PROFILE PLANS

	FREE	STARTER	GROWTH	LEADER	ENTERPRISE
Monthly Fee	Free	\$19	\$99	\$199	\$99
Yearly Fee	Free	Pay Yearly to Save 15%	Pay Yearly to Save 15%	Pay Yearly to Save 15%	Pay Yearly to Save 15%
	Buy Now	Buy Now	Buy Now	Buy Now	Talk with a Specialist

## CORE FEATURES

Basic Business Information	✓	✓	✓	✓	✓
Respond to Surveys eValuater	✗	✓	✓	✓	✓
Company Website and Logo	✗	✓	✓	✓	✓
Certifications and Standards	1	Unlimited	Unlimited	Unlimited	Unlimited
Industry Categories	1	3	5	10	Unlimited
Locations	1	1	10	15	Unlimited
Products	0	0	30	50	Unlimited
Services	0	0	5	10	Unlimited
Listing Photos	0	0	10	15	Unlimited

## ADDITIONAL FEATURES

Respond to Customer Reviews	✗	✗	✓	✓	✓
Embeddable Widget	✗	✗	✓	✓	✓
Expanded SDG Descriptions	✗	✗	✓	✓	✓
Priority Placement in Search Results	✗	✗	✓	✓	✓
Enhanced Public Listing	✗	✗	✗	✓	✓
Upload Reports	✗	✗	✗	✓	✓
Listing Optimization	✗	✗	✗	✓	✓
Intengine Newsletter Feature	✗	✗	✗	✓	✓
	Buy Now	Buy Now	Buy Now	Buy Now	Talk with a Specialist

# Awards & Recognition



**Most Outstanding Platform for Sustainable & Eco-Friendly Business**



**Best Sustainable Living Education & Funding Initiative**



**Outstanding Case Study**



**2024 Gold Stevie® Award**



**Top 100 Canadian Professionals**



# Get in Touch

If you want to advertise within Intengine, please contact: **[sales@intengine.com](mailto:sales@intengine.com)**

If you wish to discuss content collaboration, then please email all details to: **[connect@intengine.com](mailto:connect@intengine.com)**

For any accounting queries, please contact: **[business@intengine.com](mailto:business@intengine.com)**

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