



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

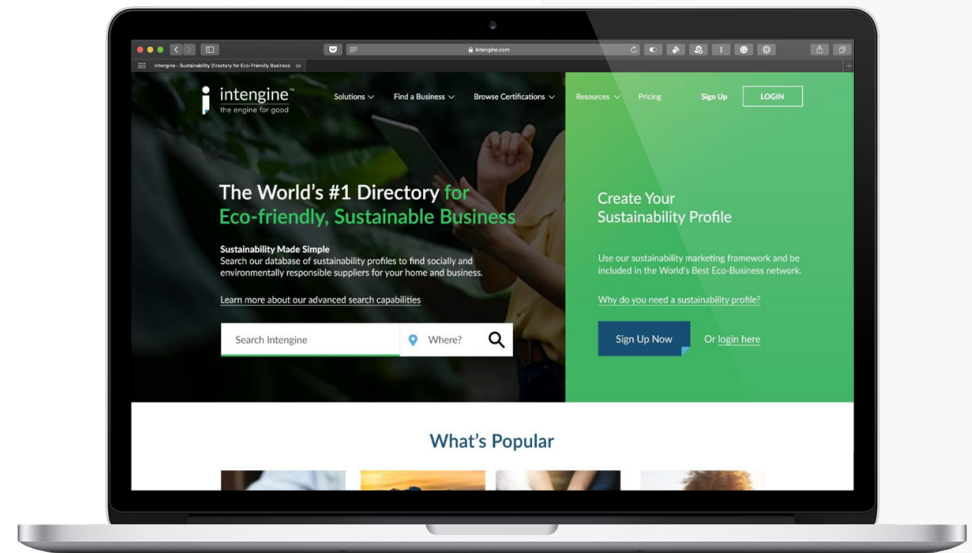
Intengine Marketing Framework

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.

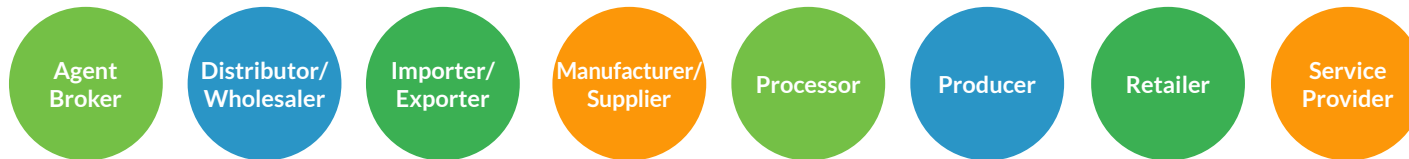


Platform Coverage + Statistics

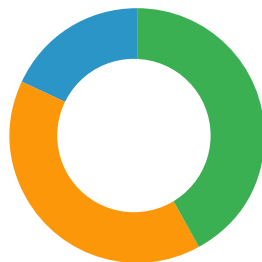
1.5 Million Views to all our platforms
Total Monthly Channel Outreach 250,000+



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

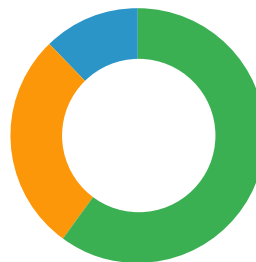


Geographic Reach



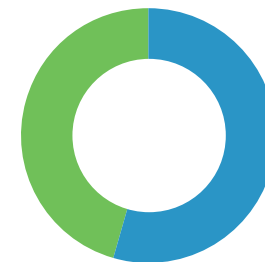
● 42% North America
● 40% Europe
● 18% Asia

