



We deliver the
SMB Marketplace to you.

Overview

Unlike traditional publishers, Integrated mar.com started in 1980 as a channel marketing company and added publishing to its rate card in 1993. Our marketing roots provide us with a unique view of publishing whereby we define our role as in the IT&T ecosystem to be the builders of the infrastructure and to provide content that facilitates communication within the communities we serve.

Everyday, we talk with these communities to find out what the builders, sellers and business users of technology want. Then we work with them to develop integrated marketing communications solutions that further support these communities. Our strength is delivering the 10 to 500-seat SMB market that purchases most of their products through the channel (*VARs, System Integrators, Resellers, System Builders, etc.*).

If you are a Hardware Manufacturer, Software Developer, ISV, Service Provider, MSP, or any other part of the ecosystem that is targeting the SMB marketplace, Integrated mar.com's publishing and channel marketing solutions are ideal for you.

Our expertise is helping you reach, engage, enable and collaborate with the channel members that sell to the SMBs as well as assisting you in getting your messages directly to the SMBs.

eChannelLine

[eChannelLine USA](#)
[eChannelLine Canada](#)

North America's leading IT Channel ePublication. Every day we deliver to 196,000 builders and sellers of IT&T products and solutions a synopsis of the daily industry news they need to know.

- eChannelLine USA – 160,000 daily subscribers
- eChannelLine Canada – 36,000 daily subscribers

ConnectIT

[ConnectIT USA](#)
[ConnectIT Canada](#)

North America's only channel advocacy SMB ePublication. Every day we provide advice to 290,000 builders, sellers and end users of IT&T products and services on how they can better run their business, with a strong emphasis on technology solutions.

- ConnectIT USA – 245,000 daily subscribers
- ConnectIT Canada – 45,000 daily subscribers

Channel Advisor

[Channel Advisor](#)

This monthly ePublication provides the builders of IT&T products and solutions with tips on channel marketing.

- Channel Advisor – 196,000 subscribers

eReports

[Report on SMB Marketplace](#)
[Report on System Builders](#)
[Report on Storage & Security](#)

A series of monthly, multi-vendor, editorial-based reports are sent out to the eChannelLine database. Each report targets a specific IT&T category. Where applicable, an end-user version is also produced and sent to the ConnectIT database. Some of these ePublications include – Report on SMB Marketplace, Report on System Builders and Report on Storage & Security.

- eReports (*Channel Only*) – 196,000 subscribers
- eReports (*End User Only*) – 290,000 subscribers

