

Media Kit



THE IT PROBLEM-SOLVING NETWORK

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A Snapshot of ITworld's Audience

What is your potential reach when you leverage ITworld?

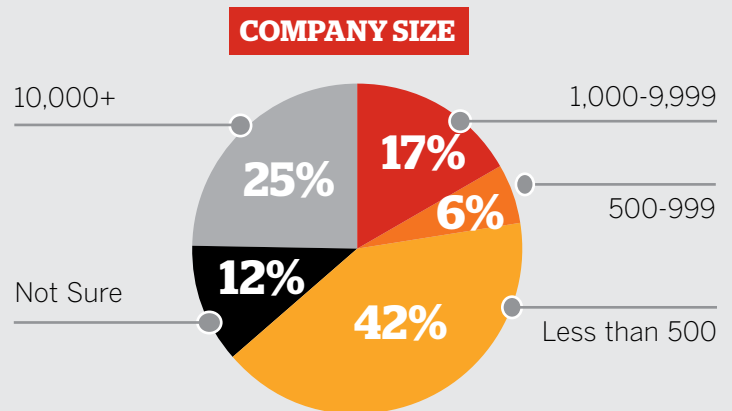
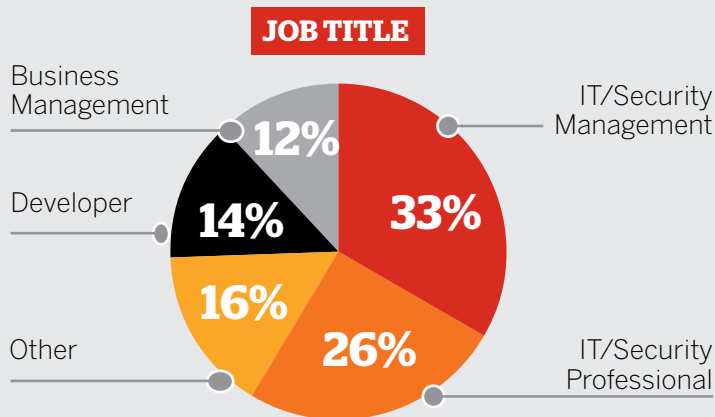
ITworld includes several tools for marketing your products and services by engaging your clients and prospects in the conversation through our impressive reach:

- 955K monthly page views
- 575K monthly unique visitors
- \$238M average IT budget

66% of IT decision-makers report association with a known, familiar source drives trust in content read online.

2017 IDG ENTERPRISE CUSTOMER ENGAGEMENT SURVEY

Breakdown of Users



Digital: ITworld.com

As traditional advertising evolves, brand awareness, demand generation and all aspects of the marketing mix are interwoven into a different media realm that will quickly move your customers through the purchasing process. ITworld can give you the channels and the credibility needed to engage effectively.



ITworld.com Digital Products

Online Branding and Lead Generation Opportunities

ITworld.com needs to be a key tool in your company's marketing mix. With 575k 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.

ITworld.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: ITworld provides a wide variety of advertising units to match your communication needs. From traditional banner ads in all varieties, or ones that incorporate video or social elements, ITworld 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: ITworld's demand gen solutions are designed to lead customers and prospects through the customer journey. With lead generation options spanning content syndication, multichannel personalized content engagement, lead nurture, lead consulting, account-based marketing, and BANT, ITworld 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 ways 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, ITworld's advertising options are designed to create further action—drive visitors to a landing page, download an asset, engage socially—whatever the goal.

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

Contact your ITworld sales executive for more information about online branding and lead generation opportunities with ITworld.com.



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:

<http://www.idgenterprise.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.



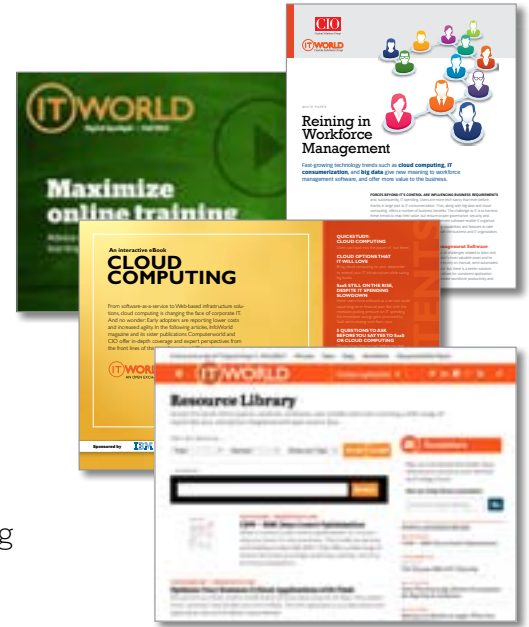
Sales Enablement

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

Strategic Marketing Services

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

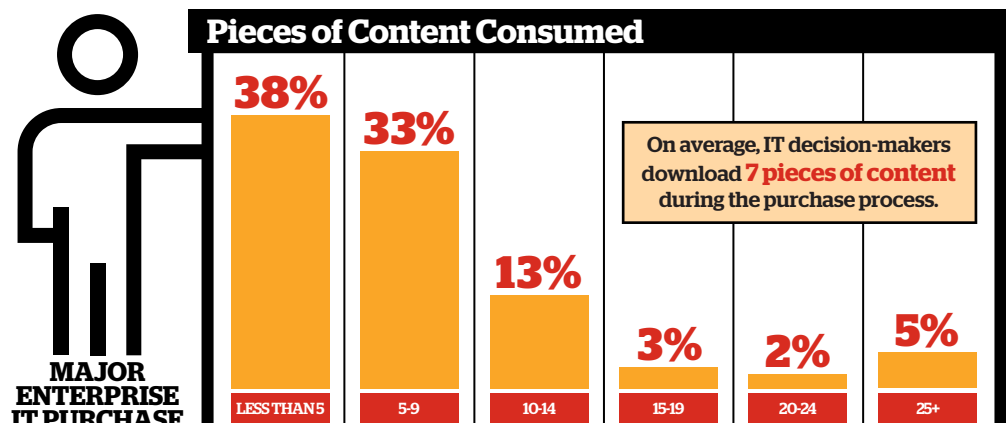
Grow your content library, enhance your engagement across multiple platforms and expand your reach to enterprise IT decision-makers through programs built and executed by ITworld's Strategic Marketing Services (SMS) group. The SMS team specializes in converged marketing solutions and services with expertise 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 ITworld'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 ITworld's SMS help you tell your story.



90% of ITDMS value content tailored for them.

2017 IDG ENTERPRISE CUSTOMER ENGAGEMENT RESEARCH

SOURCE: IDG ENTERPRISE CUSTOMER ENGAGEMENT RESEARCH, 2017



Contacts

Contact your sales executive about ways you can leverage ITworld to generate the conversation that will get your clients and prospects talking — about YOUR capabilities!

DIGITAL SALES/STRATEGIC MARKETING SERVICES

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