2019 Media Kit
BWW Media Group

BWW Media Group is an Independent Media company dedicated to increasing the knowledge and adoption of everyday technology that impacts our lives professionally and personally.

We are committed to providing the best content and community resources to help IT professionals and tech enthusiasts get the most out of their technology investments. Our premiere properties are Petri.com and Thurrott.com.

Headquartered in New York City, BWW Media Group has offices also in Denver, Chicago, and Atlanta.
Our properties at a glance:

Petri.com serves IT Professionals by providing original content that helps them solve problems, do their jobs more effectively and to advance their careers.

Thurrott.com provides premium and free articles covering technology news and reviews, analysis of current and emerging technologies, and comprehensive coverage of big tech companies (Microsoft, Google, Apple and other key industry players) affecting and shaping the industry.
### Petri

**Website Traffic**

<table>
<thead>
<tr>
<th>Monthly Pageviews</th>
<th>Monthly Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2 Million</td>
<td>838K</td>
</tr>
</tbody>
</table>

**Email**

<table>
<thead>
<tr>
<th>Petri Database</th>
<th>Petri O365 &amp; SharePoint</th>
</tr>
</thead>
<tbody>
<tr>
<td>191K</td>
<td>66K</td>
</tr>
</tbody>
</table>

**Reach**

<table>
<thead>
<tr>
<th>Petri Insiders</th>
<th>Dedicated Email Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>88K</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

- 34K Twitter Followers
- 10K Facebook Followers
- 3K LinkedIn Group

**Reach & Engagement**

- 191K Petri Database Reach
- 34K Twitter Followers
- 66K Petri O365 & SharePoint Followers

**Email**

- 30K Thurrott Daily Newsletter Subscribers
- 25% Open Rate
- 30% CTOR Click Thru on Open Rate

**Reach & Engagement**

- 152K Twitter Followers
- 3K Facebook Followers
- avgs. 12 Comments per Article Post

---

**Thurrott**

**Website Traffic**

<table>
<thead>
<tr>
<th>1.1 Million</th>
<th>726K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Pageviews</td>
<td>Monthly Sessions</td>
</tr>
</tbody>
</table>

**Email**

- 30K Thurrott Daily Newsletter Subscribers
- 25% Open Rate
- 30% CTOR Click Thru on Open Rate

**Reach & Engagement**

- 152K Twitter Followers
- 3K Facebook Followers
- avgs. 12 Comments per Article Post

---
### Our Advertising Mechanisms: Marketing Effect

<table>
<thead>
<tr>
<th>Advertising Mechanisms</th>
<th>Brand Awareness / Recognition</th>
<th>Lead Generation</th>
<th>Thought Leadership</th>
<th>Customer Education</th>
<th>New Product Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petri/Thurrott Newsletter Advertising</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td>☐</td>
</tr>
<tr>
<td>Petri/Thurrott Dedicated Email Send</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td>☐</td>
</tr>
<tr>
<td>Petri/Thurrott Insiders Newsletter Sponsorship</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td>☐</td>
</tr>
<tr>
<td>White Paper</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infographic</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
<td>☐</td>
</tr>
<tr>
<td>Webinar</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-Brand Webinar</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real Field Review™</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petri.com Resource Center</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Takeover Page</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td>☐</td>
<td></td>
</tr>
<tr>
<td>Sponsorship (Podcast)</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship (Content Category)</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom Marketing Programs</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reader Surveys</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onsite Banner Advertising</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rich Media, High Impact Interstitials and Footers</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Over 200% Petri traffic growth since 2014
The Petri IT Knowledgebase has served as one of the world’s leading content and community resources for IT professionals for nearly 20 years.

First launched by IT expert Daniel Petri in 1999, the Petri IT knowledgebase focuses on serving the needs of IT professionals by providing information to help them solve problems, to do their jobs more effectively and to advance their careers.
Petri.com Audience | Demographics

Age of Petri Audience

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>0%</td>
</tr>
<tr>
<td>20-34</td>
<td>21%</td>
</tr>
<tr>
<td>35-44</td>
<td>34%</td>
</tr>
<tr>
<td>45-54</td>
<td>26%</td>
</tr>
<tr>
<td>55-64</td>
<td>13%</td>
</tr>
<tr>
<td>65+</td>
<td>6%</td>
</tr>
</tbody>
</table>

What best describes your current job title?

