

**CLF**

**C LEVEL FOCUS**  
LEADERS THAT MATTER

# Media KIT

**2022**



# About Company



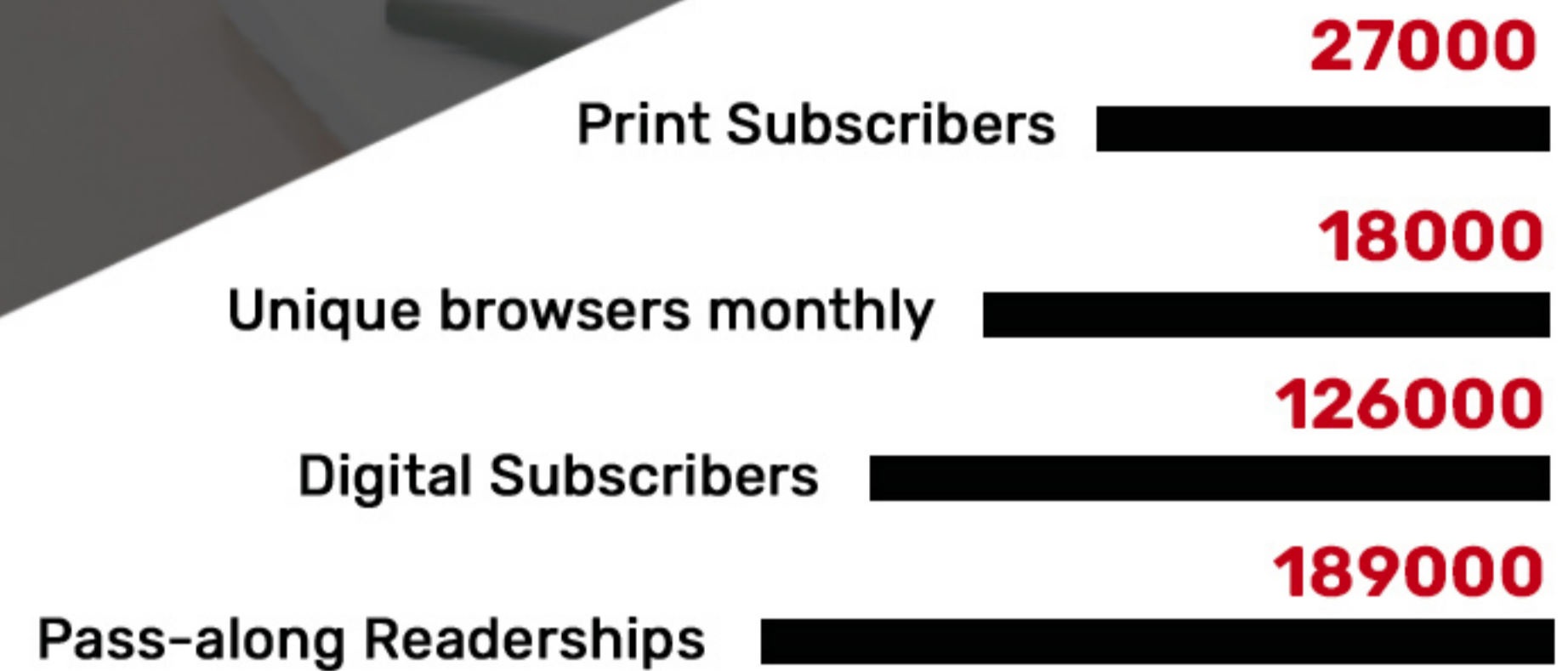
# Our Market Reach

**C LEVEL FOCUS**  
LEADERS THAT MATTER

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**C-LEVEL FOCUS is a technology magazine that features and talks about the enterprise solutions that can play a key part in redefining the business goals of organizations.**

**We have become the leading sources who are sharing innovative and unique services developed by established vendors who have not yet been able to gain limelight. One can say we are the change that is much needed in the technology arena which has become congested with technological advancements.**

