



FROM IDG

# Media Kit

## TABLE OF CONTENTS

Editorial Mission .....	3
A Snapshot of the CIO Audience .....	4
Converged Media and Marketing .....	5
CIO.com .....	6
Strategic Marketing Services .....	8
Executive Programs.....	9
Direct Marketing and Reprints .....	11
Contacts .....	12

## A Message to our Media Buyers



The media landscape is evolving — and so is CIO's approach to bringing you a comprehensive set of marketing and thought leadership tools. These tools will help you engage with and sell to an IT executive audience who are moving rapidly with the times.

Over the last several years, CIO products, services and programs have broadened in scope and effectiveness as we develop more intimate engagements with IT executives and thought leaders. As a result, CIO is at the forefront of program development that speaks specifically to this elusive target.

Our portfolio creates converged marketing solutions that leverage converged media channels to showcase your solutions and accelerate your marketing results. By participating in CIO's programs, you will exceed high-quality awareness. You will engage your target audience, drive leads and move your clients to the selection and deployment of your solutions, regardless of where that audience is and what platform or device they may be using.

We look forward to working with you to maximize your investment in our products and programs.

A handwritten signature in black ink that reads "Adam Dennison".

Adam Dennison  
SVP/Publisher  
CIO



## CIO Editorial Mission

*Fostering access, promoting insight and developing meaningful interactions within the information technology community*

For thirty years, CIO's editorial mission has been to provide influential IT and business executives with real-life, engaging opportunities and targeted, in-depth coverage of the topics most critical to their success.

From business analytics and enterprise applications to the leading trends in IoT, cloud, outsourcing, risk management – and more – CIO delivers practical, actionable information from inside the C-suite. We leverage our extensive peer-to-peer network among leading IT executives to bring their experience and best practices to other members within the CIO community.

This learn-from-your-peers approach is unique to us and extends across CIO's award-winning online, marketing services and events. This dynamic information-sharing is across our highly respected editorial approach, comprehensive online content and face-to-face executive conferences.

CIO's five editorial pillars encompass the most critical areas of innovation, IT thought leadership and business strategy, key to helping our audience excel at their jobs.

## CIO's Editorial Pillars

- IT leadership and innovation
- Business impact of IT trends
  - Business analytics
  - Internet of things
  - Digital transformation
  - Artificial intelligence
  - Augmented and virtual reality
  - Cloud Computing
- Improving relationships with executives across the C-Suite
- Business growth and revenue generating opportunities
- Strategy and execution

"The CIO role is more complex than ever. Moving apps and workloads to the cloud, ensuring legacy software can talk to off-premises apps, and keeping networks and systems secure remain core functional tasks of the CIO role. At the same time, boards of directors, CEOs and business colleagues are turning to the CIO to lead digital transformations, win customers and drive revenue. While current challenges aren't easy to overcome, today's IT executives are embracing them, and are redefining their roles and their businesses."

AMY BENNETT  
EXECUTIVE EDITOR  
CIO.COM

# A Snapshot of the CIO Audience

*Make OUR audience YOUR clients*

If you look at the top of any company's information technology organizational chart, you will find CIO's target audience. They are the IT leaders within their organizations: the chief information officer and other senior IT executives who influence or direct IT buying decisions within their companies.

Information technology has moved from a supporting role to one that drives the business forward to score a competitive difference in the market. CIOs are the conduit for the translation of business strategy to technology value—and results.

## CIO Audience

- **5.4 million** average page views per month<sup>1</sup>
- **2.2 million** unique visitors per month<sup>1</sup>
- **\$135 million** average IT budget<sup>2</sup>
- **\$5.1 billion** average company revenues<sup>2</sup>
- **12,437** average number of employees<sup>2</sup>

Sources: <sup>1</sup>Omniture, CIO.com average for July-December 2016; <sup>2</sup>CIO Audience Site Profile Survey, IDG Research, 2017

## CIO Event Attendees

- **\$216 million** average IT budget
- **\$10 billion** average company revenues
- **100% recommend** the CIO event to their colleagues
- **23,000** average number of employees

Source: Average Attendee Demographics from the CIO 100 Symposium & Awards Ceremony, 2016

For more information about how to reach the CIO audience, please visit [www.idgenterprise.com/reach/cio](http://www.idgenterprise.com/reach/cio)



# Converged Media and Marketing

*Explore marketing opportunities with the world's most trusted tech brands.*

Marketing tools and distribution channels may evolve, but a strong and integrated marketing strategy still starts with building campaigns and promotions that promote key messaging through converged media channels—paid, earned and owned.

