# InfoWorld
### FROM IDG

## AHEAD OF THE TECHNOLOGY CURVE

# Delivering Marketing ROI

## CONTENTS

# Media Kit

● **AUDIENCE**

# Our audience is modernizing enterprise IT.

## We help them find the right tools.

New foundation technologies and trends are changing the enterprise, and our audience is building the strategy and leading the implementation. Application Development. Data & Analytics. Cloud Computing. Mobile. Next-generation Collaboration Tools. We put these transformational technologies and more on the radar and our Expert Contributor Network continues to cover them from every angle until decision-makers have their questions answered.

Our mission is to help our audience accelerate IT within their organization and stay ahead of the technology curve.

The need to stay ahead of the technology curve–to drive greater business efficiency, productivity, and profitability–is ushering in a new cycle of IT growth, with emerging providers and veterans vying to position cutting-edge technologies or battle-tested solutions as essential tools in the IT enterprise toolkit.
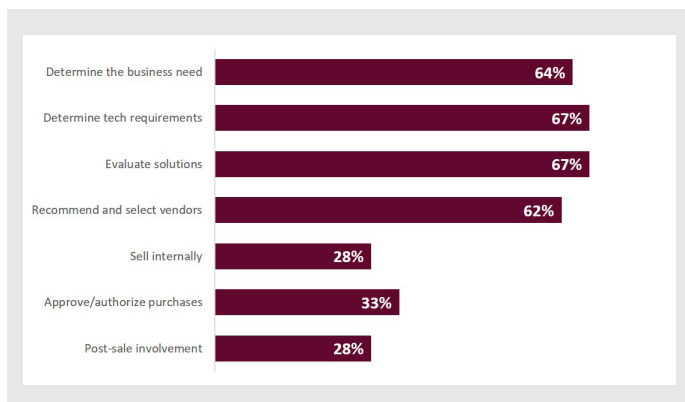
While you prepare to stake out or defend your share of this competitive market, consider this: As today's leaders revamp enterprise IT, they are turning to us–as they have for more than 30 years–for information they can count on.

# The transformative IT journey is picking up speed.

## Make sure your brand has visibility.

How will your brand get to the front of the IT provider pack in the new growth cycle?

To reach tech decision-makers with purchase power, connect with InfoWorld. Our audience participates in every phase of the IT purchase process, from determining needs and requirements to recommending and selecting vendors and approving purchases. And they turn to InfoWorld for insight to guide their decision-making.

| | |
|---|---|
| Determine the business need | 64% |
| Determine tech requirements | 67% |
| Evaluate solutions | 67% |
| Recommend and select vendors | 62% |
| Sell internally | 28% |
| Approve/authorize purchases | 33% |
| Post-sale involvement | 28% |

Source: InfoWorld Audience Profile Survey, 2018

## InfoWorld's Expert Contributor Network

Through an assembled group of trusted and innovative technology leaders–InfoWorld's Expert Contributor Network–InfoWorld achieves a unique editorial perspective in the market. The Expert Contributor Network participants are immersed in the latest technologies and share their first-hand experiences when they test, deploy, and manage emerging enterprise technologies and successive transformations as technologies gain adoption.

● **AUDIENCE**

# InfoWorld is your market's go-to resource.

## Modernizing enterprise IT is our expertise.

InfoWorld is the destination for accelerating enterprise technology and your best media choice for reaching those who set the technology agenda.

With InfoWorld, IT decision-makers get information they trust, including reviews from real IT practitioners and advice from authors who have actually built, deployed, and managed enterprise technology.

They come for quality information and find a rich mix of innovative content and services. Video presentations, online forums, mobile access, social media engagement, newsletters, White Papers, blogs, face-to-face events: in short, all of the resources that today's decision-makers like to tap when they need to research purchase options.

**INFORMATION SOURCES USED TO KEEP UP-TO-DATE WITH TECHNOLOGY**

| | |
|---|---|
| Technology content sites | 66% |
| White papers | 58% |
| Webcats/webinars | 52% |
| Peers outside your company (via phone, email) | 48% |
| Newsletters | 48% |
| Technology vendors (via vendor website) | 47% |
| Peers outside your company (in-person) | 45% |
| Peers inside your company | 45% |
| Technology vendors (in-person) | 44% |
| Technology print publications | 44% |
| Online communities, discussion forums | 44% |
| Technology vendors (via phone, email) | 43% |
| Trade shows | 40% |
| User groups (via newsletters, events, etc.) | 39% |
| Analyst firms | 39% |
| Peers outside your company (via social/business networking sites) | 38% |
| Executive conferences or events | 37% |
| Business content sites | 36% |

Source: Role & Influence of the Technology Buyer, IDG, 2016

# Partner with InfoWorld and get results.

## Together we'll put you on the "A" team.

How will your brand get to the front of the IT provider pack in the new growth cycle?