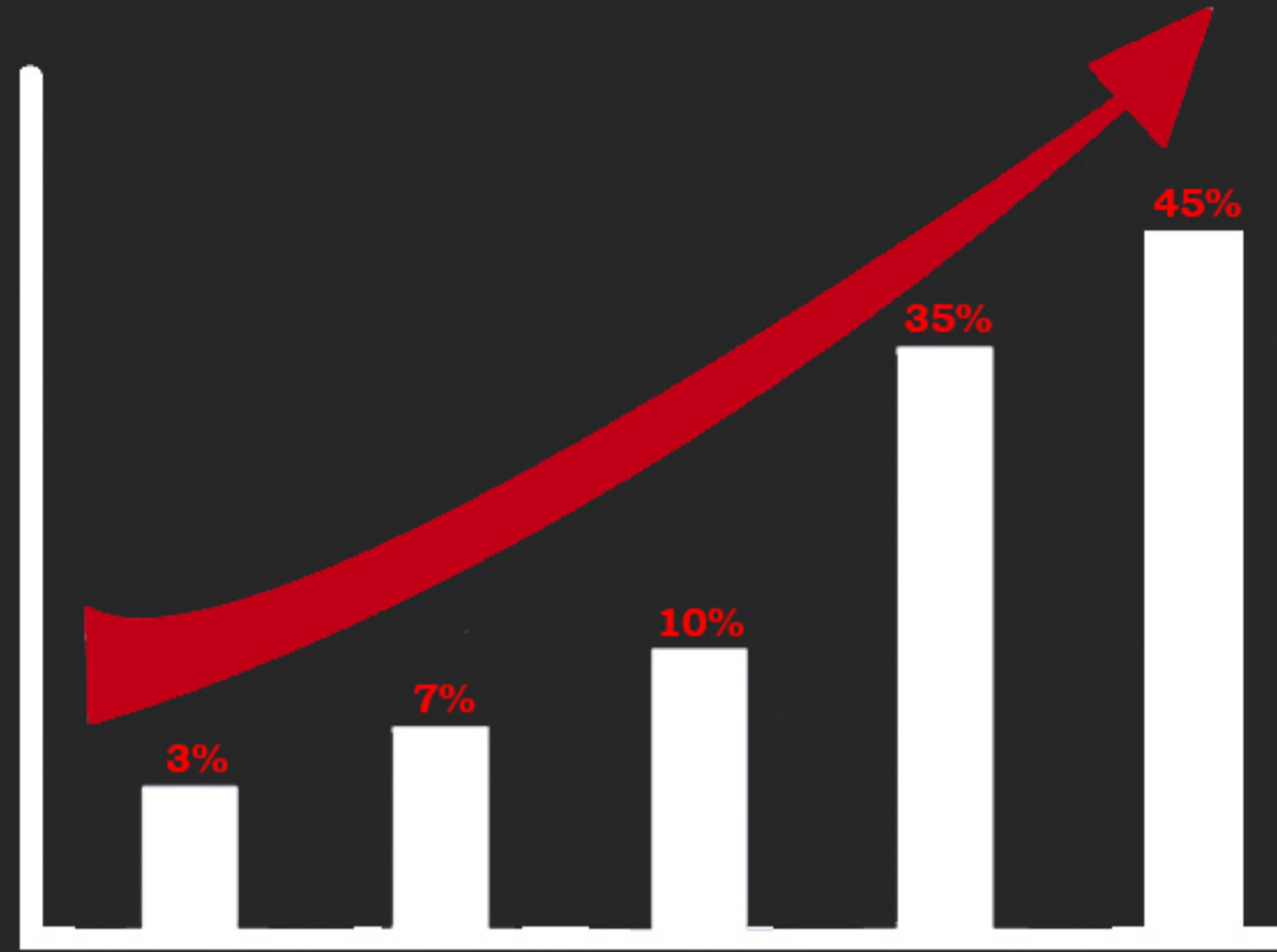
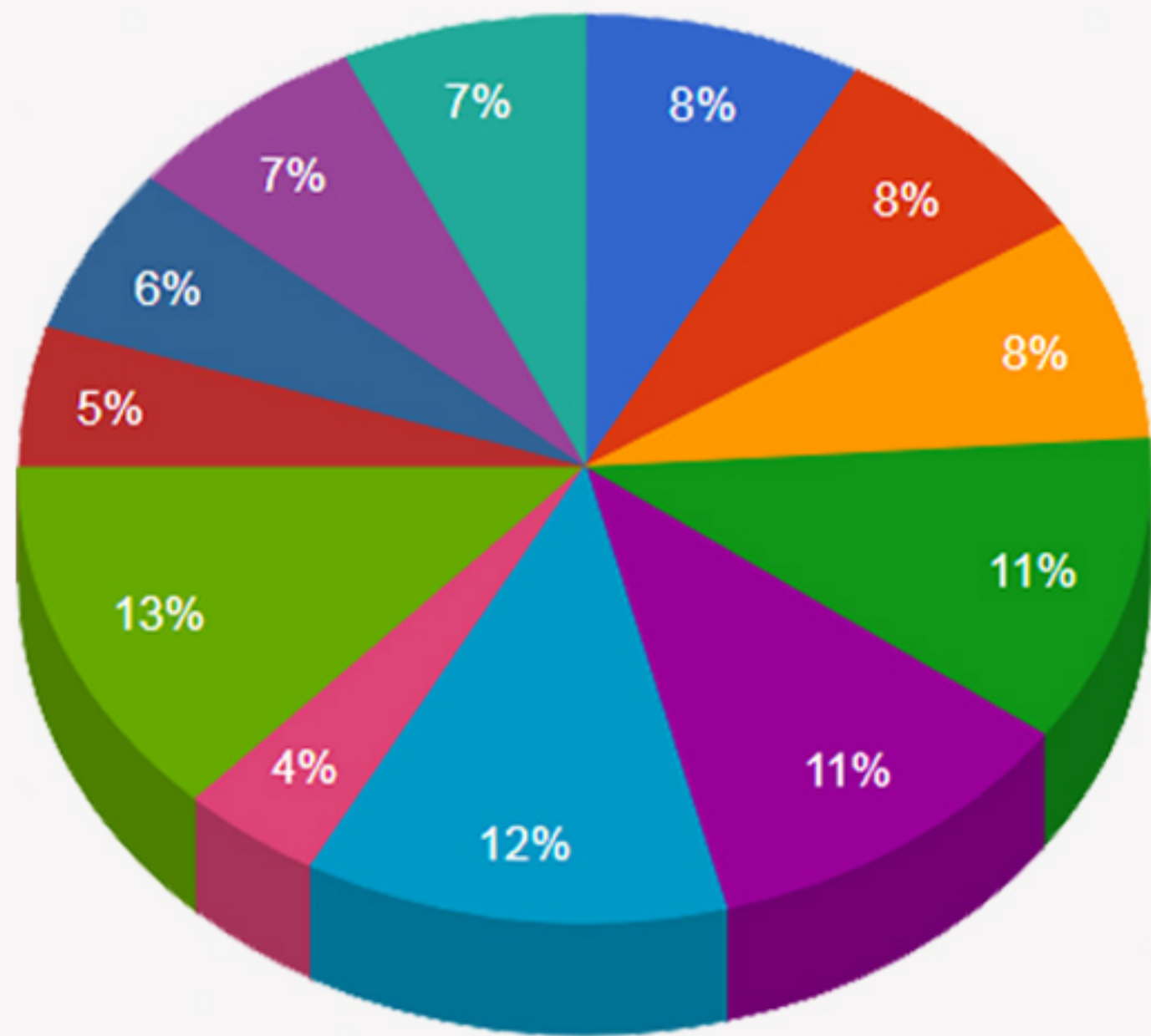


