

PLUM

The PHCP's
Leading Resource

TMB Publications, Inc. is excited to introduce **PLUM (Platforms for Leveraging Unified Marketing)**. PLUM is a unified audience database that contains demographic and behavioral data from all of our publications, digital products and events totaling over 150,000 participants. This new resource – available to our media partners uniquely identifies and segments the industry decision makers and influencers you want to reach.

The power of PLUM can help you craft an effective and integrated campaign to achieve your marketing objectives.



Here is what PLUM can do for you:

- Target a particular audience for your marketing message
- Detailed breakdown of buying influenced data
- Deliver your best prospects via personalized queries
- Deeper searches into audience profiles

Contact your sales rep to learn more!

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