



BUSINESS OF MARKETING

MEDIA PACK • 2026

**MOST COMPANIES TRY
TO REACH SENIOR
DECISION MAKERS.
WE GIVE THEM A
REASON TO ENGAGE.**

CMOs, chief revenue officers, VPs and commercial leaders. 140 unscripted conversations on the record, and the largest marketing community on LinkedIn. Already in the conversation you want to be part of.

2,477,993

COMMUNITY MEMBERS

854,301

ACTIVE IN THE PAST MONTH

50%+

LISTENERS VP LEVEL OR ABOVE

93%

AVERAGE COMPLETION

THEY DO NOT ANSWER COLD OUTREACH. THEY DO GIVE US AN HOUR.

Senior marketing leaders are the hardest audience in business to reach. They will, however, sit down for a conversation worth having.

Over six seasons we have recorded 140 of them, with CMOs, founders, presidents and commercial leaders at the world's biggest brands, agencies and platforms. On the record, and about the decisions themselves: what was tried, what it cost, what they would do differently.

That is why the audience stays. It is also why an organisation that wants to reach these people has something to work with here that it cannot buy as media anywhere else.

HOSTED BY

John Horsley, publisher of Adobe's CMO.com across EMEA for nearly a decade and founder of one of LinkedIn's largest marketing communities.

Justin Cooke, founder of Fortune Cookie, sold to WPP in 2012. Venture Partner at Northzone and former Chair of The Drum and of BIMA.

A seat on the show cannot be bought. Editorial judgement stays with us.

“TRUST AND CREDIBILITY IS THE NEW CURRENCY IN B2B.”

MILKA PRIVODANOVA

VP Marketing Solutions, Large Customers International, LinkedIn

Episode 98

THE AUDIENCE

WHO IS LISTENING, AND WHO IS IN THE ROOM.

OUR LISTENERS

1M+

Streams and plays across all formats since 2023

50%+

VP level or above

93%

Average completion. They stay to the end

OUR COMMUNITY

2,477,993

Members. The largest marketing community on LinkedIn

854,301

Active in the past month, up 2% in seven days. More than one in three

250,000+

At founder, owner, chief executive or managing director level. A floor, not a ceiling

REACH AND MAKE-UP

19.7M

Post views across 1,402 posts in 12 months

14,000

Members reached by a typical post

1 IN 5

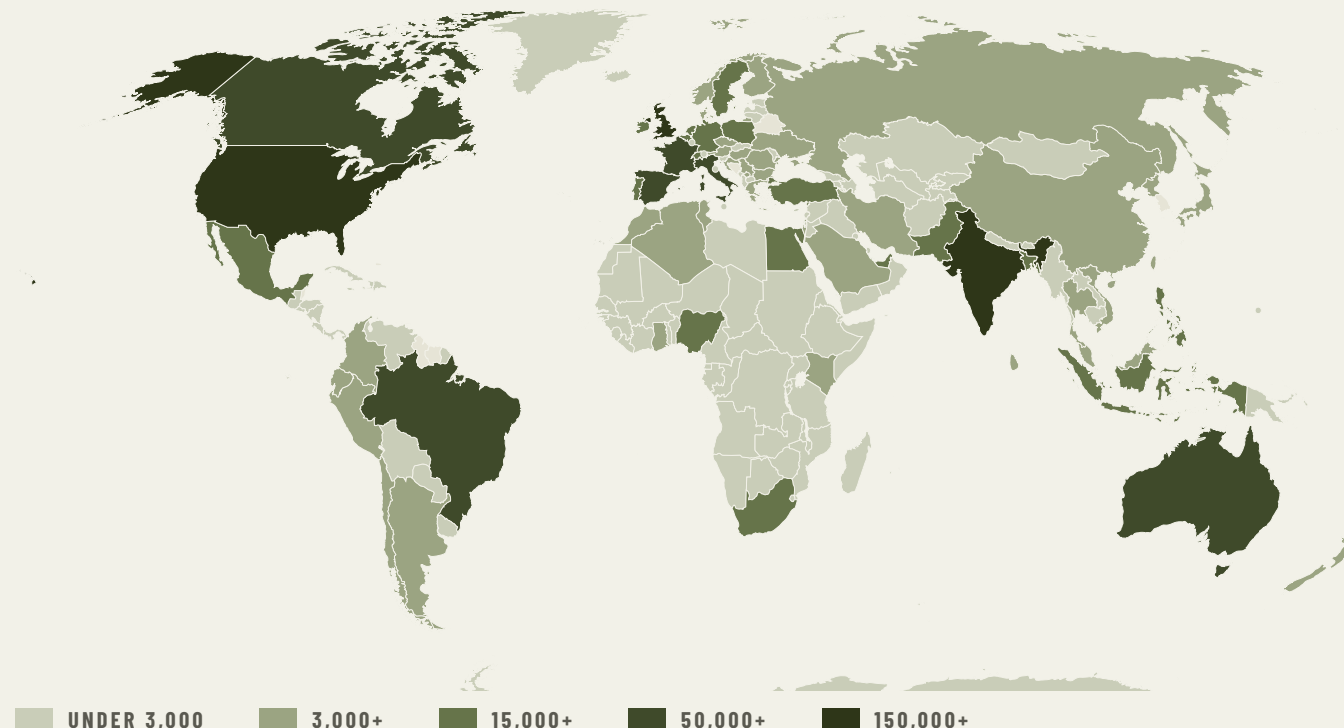
Works in marketing and advertising. Another one in six works in technology

