

NETWORKWORLD

THE CONNECTED ENTERPRISE

FROM IDG

MEDIA KIT

Only **one brand** connects the IT community that purchases the products that connect the enterprise.

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»»» AUDIENCE

IT is entering a new growth cycle.

Will your company connect with new buyers?

Enterprises are entering a new six- to seven-year cycle of IT growth and innovation, industry analysts say. Driving this growth are new technologies and analytical capabilities that enable what Forrester Research calls “smart computing.”

To profit during this cycle, smart companies like yours need to deliver a clear value message to the decision-makers responsible for the enterprise. Your strategy now will determine the health of your sales pipeline – and bottom line – for years to come.

The network connects the enterprise.

The network pros connect with Network World.

Based on emerging technologies, smart computing is ushering in a new generation of must-have solutions, all of which rely on the organization's **network – the digital nervous system of today's connected enterprise.**

The network is central to the IT infrastructure and plays a critical role in the implementation of the organization's overall business strategy, supporting everything from **mission-critical computing to team collaboration and electronic commerce.**

As a result, executives who have looked to Network World for information, intelligence and insight for over 30 years are now creating the short list for the full spectrum of enterprise IT purchases: data center products; infrastructure management tools; WANs; VoIP, network virtualization, hybrid converged infrastructure, wireless and mobile devices; security; software and services.

Choose Network World and you will:

- » connect with executives who hold the key to IT purchases enterprise-wide.
- » leverage the only brand that speaks to IT using the network as the lens.
- » establish a credible presence among a large community of qualified buyers.
- » compete aggressively – and profitably – in the emerging cycle of IT growth.

83%
of the Network
World audience is
involved in the
technology purchase
process

Only Network World speaks to the IT executives developing network strategy for the connected enterprise. Network World is the only trusted brand targeting this audience through a mix of new media opportunities and peer based communities to ensure you make their short list.

Network World is the Most Trusted Resource for Network Pros:

- **2.3M** average monthly page views.
- **79%** like to consume a high amount of editorial, professional and/or personal information on a product before making a purchase decision.

Source: Omniture, 6 month average August-January 2018; Network World Audience Profile Study, 2018

»»» 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.

NetworkWorld.com

Connecting with your prospects online.

The NetworkWorld.com community is large, influential and proactive.

Of the **1.1 million** unique individuals who visit us monthly,

- » **53%** are IT/Network/Security Management & Professionals
- » **14,129** average number of employees within organization
- » Visitors work at organizations with average annual revenues of **\$7 billion**
- » The average visitor will purchase **\$ 234 million** in IT products/systems/services over the next 12 months
- » **56%** are involved in determining technical requirements stage of the purchase process at their organization
- » **50%** of visitors visit NetworkWorld.com at least once a week

At NetworkWorld.com, visitors find **high-quality editorial content** (original reporting, product testing, blogs, newsletters, forums, subnets and video & audio programming), **vendor-supplied content** (white papers, videos, special reports and webcasts) and **user-generated content** (columns, blogs and interactive polls), all provided to help them make informed product and technology business decisions.

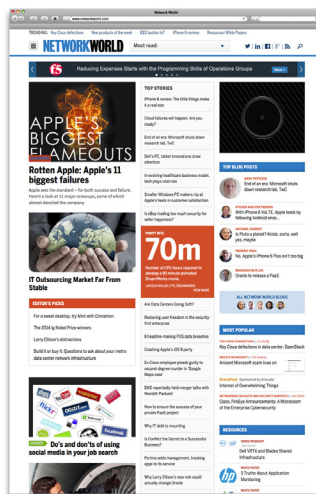
We are the only media site targeting IT and network professionals—and the only site our audience trusts to provide reliable information and insights they can use to manage their businesses and careers.

NetworkWorld.com Mobile

Our mobile sponsorships reach your customers & prospects anytime, anywhere while they are on the go.

Network World offers:

- » Smartphone & iPad Banner Ads
- » iPad Rich Media Ads (Catfish Ad, Video IMU, Cover Flow IMU)
- » Mobile Lead Generation



NetworkWorld.com
averages
2.3 million
page views
monthly.

NETWORK WORLD'S SOCIAL REACH

26% of Network World
visitors have interacted
with Network World on
social media



3,600+
Group Members



142K+
Likes



112K+
Followers

Online Branding and Lead Gen Opportunities

NetworkWorld.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.