Procurement/Audience Breakdown



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

Demographic Reach



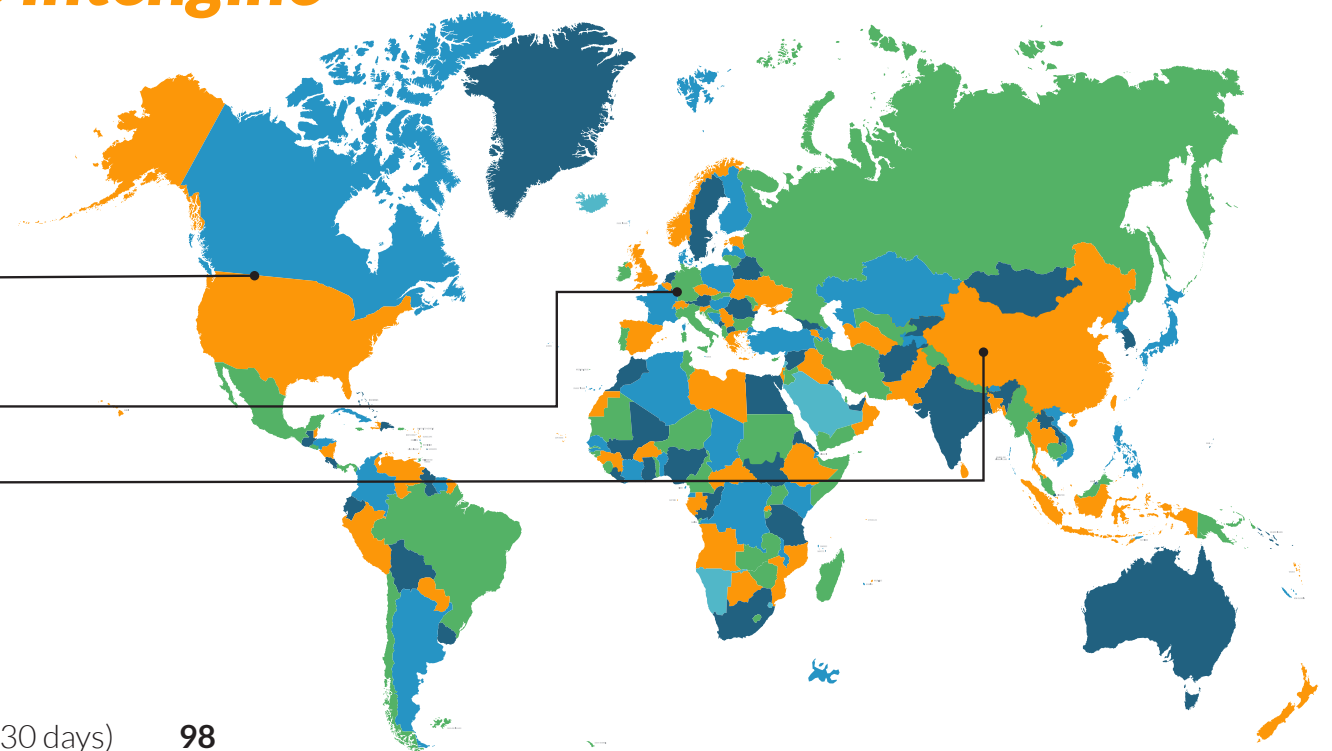
● 54.5% Men
● 45.5% Women

Where are the Intengine Community?

42%
North America

40%
Europe

18%
Asia



Social Media

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

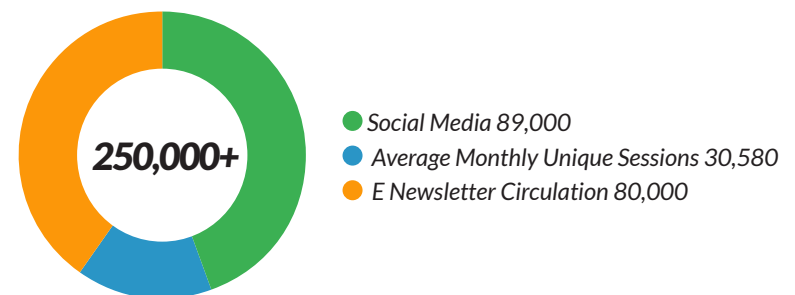
Linked In

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 Monthly Channel Outreach



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

TOTAL MONTHLY 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	10,000+
Monthly Unique Visitors	10,000+
Monthly User Sessions	30,000+
Average Time on Page	2m 49 sec
Sessions per User	1.3

Email - eDM* Campaign Statistics

Average CTR (click through rate)	7%
Open Rates	20%

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.

