

# MEDIA KIT

The trusted source for business leaders.  
The strategic investment for brands.

JANUARY – DECEMBER 2026



Powering essential coverage, data and events for professionals across diverse global industries.

100 YEARS

For more than a century, our portfolio of 25 influential media brands has been committed to authoritative journalism and deep sector expertise, earning the trust of business decision-makers.

→ Indispensable  
Industry Coverage

→ Exclusive Access  
To Data

→ Unmatched  
Editorial Depth





Where business leaders turn for  
insights, connection  
and action.

**740K**

SUBSCRIBERS

**50M**

ANNUAL SITE  
VISITORS

**88K**

ANNUAL EVENT  
ATTENDEES

**137**

ANNUAL  
EVENTS

# Industry and regional coverage

ADVERTISING	AUTOMOTIVE	ENERGY	FINANCE	HEALTHCARE	POLYMERS	STAFFING
<b>AdAge</b>	<b>Automotive News</b>	CRAIN'S CITY BRANDS	CRAIN'S CITY BRANDS	CRAIN'S CITY BRANDS	CRAIN'S CITY BRANDS	CRAIN'S CITY BRANDS
CRAIN'S CITY BRANDS	<b>Automotive News Canada</b>	<b>HART ENERGY</b>	<b>CRAIN CURRENCY</b>	 <b>genomeweb</b>	<b>Plastics News</b>	<b>SIA</b>
	<b>Automotive News Europe</b>	<b>Oil and Gas Investor</b>	<b>Pensions &amp; Investments</b>	<b>Modern Healthcare</b>	<b>Rubber News</b>	
	<b>Automobilwoche</b>	<b>MIDSTREAM BUSINESS</b>		 <b>PRECISION ONCOLOGY NEWS</b>	<b>TIRE BUSINESS</b>	
	CRAIN'S CITY BRANDS			<b>360 Dx</b>	<b>sustainable Plastics</b>	
					<b>Urethanes TECHNOLOGY INTERNATIONAL</b>	

Crain's City Brands include: Crain's Chicago Business, Crain's Cleveland Business, Crain's Grand Rapids Business, Crain's Detroit Business and Crain's New York Business

# 63%

of readers are director-level or higher — including 46% VP+ and 37% C-suite

## Crain brands provide unparalleled access to an elite business audience

- Our readers are 2.4× more likely to hold a bachelor's degree than the average American adult
- 50% of our readers hold an advanced degree — more than 3.5× the national average
- Our audience's average household income of \$358K is more than 3.5× the U.S. average of \$102K

### Top Addressable Audience Segments:

<b>566K</b>	C-Suite
<b>396K</b>	With 10k+ employees
<b>1.5M</b>	Finance
<b>997K</b>	Healthcare Professionals
<b>627K</b>	Marketing Professionals
<b>268K</b>	Operations
<b>254K</b>	Manufacturing
<b>152K</b>	Business Services

# Our readers value Crain's content because it is:

- Trustworthy
- Relevant
- Helps them make decisions

**88%**

read Crain to stay informed and up to date with the latest industry news

**74%**

say Crain gives them something to discuss with colleagues

**86%**

Report Crain boosts their success — from gaining an edge to improving operations



“

Crain provides  
thoughtful insights  
that help me  
stay competitive  
and make better decisions at work.”

CRAIN READER

Reasons to subscribe study conducted 2022

# With a highly engaged, influential audience in each sector, our platforms enable brands to drive results that matter.

→ Tell Meaningful Stories

→ Connect With Qualified Audiences

→ Drive Results That Matter

# 86%

of advertisers would work with us again on a future campaign, specifically citing our ability to reach their target audience and our strong brand reputation.

“

We couldn't have asked for better partners on this project. Feeling very grateful to have had this opportunity to team up with you and everyone at Crain's to produce such fantastic content."

COMMUNICATIONS  
PROVIDER



We appreciate your thoughtful guidance and that you are consistently adding value to our partnership.”

