COMPUTERWORLD
FROM IDG

MEDIA KIT

INSIDE

AUDIENCE

Our audience is your business. They're waiting to hear from you.

In a world where media has converged and an increasingly diverse pool of stakeholders is making IT purchase decisions, it is crucial to reach key stakeholders with the right message, in the right place at the right time:

- Resources that help senior technology and business decision-makers and key influencers navigate change.
- Venues where IT decision-makers (ITDMs) gather regularly and in the greatest numbers.
- Places where smart companies like yours find people who need what you have to offer.
- Communities where you can build rewarding customer relationships.
- Computerworld is where proactive IT decision-makers come together to learn, strategize and find products and solutions like yours.

Your customers trust Computerworld

The Voice of Business Technology

Technology no longer just supports the business, it's at the very center of business innovation and strategy. This focus on creating business advantage unites the spectrum of decision makers and key influencers across disciplines.

Their common goal: understand and utilize technology to drive revenue and invigorate the customer and employee experience. As the largest enterprise media brand covering the entire breadth of technology, Computerworld is the voice of business technology, ensuring the entire ecosystem of tech influencers and stakeholders can create and execute on business-changing strategies.

AUDIENCE

Computerworld Audience

4.1M
AVERAGE
PAGE VIEWS
PER MONTH

2.4M
UNIQUE
VISITORS
PER MONTH

$7.4B
AVERAGE
COMPANY
REVENUE

11,152 AVERAGE
NUMBER OF EMPLOYEES

$194M
AVERAGE
IT BUDGET

SOURCES: OMNITURE; COMPUTERWORLD AUDIENCE PROFILE SURVEY, 2018

Ready to make the most of your marketing budget?

Get the word out where it counts: Computerworld is your resource for accessing influential ITDMs worldwide.

Partner with Computerworld to develop a comprehensive converged marketing strategy designed to meet your organization's objectives:

- Ensure brand visibility among a targeted audience
- Convey your message to a receptive audience
- Establish credibility with an extensive and qualified client base
- Reach key stakeholders influencing purchases at every level
- Ensure a healthy return on your marketing and advertising investment

CONVERGED MEDIA AND MARKETING

Explore marketing opportunities with the world's most trusted source of IT intelligence.

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 at www.idg.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.

ONLINE

Computerworld.com

Talk to IT buyers where they live: online

Computerworld.com is the most trusted source of IT news, in-depth analysis, research and strategic information on the web. Our award-winning content is updated hourly, inviting the IT community to consume mission-critical information on core to edge technologies in real-time, when they need it.
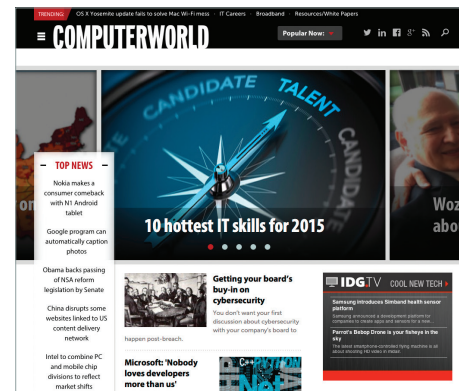
BRANDING

Computerworld 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, Computerworld 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 sites. 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

Computerworld'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, Computerworld 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, Computerworld'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

Whether a Computerworld digital issue, Executive Crash Course, or e-Guide, these editorial packages are designed to provide a thought leadership platform to showcase your product or solution. Computerworld digital issues showcase quality enterprise IT coverage, including articles, analysis and commentary, spanning the information needs of senior technology leaders as they create and execute on business-changing strategies. Executive Crash Courses and e-Guides provide in-depth insight and actionable advice on a specific topic.

For specific product information, visit our product library at www.idg.com/product-library/.

EXECUTIVE PROGRAMS

Cultivate Leaders With Influence

Computerworld offers events that attract powerful and influential IT decision-makers.