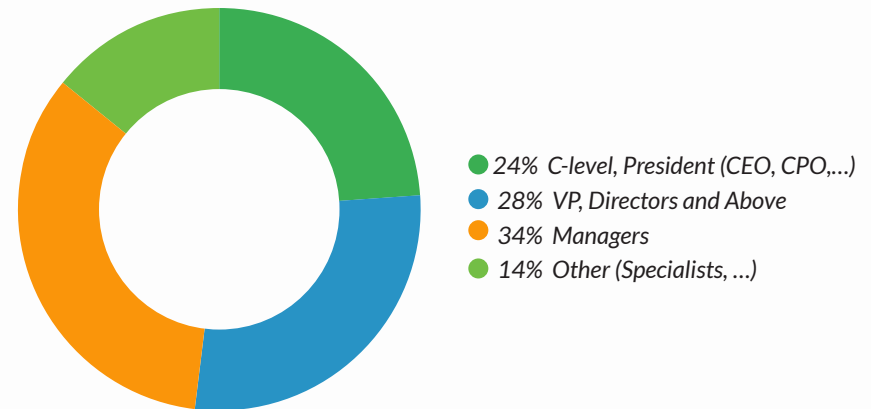
Only with Intengine does your advertising message reach the most engaged and targeted group of supply chain professionals.

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.

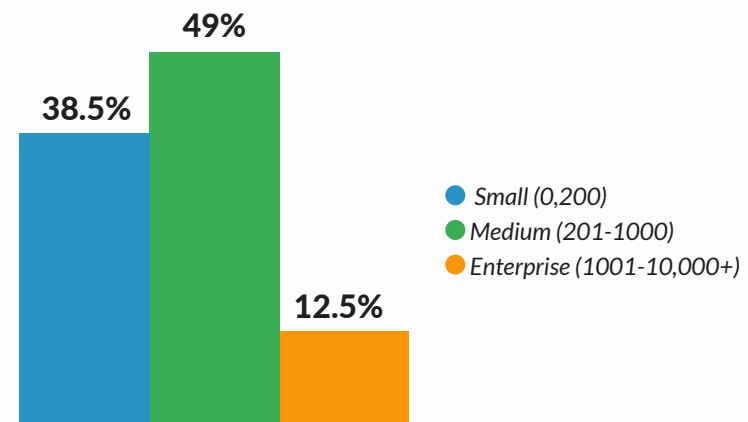
Reach High-level, Authoritative Decision Makers

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.

