

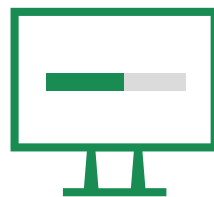
# Trade media: the key to credible B2B advertising

Over the pandemic, trade journals have seen reading intensify and appreciation grow. Audiences have sought robust, evidence-based information that explains what's happening in accessible terms.



# 75%

of managers **cite trade journals as important**



# 57%

**read trade media regularly**

## Why do readers prefer trade media?



**More credible** than business magazines and networks

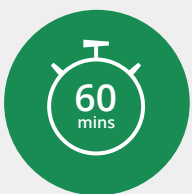


Editorial oversight **boosts confidence and impact**



**Reputation for insight**, accuracy and quality

## B2B: context is everything



**Intensive reading (>1 hour/week) improves processing and awareness.** An intensive reader is more likely to notice your advert.



**Trade journals offer a curated, thematic environment for advertising.** This adds value for readers, builds on their interest in a subject and translates a brand's reputation into compelling placed advertising.

Source: Dirk Engel, How Business-to-Business Advertising in Trade Media Works. Whitepaper, dfv Mediengruppe.

**Wiley Corporate Solutions helps you share your message with research audiences that value credibility.**

Our experienced team will be able to help you find the best way to meet your marketing goals, whether we're partnering with you to create content or helping you advertise in top journals.

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