Computerworld events help you meet decision-makers across the entire purchase process. The typical Computerworld event attendee—a decision-maker at an enterprise organization—has the motivation and means to purchase and deploy your solutions.

Sponsorships allow you to participate in events that draw IT decision-makers with peer-based content. Leverage the strength of a trusted third-party brand and be part of a program delivering thought provoking information by participating in an Executive Dinner or Roundtable. If you'd prefer to deliver your own message, Computerworld can develop a custom program tailored to your marketing needs. Computerworld conferences provide IT decision-makers and solution providers with an ideal environment for exchanging ideas.

AGENDA.19

March 18-20, 2019
Marriott Resort Sawgrass
Ponte Vedra Beach, Florida

AGENDA is the business leadership conference focused on meeting the strategic need of companies to create a digital-first strategy. AGENDA incorporates the Ones to Watch Awards that showcases rising technology leaders and the Digital Edge 50 Awards recognizing digital achievers whose organizations have made great strides toward being a digital-centric business. Together with our sponsor partners, AGENDA provides IT and business leaders with the strategy, ideas and action needed for key business issues they face.

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.

ALL COMPUTERWORLD EVENTS DELIVER:

- **Exclusive access to a highly pre-qualified audience**
- **Value for both attendees and sponsors**
- **Intimate environments vs. large trade show settings**

EXECUTIVE PROGRAMS

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 Computerworld 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 Computerworld 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 Computerworld.

MEET-UP

Build relationships and brand awareness with customers and prospects in a casual atmosphere at Computerworld 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

Computerworld 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**

MARKETING SERVICES
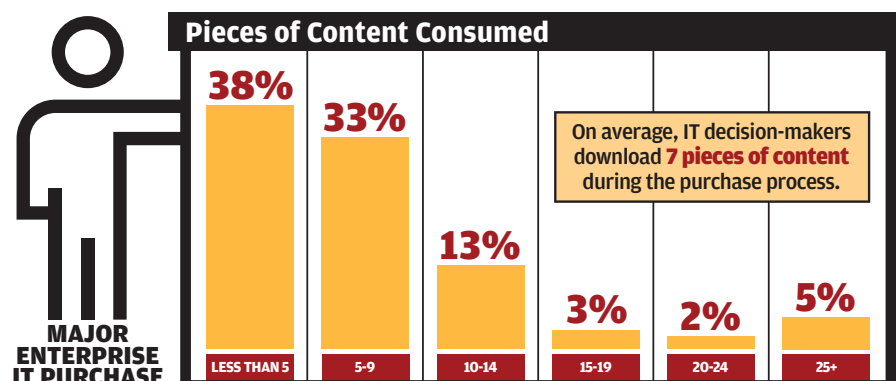
Strategic Marketing Services

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 Computerworld'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 SMS 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.

Pieces of Content Consumed

MAJOR ENTERPRISE IT PURCHASE

LESS THAN 5	5-9	10-14	15-19	20-24	25+
38%	33%	13%	3%	2%	5%

On average, IT decision-makers download **7 pieces of content** during the purchase process.

CONTENT IS CRUCIAL, LET COMPUTERWORLD'S SMS HELP YOU TELL YOUR STORY.

DIRECT MARKETING

Computerworld Reprints, Back Issues and List Services

Keep spreading the word.

Tap our direct marketing resources to enhance your marketing program so that you can achieve your ultimate goal: an increased customer base and bigger profits.

REPRINTS

Online reprints of Computerworld.com articles that feature your organization's executives or highlight your technology solutions provide credible endorsements that augment your company's in-house marketing literature.

Our online reprints give your best prospects and customers instant access to Computerworld.com articles that put you in the most favorable light.

Contact the YGS Group at 800.290.5460 ext. 129 or computerworld@theygsgroup.com.

LIST SERVICES

Computerworld'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 Computerworld subscriber lists, contact IDG List Services at 888.IDG.LIST.

CONTACTS

Discover why Computerworld is the media resource for the IT community. Contact us today.

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