**C-LEVEL FOCUS is a key tool for your company's marketing mix. With more than 125000 plus qualified subscribers globally. Having said that, on an approximate 150000 to 184500 pass-along readerships, out of which 170000 average page views monthly. C-LEVEL FOCUS will showcase your products and solutions within major industries, which helps grow your clients around the globe.**

**Readership spills over 184500, including Founder, President, Chairman, CFOs, CEOs, CTOs, CMOs, CIOs, COOs, CSOs, CISOs, Senior Manager, Technology Developers, Analysts and Entrepreneurs. 72% of the C-LEVEL FOCUS reach is in the Fortune 500 companies.**

# INDUSTRY VERTICALS

- HEALTHCARE
- AUTOMOTIVE
- RETAIL
- FOOD-AND-BEVERAGES
- BANKING
- ENGINEERING
- EDUCATION
- ENERGY/UTILITIES
- INSURANCE
- AEROSPACE
- GOVERNMENT
- MANUFACTURING



## READERS

- 35%**  
FOUNDER, CHAIRMAN, CEO, VP'S, PRESIDENT, MD'S
- 45%**  
CIO'S, CTO'S CMO'S, GLOBAL HEADS
- 10%**  
MANAGERS, DIRECTORS
- 7%**  
CONSULTANTS
- 3%**  
OTHERS

## Readership Demographics

We in CLF focus on high-level IT executives, the site leverages editorial, vendor and user-generated content to present provocative and informative perspectives on key issues and business challenges. Our editorial team can work with you to develop an insightful profile (one page profile, a cover story and advertisement placement) with robust lead generation programs that leverage the company prospects and customers.

# Special Edition

## Q1

10 Most Inspiring CMOs of 2022  
10 Most Admired CEOs of 2022  
Top 10 Inspiring C LEVEL Executives of 2022

## Q2

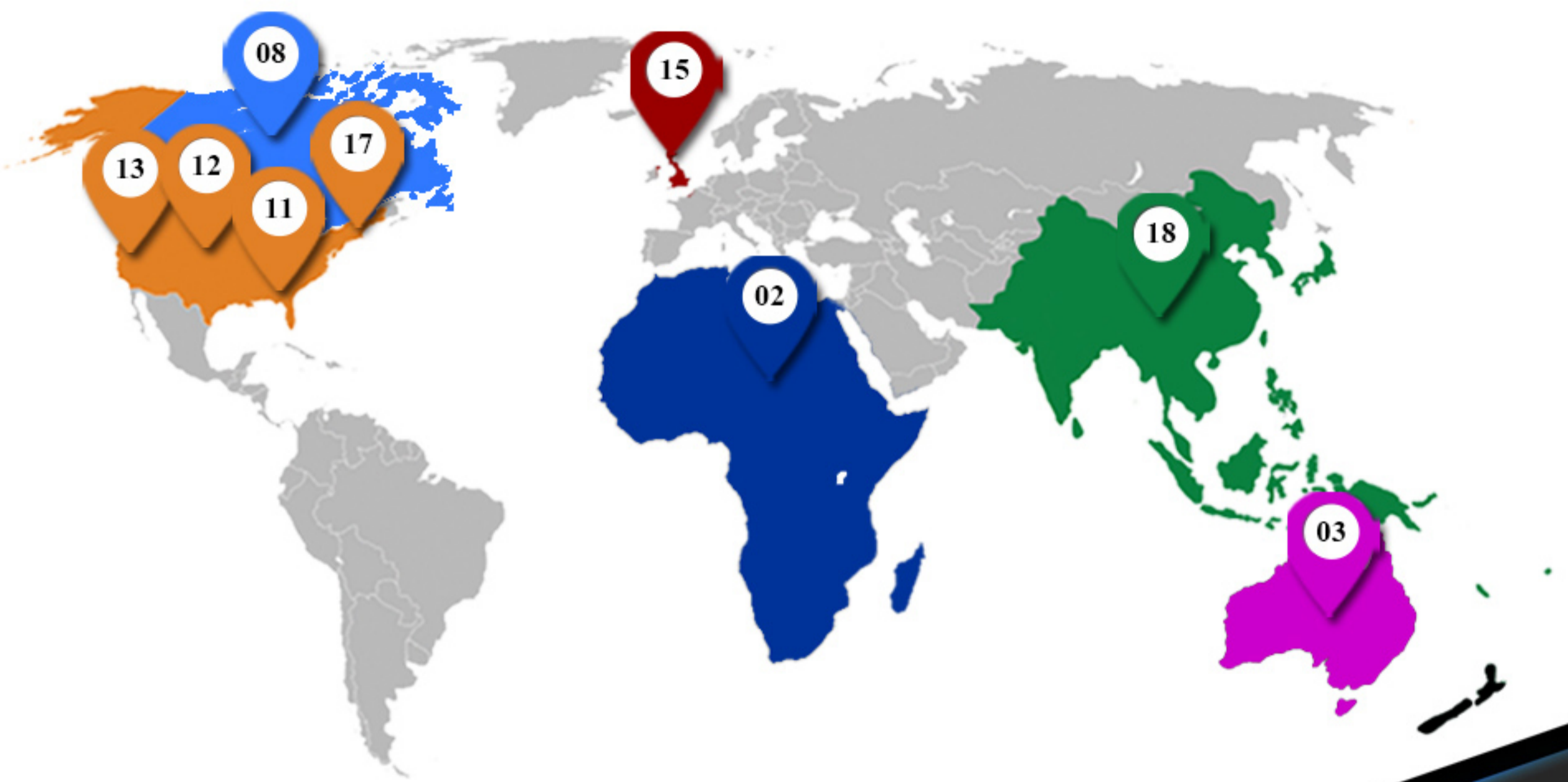
10 Best COOs of 2022  
10 Best CFOs of 2022  
Top 10 Influential C LEVEL Executives of 2022