Our brand portfolio offers many options for engaging your prospects and customers through converged marketing, an approach that leverages your integrated marketing efforts across converged media channels to showcase your solutions and accelerate your marketing results. This portfolio supplies you with the tools you need to connect with your target audiences no matter where those audiences are, and what platform or device they are using.

Explore our diverse product offerings, or go directly to the product library:  
[www.idgenterprisec.com/product-library/](http://www.idgenterprisec.com/product-library/)



## Integrated Media

Align your message with our must read content through digital advertising, native and topical deep dive sponsorships.



## Targeting

Target customers, and create new leads strategically, and scale appropriately, using our unparalleled 1st party data and branded sites.



## Marketing Services

We are here to help you elevate your content, craft thoughtful assets and scale your reach across our media channels and beyond.



## Events

Foster peer relationships and join the conversation by sponsoring an event, or create your own custom event.



## Alliance Marketing

Together, let's bridge your messaging with unified content, social engagement, events and training.



## Sales Enablement

Marketing and sales alignment is critical to ensure a smooth transition from "lead" to customer. We can help you enable sales for success.



## CIO.com

### *Dynamic content that builds and fosters the CIO Online Community*

CIO.com, our award-winning interactive community is acknowledged to be one of the most trusted information sources by chief information officers as well as other 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. Web-exclusive information covering business technologies and strategies is updated daily, through regular columns, blogs and interactive polls.

Our expert CIO.com team can work with you to develop turnkey products with robust lead generation programs that leverage the website's longstanding reputation for excellence. In short, it can be one of the most effective tools you use to reach and engage the IT decision-makers you are targeting in your sales strategy and business development plans.

Online sections include practical information chief information officers rely on to support their high-level decisions.

- **News Analysis:** In-depth research and analysis on top-of-mind trends
- **Blogs and Discussions:** Expert blogs and user forums
- **Multimedia Slideshow:** Videos and podcasts covering “everything IT”
- **How-To:** Step-by-step strategies for meeting business challenges
- **IT Jobs:** Career strategies for IT professionals





## Online Branding and Lead Generation Opportunities

CIO.com needs to be a key tool in your company's marketing mix. With nearly two million unique visitors per month, your opportunities for client exposure, via a variety of carefully targeted online opportunities, can lead to the client-conversion results you need from your marketing and business development investment.

CIO.com's portfolio of rich media and interactive products includes banners, white papers and custom programs that will showcase your products and solutions within one of the industry's most highly-respected web marketing programs.

## Branding

CIO provides a wide variety of advertising units to match your communication needs. From traditional banners ads in all varieties, or ones that incorporate video or social elements, CIO branding units are an excellent way to surround our expert content with your promotions. And we can hone in on your target, using our first-party contextual data to create audience segments on our site. Combining this with our audience expansion across the web, using programmatic solutions, we can position your customized message in front of its intended audience.

## Demand Gen

CIO's demand gen solutions are designed to lead customers and prospects through the customer journey. With lead generation options spanning content syndication, multi-channel personalized content engagement, lead nurture, lead consulting, account-based marketing, and BANT, CIO has the full funnel approach to helping you meet your demand gen goals.

## Brand Gen

Brand-Gen units give you the ability to gain extra exposure for lead generating assets by providing expansive visual real estate with a fully branded experience, designed to drive site visitors to a landing page or download. And for added impact, units such as the Content Reel, or Solution Center, package assets in powerful way to engage and educate around a specific topic.

