

MEDIA KIT

Content Optimization Membership



Continuous visibility, discoverability,
and authority in the **Microsoft**
Business Applications ecosystem.



Content Optimization Membership



Quick Facts

The source for Microsoft Business Applications marketing solutions:

- Since **2008**
- **100K+** Subscribers
- **Global** Audience
- **Specialized** in Microsoft ISVs & Partners

Why MSDW?

Reach, Engage, and Convert Microsoft Business Applications Professionals:

REACH: Access 100,000+ verified Microsoft ecosystem members

ENGAGE: Leverage content, webcasts, and podcasts built for ISVs and partners

CONVERT: Generate high-quality leads through digital-first programs

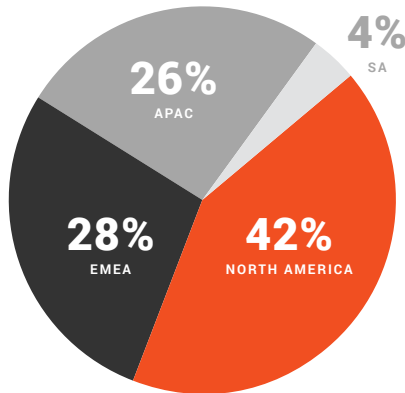
Content Optimization Membership



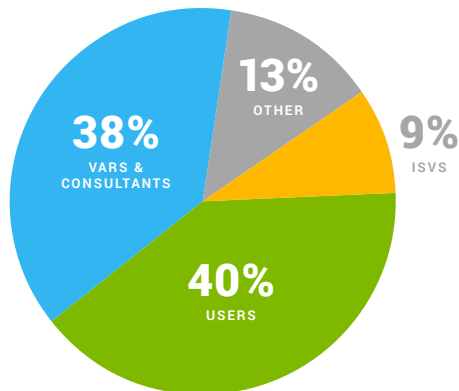
Audience

Who You'll Reach with MSDW

AUDIENCE BY REGION
(NA, EMEA, APAC, SA)



ROLES (USERS, VARS/CONSULTANTS, ISVS, MICROSOFT STAFF)



Products

OUR ACTIVE MEMBERS
ARE YOUR PROSPECTS

DYNAMICS CRM/D365 CE	DYNAMICS NAV/BC
55,000+	51,000+
DYNAMICS AX/D365 F&O	DYNAMICS GP
50,500+	21,000+
POWER PLATFORM	AZURE
9,000+	7,000+

Quick Stats

- 75%** Senior-level decision-makers
- 100K+** newsletter subscribers
- 40K+** podcast listeners annually

Content Optimization Membership



Optimize Your Visibility in the Microsoft Ecosystem

The MSDW Content Optimization Membership helps Microsoft ISVs and partners improve visibility, strengthen search discoverability, and build thought leadership across the Microsoft Business Applications ecosystem.

Through ongoing content publishing, backlinks, newsletter exposure, and year-round presence on MSDynamicsWorld.com, your company stays visible while buyers actively research solutions.

What's Included

- **Unlimited Content Publishing**
Continuously publish white papers, articles, case studies, videos, and educational content that supports long-term visibility, SEO value, and buyer discoverability.
- **Always-On Visibility**
Maintain a continuous presence across MSDW through searchable content, newsletters, vendor pages, and ecosystem visibility throughout the year.
- **Lead Collection + ABM Insights**
Capture buyer engagement data, lead activity, and ABM insights to better understand who is interacting with your content and solutions.
- **Dedicated Vendor Profile Page**
Create a centralized, searchable content hub for your company with backlinks to your website, downloadable assets, videos, and solution information.
- **Event Feed Visibility at Sponsored Conferences**
Extend your market presence during key industry events through dedicated event feed visibility when MSDW is a media partner.