## Q3

10 Best CTOs of 2022  
10 Most Innovative CSOs of 2022  
Top 10 Emerging C LEVEL Executives of 2022

## Q4

10 Most Inspiring CIOs of 2022  
10 Best CISOs of 2022  
Top 10 Admired C LEVEL Executives of 2022



## AUDIENCE & SUBSCRIBERS:

C-LEVEL FOCUS HAS CULMINATED INTO ONE OF THE MOST TRUSTED, INTERACTIVE, COMMUNITY DESTINATION FOR DECISION MAKERS, C LEVEL EXECUTIVES AND OTHER HIGH-LEVEL IT EXECUTIVES TO CONNECT ON KEY ISSUES AND BUSINESS CHALLENGES. WE FOLLOW A UNIQUE APPROACH OF BLENDING CONTENT.

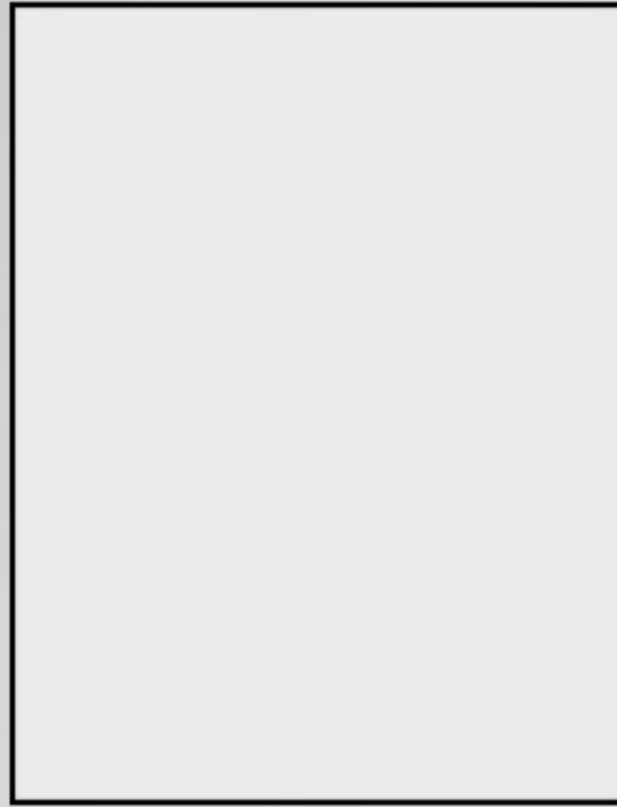
THE KEY DECISION MAKERS MAKE IT A POINT TO WRITE TO US ABOUT ANY NEW TECHNOLOGICAL TREND AND KEY SOLUTION OR SERVICE WHICH CAN HELP THEIR COUNTERPARTS IN ENHANCING THEIR WORKFORCE.

TODAY, SIGNIFICANT CHANGES IN THE WORKPLACE ARE THE RESULT OF NEW AND ADVANCED TECHNOLOGY. WE CAN CLEARLY SAY THAT FOR THE PAST GENERATION, TECHNOLOGICAL INVENTIONS AND IMPROVEMENTS SEEM TO BE INTRODUCED EVERY WEEK. THE TREND IS GUARANTEED TO CONTINUE.