## Engagement

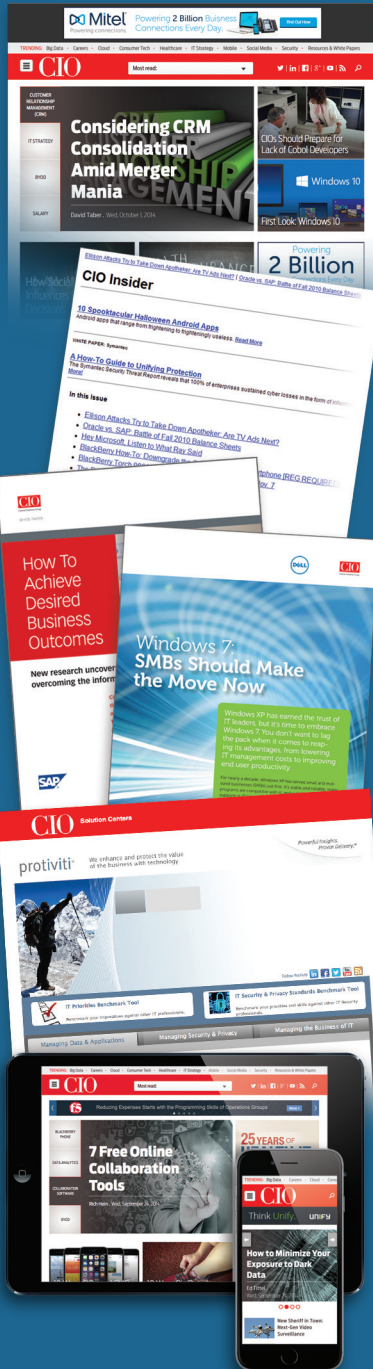
Banner creative exposing or socializing media assets drives engagement. With units that expand on rollover to provide expansive real estate, include dynamic social functionality, multiple assets or video, CIO's advertising options are designed to create further action-drive visitors to a landing page, download an asset, engage socially—whatever the goal.

## Thought Leadership

Digital magazines, from the editors of CIO, create a powerful thought leadership platform. The CIO digital issues provide insight into the emerging trends that C-level executives need to watch more closely as well as offers real-world examples of how IT departments are deploying products, services and methodologies. CIO Wrapsheets deliver forward-thinking insights and actionable advice on a single IT leadership or business technology topic.

For specific product information, visit our product library at [www.idgenterprise.com/product-library/](http://www.idgenterprise.com/product-library/)

Contact your [CIO sales executive](#) for more information about online branding and lead generation opportunities with CIO.com



## Strategic Marketing Services

*Converged Marketing Programs and Services Integrating:*  
 Content • Design • Digital/Social Platforms • User Experience • Audience • Data Optimization

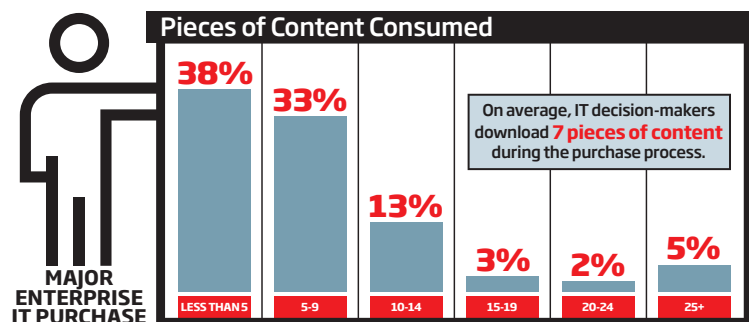
Grow your content library, enhance your engagement across multiple platforms and expand your reach to enterprise IT decision-makers through programs built and executed by CIO's Strategic Marketing Services (SMS) group. The SMS team specializes in converged marketing solutions and services with expertise ranging from the creation of individual content assets, to a full portfolio of editorial services and end-to-end integrated marketing programs and services. SMS continues to explore and cultivate the next-generation of marketing tools bringing additional focus on design, digital transformation and scale to marketers' initiatives.



### Use CIO's Strategic Marketing Services for:

- **Content:** Position your company and its executives as thought leaders through custom produced content from social media engagement to video interviews, white papers and beyond. Incorporate research and best practices with your brands positioning to build customer engagement and demand generation.
- **Design:** Build engaging user experiences through highly innovative design across multiple platforms.
- **Digital/Social Platforms:** Accelerate the growth of your social media footprint and engagement by leveraging our social media expertise and advertising best practices in reaching your customers.
- **User Experience:** Drive maximum performance and engagement across multiple media platforms with innovative design and functionality.
- **Audience:** Reach enterprise IT [security] decision-makers and scale your programs to their fullest capacity with our premium audiences, data targeting capabilities and extended reach.
- **Data Optimization:** Elevate program performance through data analysis.

Content is crucial, let CIO's SMS help you tell your story.



