

2024 Media Kit

CONNECTED
WORLD

THE
PEGGY SMEDLEY
SHOW

www.connectedworld.com
www.peggysmedleyshow.com

CONNECTED[®] WORLD

871,117

page impressions per
month

172,0200

visits per month

105,106

unique users per month

77,560

IoT Insider newsletter
subscribers

94,000

social

Connects people, products, and processes.

The Power of Connected World

Connected World is all about helping leaders understand and navigate the digital transformation journey in the 21st century.

Connected World masterfully highlights the best predictions when seeking to make decisions in the Internet of Things, artificial intelligence, big data, 5G, cloud, machine learning, digital twins, cybersecurity, edge, mobile, collaboration, workforce transformation, and sustainability of any innovation.

Connected World is about connecting people, technology, data, machines, and processes to make the best decisions for their business.

Thought-provoking, relevant, and always looking to the future, *Connected World* has a distinct voice and vision that is simply influential.

Who Is The Audience?

Connected World advises business leaders who are making decisions and who are interested in the way the IoT, AI, machine learning, digital transformation, sustainability, cybersecurity, and digital twin shapes industries.

Mission

To influence a sustainable future through digital transformation, innovation, and STEM leaders.

The Influence

Connected World readers want to see, know, create, and purchase technology and develop processes long before anyone else. They want to help shape the market and be the market leaders through insightful analysis and innovation.

Connected World speaks to the heart of emerging trends, altering every facet of our world.

That is why they come to *Connected World* each month for the trends and vision to help them on their journey into:

- IoT
- Cloud/5G/Edge
- Digital Transformation
- AI/ML/Intelligence
- AR/VR/Digital Twins
- Deep Learning
- Green/Climate
- Security
- Infrastructure/EVs
- Quantum Computing
- Big Data
- Cybersecurity
- Sustainability
- Workforce Transformation
- Blockchain
- Manufacturing
- Agriculture
- Transportation
- Infrastructure
- Construction
- Smart Cities
- Smart Buildings
- Healthcare/EMT
- Utilities/Energy
- Financial
- Telco Industry
- Government/ Education
- Security
- Retail/Hospitality
- Data Centers

CONNECTED[®] WORLD

IoT Expert and Industry Influencer

Every company needs to gain a competitive advantage by working with someone who is influential and has the distinct perspective that speaks at the heart of industry needs. That is exactly what Peggy Smedley offers.

As an award-winning journalist, author, speaker, influencer, and futurist Peggy offers more than 25 years of technology and writing experience to help companies understand how to leverage digital transformation and innovation for a more sustainable future. Whether it's IoT, AI, digital twins, manufacturing, or infrastructure, she puts all this together.

She has interviewed hundreds of people and continues to gain tech insights that redefine her quality of journalism.

Types of Influencing

- Radio
- Host
- Content
- Social Media
- Panelist
- Video
- Moderator
- Topic Expert

Thought Leader

- A proven track record of quantifiable results and ongoing success for our partners.
- Strategic vision with targeted tactical executions that receive the results our clients seek.
- Increased awareness, engagement, and results.
- Targeted messaging that delivers ROI.

Peggy Speaks On

SUSTAINABILITY:

- Resiliency
- Circularity
- Climate change

DIGITAL TRANSPARENCY:

- Disruptive Technology
- Product Development and Delivery
- Data and Edge

INNOVATION:

- You can't manage, what you don't measure
- Creating efficiency remotely
- Digital transformation as a journey
- Blockchain as a business

WOMEN IN BUSINESS:

- Pressures of today's entrepreneurs
- Moving beyond COVID
- Ethical female leaders

TECHNOLOGY:

- Taking the IoT journey
- Breaking down analysts' predictions
- Connecting of everything

FUTURE OF WORK:

- Next generation workspaces
- Managing the skills and labor gap
- Engaging workers with next gen

INDUSTRY TRENDS:

- 5G and innovation
- Protecting you, your data, and your workers
- Services and execution

Recognition

(#1 out of) 100 Best IoT Blogs and Websites
December 2023
FeedSpot

125 Podcasts from Thinkers360 Thought Leaders You Should Listen To in 2024
December 2023
Thinkers360.com

Who's Who in 5G? Top 50 Influencers to Follow
June 2023
Onalytica

Top 50 Global Thought Leaders and Influencers on Sustainability in 2023
June 2023
Thinkers360.com

Top 14 Construction Podcasts for 2023
May 2023
Trimble Construction

Top 23 Construction Tech Influencers You Should Follow on LinkedIn
May 2023
Imerso