NetworkWorld.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

Network World 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, Network World 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

Network World'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, Network World 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, Network World'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

Providing tech decision-makers with the information they need during digital transformation, Network World's IT Roadmap editorial guides offer in-depth analysis and real world use cases for the ultimate tech roadmap. These editorial guides create a powerful thought leadership platform and deliver actionable advice on a single technology topic.

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



>>> EVENTS

Network World Events

Deepen your customer connections.

Events are key to most marketers' strategies, for the simple fact that *nothing* gets you closer to your customers to deepen relationships, and no other medium helps you forge new relationships like face-to-face communication.

Event sponsorships allow you to participate in conferences that bring together qualified IT buyers, industry analysts, and technology providers with content-rich agendas. If you're looking to leverage the strength of a trusted third-party brand and be part of a program delivering thought provoking information, sponsor one of our larger national or regional events. If you'd prefer to solely deliver your own message, Network World can develop a custom program tailored to your marketing needs.

Network World offers programs in a variety of formats, depending on your goals: private dinners, breakfast roundtables, full day events, and co-located event opportunities where you can leverage registration at established events.

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 Network World as an extension of your team that will create with your objectives in mind.

Dinner Discussions

Engage with leading Network and IT managers during an interactive dinner. This turnkey event offers everything from topic development that will resonate with your target audience, to site selection and audience generation in order to create an event to meet your marketing and sales needs.

Roundtables

The most effective way to engage in a two-way conversation with an intimate group of prospects and customers. The environment provides for in-depth conversations, allowing you to develop or deepen relationships with people who have self-identified as wanting to understand your products and solutions, and how they can create business value within their organization.

Keynotes & Cocktails

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

Meet-up

At an informal evening of networking, set the tone with a brief welcome and let the conversations unfold from there. Leaving your brand top of mind for hosing this engaging night.



For more information on the full portfolio of National and Regional events across IDG brands, please visit www.idg.com/events/

MARKETING SERVICES

Strategic Marketing Services

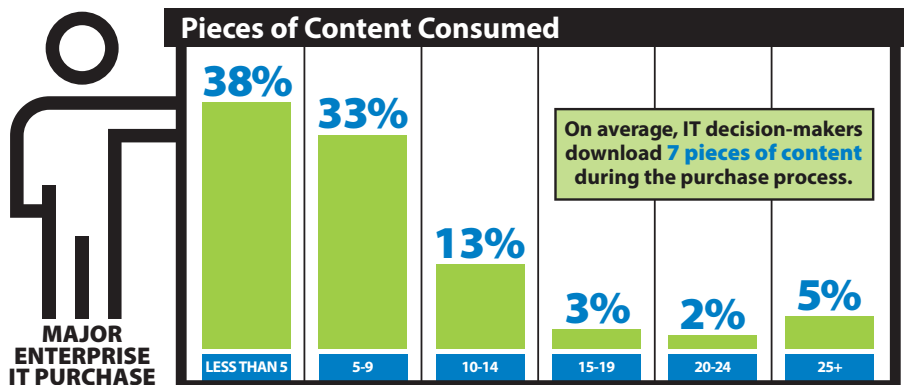
Converged Marketing Programs and Services Integrating Content • Design • Digital/Social Platforms • User Experience • Audience • Data Optimization

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 Network World'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 Network World'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 Network World's SMS help you tell your story.



Source: IDG Customer Engagement Research, 2017



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

Source: 2017 IDG
Customer Engagement Research

>>> DIRECT MARKETING**Network World Reprints, List Services,
Advertising Studies**

Keep leveraging the power of the connected enterprise.

Tap our direct marketing and research 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 NetworkWorld.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 Web access to articles that put you in the most favorable light.

Reprints

The YGS Group
NetworkWorld@theygsgroup.com
800.290.5460, ext. 129

List Services

Through our targeted direct marketing programs, you can access direct mail lists to deliver your customized message to influential IT and network executives, targeting and segmenting those lists to suit your needs.

List Rental Services

Steve Tozeski
IDG List Services
steve_tozeski@idg.com
508.766.5633

>>> CONTACTS**Join Our Ecosystem**

Connect—and grow—exponentially.

Our online visitors and event attendees are just the tip of the iceberg. The Network World community also includes newsletter subscribers, Twitter followers, Facebook fans, LinkedIn members, and YouTube subscribers.

Ready to establish your brand in the Network World ecosystem and profit in the new era of smart computing? Contact us today.

Digital Sales/Strategic Marketing Services**EAST/CENTRAL**

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Editorial Inquiries

If you would like to pitch a story for coverage in Network World, please contact the appropriate editor: www.networkworld.com/about/editorial.html#beats.

NETWORKWORLD
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