- IT Manager/Director: 19%
- Systems Admin/Engineer: 29%
- Network Manager: 3%
- Consultant/MSP, VAR: 8%
- Infrastructure Engineer: 4%
- Database Operations: 3%
- CTO: 3%
- Help Desk Tech: 3%
- Network Administrator: 3%
- Developer: 8%
- CIO: 2%
- Infrastructure Engineer: 4%
- Network Manager: 3%
- IT Manager/Director: 19%
- Other: 18%

Which functional role(s) do you perform at work?

(choose all that apply)

- Enterprise Architecture Management: 52%
- Capacity Management: 31%
- Resource / Long Range Planning: 31%
- Production / Production Support: 37%
- Service Level Management: 36%
- Database Operations: 24%
- Vendor / Partner / Supplier Management: 41%
- Audit and Compliance Administration: 39%
- Change Management: 25%
- Configuration Control / Asset Management: 22%
- Software Engineering: 15%
- Quality Assurance: 18%
- Service Catalog Management: 6%
**Petri.com Audience | Demographics**

### Number of Employees

- **Less than 99**: 34%
- **100 to 499**: 23%
- **500 to 999**: 8%
- **1,000 to 4,999**: 13%
- **5,000 to 9,999**: 6%
- **10,000 or more**: 16%

### Annual Organization Size in Revenues

- **$0 to $5M**: 35%
- **$51M to $100M**: 11%
- **$10M to $50M**: 17%
- **$1B+**: 15%
- **$11M to $50M**: 17%
- **$101M to $999M**: 12%
- **$0 to $99M**: 15%
- **10,000 or more**: 16%
- **1,000 to 4,999**: 13%
- **500 to 999**: 8%
- **100 to 499**: 23%
- **Less than 99**: 34%

### What is your industry?

- **Multiple industries rely on the Petri.com expertise.**

**Inquiries:** 1.929.251.8202 | advertising@bwwmediagroup.com
Petri.com Audience | Industry Topics & Concerns

What topics are most important to you?
(Select all that apply)

- Backup and... 59%
- Cisco 15%
- Cloud Computing 60%
- Exchange 36%
- Hyper-V 41%
- Linux 21%
- Skype for... 30%
- Teams 41%
- Mobility 36%
- Networking 47%
- PowerShell 48%
- Security 56%
- SharePoint 27%
- SQL Server 31%
- System Center 20%
- Virtualization 43%
- VMware 29%
- Windows 70%
- Windows Server 63%
- Microsoft Azure 48%
- Windows Intune 21%
- Other 7%
Brad Sams | Executive Editor

Brad has a decade of writing and publishing experience under his belt. From breaking news about Microsoft to pushing publications to new heights, he has significant experience as a journalist as well as growing web-based brands.

Brad brings to Petri a profound background in all things Microsoft and has been cited by numerous publications for cracking open the Redmond nut and exposing the internal workings of the company.

Tony Redmond | Contributor

Tony Redmond is an independent consultant who specializes in Microsoft collaboration technology. He has written 15 books and is the lead author of the "Office 365 for IT Pros" eBook.

Aidan Finn | Contributing Editor

Aidan Finn writes about Microsoft virtualization and is a Microsoft MVP with the virtual machine expertise. Working in IT infrastructure since 1996, he has co-authored numerous books on IT topics.

Jeff Hicks | Contributing Editor

A Microsoft MVP in Windows PowerShell, Jeff Hicks has almost 25 years of experience as an IT consultant specializing in Microsoft server technologies. He’s also published several books.

Michael Otey | Contributing Editor

Mike has significant experience with Windows and SQL Server as well as the entire Microsoft stack. He has published in-depth technical content and has authored several books on related topics as well.

Russell Smith | Contributing Editor

Specializing in the management and security of Microsoft-based IT systems, Russell Smith also blogs about Windows Server 2012 for the Petri IT knowledgebase.

Contributing Writers:

- Mary Jo Foley
- Daniel Petri
- Todd Klintd
- Shane Young
- Jeff Hicks
- Chris Goosen
- Jasper Oosterveld
- Jamie McGibbon
- Jaun Carlos Gonzales Martin
- Missy Januszko
- Joseph Finney
- Jussi Roinie
- Sjoukje Zaal
- Asif Rehmani
- Stuart Burns
- Peter De Tender
- Jonathan Hassel
- Krishna Kumar
- Kunal D Mehta
- Theresa Miller
- Phoummala Schmitt
- Michael Simmons
- Sean Wilkins
Petri.com offers advertising & sponsorship packages that are designed to:

1. Start an ongoing dialogue with an engaged community of IT professionals; by inserting your brand into the growing and trusted resource with Petri IT Knowledgebase.