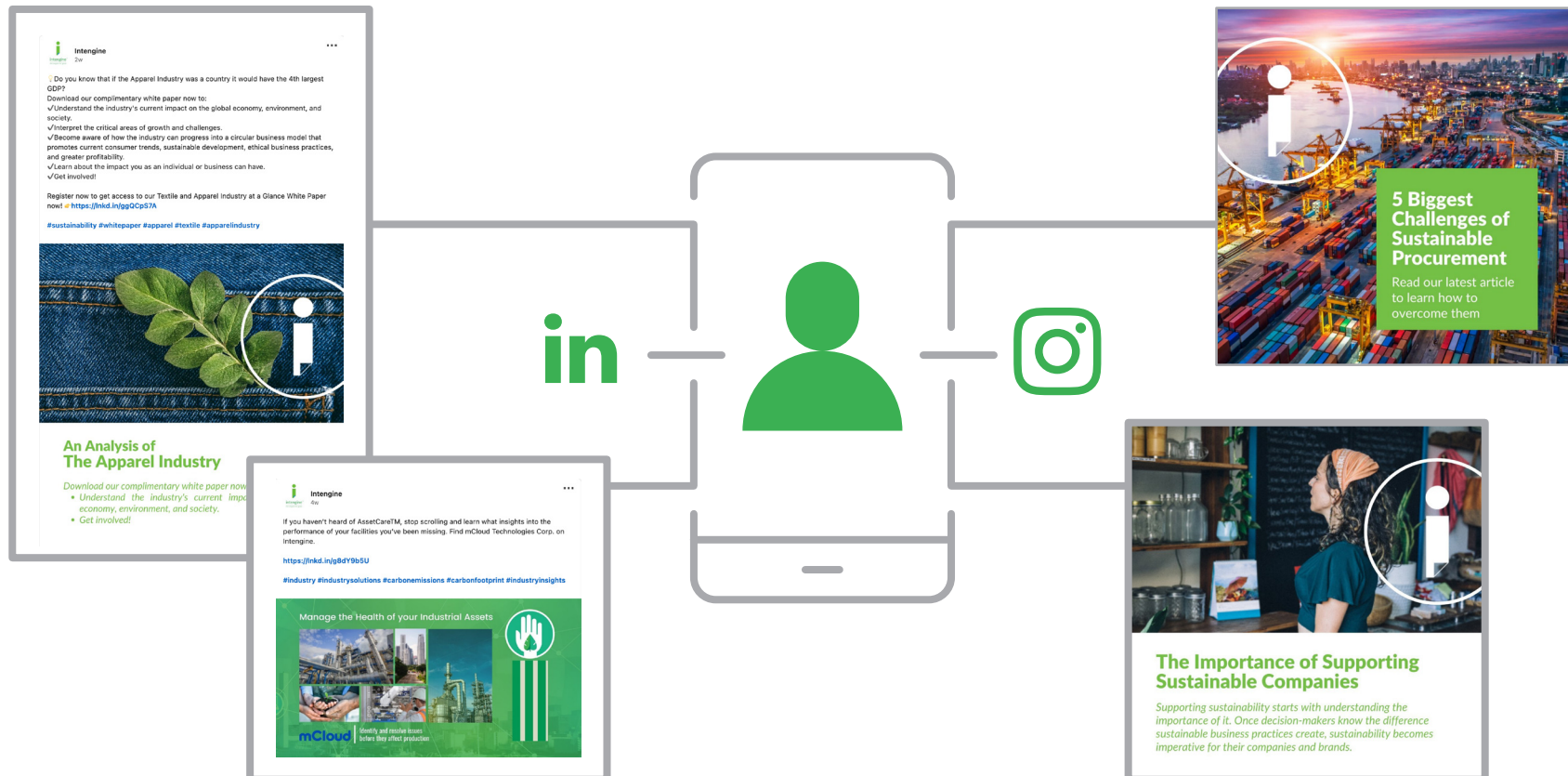
Newsletters

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.

STARTER	GROWTH	LEADER	ENTERPRISE
<i>Make your brand visible in the most comprehensive database of sustainable businesses globally.</i>	<i>Grow your brand and drive high intent traffic to your site.</i>	<i>Find socially responsible customers for your products and services and expand your business's outreach.</i>	<i>Supercharge your pipeline with eco-friendly buyer intent, increase your market presence and drive sales to your site.</i>
FREE	\$29/month	\$99/month	\$499/month
Core Features: <ul style="list-style-type: none"> • Basic business information • 1 category 	Core Features: <ul style="list-style-type: none"> • Basic business information • Company website & logo • 1 category • Unlimited cert/standard 	Core Features: <ul style="list-style-type: none"> • Company website & logo • 10 categories • 10 locations • 30 products • 3 photos per product • 5 services • 10 listing photos • Unlimited cert/standard 	Core Features: <ul style="list-style-type: none"> • Company website & logo • 15 categories • 15 locations • 50 products • 5 photos per product • 10 services • 15 listing photos • Unlimited cert/standard
Additional Features: <ul style="list-style-type: none"> • Cert/standard 	Additional Features: <ul style="list-style-type: none"> • Company name • Company address • Company telephone 	Additional Features: <ul style="list-style-type: none"> • Priority placement in search results • Enhanced public listing • Company website & logo • Respond to customer reviews • Embeddable widget • Expanded SDG descriptions • Upload reports • Concierge Service 	Additional Features: <ul style="list-style-type: none"> • Priority placement in search results • Enhanced public listing • Company website & logo • Respond to customer reviews • Embeddable widget • Expanded SDG descriptions • Upload reports • Unlimited cert/standard • Listing optimization coaching • Intengine newsletter feature