Top 50 Global Thought Leaders and Influencers on Internet of Things in 2023
March 2023
Thinkers360.com

Stay Ahead of the IoT Curve: 10 Experts Shaping the Industry
February 2023
readwrite

Top 10 Experts Shaping the IoT Industry in the Year 2023
February 2023
Analytics Insight

Excellence in Journalism Award
March 2019, ASCE

CONNECTED[®] WORLD

105,106
unique users/month

172,020
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77,560
IoT Insider Newsletter

150,000
podcast listeners

94,000
social followers

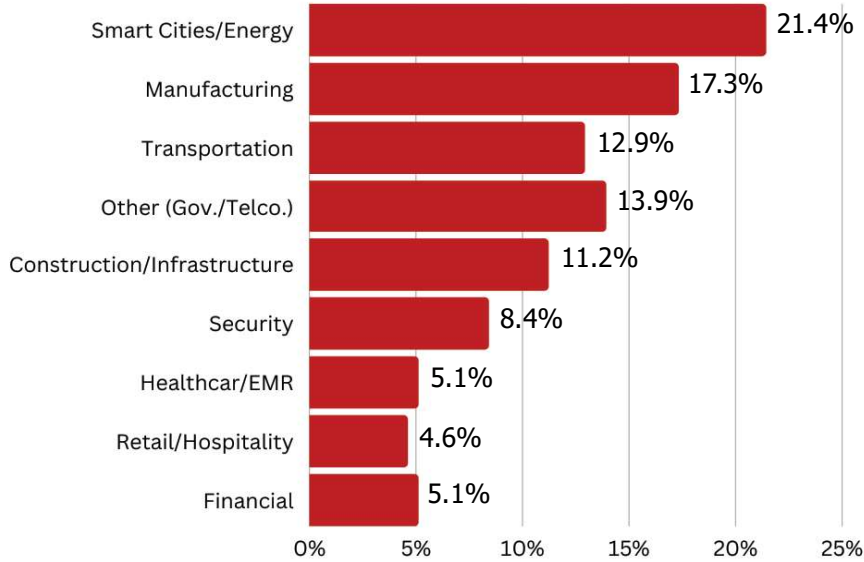
Unlimited
social media influencer
custom content

Website banners are available in the following sizes: 600x300, 336x280, and 300x250.
Contact us for more information on banners.

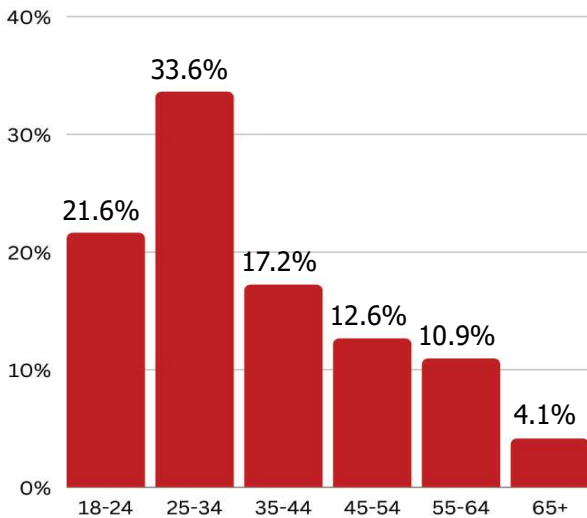
MORE INFO >

For more information, reach out to us at:
E: info@connectedworld.com
W: connectedworld.com

Industry

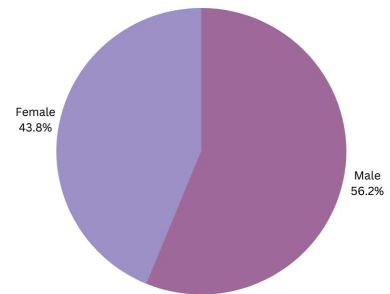


Age

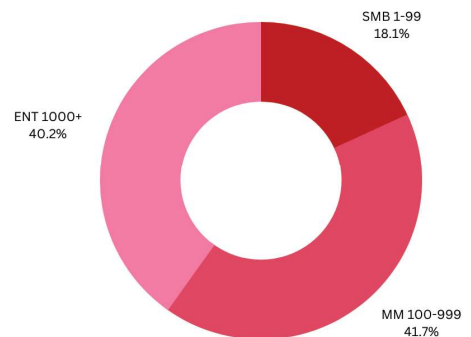


*Publisher's Statement 2023

Gender



Business



CONNECTED[®] WORLD

77,560
IoT Insider Newsletter
Subscribers

IoT Insider Enewsletter

Each Friday morning, *Connected World's* weekly newsletter, the IoT Insider, is distributed to our opt-in subscriber list of 77,560. The weekly newsletter highlights the news analysis, a feature, Peggy's blog, a podcast radio segment, and contributed articles.