2. Gain fans who are interested in purchasing your product and who will recommend it to their friends or enterprises.

3. Amplify and extend the buzz around your company’s new product launch.

Why Advertise on Petri.com?

58% of Petri.com readers report they are “primarily responsible” for IT decisions in their organizations.

Petri Audience Survey: What platforms and services do you develop on or use on a regular basis?

- Windows Server: 49%
- Oracle: 48%
- ChromeOS: 46%
- Windows Client: 42%
- IBM AIX: 42%
- VMware: 27%
- Android: 26%
- iOS: 20%
- Windows Azure: 13%
- Google Apps: 12%
- OS X (Mac): 9%
- Amazon Cloud Services (AWS, S3, EC2): 8%
- IBM i, i5/OS, OS/400: 3%
Thurrott.com is a partnership between award-winning technology journalist Paul Thurrott and BWW Media Group.

“I just love Paul”
- Thurrott.com User

“Relevant and up-to-date Microsoft News and Information”
- Thurrott.com User

“I trust the opinions of both Paul & Brad”
- Thurrott.com User

“Thurrott.com helps me in my relationship and purchasing power with Microsoft”
- Thurrott.com User

Thurrott Mission
To be the trusted voice that provides perspective and context about the technologies we all rely on everyday.

“This site is like the Google Translate for turning Microsoft press releases or blogs into English”
- Thurrott.com User

“I often find myself thinking ... ‘I think there’s an article about that on Thurrott.com’ when trying to solve a problem”
- Thurrott.com User

Thurrott.com is one of the leading destinations on the web for industry news and analysis for tech enthusiasts.
Thurrott.com Audience | Demographics

What is your age?

- <20: 1%
- 20-34: 17%
- 35-44: 29%
- 45-54: 28%
- 55-64: 15%
- 65+: 10%

What is your industry?

- Advertising/Marketing: 2%
- Aerospace/Aviation: 1%
- Agriculture: 1%
- Arts/...: 1%
- Automotive: 1%
- Biotech and...: 4%
- Business and Technology: 9%
- Construction: 6%
- Corporate Services: 7%
- Education: 7%
- Finance/Banking: 2%
- Government: 2%
- Healthcare/Medical: 1%
- Insurance: 2%
- Legal: 1%
- Media: 4%
- Manufacturing: 2%
- Oil and Gas: 3%
- Professional Services: 1%
- Real Estate: 1%
- Retail and Consumer...: 3%
- Service Industry: 3%
- Transportation Services: 1%
- Telecommunications and...: 1%
- Travel/Hospitality/Entert...: 1%
- Utility/Energy: 1%
- Other: 10%
Thurrott.com Audience | Demographics

What is your company's annual revenue?

- $0 to $5M: 40%
- $51M to $100M: 7%
- $101M to $999M: 12%
- $11M to $50M: 11%
- $6M to $10M: 9%
- $1B+: 21%

How many employees work at your organization?

- <99: 41%
- 100 to 499: 15%
- 500 to 999: 6%
- 1,000 to 4,999: 12%
- 5,000 to 9,999: 6%
- 10,000 or more: 20%
Thurrott.com Audience | Demographics

Is your job in any way technology related?

- Yes: 83%
- No: 17%

If you do work in an IT or IT-like capacity, which functional role(s) do you perform at work? Choose all that apply.

- Enterprise Architecture Management: 16%
- Infrastructure/Systems Engineering: 24%
- Capacity Management: 8%
- Cost /IT Budget Management: 17%
- Resource /Long Range Planning: 13%
- Services Desk /Help Desk: 23%
- Production /Production Support: 19%
- Problem Management: 22%
- Service Level Management: 9%
- Messaging Operations: 6%
- Database Operations: 16%
- Network Administration: 19%
- Vendor /Partner /Supplier Management: 9%
- Network and System Security: 19%
- Audit and Compliance Administration: 7%
- Contingency Planning: 8%
- Change Management: 14%
- Release Management: 10%
- Configuration Control /Asset Management: 8%
- Software distribution /Licensing control: 11%
- Software Engineering: 19%
- Software Development: 26%
- Quality Assurance: 10%
- SLA drafting /Negotiation /Review: 4%
- Service Catalog Management: 2%
- Other: 29%
20% of users flow between BWW Media Group properties Petri.com and Thurrott.com.