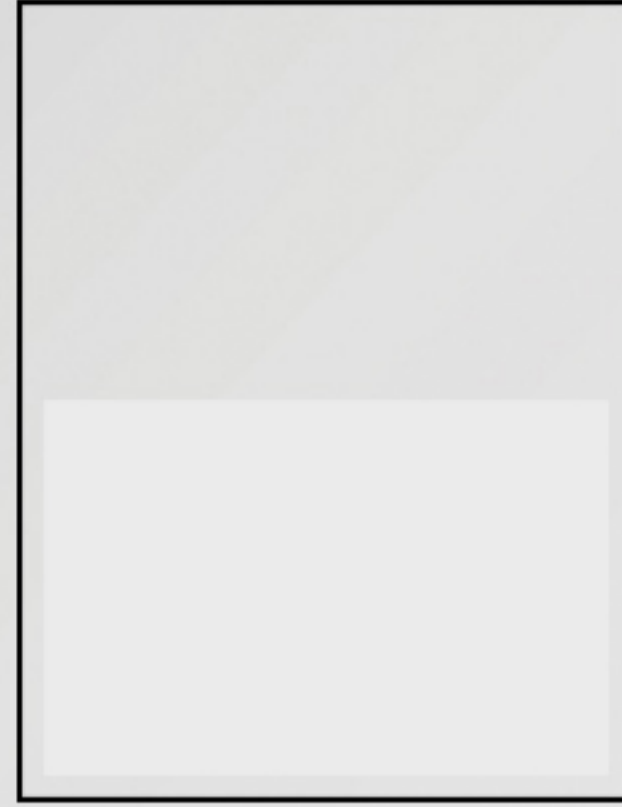
USA - 54

- 13 - West Coast
- 17 - East Coast
- 11 - South Central
- 12 - Mid west
- 15 - European countries
- 02 - Africa
- 18 - APAC
- 03 - Australia
- 08 - Canada