Marketing and advertising, IT and services, software, consulting, financial services and internet businesses account for 43% of the community. Every submission is read, the community is reviewed three times a day, and every published post carries a moderator comment, which is why a contributed article lands as editorial rather than as noise.



WHERE THE COMMUNITY IS

2.5 MILLION MEMBERS, IN EVERY MARKET YOU SELL INTO.



BY REGION

47%

EMEA

30%

Americas

23%

Asia Pacific

LARGEST MARKETS

United States 584,521

India 265,988

United Kingdom 196,144

France 106,043

Canada 78,753

Australia 63,152

Brazil 61,607

GULF STATES

42,883 members

United Arab Emirates 25,848

Saudi Arabia 11,035

Qatar 2,452

Kuwait, Oman and Bahrain 3,548

YOUR ACCOUNTS ARE ALREADY IN THE ROOM.

95

OF THE FORTUNE TOP 100

have members in the community.

81

OF THE FTSE 100

have members, and 61 of them have 10 or more.

100

INTERBRAND BEST GLOBAL BRANDS

all represented, with 82,327 members between them.

85%

OF THE TOP 100 TECH COMPANIES

have members, and 15% have over 1,000 each.

140 episodes across 6 seasons and 12 topics, with CMOs, founders, presidents, CROs and VP level operators from LinkedIn, Adobe, Google, Salesforce, Microsoft, Klaviyo, IBM, Snap, Magnite, Yahoo, WPP, dentsu and Stagwell. Every conversation is filmed as well as recorded, so each one produces video and short-form clips alongside the audio.

THE SLATE

THE PEOPLE WHO SAID YES.

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SIR MARTIN SORRELL

Executive Chairman, S4 Capital

EP 116



MARK RITSON

Founder, MiniMBA

EP 115



JENNIFER KATTULA

GM & CMO, Microsoft Advertising

EP 119



CINDY GALLOP

Founder & CEO, MakeLoveNotPorn

EP 117



CHRISTINE C. COOK

Chief Commercial Officer, Bloomberg Media

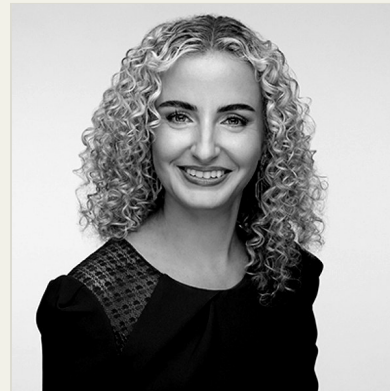
EP 118



STEPHAN PRETORIUS

CTO, WPP

EP 104



MILKA PRIVODANOVA

VP Marketing Solutions, LinkedIn

EP 98



ANDREW BIALECKI

Co-CEO & Co-Founder, Klaviyo

EP 75



A SELECTION FROM 140 EPISODES ACROSS SIX SEASONS.

ONE CONVERSATION. FOUR PUBLISHED FORMATS.

THE EPISODE

AUDIO AND VIDEO

Every conversation is filmed as well as recorded, and published across all major podcast platforms and YouTube, with short-form clips from each one.

THE INTERVIEW

PUBLISHED IN FULL, ORGANISED BY TOPIC

Each conversation is transcribed and edited into a written interview at businessof.co, grouped by the subjects it covers rather than run as a Q&A, with a guest profile alongside it.

THE ANALYSIS

INTELLIGENCE AND BRIEFINGS

Written analysis drawn from patterns across 140 conversations on the record, plus original survey and interview research.

THE COMMUNITY

DISTRIBUTION

Carried into a community of 2.5 million marketers on LinkedIn, where a typical post reaches around 14,000 members.

WORK WITH US

REACH THIS AUDIENCE WITH SOMETHING WORTH THEIR TIME.

We build programs around what an organisation is trying to achieve: research, editorial, executive interviews and live conversations. Tell us the objective and we will tell you what it would look like.

businessof.co/marketing/partners

ALSO ON THE PLATFORM

Contributed articles carried into the community. Co-branded briefings and guides. Original survey and interview research. Executive dinners and event programs at Cannes Lions and Advertising Week.

Partners nominate, and editorial judgement stays with us. That is what makes an appearance worth having to the person appearing.

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