Paul Thurrott | Major Domo & News Director

On a daily basis, Paul covers IT and tech industry news, company and product news from Microsoft, Google, Apple and other key industry players.

Additionally, Paul draws popularity through his Bring Your Own Device (BYOD) and SMB topics, in addition to covering hot consumer tech topics like video games, smartphones, do-it-yourself PC projects and home and health technology trends.

Paul is an award-winning technology journalist and blogger with over 20 years of industry experience and the author of over 25 books. Currently, he is the co-host of 3 tech podcasts: First Ring Daily with Brad Sams, Windows Weekly with Leo Laporte & Mary Jo Foley, and What the Tech with Andrew Zarian. He was formerly the Senior Technology Analyst at Windows IT Pro and the creator of the SuperSite for Windows.

Brad Sams

Brad Sams has been covering Microsoft for more than a decade and has been cited by numerous publications for his ability to accurately break news about Microsoft’s upcoming products. He is the recent author of “Beneath a Surface” which tells the inside story of how Microsoft turned its hardware dreams into a reality.

Mehedi Hassan

Mehedi has been covering all things Microsoft for years, including all the breaking news about Windows Phone, to all the developments of Windows 10 and other consumer-oriented products from Redmond. Mehedi has gained substantial experience as a developer building rich web-based applications and mobile applications while designing intuitive user experiences on the side.
Thurrott.com offers advertising & sponsorship packages that are designed to:

1. Receive Paul’s halo effect and amplify the buzz around your company news and products

2. Reach technology professionals during their off hours when they are consuming industry news

3. Gain passionate technology enthusiast brand fans and extend your influence & reach to the industry C-Suite

Paul Thurrott is an Industry Expert is an award-winning technology journalist and blogger with over 20 years of industry experience and the author of over 25 books.
BWW Media Group Advertising and Sponsorship Opportunities

The following pages contain the BWW Media Group advertising and sponsorship opportunities through Petri.com and Thurrott.com. Custom marketing programs are available and we are happy to design an annual marketing media plan to fulfill your business goals.

If you do not find a tactic or pricing for a tactic of interest, please reach out directly to BWW Media Group.
Petri Newsletters

Our newsletters are topic driven and keep the IT Pros that trust Petri up-to-date on the latest IT knowledge. Your exclusive takeover sponsorship puts your brand front and center as a thought leader.

### Tech Tuesday
- **Sent:** Every Tuesday
- **Distribution:** 111K
- **Open Rate:** 6.6%
- **CTOR:** 7%

### This Week In IT
- **Sent:** Every Friday
- **Distribution:** 111K
- **Open Rate:** 5.9%
- **CTOR:** 6%

---

**Tech Tuesday**

**Petri Pulse Newsletter**

“Why’s the Benefit of Windows on ARM For the Enterprise?”

There is a lot of talk about how Windows devices based on ARM will be a huge shift in desktop security, but what about ARM-based devices?

**Solution Spotlight**

**Petri IT Knowledgebase Solution Spotlight:**

Free tool to restore single files or entire VMs from storage snapshots in minutes!

**Veeam Protector for Storage Snapshots** enables you to perform granular recovery for VMware vSphere virtual machines directly from Hewlett Packard Enterprise, NetApp, Dell EMC and Nimble snapshots. Reduce the time needed to mount snapshots by 10x compared to manual processes, lowering your RTOs while avoiding human errors during critical recovery steps such as mounting snapshots. **Free download.**

**Webinar:** 3 Ways Microsoft 365 is a Game Changer for You and Your Clients

**Divider Link**

**Solution Spotlight**

**Petri IT Knowledgebase Solution Spotlight:**

Watch Now! Learn more about Microsoft 365!

**WHITEPAPER DOWNLOAD:** Real World Solutions with Virtual Reality

**Divider Link**

**Solution Spotlight**

**Petri IT Knowledgebase Solution Spotlight:**

Watch Now! Learn more about Microsoft 365!

**Divider Link**

**Solution Spotlight**

**Petri IT Knowledgebase Solution Spotlight:**

Watch Now! Learn more about Microsoft 365!

**Divider Link**

---

**Petri Insider Newsletter**

**This Week In IT**

“VMware and Microsoft Are Friends Again”

A few weeks back, VMware and Microsoft were not exactly on happy terms. Microsoft was moving around VMware to bring services to Azure and VMware was saying it would absolutely not support the platform.

“IT Snapshots”

VMware is now on-board with at least supporting the service in some capacity, a step in the right direction.