Why This Matters for SEO & AI Discoverability

- **Content published on MSDW** supports long-term search visibility and backlink authority
- **Educational content** remains discoverable long after publication, creating ongoing buyer exposure
- **AI driven search experiences** increasingly prioritize authoritative ecosystem content
- **Continuous publishing** helps strengthen both traditional SEO and AI Answer Engine Optimization (AEO)

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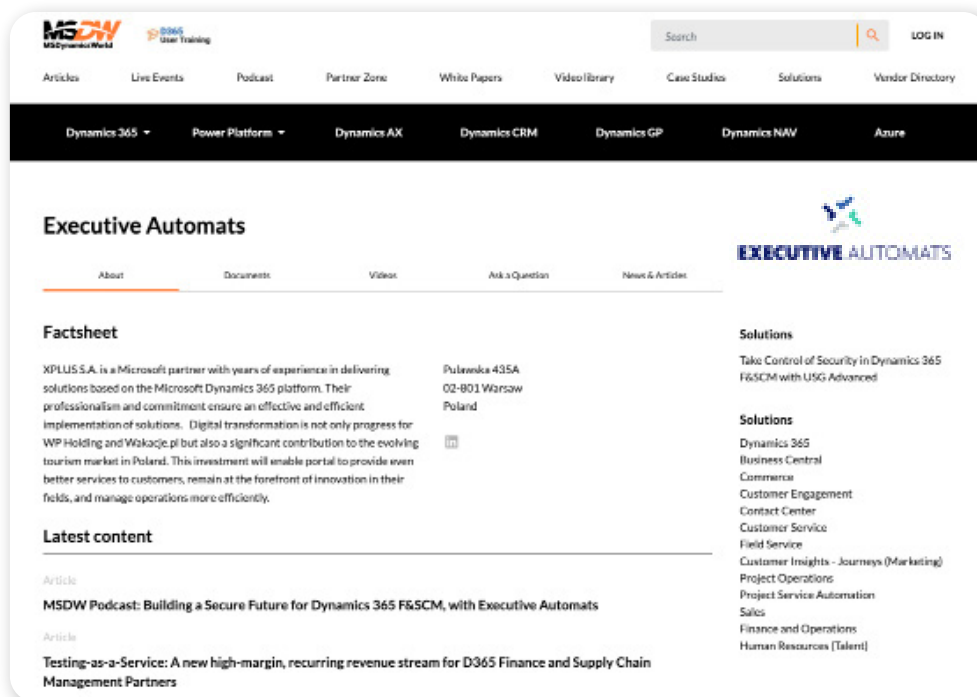
Your Content Optimization Investment

Billed monthly at
\$400/month (\$4,800/year)

or Pay upfront **\$3,500 for the year**
A \$1,300 savings!

An always-on market presence that compounds over time.

Your MSDW Presence



Content Optimization Membership



Who Is the Content Optimization Membership Built For?

Microsoft Business Applications ISV and partner marketers who want:

Microsoft ISVs and partners who want:

- A way to improve ongoing visibility and discoverability inside the Microsoft ecosystem
- A way to strengthen search visibility, backlinks, and AI discoverability
- Ongoing thought leadership without heavy production overhead
- A long-term content footprint that continues generating visibility over time
- A strategic foundation before launching larger demand generation campaigns

Why MSDW?

We are the world's largest independent digital resource for Microsoft Business Applications

- Built specifically for Microsoft Business Applications marketers
- Reach one of the largest independent audiences in the Microsoft ecosystem
- Trusted by Dynamics 365, Power Platform, and Azure professionals since 2008
- Content published on MSDW supports long-term discoverability and ecosystem authority
- Buyers actively use MSDW to research solutions, technologies, and partners

Content Optimization Membership



Get Started

- Your buyers are already researching.**
- Your content can keep working long after publication.**
- Your market presence can compound all year long.**

Sign up information

\$3,500/YEAR (FLAT) OR \$400 PER MONTH (FOR 12-MONTHS)

YES, SIGN ME UP FOR THE 12-MONTH MSDW CONTENT OPTIMIZATION MEMBERSHIP

MEMBERSHIP START DATE

COMPANY

NAME/CONTACT

EMAIL

SIGNATURE

Email completed form to ABerezin@MSDynamicsWorld.com

BY SIGNING UP FOR THIS PROGRAM, YOU AGREE TO ALL TERMS AND CONDITIONS AS OUTLINED AT THE END OF THIS DOCUMENT.