**66%**  
 of ITDMS say association with a known familiar source increases trust in online information.

Source: IDG Enterprise Customer Engagement Research, 2017



### CIO Event Attendees

- have an average annual IT budget of **\$216 million**
- have average company revenues of **\$6.8 billion**

### Upcoming Forums\*

- February 23, 2017  
Dallas, TX
- March 15, 2017  
Atlanta, GA
- April 27, 2017  
New York, NY
- May 9, 2017  
Silicon Valley, CA
- June 1, 2017  
Reston, VA
- July 12, 2017  
Boston, MA
- September 27, 2017  
Chicago, IL
- October 17, 2017  
Long Beach, CA
- November 14, 2017  
Houston, TX

## Executive Programs

CIO's content-rich conferences provide technology companies with unparalleled access to high-powered IT executives. You'll find that Executive Programs are where the nation's top IT executives convene for unmatched peer-to-peer networking. Our unbiased programs foster the building of a vital IT executive community where ideas can be shared and debated, winning solutions can be presented and discussed, and career opportunities can be revealed.

## CIO 100 Symposium & Awards

**August 14-16, 2017 | The Broadmoor | Colorado Springs, Colorado**

The CIO 100 Symposium & Awards is your opportunity to network with 300 of the most influential CIOs and senior IT executives. The 29th annual CIO 100 Awards honor 100 companies that are creating new business value by innovating with technology. As a sponsor, your company's executives participate in a technology breakout session, networking receptions and the awards gala.

## SecurIT

**June 21, 2017 | Washington DC**

Managing risk and security is becoming ever more important for information technology and security executives. SecurIT is the place where senior decision-makers come to learn from peers and experts and explore information security solutions to enhance their security posture. Take a seat at the table to hear their latest challenges and provide the expert insights they're looking for. As part of IDG's Security Day, the CIO/CSO SecurIT event delivers an unparalleled opportunity for sponsors to amplify their security messaging.

## Agenda.17

**March 20-22, 2017 | Sawgrass Marriott Golf Resort & Spa | Ponte Vedra Beach, Florida**

AGENDA is the annual business leadership conference focused on the most exciting technology advances and business challenges for the year ahead. Produced with sister brand Computerworld, AGENDA showcases industry luminaries and executives from leading companies through the iconic Computerworld Premier 100 Technology Leaders Award, and the Digital Edge 25 Award, which recognizes organizations that have made great strides toward becoming digital-centric. Sponsorships are designed to build relationships as you engage closely with a highly qualified and engaged audience.

## CIO Perspectives Forums

### Regional Forums for Senior IT Leaders

CIO Perspectives is a series of one-day regional forums for CIOs, senior IT executives and tech-involved business executives at enterprise and mid-market organizations to connect and collaborate on relevant and timely business technology issues.

Each CIO Perspectives Forum provides a powerful, content-rich networking event where senior IT leaders can connect and collaborate on their most urgent business and technology concerns—ranging from the impact of regional economic and local business conditions to the most relevant technology trends affecting the enterprise. With content planned and vetted by a Regional Leadership Committee of practicing CIOs, this unique series packs maximum value in a single-day, multi-format, conveniently located program.

---

“This event provided information that was relevant with the right balance of business and technical presentations. It was a great way to reinforce the items on my current roadmap and also validated that I am focused on the right things for the future.”

Sherri Zink, SVP, Chief Data & Engagement Officer, BlueCross BlueShield of Tennessee

---



---

“A fantastic opportunity to connect with fellow technology executives, exchange ideas, and keep your finger on the pulse of change.”

Chris McMillin, VP Information Technology, AIT Worldwide Logistics

---

## Sole Sponsored Events

Executive Roundtables and Executive Dinners are two of your most effective ways to engage in intimate conversations with a targeted group of prospects and customers. Custom content allows attendees to self-select discussion topics based on their interests so your executives can engage in a focused dialogue with people who have a vested interest in the selected topics. As the sole sponsor, you tailor the environment. This allows you to develop or deepen relationships with people who have expressed a desire to understand your products and solutions.

### EXECUTIVE ROUNDTABLES

Link your marketing programs and bring them to life with our Executive Roundtable programs. Together, we create and deliver a compelling topic plan that will meet your communication objectives as well as drive your event attendance. We can also help you identify strong prospects and build lasting relationships, as well as reconnect you to existing or former clients.