SALES AND MARKETING BOOSTER PLANS

We tailor all of our plans to suit the needs of you and your business. Our **Sales and Marketing Booster bundles** have been designed based on our extensive experience of working with companies of all sizes and levels of experience in Sustainability and Digital Marketing.

We recommend starting off with a minimum of 6 months in order to see the benefits fully.

*Choose a **BOOSTER PLAN** that's right for you
and **GET TARGETED CUSTOMERS** for your Business.*

Sales & Marketing Booster Bundles	6 Month	12 Month
Advertising GROWTH*	\$3,414.30	\$6,110
Advertising PRO*	\$5,694.30	\$10,190
LEADER + eDM**	\$3,346.30	\$5,988
Enterprise + eDM**	\$5,279.45	\$9,447

***Prices when paid monthly.** Discounts apply for 12 month payments, see following page for details.

**** Get in touch to learn more**

SCOPE AND PRICE OFFERS

Advertising GROWTH

SCOPE:

- Listing Optimization Coaching
- Copy-Ready Article addition on Intengine Article Page
(Published/ Distributed on Intengine.com)

PRICE:

Paid Monthly **\$599 USD** Paid Annually **\$6,110 USD**

**15% Discount included on 12 month plan*

Advertising PRO

SCOPE:

- Listing Optimization Coaching
- Stand-Alone Article, Report or Whitepaper (Published/ Distributed on Intengine.com)
- Intengine Newsletter Feature (eDM) *1 eDM per 6 months
- Thought Leader Page Feature (Published/ Distributed on Intengine.com)

PRICE:

Paid Monthly **\$999 USD** Paid Annually **\$10,190 USD**

**15% Discount included on 12 month plan*

***15%
DISCOUNT**
included on
12 month plan

ADD-ONS

Editorial Content:

	Monthly	Annual
Copy-Ready Article addition on Intengine Article Page (Published/ Distributed on Intengine.com)	\$335	\$3500
Stand-Alone Article, Report or Whitepaper (Published/ Distributed on Intengine.com) - Min 3 months	\$958	\$10000
Video Content Assembly and Distribution (Published/ Distributed on Intengine.com)	\$767	\$8000
Editorial Whitepaper/ Article Inclusion (Published/ Distributed on Intengine.com)	\$767	\$8000
Intengine Newsletter Feature (eDM)* 1 eDM per 6 months	\$479	\$5000
Thought Leader Page Feature (Published/ Distributed on Intengine.com)	\$288	\$3000

**only available as part of annual package*

Additional Add-ons:

	Monthly	Annual
Performance Marketing Services incl. Consultancy Service	\$2300	\$24000
Social Media Advertising and Content Circulation	\$767	\$8000
Online Reputation and Social Channels Review	\$671	\$7000
Article Post on Affiliate LinkedIn Page: ASW (per post)	\$671	\$7000
Listing Optimization Coaching	\$479	\$5000
Guaranteed Lead Generation Program	\$1150	\$12000

Awards & Recognition



Most Outstanding Platform for Sustainable & Eco-Friendly Business



Best Sustainable Living Education & Funding Initiative



Outstanding Case Study



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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[**intengine.com**](http://intengine.com)