We invite you to work with us to develop and implement a comprehensive strategy for building awareness, developing client relationships, and driving sales.

Choose InfoWorld and you:
● reach key IT decision-makers with purchase authority
● choose the brand that leaders turn to for IT intelligence
● link your brand to a trusted name with a proven 30-year track record
● connect with engaged and qualified buyers
● lay the groundwork for building your brand and bottom line in a period of growing IT sales

● **InfoWorld reaches an audience with an average annual IT purchase authority of $190 million.**

Source: InfoWorld Audience Profile Survey, 2018

● **InfoWorld is the leading source of information on emerging enterprise technologies.**

## Closing the Sale

InfoWorld visitors share how a vendor can close the sale—beyond just price—once they are on the short list:

**"**Credibility, good working relationships, competitive price, realistic project plan."

**"**Good past experience with delivery, support, and returns when necessary."

**"**Provide a solution that cost-effectively meets our business requirements and provides first-class support after the sale."

● CONVERGED MEDIA & 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 through content, community, conversation and commerce, 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.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.

**For more information, please visit www.idg.com/contact-us/**

● **DIGITAL**

# InfoWorld.com

## Where decision-makers get IT.

InfoWorld.com averages **2.1 million page views and 1 million unique visitors per month[1]**, attracting a vast community of IT managers, developers, tech professionals, and business leaders looking for technology information and insight.

Our content is researched and created by the most talented, experienced, and well-respected team of staff writers, freelancers, columnists, and vendor companies in the industry, the Expert Contributor Network. Because the majority of **our writers are former practitioners**, they are exceptionally in-tune with our audience and adept at providing information on topics they need to understand–whether they are analyzing enterprise IT needs, weighing purchase options, rolling out a new product, or engaged in the continual and critical quest to keep up with what's current in the dynamic IT industry.

InfoWorld.com visitors are active members of a vibrant online community. Visitors post comments to the brand's social media groups; test their knowledge of technology news with online quizzes; register for events; sign up for newsletters; click on banner ads; and even enter to win coveted InfoWorld awards that recognize success in areas such as open source software, enterprise architecture, as well as InfoWorld Technology of the Year Awards.

Channels on the site–Applications, Application Development, Data & Analytics, Business Intelligence, Cloud Computing, Computer Hardware, Data Center, Databases, Internet of Things, Mobile Technology, Networking, Open Source Software, Operating Systems, Security, Storage and Virtualization–address specific enterprise IT priorities.

Within any of these channels, websites in their own right, visitors can access channel-specific news, blogs, discussions, White Papers, and webcasts. We also provide "deep dive" PDFs and digital spotlights that cover a specific program, which can be vendor sponsored.

Other distinctive site features include:

- Vendor-sponsored *Deep Dives*, published as downloadable PDFs, *Editorial Webcasts*, and *Digital Spotlights*, presenting in-depth and editorially-independent coverage on specific topics
- *InfoWorld Test Center*, producing the deepest and most accurate enterprise product reviews in tech publishing
- *InfoWorld White Paper Library*, an active visitor destination with vendor-sponsored content

[1]Source: Omniture, 6-month Average August-January 2018

### 13,770
average number of employees within their organization.

### 56%
visit InfoWorld.com at least once a week.

**TOP ACTIONS TAKEN AFTER VISITING INFOWORLD.COM**

**#1** Read an article
**#2** Conducted further research online
**#3** Downloaded research content

Source: InfoWorld Audience Profile Survey, 2018

For more information, please visit www.idg.com/contact-us

● **DIGITAL**

# Online Branding and Lead Gen Opportunities

InfoWorld.com needs to be a key tool in your company's marketing mix. With 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.

InfoWorld.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

InfoWorld 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, InfoWorld 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

InfoWorld'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, InfoWorld 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, InfoWorld'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 an InfoWorld digital spotlight or Deep Dive, these editorial packages are designed to provide a thought leadership platform to showcase your product or solution. InfoWorld is ahead of the technology curve through their deep dives and digital spotlights which provide in-depth analysis on a specific technology solution and showcase the hottest trends in IT.