MARKETING DIRECTOR  
ECONOMIC DEVELOPMENT PARTNER



# Strategic solutions. Measurable outcomes.

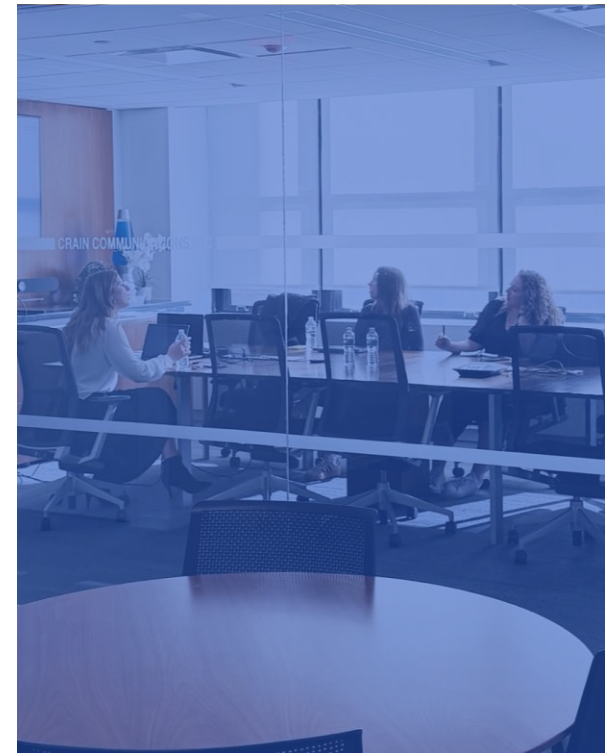
Crain collaborates with partners to deliver customized, full funnel advertising solutions built on extensive industry knowledge, content expertise and direct access to decision makers.



Driven by data and deep audience insights



Powered by content and marketing strategists



# Our products meet your marketing goals

	BRAND AWARENESS	LEAD GENERATION	THOUGHT LEADERSHIP	RESEARCH & INSIGHTS
Digital Campaigns	☉			
Branded Content	☉	☉	☉	
Custom Research	☉		☉	☉
Native Advertising	☉		☉	
Print Inserts	☉		☉	
White Papers	☉	☉	☉	☉
Webinars	☉	☉	☉	☉
Conference Sponsorships	☉	☉	☉	
Bespoke Experiences	☉	☉	☉	
Advanced Targeting	☉	☉		☉



genomeweb

# Molecular Focus, Global Reach

GenomeWeb Media Group is the leading source of in-depth news and analysis on genomics, precision medicine and diagnostics. Since launching in 2000, its portfolio has expanded to include 360Dx, Precision Medicine Online (PMO), and industry-focused conferences. With a reach that spans pharma, biotech, academia, diagnostics and clinical settings, GenomeWeb offers highly targeted marketing opportunities to connect with key decision-makers.

We cover:

- Business News
- In Vitro Diagnostics
- Precision Medicine
- Research News
- Tools and Technology
- Policy, Regulatory, and Reimbursement

[Learn more about our newsroom.](#)



Key audience segments by organization type for the GenomeWeb Media Group based on average monthly visitors:

**88K**

ACADEMIC  
RESEARCH

**54K**

PHARMA/  
BIOPHARMA R&D

**38K**

HOSPITALS/  
PRIVATE PRACTICE

Serving an audience spanning molecular biology research to the clinical implementation of precision medicine.

**36K**

DIAGNOSTIC  
DEVELOPERS

**36K**

CRO/GENOMIC  
SERVICES PROVIDER

**19K**

CLINICAL  
LABS

# Deeply engaged and action-oriented

GenomeWeb Media Group readers rely on us to  
lead with confidence.

**175K**

SUBSCRIBE TO  
AT LEAST ONE  
NEWSLETTER

**48K**

ARE PAID  
PREMIUM  
SUBSCRIPTIONS

**2**

AVERAGE  
ARTICLES READ  
PER VISIT

**6**

MINUTES SPENT  
FOR PREMIUM  
USERS

# GenomeWeb Media Group engages audiences across key channels

**122K**

GenomeWeb  
newsletter subscribers

**43K**

360Dx newsletter  
subscribers

**40K**

Precision Medicine Online  
newsletter subscribers

**29K**

annual in person and  
virtual event attendees

**600K**

monthly page views  
across all three sites



**Seamlessly connecting with professionals  
wherever they consume content**

# Our newsrooms cover key annual events

DATE	CONFERENCE	DEDICATED NEWSLETTER
January 2026	JP Morgan Healthcare Conference	.
February 2026	AGBT	.
March 2026	AAC Annual Meeting	.
March 2026	ACMG Annual Meeting	.
March 2026	ABRF Annual Meeting	.
April 2026	AACR Annual Meeting	.
April 2026	ESCMID	.
May 2026	ASGCT Annual Meeting	.
June 2026	ASCO Annual Meeting	.
June 2026	ASM Microbe	.
June 2026	AMP Europe	.
July 2026	ADLM Annual Meeting	.
July 2026	AAIC	.
October 2026	ESMO Congress	.
October 2026	ASHG Annual Meeting	.
November 2026	NSGC Annual Conference	.
November 2026	AMP Annual Meeting	.
December 2026	SABCS	.
December 2026	ASH Annual Meeting	.

