

GARDNER BUSINESS MEDIA

# VIDEO PRODUCTION



## WHY WORK WITH US?

We know manufacturing and we understand the concepts, visuals and sounds that capture the attention of manufacturing influencers. Our video production team is experienced in industrial environments. From tight spaces and challenging lighting to advanced materials and high-speed equipment, our team is knowledgeable about maneuvering in unique environments to capture professional footage and tell meaningful stories.

True to Gardner Business Media's trusted editorial style, our video team produces solutions-focused content that offers our industrial audience valuable insight to improve their processes, streamline their operations, guide their decision making, and increase their bottom line.

Our brands reach thousands of engaged manufacturers, processors, and engineers every day. As a trusted source, our audience expects the highest professional-quality content from our multi-media channels. And that is exactly where your brand needs to be seen!



Visit [gardnerweb.com](https://gardnerweb.com) for testimonials and examples.



# VIDEO PRODUCTION



## Bring your brand to life with targeted video advertising.

### SPOTLIGHT VIDEO

Bring your product or press release to life! We'll turn your release into a short, narrated video featuring your existing images and product footage.

- A 30- to 60-second video press release in horizontal and vertical formats
- Video publishes alongside your press release as sponsored content on a GBM brand website
- Featured content placement
- Paid social media advertising and offsite video retargeting
- One month of targeted paid advertising on YouTube, Facebook and LinkedIn

### SOLUTIONS SHOWCASE

We'll visit your facility, showroom, or tradeshow booth for an up-close product demonstration. Featuring insight from your technical expert, this video should emphasize your technology's unique value to the end user.

- A 3-5 minute video hosted as sponsored content on a GBM brand YouTube channel and website
- A 30-second social media teaser and B-roll footage
- Paid social media advertising and offsite video retargeting
- One month of targeted paid advertising on YouTube, Facebook and LinkedIn
- Email distribution to 2,500 targeted recipients

### SUCCESS STORIES

Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.

- A 3-5 minute video filmed at your facility
- A 30-second social media teaser and B-roll footage
- Choose your distribution: Sponsored content story written and published by a GBM editor featuring your video OR host the video on your own landing page and leverage GBM's audience to drive viewers

### CUSTOM VIDEO PROJECTS

Custom video production is available to match your unique needs.

- Capture an open house
- Film an employee spotlight
- Display footage in a trade show booth
- Prepare social media shorts

Whatever the need, our custom content team is available to craft an original video concept, film professional quality video and distribute to a qualified audience.

### Already have video?

Our Video Amplification Package includes offsite video advertising, social media advertising and targeted onsite personalization.

**\$7,500/month GLP**

### BOOK YOUR VIDEO ADVERTISING PACKAGE TODAY

For more information about video advertising or to schedule a demo, ask your Gardner Business Media sales representative or contact our advertising manager.

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