

IBC'S OVERALL AUDIENCE

REACH



250k+

Qualified database totals 250,000+



91k

Over 91,000 social media followers



2.5m

2.5 million e-bulletins sent each year

SENIORITY/DECISION MAKING



33%

C-suite, VP, EVP, Director and above



79%

make or influence final decision



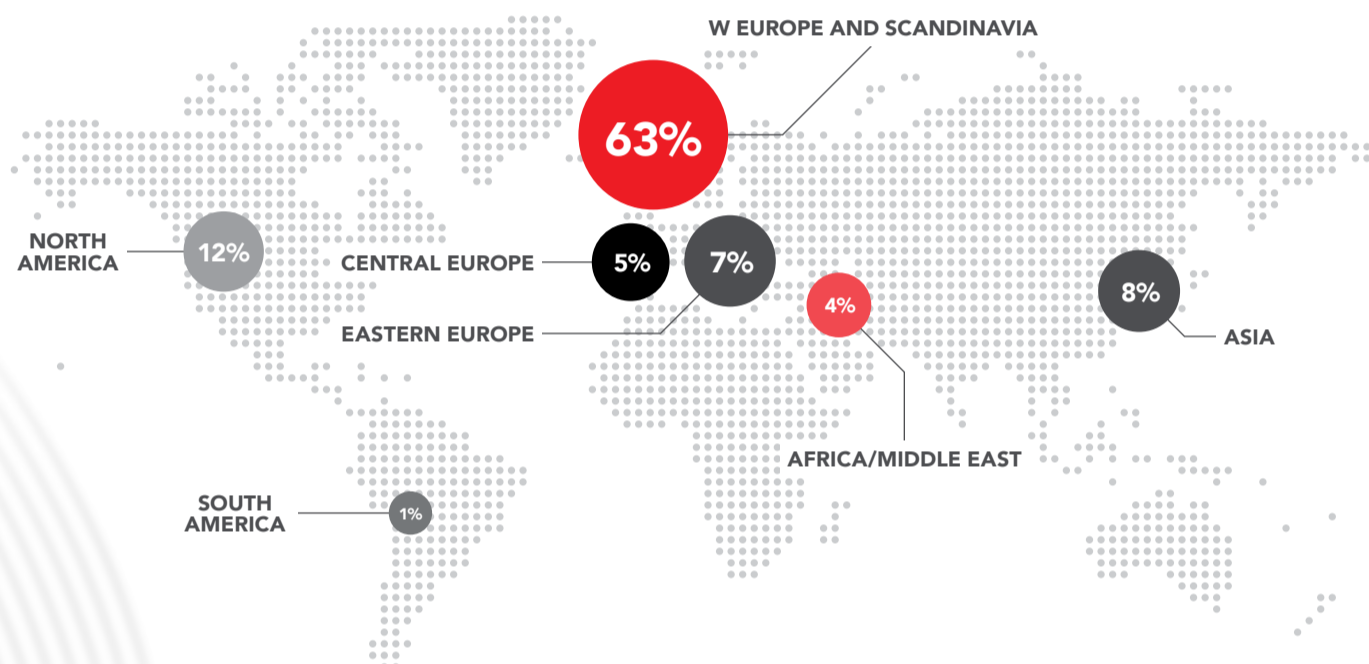
36%

have an annual spend of €1,000,000+

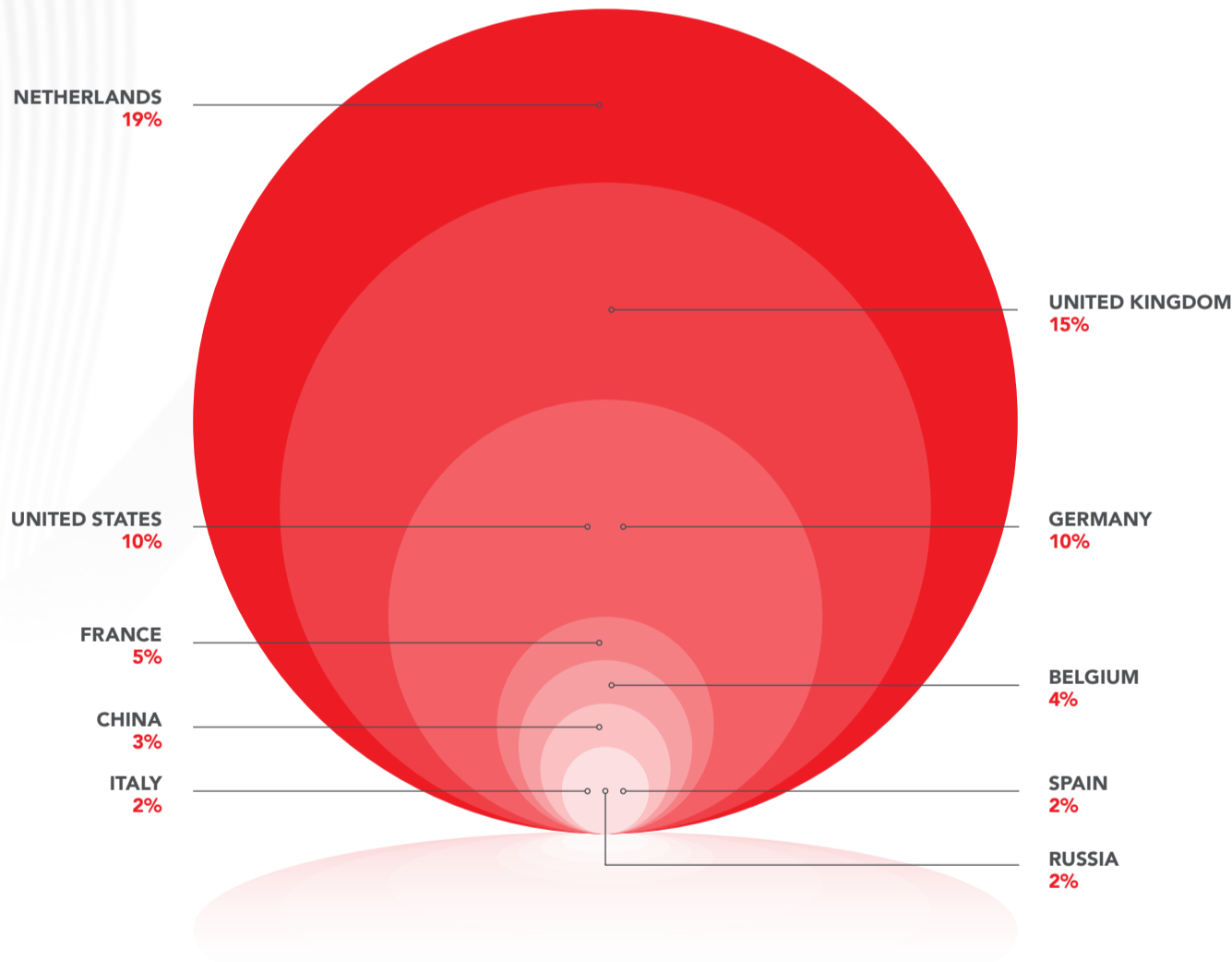
GEOGRAPHY

A TRULY GLOBAL AUDIENCE, REPRESENTATION FROM OVER 150 COUNTRIES.

GLOBAL AUDIENCE, BROKEN DOWN BY CONTINENT:



TOP 10 COUNTRIES:



INDUSTRY SECTORS