There are two sponsorships available each week.

600x300, non-animated banners are accepted for newsletter sponsorships.

Content Tracking Analytics

- Audience Influencer
- Content Measuring
- Social Media Intelligence
- Tactical Engagement
- Readership Monitoring
- Benchmarking/KPIs
- Client Communication
- Campaign/Advert Reporting

Social Media

Hang out with Peggy Smedley, and all her followers, on social media!

This is a great way to reach people who want information instantaneously. Peggy Smedley has proven to be a great influencer across all of the social media channels she reaches.

When you want a message to be seen, Peggy Smedley and her social media team amplify your message to the right people. It's a strategy that's more than posting something on a social site. It's knowing what and when to get people to react to it.



28,000 FOLLOWERS



18,500 FOLLOWERS



25,000 MEMBERS

Connected World 2024 Editorial Calendar

JANUARY	01.02.24	2024 Outlook #BIM #Quantum #ML #AI
FEBRUARY	02.01.24	Manufacturing: The Future Plant Is Here! #manufacturing #robotics #supplychain
MARCH	03.01.24	Infrastructure and Sustainability: What's Next? #sustainability #infrastructure #energy
APRIL	04.01.24	Construction: Building Big #construction #infrastructure #digitaltwin #bigdata
MAY	05.01.24	Cyberthreats: Who's Watching Us? #cybersecurity #security #cyberattack
JUNE	06.03.24	Six Months Into 24: Generative AI #AI #genAI #ML
JULY	07.01.24	Who Do I Hire? #futureofwork #workeroftomorrow
AUGUST	08.01.24	The Future of Food #food #foodtech #agriculture
SEPTEMBER	09.02.24	Rise of Medical Miracles #healthcare #healthtech #medical
OCTOBER	10.01.24	Eye on Verticals #Industry40 #energy #manufacturing
NOVEMBER	11.1.24	Automotive's Race for Excellence #automotive #mobility #EV
DECEMBER	12.2.24	A Year in Review #cloud #5G #IoT #AI #edge

#IoT #AI #sustainability #machinelearning #bigdata #cybersecurity #digitaltransformation
#5G #quantum #cloud #workeroftomorrow

Peggy Smedley Podcast Channel

The Peggy Smedley Podcast Channel started in 2022, as an offshoot of its eponymous The Peggy Smedley Show. The Peggy Smedley Show began broadcasting as an Internet talk radio show on August 2008 with one singular goal in mind to educate B2B professionals on technology. The podcast has grown to be the No.1 IoT (Internet of Things) show with more than 850 episodes. Since then, Peggy Smedley has launched other podcasts that focus on sustainability, infrastructure, and digital transformation. Today the channel has four podcasts that air weekly on the channel.

The hallmark of the show is that the host conducts engaging interviews and shares her opinions every Tuesday with more than 115,000 listeners with a variety of influential business leaders. To date, the channel continues to grow 24 hours a day, 7 days a week as Peggy constantly engages in lively conversations with inspiring leaders and individuals across the globe who are leading the charge in sustainability, technology, future of work, buildings, and infrastructure.

What is The Peggy Smedley Show?

The Peggy Smedley Show, your voice for our connected world, is an authoritative conversation hosted by tech journalist and sustainability influencer, Peggy Smedley, with market leaders, authors, consultants, analysts, and more.

With an objective to keep listeners informed, entertained, and educated, The Peggy Smedley Show is ranked as the No. 1 IoT, digital transformation, and sustainability podcast. It is touted in industry for its original content and strong editorial storytelling.

Tune in for regular episodes to hear fascinating topics on enlightening conversations and opinion-forming and inspiring-technology discussions. Peggy Smedley presents a unique approach to the content and an artistic quality to address all the topics that are essential to her listenership, readership, and social media followers.

The Peggy Smedley Show broadcasts live every Tuesday from 12-1 p.m. CT, on peggysmedleyshow.com and is podcasted every Thursday, on Apple Podcasts, Spotify, Amazon Music, Audible, Deezer, Player FM, Samsung, Audacy, Gaana, JioSaavn, Google Play Music, iHeartRadio, and more.