Content Optimization Membership



Terms & Conditions

THESE TERMS AND CONDITIONS GOVERN THE USE OF AND ACCESS TO GUIDEPOINT MEDIA LLC'S MONTH-TO-MONTH ENGAGEMENT PROGRAM AND ADD-ONS TO THAT PROGRAM (IF ANY) (THE "PROGRAM"). BY USING THE PROGRAM, YOU (THE "CLIENT") AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS (THE "AGREEMENT").

1. LICENSE RIGHTS AND RESTRICTIONS

(a) Grant. Subject to the terms and conditions of this Agreement GuidePoint Media LLC ("GuidePoint Media") grants Client a nonexclusive, nontransferable license to access and use the Program during the agreed upon term for the purpose of developing sales leads.

(b) Restrictions. Client agrees that it will not: (i) use the Program for any illegal or unauthorized purpose or in any manner that damages or interferes with the Program's operation; (ii) remove any copyright, trademark or other proprietary rights notices contained in or on the Program; (iii) sublicense, sell, lease (including on a service bureau basis), share, or transfer the Program or make it available to anyone except for Client's employees that are authorized to access the Program; (iv) modify or create derivative works of or from the Program or any elements thereof without the written approval of GuidePoint Media (except as this restriction (iv) is prohibited by applicable law); (v) circumvent any security measures or use restrictions in the Program; or (vi) attempt to do any of the foregoing. If Client violates these restrictions or any other provisions of this Agreement, GuidePoint Media, may suspend or block Client's access to the Program.

2. FEES

Fees. In exchange for Client's use of the Program, Client agrees to pay GuidePoint Media (the "Fees"). The Fees must be partially (or fully) paid prior to Client's starting of the Program. Client is responsible for any sales, use, excise, import or export, value added or similar tax or duty. If Fees are not received when due, GuidePoint Media may (i) assess a late payment charge of 1.5% per month or the maximum allowed by law, if less, and, (ii) upon notice of such overdue payment and Client's failure to provide payment within 5 days of such notice, suspend access to the Program until payment in full of all overdue Fees and late payments are received.

3. TERM AND TERMINATION

Effect of Termination. Upon the termination or expiration of this Agreement, the rights granted under Section 1 will immediately terminate and Client will remit any Fees incurred prior to the date of such termination. Sections 2 (to the extent Fees remain unpaid), 3(b) and 4 through 6 of this Agreement will survive its termination or expiration for any reason.

4. CLIENT REPRESENTATION AND WARRANTY

Client represents and warrants that any material posted to MSDynamicsWorld.com and related social accounts and aggregation platforms will not infringe the copyrights, trademarks or privacy rights or defame a third-party.

5. INDEMNIFICATION; RELEASE

(a) Indemnification. Client will indemnify and hold harmless (including payment of reasonable attorneys' fees and court costs) GuidePoint Media and its officers, directors, and employees against any third-party claim alleging that any materials provided by the Client infringe the intellectual property or privacy rights of a third party or are defamatory.

(b) Procedures. If GuidePoint Media learns of a claim subject to indemnification under this Section 5, it will promptly notify Client of such claim.

6. GENERAL TERMS

(a) Governing Law; Attorneys' Fees. This Agreement, including its formation, is governed by the laws of the State of Massachusetts, without giving effect to conflicts of laws principles that would require a different result. Any claim, action or judicial proceeding arising out of or related to this Agreement will be brought in the federal or state courts located in Suffolk County, Massachusetts, and the prevailing party will be entitled to recover reasonable attorneys' fees and expenses incurred in resolving such claim, action or judicial proceeding.

(b) Assignment. Neither party may assign this Agreement, in whole or in part, without the other party's written consent not to be unreasonably withheld. Any attempt to assign this Agreement except as set forth in this provision will be null and void. (c) Waiver; Amendment. This Agreement may not be modified except by a written instrument signed by both parties. A party's failure to enforce any provision of this Agreement will not be deemed a waiver of future enforcement of that or any other provision.

(d) Miscellaneous. Titles and headings used in this Agreement are intended solely for convenience of reference and do not affect its meaning. If any provision of this Agreement is held by a court of competent jurisdiction to be contrary to law, the remaining provisions of this Agreement will be unaffected. Except as expressly set forth herein, nothing in this Agreement grants any rights to any entity other than the parties to this Agreement.

The parties have caused their duly authorized representatives to execute these Terms.