

INSIGHT AND INSPIRATION FOR CONTACT CENTER PROFESSIONALS

CONTACT CENTER PIPELINE / 2024

# MEDIA KIT



- › **Present** your brand to our engaged audience of contact center professionals.
- › **Align** your brand with the highest quality contact center content available.
- › **Position** your brand among leading CX voices and respected thought-leaders.
- › **Share** your story with the professionals of today and tomorrow.

Updated October 01, 2023



**Linda Harden**

Founding Publisher  
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# CONNECTING THE CONTACT CENTER INDUSTRY

## EDITORIAL MISSION

Contact Center Pipeline is the leading destination for contact center professionals, with rigorous insights and best practices from the industry's foremost thought-leaders. Our mission is to help our audience lead their teams, improve their outcomes, and demonstrate the value of the contact center within the larger organization.

For more information, contact: Linda Harden, Founding Publisher, [linda@contactcenterpipeline.com](mailto:linda@contactcenterpipeline.com)

**15**  
2009 · 2024  
— YEARS —

*Celebrating 15 Years!*

Articles visible in collage include:  
 - WORKING ON WORKFORCE ISSUES  
 - DIGITAL TRANSFORMATION: Your Frugal "Hacks" for Customer Contact  
 - EMPLOYEE ENGAGEMENT: 80/20 Rule: The Call Center Ability  
 - TECH LINE: Getting Your Cloud Implementation Right  
 - CLOUD COMPUTING: Paying, and Leveraging, the Total Experience  
 - THE EVOLVING CONTACT CENTER SUPERVISOR: REDEFINING A PIVOTAL LEADERSHIP ROLE FOR A DYNAMIC WORK ENVIRONMENT.  
 - THE HYBRID CONTACT CENTER: CREATE A SUCCESSFUL MODEL FOR THE MIXED-HO...

# DEDICATED TO THE CONTACT CENTER INDUSTRY

**CONTACT CENTER PIPELINE** — *the largest contact center publishing resource since 2009* — leverages the insight of today's notable CX thought-leaders, along with our advisory board, magazine authors, blog contributors, and industry insiders.

## CONTENT YOU WON'T FIND ANYWHERE ELSE

**ENABLING A NEW GENERATION** of CX professionals to create world-class customer management strategies, develop cutting-edge technologies, refine the skills necessary to advance their career, and build a culture that advances the contact center's place within the organization — that's what we do.

We're starting new conversations for today, and tomorrow's contact center leaders — providing them with first-party, authentic content, that they can trust and rely on; all delivered to an engaged contact center audience.

### 2023 SUBSCRIBER SURVEY\*

Do Contact Center Pipeline articles relate to the needs of your center?