About the Host

More than two decades ago, Peggy launched one of the most formative media companies to help businesses understand how disruptive and innovative technology will help them navigate the flood of digital transformation so they can remain viable and competitive. As a speaker, influencer, and futurist, Peggy was imperative in ushering in the IoT (Internet of Things) era and taking a leading role in guiding companies through what will happen next.

She is ambitious and immerses herself in technology always focusing on her listeners and helping them understand how technology will alter their businesses. Her second book, "Sustainable in a Circular World," is available on Amazon.

150,000
podcast listeners

522,596
page impressions per
month

162,253
visits per month

48,000
social followers

84,026
unique users per month

82,350
newsletter subscribers

Why The Peggy Smedley Show?

- The Peggy Smedley Show is ranked as the No. 1 IoT, digital transformation and sustainability podcast.
- It is highly regarded by industry for its original content and strong storytelling.
- Peggy's bantering with guests and listeners produces extraordinary conversations and draws exceptional social media engagements and discussions.

Advertisers Receive

- Content measuring
- Social media intelligence
- Benchmark/KPIs
- Listenership monitoring
- Campaign Reporting

Topics Discussed

- IoT
- Cloud
- AI
- 5G
- Edge Computing
- Machine Learning
- Deep Learning
- Worker Renewal
- Distracted Driving
- Sustainability
- EVs/Electrification
- Jobsite Transformation
- Blockchain
- Logistics
- Manufacturing
- Healthcare
- Transportation
- Smart Cities
- Construction
- Security
- Agriculture
- Infrastructure
- Residential
- Commercial
- Utilities/Energy
- Government
- Retail/Hospitality
- Financial

Peggy Smedley Show Newsletter

Every Monday, the newsletter is sent out promoting the live show the following day. It highlights the topics and guests on Tuesday's live broadcast show, as well as the links from the previous week's show, that have been podcasted.

On Thursday, a second email is sent, promoting the podcast of the show with a recap of each segment and links to the audio files.

There are two sponsorships available in each newsletter. 300x250, non-animated banners are accepted for newsletter sponsorships.

150,000
live and podcast
listeners

Podcast Statistics

- There are 504.9 million podcast listeners globally.#
- There are 5 million podcasts and 70 million episodes globally.#
- 78% of the U.S. population is aware of podcasts.#
- 22% of people listen to podcasts while driving.#
- The podcast industry market size is \$23.56 billion.#
- The podcasting industry in the U.S. will be worth \$4 billion in 2024.#
- As of early 2023, 75% of Americans ages 12 and older have listened to online audio in the past month, while 70% have listened in the past week.\$
- 88% of US podcast listeners tune in to their favorite podcasts for learning purposes, while approximately 87% do so for entertainment.^
- The Peggy Smedley Show has over 2,000 episodes on Apple Podcasts, making it one of the most-popular U.S. podcasts for B2B listeners
- Apple and Spotify lead in podcast streaming

#37+ Podcast Statistics for 2024 (2024), Demandsage

\$Audio and Podcasting Fact Sheet (June 2023), Pew Research Center!

^23 Podcast Statistics You Should Know in 2023 (July 2023), Influencer Marketing Hub

82,350
newsletter subscribers

**"The 5 Best Internet of
Things Podcasts
You Should Listen To"**

January 2020, Solutions Review

Advertising Opportunities

Sponsor a segment or a broadcast theme promoting a technology, company, or solution. Each segment creates an opportunity to reach listeners seeking more technology insight, leading to enhanced business opportunities.

Video, radio, podcast

Digital campaigns that combine content in all social media mediums, with the on-air talent, coupled with video.

Live Read

Host will read commercial live on air during segment 1.

Product Review

Send us your products. Host will test them and do a live review on air.

"Brought to you by" sponsor

Advertiser name is read during live broadcast as segment sponsor.

Show Announcement

Let our audience know where you will be. Host will provide audience information on what industry events you will be at and how to see you in person.

Host Appearance

Have the host attend your event and/or broadcast live from your event.

30-second commercial

One 30-second commercial to air between segments.