**Brad Sarna, Petri IT Knowledgebase**

---

Inquiries: 1.929.251.8202 | advertising@bwwmediagroup.com
Tools & Utilities

- **Sent:** 1st & 3rd Monday each month
- **Distribution:** 111K
- **Open Rate:** 5.7%
- **CtR:** 3%

Petri Newsletters

Our Tools & Utilities newsletter allows our IT Pro audience to consider and try your products through a simple download. Your tool or utility is showcased in 1 of 4 blocks for our Petri audience to immediately download and trial.

1. **Block 1**
   - Real World Solutions with Virtual Reality
   - Today, VR is definitely not just about playing games. VR has become a vital technology for many businesses and its unique capabilities provide businesses the ability to visualize, test scenarios, and see how things are going to work in the real world in ways possible without VR. VR is being utilized for a surprising number of vital business functions today. In this white paper, you’ll get an overview of VR technology and see how it’s a vital part of many industries today. [Download now!](#)

2. **Block 2**
   - Free collection of VMware, Hyper-V and Veeam stencils for Visio
   - Create well-organized and polished visualizations of your virtual and backup plans when planning VMware vSphere, Microsoft Hyper-V or Veeam deployments. It helps you to gain better visibility and valuable business insights, including ways to improve your business process efficiency and customer experience. [Download Free](#)

3. **Block 3**
   - Watch Now: Learn more about Microsoft 365
   - To learn more about what the new Microsoft 365 has to offer businesses and partners alike. This isn’t just any ordinary new bundle. [Access this video](#) now to understand why Microsoft 365 is a game changer.

Learn More
Petri Newsletters

Twice a month, our White Paper & Resources newsletter is the vehicle where we showcase Petri.com and client thought leadership content. Your webinar, whitepaper or even infographic is shared with our IT Pro audience; building awareness and consideration in the market of your brand.

Live webinar: Veeam virtual labs – beginner to advance.
Join this educational session with Veeam IT Guru Noah Gamage. Learn about one of the most popular patented technologies of Veeam: Veeam Virtual Labs, SureBackup and SureReplica and how they help verify the recoverability of every backup.

Active Directory Disaster Recovery
As the cornerstone of most enterprise IT systems, Active Directory has grown both in importance and complexity in recent years. Enterprise IT environments have evolved with the rise of the mobile workforce and cloud-based applications, and as a result, businesses have become increasingly dependent on Active Directory for authentication and authorization. Download this whitepaper to understand key aspects of Active Directory Disaster Recovery.

Watch Now: Learn more about Microsoft 365
Watch now to learn more about what the new Microsoft 365 has to offer businesses and Microsoft partners alike. This isn’t just any ordinary new bundle. Access this video now to understand why Microsoft 365 is a game changer.

Real World Solutions with Virtual Reality
Today, VR is definitely not just about playing games. VR has become a vital technology for many businesses and its unique capabilities provide businesses the ability to visualize environments, test scenarios, and see how things are going to work in the real world in ways that are not possible without VR. VR is being utilized for a surprising number of vital business functions today. In this white paper, you’ll get an overview of VR technology and see how it’s a vital part of many industries today. Download now!
Thurrott Daily Newsletter

Reach the highly engaged Thurrott audience through a takeover sponsorship of this daily newsletter. Even though Thurrott.com is called a Tech enthusiast site, our research shows that the Thurrott audience trends towards technology decision makers (62%) and is made up of Senior Technologists (31%).

Solution Spotlight

Thurrott Premium is live! Become a premium member and connect with the Premium Community for just $7 a month. Subscribe now!

Top news of the day

Microsoft Finally Brings Encrypted Conversations to Skype
By BRAD SAMS
Microsoft is finally turning on the ability to encrypt messages with Skype but there are several caveats, including it is not on by default. Read More >>

Windows 10’s Paint 3D App Is About to Get a Whole Lot More Useful
By MEHEDI HASSAN
Paint 3D is getting a super-powered Free View mode in a new update coming soon to users. Read More >>

Thurrott Solution Spotlight:
Watch Now: Learn more about Microsoft 365

To learn more about what the new Microsoft 365 has to offer businesses and Microsoft partners alike. This isn't just any ordinary new bundle. Access this video now to understand why Microsoft 365 is a game changer.
Category Insider Newsletter Sponsorships

Targeting the Office 365 IT Professional, our O365 Insider Newsletter shares the latest knowledge available on O365. Grow your brand consideration with this O365 targeted audience by sponsoring a newsletter takeover.