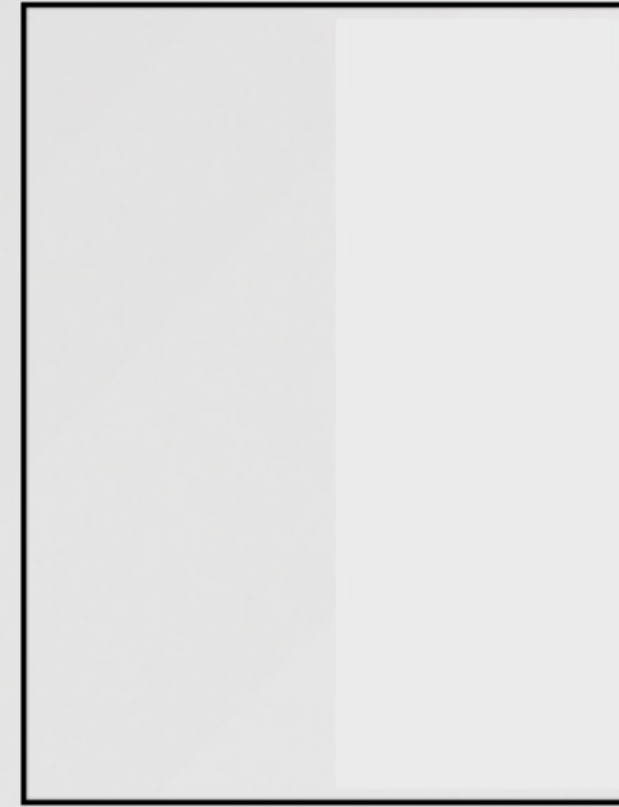




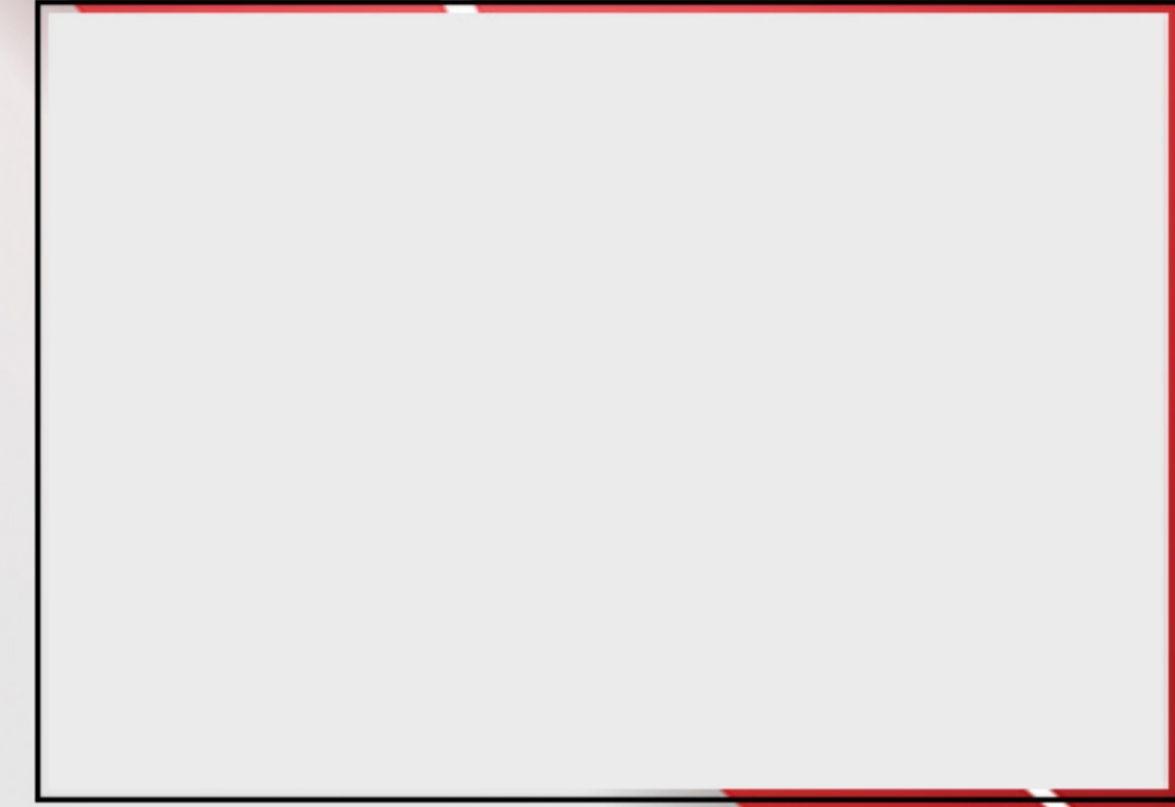
Full Page



1/2Page Horizontal



1/2Page Vertical



Two Page

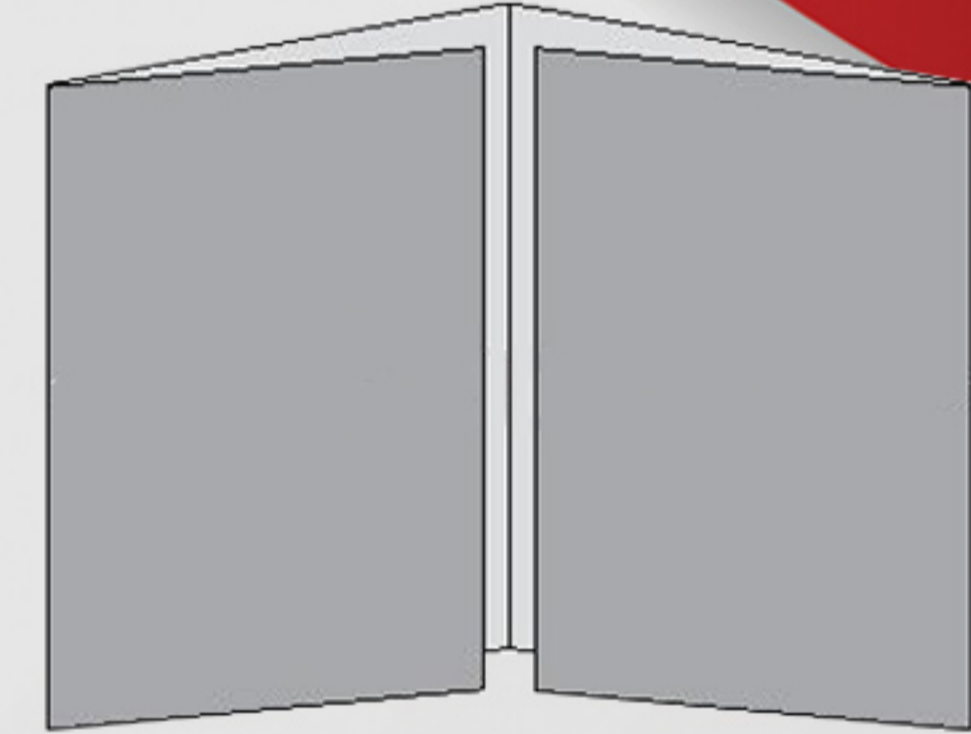
**Note :**  
Leave 3mm bleed on all sides  
(Applicable For All The above  
Dimensions)



Front Cover Page



Back Cover Page



Cover Story(four Full Page)

## Technical Information

File Format: PDF

- 300 dpi (CMYK)
- Text in curves, standard rotary screen.
- Email attachments should not exceed 25MB.
- Files should be submitted in the following formats: .pdf, .jpeg .

## Dimensions

Full Page • Width: 21Cms • Height: 27Cms

Above rates are as per insertion order and are applicable to the term of contract. If the ad is withdrawn before the expiration of the contract, full rate will apply for ads retroactively. Rates are subject to the change at the discretion of the publisher.

All prices quoted above are as per insertion, Subject to availability. please email us [sales@c-levelfocus.com](mailto:sales@c-levelfocus.com)

**COVER STORY (4 full page profile + cover image + image in content page)**

**CLF C LEVEL FOCUS LEADERS THAT MATTER**  
**10 MOST ADMIRABLE CEOs OF 2021**

**Renée Dobos: A Champion for Affordable Housing**

Renée Dobos is an outspoken advocate for affordable housing. She has extensive experience in the creation of affordable housing, property management, and resident services. She also brings to the organization a number of community connections that assist in the stabilization and support of families. She leads Connecticut Housing Partners to develop and maintain innovative housing, revitalize communities, and improve the quality of life for low and moderate-income families. For more than three decades, CHIP has been advancing this mission.