# Where conversations start — and your brand belongs.

With five conference-adjacent networking events and three editorial events annually, GenomeWeb puts your brand face-to-face with decision-makers.

Take the stage, lead the conversation, or host a custom experience — our events are built to amplify your presence and connect you to the right audience.



**27K**

Leads delivered to webinar sponsors in 12 months

**300**

Average attendees at each networking event

**200**

Average topic-focused conference attendees

# GenomeWeb Media Group Event Calendar

## APRIL

AACR Networking Event: Single Sponsorship  
San Diego, CA

## JUNE

ASCO In-Person Molecular Tumor Board Event  
Chicago, IL

Multiomics in Precision Medicine  
Philadelphia, PA

## JULY

ADLM Networking Event: Single Sponsorship  
Anaheim, CA

## SEPTEMBER

Advances in Single-Cell and Spatial Biology  
San Diego, CA

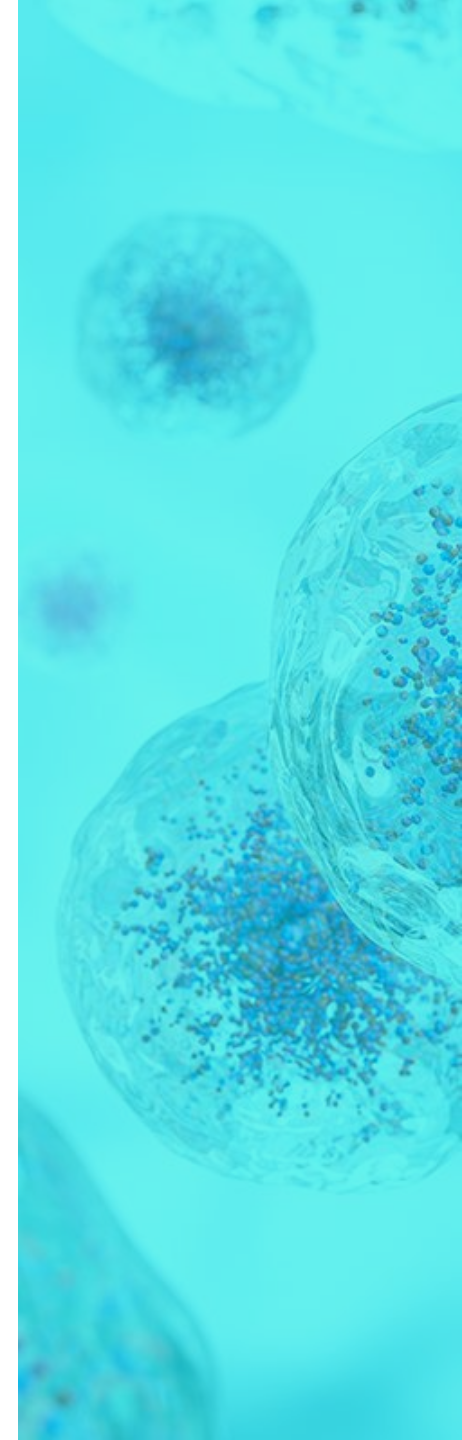
## OCTOBER

ASHG Networking Event: Single Sponsorship  
Montreal, Canada

## NOVEMBER

Precision Oncology and Diagnostics  
New York, NY

AMP Networking Event: Single Sponsorship  
Seattle, WA



# Custom Content Studio

Strategic storytelling experiences that connect brands with their target audiences. The GenomeWeb Custom Content Team will work with you to showcase your own content or materials produced by our in-house custom editorial staff.