Executive Roundtable attendees are recruited from our *CIO* audience base. They have an established relationship with our organization and know that time at a Executive Roundtable will be time well spent.

### EXECUTIVE DINNERS

As the sponsor of a CIO Executive Dinner, you'll have the opportunity to influence everything from audience generation and topic development to site selection, creating an event that meets or exceeds your most demanding marketing program requirements. Executive Dinners provide an opportunity to engage with leading information technology executives in an informal and entertaining environment. All of your attendees will take great pleasure in participating in the discussion that you have crafted in partnership with CIO.

### MEET-UP

Build relationships and brand awareness with customers and prospects in a casual atmosphere at CIO Meet-ups. As our exclusive Meet-up sponsor, we invite you to welcome attendees, set the tone for the event, and leverage a 5-7 minute speaking opportunity. The evening continues over drinks and provides you and your team with the perfect environment to strengthen relationships with your key buyers and prospects.

### KEYNOTE & COCKTAILS

CIO Keynote & Cocktails offer an ideal mix of networking and educational engagement with key customers and prospects. Set in a private room, Keynote & Cocktails kicks-off with a 20-minute topic-focused research presentation by an IDG Enterprise moderator. The content portion of the evening continues with a 15-minute presentation delivered by your sponsor executive. Attendees and your sponsor representatives then mingle with conversation over cocktails. Thought provoking content and relaxed networking opportunities make your sole-sponsorship of Keynote & Cocktails a new and special way to connect with your target audience.

"I feel like I'm leaving the conference [Agenda.17] shot out of a cannon and ready to tackle my problems back in the office with a newfound sense of energy and perspective.

Michael Molinari  
Senior Manager, Strategic  
Innovation & Emerging Technology  
Universal Parks & Resorts

## Direct Marketing and Reprints

*Expand your targeted customer list by leveraging ours*

Tap our direct marketing and research resources to enhance your marketing programs. Through our direct marketing programs, you can access mailing lists for influential IT executives which can be segmented to suit your needs. With *CIO*, you can achieve your ultimate goal: an increased customer base with measurable return to your bottom-line.

### List Services

CIO's carefully defined database of subscribers, who sit at the core of information technology leadership, is the only media source that lets you deliver customized messages to all key decision-makers within an IT environment: from the IT users who determine the need, to the IT managers who evaluate solutions, to the IT executives who recommend vendors—to the chief information officer who signs off on all IT investments.

**For more information on CIO subscriber lists, contact IDG List Services at 888.IDG.LIST.**

### Reprints/Permissions

Editorial reprints of *CIO* articles featuring your executives or highlighting your technology solutions provide a credible endorsement to augment your company's in-house marketing literature. Online reprints can also give your best prospects and customers instant access to *CIO* articles that demonstrate your company's innovation and thought leadership.

**Contact the YGS Group at 800.290.5460 or [cio@theygsgroup.com](mailto:cio@theygsgroup.com)**



## Contacts

Our online visitors and event attendees are just the tip of the iceberg. The CIO community also includes the CIO Forum on LinkedIn (over 70,000 qualified members), newsletter subscribers, Twitter followers and Facebook fans.

**Contact CIO today to start developing meaningful relationships with our senior-level IT community.**

### DIGITAL/STRATEGIC MARKETING SERVICES

#### EAST/CENTRAL

Sean Weglage  
SVP - Digital  
508.820.8246 | [sweglage@idgenterprize.com](mailto:sweglage@idgenterprize.com)

#### WEST

Julie Ekstrom  
SVP - Digital  
415.710.3693 | [jekstrom@idgenterprize.com](mailto:jekstrom@idgenterprize.com)

### EVENT SALES

Adam Dennison  
SVP, General Manager, IDG Events  
& Publisher, CIO  
508.935.4087 | [adennison@idgenterprize.com](mailto:adennison@idgenterprize.com)

### ALLIANCE MARKETING SERVICES

Michael Latchford  
VP, Alliance Marketing Services  
508.766.5376 | [mlatchford@idgenterprize.com](mailto:mlatchford@idgenterprize.com)



492 Old Connecticut Path  
PO Box 9208  
Framingham, MA 01701  
Phone: 508.872.0080  
[www.cio.com](http://www.cio.com)