



ia insideARM.com
accounts receivable management

MEDIA KIT 2015

ABOUT

insideARM.com

WHO WE ARE



insideARM.com is a media company *influential* in improving the debt collection industry.

Publishing since 2000, insideARM has amassed the industry's most engaged audience of executives within collection agencies and law firms, debt buyers, creditors, suppliers of technology and services, regulators, investors, and other interested parties.

Because of our **significant audience of engaged readers**, insideARM provides the **most credible** platform for service providers to reach potential clients.

WHAT WE DO



Create, report on, and publish **original & premium content**.

Host and create **groundbreaking, educational industry events**.

Run and produce the debt industry's **most-trusted daily**, the ARM insider, & **website**, insideARM.com.

Provide industry's **most engaged and focused job board** for employers and employees.

OUR REACH



Our publications (insideARM.com and the *ARM insider*) are second to none in terms of reach.

We have more readership than any other industry publication by a factor greater than seven.

insideARM.com has the highest web traffic of any site in the ARM industry (averaging 150k monthly pageviews).

The *ARM insider* reaches the majority of the industry decision makers (70% are Manager level or higher).



READERSHIP



Below is a breakdown of our subscriber base in relation to our two main media outlets: *ARM insider* (daily eNewsletter) and insideARM.com (website).

OUR AUDIENCE

85,000+

Registered users

over 70%

Decision makers

16,000+

Daily newsletter subscribers

150,000+

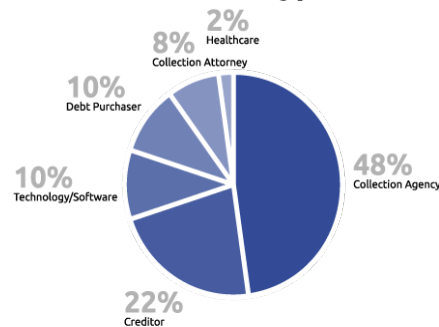
Pageviews per month

USER DEMOGRAPHICS

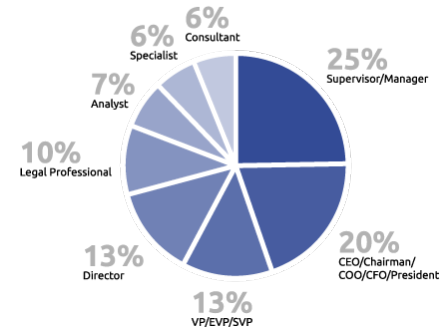
insideARM.com



Business Type



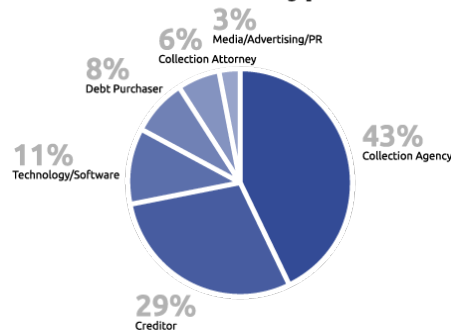
Professional Role



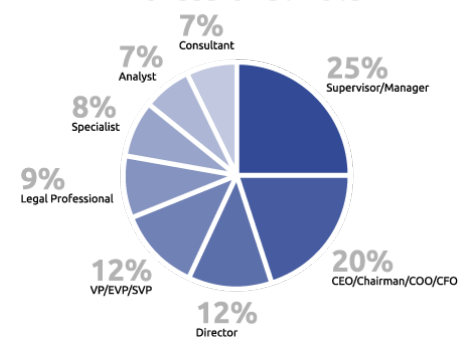
ARM insider



Business Type



Professional Role



OUR offerings

ADVERTISING



Build your brand recognition amongst your targets through weekly website and daily eNewsletter advertising.

[Click here for more info.](#)

[Click here for packaged rates.](#)

ASSET HOSTING & LEAD CAPTURE



Receive direct, qualified leads to follow up with by hosting your downloadable asset on insideARM.com.

[Click here for more info.](#)

CORPORATE BLOG SPACE



Write content for your company blog page on insideARM.com and be distinguished as a thought leader to your targets. [Click here for more info.](#)

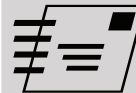
ASSET CREATION, HOSTING & LEAD CAPTURE



Easily develop new and original content with the help of the insideARM team, and use it to gain exposure and generate qualified leads.

[Click here for more info.](#)

CUSTOM E-NEWSLETTER



Be seen as a thought leader to your prospects by sending a consistent eNewsletter directly to their inbox. [Click here for more info.](#)

7 DID YOU KNOW...

The Rule of Seven is a marketing principle which theorizes that a target must see a message at least seven times before they take any action.

EBLAST



Gain direct exposure to new prospects by sending your vital message to the insideARM double opt-in subscribers.

[Click here for more info.](#)



EVENT PROMOTION



Need to get the word out about an upcoming webinar, conference, or industry event? Choose from our many promotional elements to boost attendance. [Click here for more info.](#)

GHOSTWRITING



Have the industry knowledge and expertise, but need help putting it on paper? Have the insideARM team help! Our editorial team helps you save time & get your content produced. [Click here for more info.](#)

JOB BOARD



Looking to fill a position in your company? Our job board is your one stop shop for industry-specific, job-related posting, searches, and inquiries. [Click here for more info.](#)

PRESS RELEASE DISTRIBUTION



Increase your distribution within the ARM community and debt industry by running a press release on insideARM.com. [Click here for more info.](#)

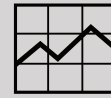
SPONSORSHIPS

Content - Event - Webinar



Get exposure and tie your brand to a positive, thought-leading event, webinar, or topic with limited effort. We have new sponsorship opportunities all the time! [Contact us for available opportunities.](#)

SURVEY



Obtain valuable insights from your prospects and use that information to help grow your business by conducting a survey with insideARM. [Click here for more info.](#)

WEBINAR PACKAGES



Expand your access and demonstrate your knowledge to a captivated audience of your qualified targets. Our tiered webinar packages allow you to control the amount of exposure and assistance you need. [Click here for more info.](#)

VENDOR DIRECTORY



Be seen by people who are truly looking for technology, service or specialty. Our directory highlights the leading providers of essential tools for the ARM professionals. [Click here for more info.](#)

CLIENT testimonials

“Overall, we’ve been more than pleased with insideARM over the years. I was one of the first advertisers to sign on and continue to believe this is the premiere editorial content voice in the industry.”

Heather Taylor - RevSpring

“I wanted to let you know that we had another successful drop! 91 conversions after day 1! What does insideARM.com do to yield these great results? Thanks!”

Adrienne Zulueta - Buzzgen

“I really do appreciate all your help. Most companies do not go the extra step these days. You always have for us.”

Mike Moore - CEO - WinDebt

WHAT PEOPLE ARE SAYING...

“insideARM provides fantastic visibility for my clients ...The budget I have allocated for my clients over the years has delivered the single best and easiest to measure ROI of any segment of the marketing budget. I would highly recommend allocating a portion of any B2B ARM marketing budget to insideARM.”

Jeff Dickey - President - Marcomm Strategists, Inc.



CONTACT

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LINDSEY WALTERS



YOU'RE LOSING THE EXPOSURE YOU DESERVE. Let's fix it. insideARM.com brings years of ARM industry experience to any marketing project. We're here to help you improve your marketing processes — and get you the exposure you have been searching for. We welcome you to contact us for more information or to tell us more about you.