Creating Your First PowerApps App Using a SharePoint List — Part 1

If you have been on the internet at all in the last year and read anything about the Office 365 ecosystem, you have heard of PowerApps.

Read More

Petri IT Knowledgebase Solution Spotlight

Watch Now: Learn more about Microsoft 365

Watch now to learn more about what the new Microsoft 365 has to offer businesses and Microsoft partners alike. This isn’t just any ordinary new bundle. Access this video now to understand why Microsoft 365 is a game changer.

Read More

Microsoft Posts Office 365 Information Protection Guide for GDPR

Microsoft has a new Information Protection guide to help Office 365 tenants prepare for GDPR. The guide is incomplete because it focuses on SharePoint Online and OneDrive for Business. However, it does contain some good information that will help companies figure out what they need to do to prepare for the May 25, 2018 deadline.

Read More

More Getting Started with PowerApps and SharePoint Online

Creating Your First PowerApps App Using a SharePoint List — Part 2

Get connected to PowerApps and create your first app.

Read More
Dedicated Email Sends

Create demand generation with the Petri IT Pro audience by reaching them directly in their inbox.

**Petri Dedicated Email**

- **Sent**: Monday – Thursday
- (16 – 20 sends available per month)
- **Distribution**: 75K
- **Open Rate**: 9.05%
- **CTR**: 5.35%

Create demand generation with the Petri IT Pro audience by reaching them directly in their inbox.

*Example Email:*

**SysAdmin Day is coming!**

*Celebrate with us all month long.*

**GET YOUR FREEBIES**

We are Celebrating YOU, SysAdmins!

This calls for prizes...

**GET YOUR FREEBIES >>**

We know playing the day-to-day game of a SysAdmin means tackling a non-stop barrage of IT fire drills, putting the needs of users before your own, and reaching deep for extreme amounts of patience. So thank you, and happy 18th Anniversary SysAdmins, for winning at the systems game, it’s your turn for some recognition!

Did we mention we made you a board game? We salute you, IT heroes for all that you do, and we think it deserves a reward - The FIRST EVER sysadminMANIA™ The IT Board Game.

Enter for a chance to win now >>
Dedicated Email Sends

Immediately reach our responsive Thurrott audience through dedicated email sends. Our Thurrott.com audience is primarily Tech Enthusiasts, Decision Makers and Senior Technologists. Engage directly with them through their inbox.

Thurrott Dedicated Email

Sent Every Tuesday & Thursday
(8 – 10 sends available per month)

Distribution: 24K
Open Rate: 29.95%
CTR: 4%

Hello,

Nano Server is a headless, 64-bit only deployment option for Windows Server 2016. Microsoft created this component specifically with key scenarios in mind: to serve as cloud fabric and infrastructure (Hyper-V host, clustering, networking, storage) and as a deployment option for applications that are, as they call it, born in the cloud (Platform as a Service v2 and ASP.NET v5 applications).

Download this FREE white paper by Veeam® Microsoft Evangelist Mike Rescic and learn all you need to get started with Windows Nano Server, including:
- Deployment options
- Remote management
- Troubleshooting tips and tricks
- And much more!
Custom Email Content Marketing Series

BWW Media Group develops a unique email series to leverage our IT experts and showcase your brand.

This series is aimed at either our Thurrott or Petri audience.

Put your brand front and center to our engaged readers as a thought leader through our custom newsletter options.

**Petri Sponsored Insider Newsletter**

- **Sent**: 3 slots available per month
- **Distribution**: 75K
- **Open Rate**: 9.05%
- **CTOR**: 5.35%
White Paper

4 – 6 Page White Paper
The appropriate expert contributor writes a 4 – 6 page white paper covering an industry need that your organization is solving. Your brand is given thought leadership status through sponsoring the white paper.

White Paper with Lead Generation Program

Optional BWW Media Group hosts and gates the white paper on a Petri.com or Thurrott.com landing page. BWW Media Group drives traffic to this page and captures and delivers all leads throughout the campaign.

Optional lead generation landing page
Infographic

Your expert or ours provides context and data for a typically strong lead generation asset. Showcase your brand as a topic expert through sponsorship.

Lead Generation Landing Page

Optional: BWW Media Group hosts the infographic on Petri.com or Thurrott.com and drives traffic to the download page. BWW Media Group captures all throughout the campaign.