For more information, please visit www.idg.com/contact-us

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## ● DIGITAL

Choosing InfoWorld.com as your online media partner gives you a unique opportunity to sponsor high-value, editorially-independent content while generating leads.

By helping us respond to our audience's need for reliable, well-researched information they can use, you establish your brand as a genuine thought-leader with a long-term interest in the industry—a distinction that sets you apart from competitors who limit their marketing investment to self-serving sound bites. And when a visitor downloads your sponsored content—a Deep Dive PDF, for example— you get the lead.
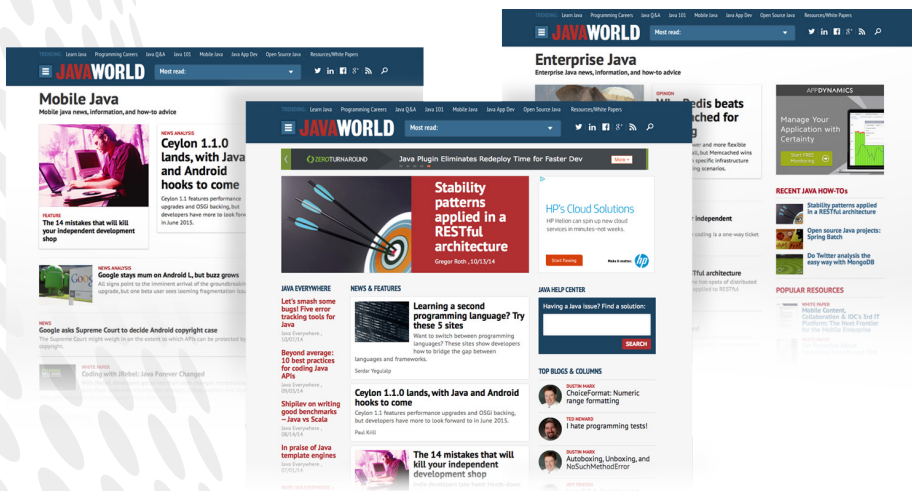
## JavaWorld.com

InfoWorld.com features JavaWorld.com, the leading independent source for Java™ programmers and enterprise managers who want to learn more about Java programming language and related technologies from trusted Java experts.

Drawing **925,000 page views and 539,000 unique visitors**\* monthly, JavaWorld.com reaches the core audience of Java professionals who are planning, developing, deploying and integrating Java-based solutions on an enterprise level.

JavaWorld.com serves as a powerful tool for Java developers, providing:

- how-to features and columns—including actual Java programs— written by Java experts
- examples of Java's use in the real world
- news and new product information
- commentary
- Java tips and tricks, cut-and-paste code, live applets, and links to various Java resources on the Web

*Source: Adobe Analytics, 6-month average, August-January 2018



**14,063**
average number of employees within their organization.

**66%**
visit JavaWorld.com at least once a week.

Nearly all of the JavaWorld.com visitors are involved in the purchase or implementation of software products, services, or initiatives.

**43%**
visit JavaWorld.com to read the latest tech blogs.

Source: JavaWorld Audience Portrait Survey, 2018

"I always get what I want [at JavaWorld.com]. After searching all the links from Google, I end up on this site.
Now I've started to visit this
site first and save my time."
JAVAWORLD.COM VISITOR

For more information, please visit www.idg.com/contact-us

● AWARDS

# InfoWorld Editorial Awards

Today's digital landscape is transforming how enterprise's conduct business. InfoWorld is excited to recognize tech innovations and the individuals/organizations that make it happen through their editorial awards programs. Learn about InfoWorld's yearly awards.

## InfoWord Technology of the Year Award

This award recognizes the best and most innovative products in the top hardware and software categories to business and tech professionals. To ensure greatness, selections are made by InfoWorld editors and reviewers.

## InfoWord Enterprise Architecture Award

InfoWorld and Forrester Research, in collaboration with Penn State University Center for Enterprise Architecture, present InfoWorld Enterprise Architecture Awards to recognize companies whose practice of enterprise architecture has delivered substantial business benefit to their organization.

## InfoWord Best of Open Souce Software Award

This award recognizes the best in open source software for business and professional users. Bossie winners, ranging from application development tools to platforms and infrastructure software, are chosen by InfoWorld editors and reviewers.

**For more information, please visit www.idg.com/contact-us**

● **EVENTS**

# InfoWorld Events

## The best marketing is face-to-face.

What could be better than delivering your value message to interested IT managers and professionals directly? Sponsor an InfoWorld event for an opportunity to meet with your prospects and customers in person.