Virtual Events



Narrative Content



Microsites



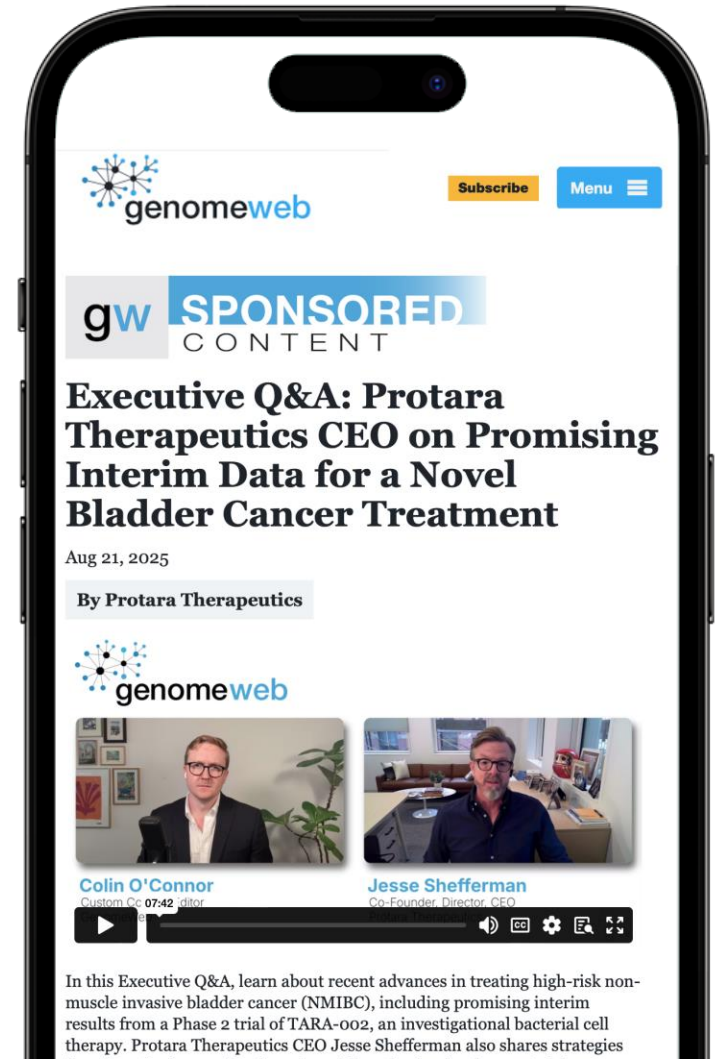
Custom Newsletters



Market Research



Audio & Video



2025 Winner:



Best Use of Native Advertising/Sponsored



Content Campaign-Magazine Series

CASE STUDY

# Clinical Diagnostics Reference Material Provider

- **Objective:** Raise awareness among clinical genomics community of the need for reference materials
- **Solution:** Launching in 2017, this program has been renewed every year since and includes a webinar, custom survey and custom content program which feeds a custom channel featuring program content and client educational resources alongside relevant GenomeWeb content

8K

leads over  
8 years

85

qualified leads  
per month

125%

above average  
newsletter CTR



CASE STUDY

# Pharmaceutical Company

→ **Objective:** Raise awareness among oncologists and labs about the need for biomarker testing at the time of diagnosis of metastatic colorectal cancer

→ **Solution:** Webinar and Topic Takeover package, providing awareness and thought leadership to a highly targeted audience