Optional Bundle

(Optional) Capitalize on the power of two lead generation & thought leadership powerhouses by sponsoring a combined white paper and infographic covering a relevant topic.
Webinars
This highly engaging live and on-demand tactic is a lead generation force with our audience of IT Pros and decision makers.

All Inclusive Webinar
Deliver the content your target audience wants & needs from your organization:
• BWW Media Group fully manages this lead generation content marketing tactic from promotion to delivery
• Co-hosted by your expert and ours
• Typically 250 registered leads guaranteed

Fully Managed Webinar Promotions Drives Registration

**Included:** BWW Media Group creates and manages all on-site, social and email promotional materials to drive registration and attendance for the webinar.

**Typical attendance rate:** 25% - 35%

Optional Tech Brief

**Post Webinar:** BWW Media Group creates a Tech Brief. This downloadable file is accessible through the webinar on-demand page and contains the salient information from the webinar.
**Real Field Review™**

The Real Field Review program is designed to generate awareness and enthusiasm for your products and services among our audience and influencer network.

### Real Field Review Program

A BWW Media Group expert and 2 of your customers provide first-hand and in their voice, a “real field review (RFR)” about your product. Or BWW Media Group crowd sources 2 qualified people from our audience to do the real product reviews along with our expert’s review.

**Included:** Your brand becomes a sponsor of one of our popular podcast shows during the RFR campaign period. On-site and social promotions driving to the reviews are created and managed by BWW Media Group. As a sponsor of the podcast, your brand will enjoy:

- Branded intro/outro sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand

---

**The Real Field Review program is designed to generate awareness and enthusiasm for your products and services among our audience and influencer network.**

### Real Field Review

The following are post statistics for a sponsored review of the Microsoft Signature PC Edition. This Paul Thurrott review was well received, popular and retained a high degree of engagement.

- **Post Views:** 37,685
- **1st Day Post Impressions:** 29,396
- **Post Comments:** 219

---

**Paul Thurrott**

I recently held a focus group and reaffirmed what I've known for years: Microsoft's Signature program delivers the clean and reliable PC experiences that its customers deserve, and should demand.

**Disclaimer:** I was commissioned by Microsoft to organize a focus group to help determine whether customers would prefer a PC configured with or without Signature. I also prepared a written report for Microsoft that summarizes the results of the study and then presented my findings and recommendations to Microsoft privately. But my opinions about Signature are my own, and I have no financial or other interest—financial or otherwise—sponsoring this product to readers of this site.—Paul

You may recall that this is the second time I've performed a focus group study for Microsoft Signature. This study differed from the original 2011 study in a number of ways: back then, Windows 7 was the current Microsoft OS, for example, and the tool for this more recent focus group was a Mac as in the original—but the results were very similar: PCs configured with Signature were overwhelmingly preferred by a diverse set of customers over otherwise identical stock PC configurations, and in my own testing of a subset of focus group test PCs, the results were likewise clear: Microsoft Signature is the ideal configuration for new PC purchases.

This shouldn't be surprising to anyone reading Thurrott.com. As you know from my deliberately provocative editorial, *Sorry, Says No One Will Ever Love Windows Until You Fix This Problem*, and the ongoing *Clear PC series* that followed, the PC industry is a crossroads, and PC makers are selling short-term profits derived from slapware banding for long-term customer satisfaction and loyalty. Meanwhile, PC competitors of all kinds—Mac at the high end, Chromebooks at the low end, and Android and iOS mobile devices of all kinds—are clipping away at the PC as well. The net result is that this market has been shrinking for several years, with no close end in sight.

---

Inquiries: 1.929.251.8202 | advertising@bwwmediagroup.com
Real Field Review ™

Designed to generate awareness and enthusiasm for your products and services among our audience and influencer network.

Real Field Review

A BWW Media Group leading voice and industry expert uses your product and writes a real review

Podcast Sponsorship

Your brand is showcased as a sponsor on one of our popular podcasts

Client Guest Review

Your client or one of our crowd sourced readers is a guest reviewer of your product on our site

Special Promotions

Optional During the RFR campaign, we are happy to work with you to support any special promotions you create for the RFR campaign
Petri.com Resource Center

Benefit by sponsoring an informative micro-site on Petri.com and gain thought leader status on topics associated to your branded resource center.

Resource Center
BWW Media Group creates and manages a resource center sponsored on Petri.com.

Your resource center will contain content provided by you and fresh content added by BWW Media group on a monthly or quarterly basis.