Renée is a visionary who feels that technology is a crucial strategic tool for keeping the company current and adaptable. She identified the vulnerability of the families CHIP serves and the effects of income loss years before the pandemic struck. She established a Rent Bank as a tool to help CHIP residents cope with the effects of job loss, financial hardship and avoid homelessness. When Covid struck, many individuals lost their employment, and the low and moderate-income community was the hardest hit, resulting in significant rent revenue losses for affordable housing providers. Renée instantly shifted gears and began raising funds for the CHIP Rent Bank, ensuring the financial security of many CHIP households. The organization raised over \$200,000 which helped stabilize over 70 families while also offering free budget training. This was a key step in maintaining CHIP's financial health and preventing further evictions because the stimulus monies for rental assistance didn't arrive for another year.

**Enhanced Living**

As a champion of technology, Renée placed kiosks in each development to solve the social distancing issue caused by the pandemic. Residents use the kiosks to communicate with employees in a secure manner, access recertification documentation, complete rental applications, pay rent, generate and manage maintenance work orders, and many other functions.

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**Renée Dobos: A Champion for Affordable Housing**

Renée is also leading LED lighting, light sensors, and low-flow aerators at all of the properties to help maintain their water budget. While these are important for CHIP, they will be the most affordable housing developer in the area to consolidate solar energy and offer net metering to all CHIP developments and households on a portfolio basis. The goal is for CHIP to pay for the electricity in the homes, business cash flow for the families, and subsequently use solar energy production to lower overall electrical expenses for the properties.

Renée is a strong advocate, often reaching out to local financing institutions and state legislators, the Senate and Connecticut to ensure funding the organizational opportunities for NeighborWorks America and other needs related to affordable housing. In addition, she is a national member of the National NeighborWorks Association which is an advocacy group for early lease efforts aimed at providing help and helping households to ensure when it comes to housing solutions for rental and for-sale households. The article which appears to request to public assistance in the Federal and State level to ensure affordable housing is provided.

Renée has been focused on advancing the mission to develop affordable housing, improve with efficiency, reduce the organization carbon footprint, hold the mission steady while many other companies, reduce the rental services programs and much more! She is a leader, and community builder. She plans to be an exceptional member of our important community, meet, learn, share, participate, and break the organization's impact throughout Connecticut.

*Building Homes & Futures*

CHIP was founded in Stamford, CT, more than 30 years ago, in response to a growing need for affordable housing. The Connecticut Department of Housing was their initial partner, and together they developed a 10-unit affordable housing development that is still thriving today. CHIP has received over 100 million dollars in Fairfield County to create affordable housing since its inception, and it has plans for many more projects. CHIP has been able to leverage the annual funds received by CHL, resulting in an annual community impact of \$7 million, thanks to its connection with NeighborWorks America.

CHIP is continually seeking funds to create more affordable housing. As a non-profit, CHIP relies on federal and state funding and tax credit programs to keep development expenses low. In affordable housing, rental revenue is reduced because residents earn less than 80% of Area Median Income, and only 30% of that income can be spent on rent.

CHIP joined a Real Estate Agency with a Mission to End Homelessness in 2021 to provide an additional avenue for CHIP. Many Real Estate Agents don't like any other real estate firm. They're taken advantage of the industry's most cutting-edge technologies, and they are on a quest to become their clients most trusted contact. They are on a mission to take the worry out of home buying and selling, as well as get their clients the best buying possible. "We are on a mission to guide you every step of the way and, 100% of our proceeds from each real estate transaction is donated to CHIP, supporting quality affordable housing and working to end homelessness."

Homeless families from affordable housing because it encompasses the economy and the middle class. Housing options that work the people best of all ways of life are essential to Connecticut to establish a healthy middle class and, in a word, a flourishing economy. Connecticut Housing Partners has successfully addressed the concept of NIMBY in Fairfield County, Connecticut, where there is a lot of income inequality.

**CLF C LEVEL FOCUS LEADERS THAT MATTER**  
**10 MOST ADMIRABLE CEOs OF 2021**

**Renée Dobos**

Connecticut Housing Partners formerly Mutual Housing Association of Southwestern Connecticut, Inc. is a diversified non-profit housing development corporation serving Fairfield County, Connecticut. Founded in 1990, our mission is to create and sustain housing, revitalize neighborhoods and improve the quality of life for low and moderate income people in Fairfield County. CHIP has offices in Bridgeport, Stamford, Trumbull, and Wilton. Our affordable housing communities are located in Bridgeport, Fairfield, Norwalk, Stamford, Trumbull and Wilton. We are a community based organization. Our Board of Directors is comprised of neighborhood residents, corporate leaders, representatives of non-profit agencies and members of the public sector. All Directors share a common objective - to provide affordable housing to those most in need in Fairfield County, one of the most expensive housing markets in the country.

NIMBY, an acronym for "Not In My Backyard," which describes the phenomenon in which residents of a neighborhood designate a new development (e.g., alcohol, affordable housing, group homes) or change in occupancy of an existing development as inappropriate or unwanted for their local area. CHIP has been able to partner with local leaders to change this perception and help the local community see affordable housing as a positive and much needed resource for the community. We have built properties in different areas that no other affordable developer has been able to access.