Segment Sponsor

- 15 or 30-minute guest on the show
- Write-up of guest segment in enewsletter
- Prepromotion of interview via social media
- Podcast promoted via social media
- Audio link

Topic Sponsorship

- Mentions in all shows during the month you choose to sponsor
- A 30-minute guest on the show
- Banner on the website for the month
- Social media promotion

Custom Podcast

- Turn an episode of the show in to your own
- Host will introduce the show
- Sponsor on to have one or two guests on show
- Write-up of each guest segment in enewsletter
- Prepromotion of interview via social media
- Podcast promoted via social media
- Audio link
- Promotion on *Connected World*

Look Who's Talking

Transcription of interview from **The Peggy Smedley Show** will be written up and posted on connectedworld.com homepage for one month and archived indefinitely.

You have an opportunity to:

- Reach a large mass audience
- Do spotlight advertising
- Personalize and customize
- Tap into vertically themed advertising

MORE INFO >

For more information, reach out to us at:
E: TPSS@specialtypub.com
W: peggysmedleyshow.com

The Peggy Smedley Show 2024 Calendar

JANUARY

2024 Outlook

#BIM #Quantum #ML #AI

FEBRUARY

Manufacturing: The Future Plant Is Here!

#manufacturing #robotics #supplychain

MARCH

Infrastructure and Sustainability: What's Next?

#Sustainability #infrastructure #energy

APRIL

Construction: Building Big

#construction #infrastructure
#digitaltwin #big data

MAY

Cyberthreats: Who's Watching Us

#cybersecurity #security #cyberattack

JUNE

Six Months Into 24: Generative AI

#AI #genAI #ML

JULY

Who Do I Hire?

#futureofwork #workeroftomorrow

AUGUST

The Future of Food

#food #foodtech #agriculture

SEPTEMBER

Rise of Medical Miracles

#healthcare #healthtech #medical

OCTOBER

Eye on Verticals

#Industry40 #energy #manufacturing

NOVEMBER

Automotive's Race for Excellence

#automotive #mobility #EV

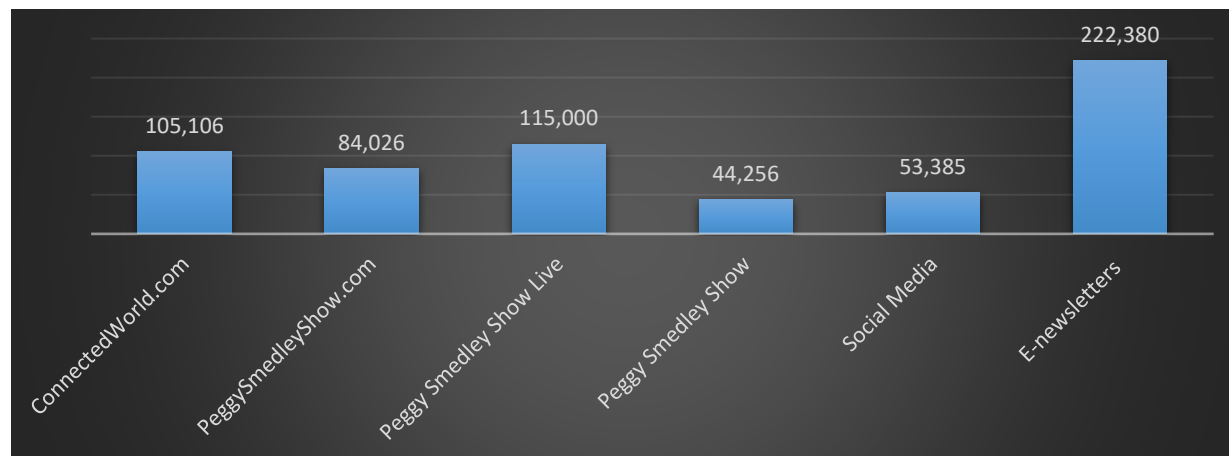
DECEMBER

A Year in Review

#cloud #5G #IoT #AI #edge



TOTAL GROSS CONTACTS: 579,897*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
The Peggy Smedley Show	Average Live Listeners	115,000
	Podcast Downloads	44,256
Websites: ConnectedWorld.com/ Constructech	Average Page Impressions/month	871,117
	Average Visits	172,020
	Average Unique Users	105,106
PeggySmedleyShow.com	Average Page Impressions/month	522,596
	Average Visits	162,253
	Average Unique Users	84,026
E-newsletters	Average Net Distribution Per Issue:	
	Connected World	77,560
	The Peggy Smedley Show	82,350
	Constructech	80,470
Social Media	Twitter Followers	28,126
	LinkedIn Members	25,259

*Total Gross include, Unique Users, Peggy Smedley Show, E-newsletter Average, Social Media Gross Data is contained in this report. There was no attempt to eliminate duplicates.