All promotional areas in the resource center capture leads through gated content.
Takeover Post Page

Designed to heighten your thought leadership through brand association on a relevant article page. Excellent extension from brand awareness to lead generation by adding a gated content landing page.

Takeover Page

Included: A sponsored blog post takes over full creative and advertising of page with your branding.

All ads on sponsored page drives to a landing page of your choice.

Optional Lead Generation

BWW Media Group drives traffic from sponsored post page (above) to a landing page hosted on BWW properties to capture leads and navigate them to gated asset.
Sponsored Post Page

BWW Media Group provides content development by an independent subject matter expert, in addition to project management for blog posts focused on targeted topics. These thought leadership sharing tactics are rotated on the blog roll, and promoted through our social media, newsletters and on-site impressions.

Remote Desktop is one of the IT administrator's core go-to tools. While Microsoft has pushed hard for scripted remote management using PowerShell, there's no doubt that for the vast majority of IT administrators, Remote Desktop is used more often. Remote Desktop gives you immediate access to your remote systems for management, configuration, and troubleshooting. Remote Desktop can be found on the Start menu under Windows Accessories, Remote Desktop Connection for Windows 10 and Windows Server 2016. While Remote Desktop is an essential remote management tool, using it has its challenges. Let's take a look at some of the biggest Remote Desktop challenges.

Managing multiple connections

One of the biggest challenges with Remote Desktop is managing and securing multiple remote connections. Many administrators need to connect to dozens if not hundreds of remote systems which can be hard to manage. You can use RDP files to save your connection settings for connecting to your frequently used systems. RDP files allow you to save both your remote system connection and authentication information. To connect, all you need to do is click on the RDP file. This works great for a few systems but it quickly gets messy when the number of remote connections grows. One way to deal with this is to create shortcuts to the shared folders that contain related collections of RDP connections. You can lock down the access to the folders using Windows share permissions. Third-party Remote Desktop management tools can provide additional benefits for managing and securing large numbers of Remote Desktop connections.
First Ring Daily™ Sponsorship

With a growing fanbase, First Ring Daily is a popular Monday through Friday Thurrott.com podcast co-hosted by Paul Thurrott and Brad Sams who discuss the biggest technology news of the day.

Your brand becomes a sponsor of one of our most popular podcast shows. As a sponsor of the podcast, your brand will enjoy:

- Branded intro/outro sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand

Weekly Views 10,500
Sams Report™ Sponsorship

Brad Sams, author of “Beneath a Surface”, covers the top technology news stories of the week in the Sams Report.

Your brand becomes a sponsor of the Sams Report. As a sponsor of the podcast, your brand will enjoy:

- Branded intro/outro sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand
The Petri Dish™ Sponsorship

The Petri Dish is the perfect vehicle to reach our Petri IT Pro audience. This podcast delivers industry interviews with the people creating, supporting and bringing the market solutions that IT Professionals need to keep their organization running healthy. In each Petri Dish episode, Brad Sams interviews a different industry expert.

As a sponsor of this podcast, your brand will enjoy:

• Branded intro/outro brand sponsorship mentions at the start and end of the show
• Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
• A weekly live commercial read promoting your brand
The Enterprise Dish™ Sponsorship

BWW Media Group is bringing industry thought leaders to the Petri It Pro audience through the popular, Enterprise Dish. Hosted by Brad Sams, our Executive Editor, and a rotating core list of co-hosts; with expertise in a wide variety of enterprise technology topics including cloud, desktop, server and productivity software.

New topics are covered on a weekly rotation. For instance, the first week of every month will cover Cloud; the second week is dedicated to server etc. Each episode is intended to provide the listener with knowledge that will help them stay current of the latest updates as well as providing them with a tip or useful to their daily tasks as professional technologists.

The Enterprise Dish podcast has 4 exclusive invitation-only sponsorships available. We are looking for the brightest personalities in the industry that want to showcase their company through commercial sponsorship and be a co-host on this popular podcast. Each co-host sponsorship opportunity comes with a minimum of 12 co-hosted episodes.

On this edition of the Enterprise Dish, we have a new co-host from SmartDeploy, Aaron Suzuki and we dive into Windows 10 upgrades, Windows 7 migrations, and a little bit about patching philosophy as well. You can learn more about Aaron and SmartDeploy, here.

Subscribe iTunes | Google Play | YouTube | RSS
Takeover Page Specifications

Minimize other competitive noise on the page through a sponsored site takeover and have your brand solely represented to the user.
We support and tell stories about the technology industry...

...let BWW Media Group help build your story