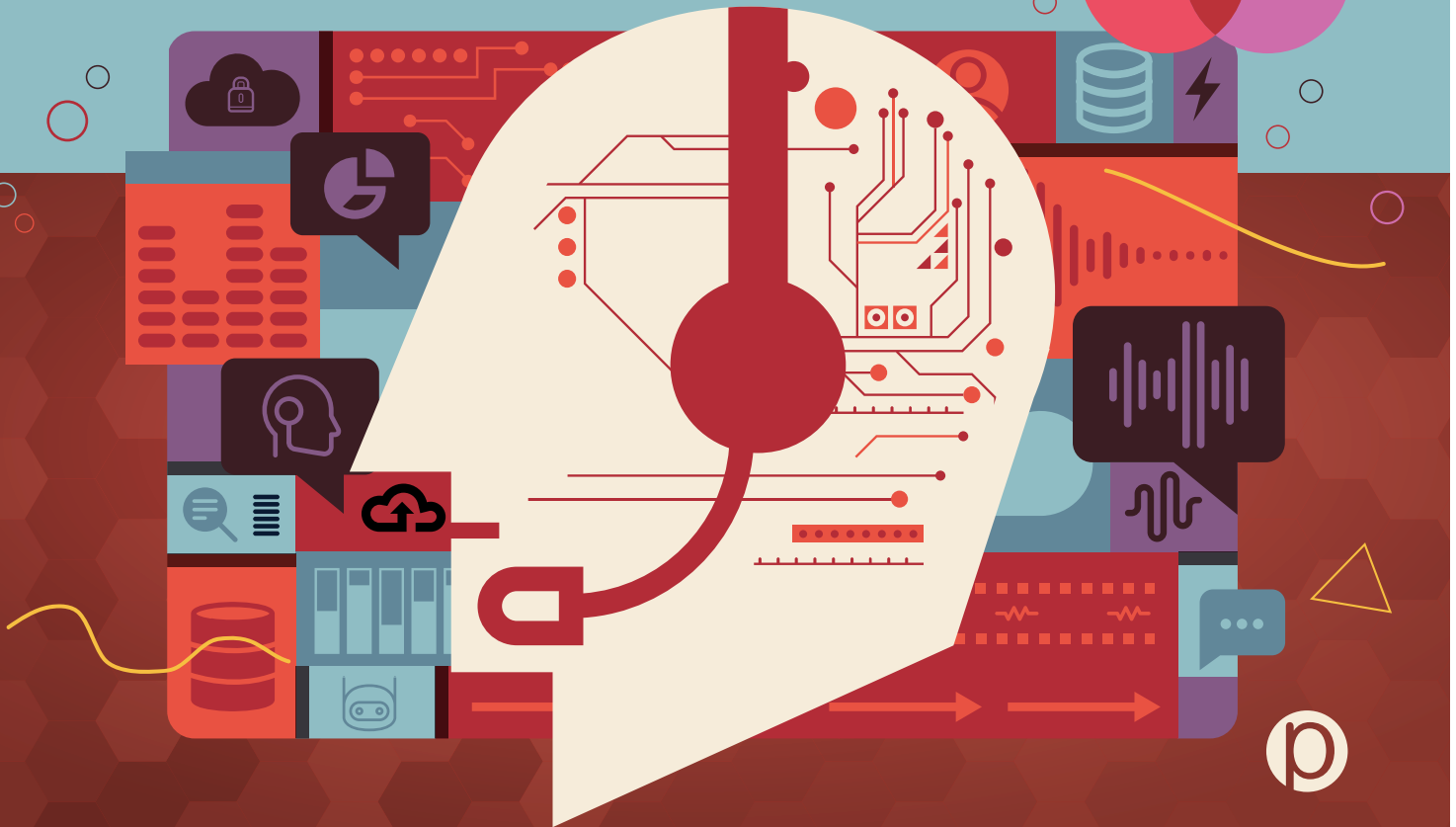
**YES 96%**

Would you recommend Contact Center Pipeline to a colleague?

**YES 92%**

\*SOURCE: Contact Center Pipeline Subscriber Feedback Study, Oct. 2023

**FEATURED ARTICLE:**  
"How AI Will Change the Nature of the Contact Center,"



# OPPORTUNITIES AT-A-GLANCE



CONNECT WITH YOUR CUSTOMERS  
WHERE THEY SEEK ANSWERS.

In a world of many media options competing for time and attention, Contact Center Pipeline remains the clear leader for the contact center industry. **Whether you need to build your brand, establish yourself as a thought leader, or make meaningful connections, align yourself with the most powerful brand in the business.**



**CONTACT CENTER PIPELINE  
MAGAZINE**  
AWARENESS & CONVERSIONS



**NETWORK DISPLAY  
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& SOCIAL MEDIA**  
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**CO-SPONSORED SURVEYS  
+ REPORT & ANALYSIS**  
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INSIGHT AND INSPIRATION FOR CONTACT CENTER PROFESSIONALS

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# THANK YOU

CONTACT CENTER PIPELINE / 2024

## MEDIA KIT

# 2024

GET STARTED TODAY

*For more information, contact:* **Linda Harden** / [linda@contactcenterpipeline.com](mailto:linda@contactcenterpipeline.com)

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CONTACT CENTER PIPELINE 2024 MEDIA KIT & SPECIFICATIONS GUIDE

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