# 350

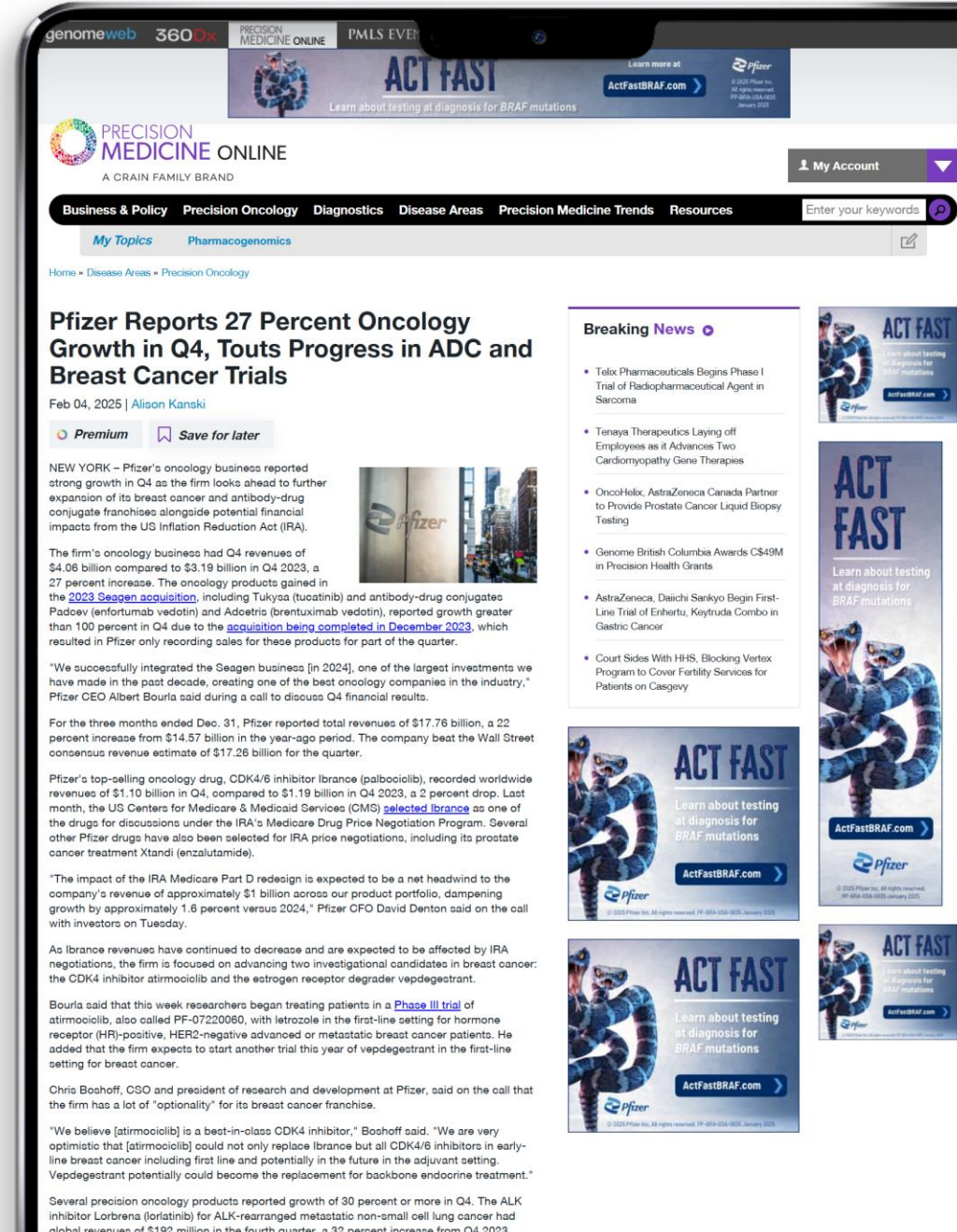
highly qualified leads delivered

# 2X

page view benchmark

# 33%

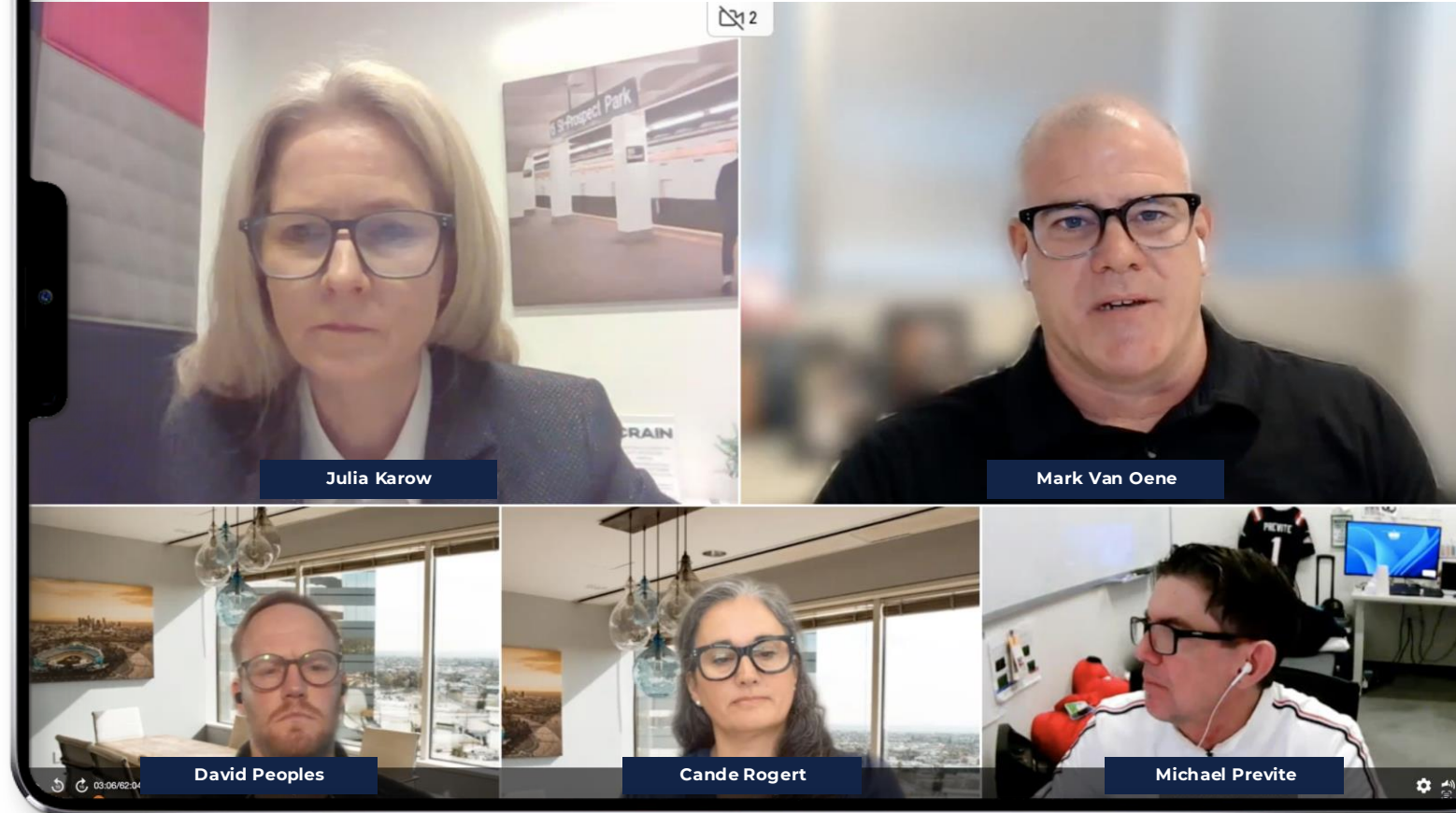
increased CTR on newsletter takeover



CASE STUDY

# Life Science OEM Provider

- **Objective:** Position the company as a leader in supporting technology for emerging life science tools
- **Solution:** Custom editorial Virtual Roundtable on considerations for developing “next-next gen” sequencing platforms — expert panel included executives from sequencing technology developers



# 805

leads – double average  
webinar registrants

# 93

downloads of sponsor’s  
educational assets

# THANK YOU

For more details on our solutions or a custom proposal for your goals please contact:

## Victoria Macomber

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## Drew Thornley

West Coast Media Sales Director  
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## Carla Avila

Midwest Media Sales Director  
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# THANK YOU

For more details on our solutions or a custom proposal for your goals please contact:

**Victoria Macomber**

East Coast Media Sales Director

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# THANK YOU

For more details on our solutions or a custom proposal for your goals please contact:

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# THANK YOU

For more details on our solutions or a custom proposal for your goals please contact:

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Midwest Media Sales Director

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[carla.avila@genomeweb.com](mailto:carla.avila@genomeweb.com)

## APPENDIX

# GenomeWeb custom content products

### TOPIC TAKEOVERS

- Highly targeted online display and newsletter-based branding program built around our content keywords.
- Takeover includes seven ad units on article pages, with placement determined by the program's topical theme.
- Custom newsletters are targeted to readers interested in the topical theme.

### WEBINARS

- Our dedicated webinar team works with you to co-host and market an informative online seminar program that delivers hundreds of high-quality leads.
- Multichannel marketing program delivers four months of branding.
- Detailed event report includes contact details of all registered delegates, details of all questions asked, and results of surveys or polls conducted during the event.

### GENOMEWEB EBOOKS

- Partner with the most trusted name in life science journalism to produce an educational eBook on a topic of your choice.
- Excellent thought leadership and content marketing opportunity.
- Promote the eBook through GenomeWeb's pay-per-lead program to help build your lead pipeline.

### EXECUTIVE Q&A VIDEOS

- Highlight your company's thought leadership with a custom Q&A video produced by GenomeWeb's Custom Content team.
- These 5-minute videos are a great way to showcase your company's rising stars and your commitment to science and innovation.