In 2022, CHIP plans to start construction on a new building in Meriden, Connecticut, with 49 affordable rental housing units. The Meriden Project will be the first of its kind, aimed at assisting senior people to stay in Meriden, a community where they have lived for years but are being forced out due to rising housing costs. In addition, CHIP will preserve 113 units of affordable housing in Bridgeport and Stamford, Connecticut, over the following five years.

Renée says, "During my lifetime, the person who I feel has done so much for gender equality is Ruth Bader Ginsburg. I started my career at a time when there was a glass ceiling for women. Through her leadership example and efforts of Justice Ginsburg and many others, I know with hard work, commitment, and dedication the glass ceiling could be shattered." Renée adds, "I find the women are naturally more adept at forming partnerships. Over my long career, I have seen many changes in the workplace. I think that I see that hold individuals back are large egos and authoritarian. Your career is a constant journey of always improving. Your your mistakes and don't be afraid to step out of your comfort zone."

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**10 MOST ADMIRABLE CEOs OF 2021**

**A Champion for Affordable Housing**

**Renée Dobos**

**CLF C LEVEL FOCUS LEADERS THAT MATTER**  
**10 MOST ADMIRABLE CEOs OF 2021**

**08 Cover Page**

**Renée Dobos**  
 CEO at  
 Connecticut Housing Partners

**TWO PAGE PROFILE**

**FRONT PAGE**

**BACK PAGE**

**ONE PAGE AD**

**CLF C LEVEL FOCUS LEADERS THAT MATTER**  
**10 MOST SUCCESSFUL CEOs OF 2021**

**A Powerful Achiever**

**Edison Chen, CEO**

Edison Chen, CEO of Health More is a true visionary and motivational leader. He is a successful professional who works hard and encourages his team to exceed expectations in everything they do. He had started off Health More as the CEO in the success of his own retail industry back in 2014, and rapidly leveraged on his personal understanding of the Chinese market and his connections with American manufacturers to grow the company from one of the leading Home Goods retailers in the health and wellness sector. With a keen eye for market trends, Edison has successfully positioned Health More to lead, rather than react, to the market.

Edison has ensured that throughout his tenure at Health More, the business fundamentals remain strong, that way, when a sudden, unexpected shock like the pandemic struck, the business remained standing while many other competitors crumbled. At the same time, reading the market trends, Edison has realized from a few years back that physical retail stores are increasingly less relevant to their target markets, and has started executing the business's reinvention with online retail trade since 2019. "It was the pandemic hit, we were able to rapidly pivot to online sales to ensure that the disruptions caused by the pandemic on our business is minimized as much as possible," he explains.

Earlier than any retail or the traditional distributor retail model, Health More has implemented its proprietary brand management, product marketing and customer engagement strategy to position their FMCG products to targeted markets. "Health More essentially acts as a one-stop shop for our client brands, taking on the various roles of marketing, sales, distribution, warehouse, freight and logistics into the one single entity, which provides convenience and ease of communication to our client brands," says Edison. "After three years of working with our multiple different vendors, our client brands can rest assured by engaging Health More to manage the distribution of their products in the markets which we operate in, and it will save our client brands significant time and expenses by doing so."

Over the years, Health More has built up a management team with vast international experience, which has enabled them to meet reactively to significant market changes with their in-depth understanding of the requirements of policy changes in the target market. "We do not just concentrate on selling products, our main focus is on building the overall brand reputation in the market so that sales are sustainable for the long-run," says Edison.

It is pertinent to mention that Health More has been working on an exciting new collaboration with an up-and-coming e-commerce retail platform in China which focuses on leveraging user-generated content and affiliate marketing to promote and sell health and wellness products. "This exclusive collaboration will mean that our client brands will be completely placed in accessing this platform and its users, and expand its exposure to the Chinese consumer market," says Edison. "The next step is to take this platform international, which would further enhance our service offerings to our client brands."

**Focused on Principals**

**Marke Dickinson, CMO**

ChenMed offers a full range of primary care services to seniors from preventive care to diagnostic services and management of chronic diseases.

**Most Successful CMOs of 2021**

**CLF C LEVEL FOCUS LEADERS THAT MATTER**

**ANTI-HUMAN TRAFFICKING INTELLIGENCE INITIATIVE**

**Larry Cameron**  
 CISO

"ATH is aspiring to pioneer a change in the existing approach that industries (i.e., Financial, law enforcement, retail, legal, hospitality) employ in the prevention, detection, and reporting of human trafficking & child exploitation."

**Saving Lives with Determination**

**CLF C LEVEL FOCUS LEADERS THAT MATTER**

**Most Inspiring Leaders of 2021**

**Strategically classic. Technologically modern.**

We leverage the power of strategic communication, cutting edge technology, and analytics to transform every big idea into impactful and measurable experiences.

We are fanatical of technology, strategy, and creative minds with one shared goal - moving brands forward with work that delivers results. Because to us, marketing is more than just starting a conversation, it's about building a relationship.

**one magnify**  
 LEADERS THAT MATTER

**Accelerate customer acquisition**

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**Congratulations**

to Jennifer Lemming, LexisNexis® Risk Solutions  
 SVP of Marketing, for being named one of the  
**Top 10 Most Successful CMOs of 2021**  
 by C Level Focus Magazine!

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