In a universe of noisy IT conferences and meetings, an InfoWorld event stands out as an unparalleled opportunity to communicate in a more intimate, collegial setting and to demonstrate your product or service to an audience with an expressed interest in finding a solution.

InfoWorld produces custom event opportunities –providing you access to a regional audience of IT leaders looking to learn more about a specific technology and network with peers and sponsor on best practices and lessons learned. While the structure and levels of participation varies based on the goal of the event, all are designed to provide value and take-aways for both attendees and sponsors.

## Custom Events

Create your own, turnkey event that best fits your marketing goals. Whether you're looking for lead generation, relationship building, test messaging or market intelligence gathering – our custom events let you lead discussions with the IT decision-makers you need to reach. Think of InfoWorld as an extension of your team that will create with your objectives in mind.

### Keynotes & Cocktails

Keynote and Cocktails kicks-off with a 20-minute topic-focused research presentation by an InfoWorld moderator followed by a 15-minute presentation delivered by your sponsor executive. Attendees and your sponsor representatives then mingle with conversation over cocktails.

### 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.

As the sole sponsor of these face-to-face event, you develop relationships with IT leaders who want to understand more about the topic, learn about your products and solutions, and hear how they can use what they are learning to create business value within the enterprise.

You set the date and location. We provide an eager audience.

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● **90%** of IT decision-makers have attended an industry or job-related event in the past 12 months.

Source: IDG Customer Engagement Research, 2018

**For more information, please visit www.idg.com/contact-us**
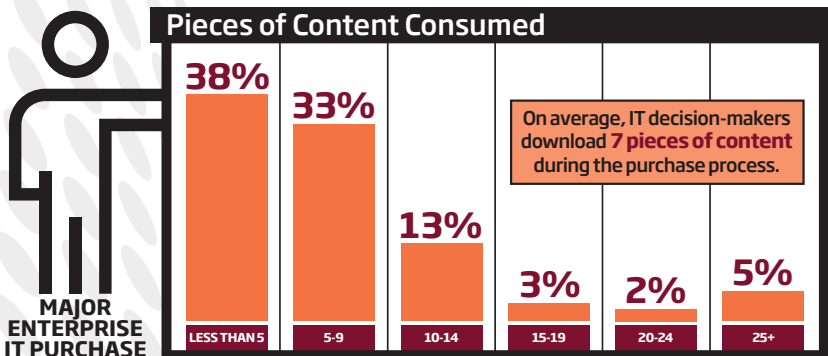
## ● MARKETING SERVICES

# 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 InfoWorld'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 InfoWorld'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 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 InfoWorld's SMS tell your story.

### 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.

Source: IDG Customer Engagement Research, 2017

## 80%
of ITDMs say that if a technology brand is known and trusted it increases the likelihood that they will be added to the short list.

Source: 2018 IDG Customer Engagement Research

For more information, please visit www.idg.com/contact-us

# Direct Marketing & 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 professionals which can be segmented to suit your needs. With InfoWorld, you can achieve your ultimate goal: an increased customer base with measurable return to your bottom-line.

## List Services

InfoWorld's carefully defined database of subscribers – the developers, architects, CTOs and engineers who take the lead on emering enterprise technology – is the only media source that lets you deliver customized messages to this niche group of key decision-makers within an IT environment. These are the individuals who are determined to seek business advantage by staying ahead of the technology curve.

**For more information on InfoWorld subsciber lists, contact IDG List Services at 888.IDG.List**

## Reprints/Permissions

Editorial reprints of InfoWorld 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 InfoWorld articles that demonstrate your company's innovation and thought leadership.

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

**For more information, please visit www.idg.com/contact-us**

● **CONTACTS**

# Get with the program.

## Reenergize your marketing–and help modernize IT–with InfoWorld.

Ready to demonstrate how your products and services will help our audience stay ahead of the technology curve?

**Join the online conversation** at InfoWorld.com by sponsoring content-rich Digital Spotlights, Deep Dive pdfs, White Papers, webcasts, virtual conferences and more, or mobile campaigns and ABM programs that drive home your value message.

**Deliver thought leadership** at InfoWorld events by sponsoring your own custom event and deepen relationships with the prospects you want.

**Work with our Strategic Marketing Services Group** to generate leads and accelerate sales.

Contact us to get started.

## Sales Contacts
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