## APPENDIX

# GenomeWeb custom content products (con't.)

### VIRTUAL LUNCH AND LEARNS

- Account-based marketing program invites your top prospects to an intimate, interactive virtual event.
- Invite select organizations to hear your internal speaker or customer showcase your benefits. Attendees receive a lunch voucher to encourage participation.

### VIRTUAL ROUNDTABLES

- Editorially driven online events produced and moderated by the GenomeWeb newsroom gather high-profile opinion leaders to discuss key trends.
- Sponsor receives names and contact information for all registrants for the live event as well as on-demand recording, including engagement statistics and all questions asked during the event.
- Copy of recording to share for your own use.
- Print-ready written summary of the roundtable discussion for follow-on content marketing.

### SPONSORED CONTENT

- News-style article hosted on the GenomeWeb sites. GenomeWeb drives traffic to these pages via onsite ads and bulletin ads.
- Best suited for thought leadership and brand awareness.
- The GenomeWeb Custom Content team can work with you to write a Sponsored Content piece.

## APPENDIX

# GenomeWeb custom content products (con't.)

### CUSTOM SURVEYS

- GenomeWeb's editorial and marketing teams will work with you to develop a survey that will deliver valuable insights to your internal teams.
- Turnkey offering: GenomeWeb designs and hosts the survey, manages eblasts, analyzes the data, and produces a printer-friendly detailed report.

### CUSTOM PODCAST SERIES

- Leverage GenomeWeb's partnership with MendelsPod to sponsor a podcast series on a topic of your choice, or one selected by the GenomeWeb and Mendelspod editorial teams
- Sponsor acknowledgment at beginning and end of each show
- Cross-marketing to Mendelspod and GenomeWeb subscribers across all channels: onsite, newsletter placements, and eblasts.

### E-CASE STUDIES

- Short (15-minute) pre-recorded videos in which your customers present real-world examples of how they are using your products in their research workflows.
- Recorded as on-demand video presentations, including your customer's presentation followed by a Q&A with a GenomeWeb moderator.
- GenomeWeb also provides a PDF transcript for each E-Case Study.
- Use the recording and PDF in your content marketing efforts or in GenomeWeb's pay-per lead program.

APPENDIX GenomeWeb Readership as of July 2025

ORGANIZATION TYPE	PHARMA / BIO	NON-PROFIT RESEARCH	SERVICE PROVIDERS	IVD DEVELOPERS	CLINICAL LABS / HOSPITALS	VENDORS	PROF SERVICES
Pharmaceutical/Biopharmaceutical Company	28,611						
Ag-Bio Company	6,236						
Core Lab		7,285					
Academic/University/Nonprofit Research Institute		50,008					
Government Agency		7,167					
Contract Research Organization			6,864				
Genomic Services Provider			20,543				
Diagnostic Developer				23,278			
Reference/Clinical Lab/Hospital CLIA Lab					4,415		
CLIA Lab: Independent					6,630		
CLIA Lab: Physician/Group Practice					1,191		
Academic Medical Center/Hospital					17,393		
Private/Group Medical Practice					5,818		
Instrument Manufacturer/Vendor						24,787	
Management Consultant/Venture Capital/Law Firm							17,017
Public Relations/Advertising Firm							8,023

APPENDIX 360Dx Readership as of July 2025

ORGANIZATION TYPE	PHARMA / BIO	NON-PROFIT RESEARCH	SERVICE PROVIDERS	IVD DEVELOPERS	CLINICAL LABS / HOSPITALS	VENDORS	PROF SERVICES
Hospital/Medical Center	4,109						
CLIA Lab: Hospital	1,556						
CLIA Lab: Independent	3,501						
CLIA Lab: Physician/Group Practice	827						
Private/Group Medical Practice	2,585						
Diagnostic Developer		12,041					
Genomic Services Provider			1,821				
Contract Research Organization			1,783				
Academic/University/Nonprofit Research Institute				6,254			
Core Lab				2,459			
Government Agency				1,308			
Pharmaceutical/Biopharmaceutical Company					6,487		
Ag-Bio Company					1,378		
Instrument Manufacturer/Vendor						8,841	
Management Consultant/Venture Capital/Law Firm							6,087
Public Relations/Advertising Firm							2,910

APPENDIX Precision Medicine Online Readership as of July 2025

ORGANIZATION TYPE	PHARMA / BIO	NON-PROFIT RESEARCH	SERVICE PROVIDERS	IVD DEVELOPERS	CLINICAL LABS / HOSPITALS	VENDORS	PROF SERVICES
Pharmaceutical/Biopharmaceutical Company	10,677						
Ag-Bio Company	872						
Core Lab		605					
Academic/University/Nonprofit Research Institute		7288					
Government Agency		2,187					
Contract Research Organization			1,408				
Genomic Services Provider			1,848				
Diagnostic Developer				2,001			
CLIA Lab: Hospital					368		
CLIA Lab: Independent					929		
CLIA Lab: Physician/Group Practice					225		
Medical Center/Hospital					3,778		
Private/Group Medical Practice					2,289		
Instrument Manufacturer/Vendor						1,195	
Management Consultant/Venture Capital/Law Firm							3,460
Public Relations/Advertising Firm							3,661

## Genomeweb

Stat	Source
Audience Demographics	GenomeWeb Registration Demographics as of August 2025
Key Audience Segments by Organization Type by Average Monthly Visitors	Adobe Analytics (GenomeWeb, 360Dx, and Precision Medicine Online)
Newsletter Subscribers	SailThru
Website Traffic	Adobe Analytics, 2025 average YTD as of August 2025
Event Attendance	On24, Cvent, and Eventbrite registration data
Paid Premium Subscribers	Pelcro

# Crain Communications

Stat	Source
88% read Crain to stay informed and up to date with the latest industry news	Internal survey among Crain readers, n=2298, conducted 2022 among readers of Ad Age, Automotive News, Crain's Chicago Business, Crain's Cleveland Business, Crain's Detroit Business, Crain's New York Business, Modern Healthcare, Plastics News, Pensions & Investments, Rubber News, Tire Business
74% say Crain gives them something to discuss with colleagues	Internal survey among Crain readers, n=1742, conducted 2022 among employed readers of Ad Age, Automotive News, Crain's Chicago Business, Crain's Cleveland Business, Crain's Detroit Business, Crain's New York Business, Modern Healthcare, Plastics News, Pensions & Investments, Rubber News, Tire Business
86% report that reading Crain helps them succeed — from gaining competitive edge to improving operations 63% of readers are director-level or higher — including 46% VP+ and 37% C-suite	Internal survey among Crain readers, n=1489, conducted 2022 among employed readers of Ad Age, Automotive News, Crain's Chicago Business, Crain's Cleveland Business, Crain's Detroit Business, Crain's New York Business, Modern Healthcare, Plastics News, Pensions & Investments, Rubber News, Tire Business
50% read Crain every day, primarily in the morning, during the workday and when they receive a newsletter Crain provides thoughtful insights that help me stay competitive and make better decisions at work	Internal reasons to subscribe study conducted 2022
C-Suite executives are 2.6x more likely to visit Crain Employees of companies with 1B+ in revenue or +10K employees are 1.5x more likely to visit Crain. A greater share of industry executives choose Crain over other B2B destinations: Healthcare Pros (3.3x), Finance (4.4x), Marketing (3.6x), Legal (3.3x), HR (2.9x), IT (2.9x), Sales (2.6x)	Bombora: Comparing Crain's addressable audience across the entire Bombora Co-Op of 5,000+ B2B sites
86% of advertisers would work with us again on a future campaign, specifically citing our ability to reach their target audience and our strong brand reputation	Survey conducted with advertisers at Crain's Detroit, Crain's Chicago, Ad Age, P&I, Crain's Cleveland, Crain's Grand Rapids, and Modern Healthcare between February-July 2025
Our readers are 2.4x more likely to hold a bachelor's degree than the average American Most of our readers (50%) hold an advanced degree—more than 3.5x the national average”	Internal survey of readers of Ad Age, Crain's Chicago Business, Crain's Cleveland Business, Crain's Detroit Business, Crain's Grand Rapids, Crain's New York, Modern Healthcare, Rubber News, Tire Business Pew Research Center, “10 facts about today's college graduates”, April 2022
Our audience's average household income is more than 3.5x the U.S. average.	Internal survey of readers of Ad Age, Crain's Chicago Business, Crain's Cleveland Business, Crain's Detroit Business, Crain's Grand Rapids, Crain's New York, Modern Healthcare U.S. Census Bureau, Income in the United States: 2023 (published May 2024)
740k Subscribers 50M Annual Site Visitors 34K Annual Event Attendees	Pelcro, July 2024 - July 2025 Adobe Analytics July 2024 - July 2025 CVENT 2024