bwwmediagroup

FUEL FOR SERIOUS TECHNOLOGISTS

2020
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 Advertising Mechanisms: Marketing Effect

	Brand Awareness / Recognition	Lead Generation	Thought Leadership	Customer Education	New Product Launch
Petri/Thurrott Newsletter Advertising	⬡				⬡
Petri/Thurrott Dedicated Email Send	⬡	⬡		⬡	⬡
Petri/Thurrott Insiders Newsletter Sponsorship	⬡	⬡		⬡	⬡
White Paper		⬡	⬡	⬡	
Infographic		⬡	⬡	⬡	
Webinar		⬡	⬡	⬡	⬡
Multi-Brand Webinar		⬡	⬡	⬡	
Real Field Review ™	⬡		⬡	⬡	⬡
Petri.com Resource Center	⬡	⬡	⬡	⬡	⬡
Takeover Page	⬡	⬡	⬡	⬡	⬡
Sponsorship (Podcast)	⬡		⬡		
Sponsorship (Content Category)	⬡	⬡	⬡		
Custom Marketing Programs	⬡	⬡	⬡	⬡	⬡
Reader Surveys	⬡				⬡
Onsite Banner Advertising	⬡	⬡	⬡	⬡	⬡
Rich Media, High Impact Interstitials and Footers	⬡	⬡			⬡

Petri
IT Knowledgebase

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 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%

The Petri Pulse Newsletter — Tech Tuesday Update

What'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 Microsoft needs to come out and explain the value based devices.

Taking Advantage of Azure's DR Options to Keep Your Data Safe For Tomorrow
Learn about Azure's different options to protect your business-critical data to avoid your next possible outage.

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

Divider Link

Petri IT Knowledgebase Solution Spotlight:
Free tool to restore single files or entire VMs from a storage snapshot in minutes!

Veeam Explorer 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.

Solution Spotlight

Adding a Subscription to an External Office 365 User
In this Ask the Admin, Russell Smith walks you through what happened when he converted an external Office 365 user to a paid subscriber and how to avoid the problems encountered.

IBM Announces New Power Systems Servers and POWER9 Processor
In a recent press release, IBM announced its new Power Systems Servers and POWER9 processor, which can be useful when working with artificial intelligence and other compute-intensive applications.

Extending Your On-Premises Databases to the Hybrid Cloud with SQL Server Stretch Databases
See how SQL Server Stretch Databases can extend your data to the hybrid cloud and it is easy to configure too.

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.

...d a few weeks and it looks like the two have found a way to iron out ...es as VMware services are coming to Azure.

Read: VMware and Microsoft Are Friends Again, VMware Virtualization on Azure Moves Forward

For Microsoft, this is an important win. The company is working to make sure that any and every type of on-premises workload can be run natively in Azure. VMware, a popular alternative to the company's Hyper-V solution, was one of the few missing components to making this goal a reality. While the two companies still have a lot of work ahead of them to fully integrate this solution, the fact that VMware is now on-board with at least supporting the service in some capacity is a step in the right direction.

Brad Sams, Petri IT Knowledgebase

WHITEPAPER DOWNLOAD: Real World Solutions with Virtual Reality

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.

Deploy Active Directory and Certificate Services in Azure Using Infrastructure-as-Code — Part 2
In part two of this series on deploying Active Directory and a member server running certificate services in Microsoft Azure, Russell Smith shows you how to add a PowerShell Desired State Configuration resource to the project.

Paul Thurrott's Short Takes: December 22
Because it's the gift that keeps on giving, this special holiday edition of Short Takes looks at Microsoft v. Google, the next version of Windows 10, some new Apple ... Schmidt, and much, much more.

...ving Unwanted Content from Teams
...tent in Microsoft Teams is all very well. But what happens when some not-so-good content turns up or the CEO posts something secret into a public team?

Cloud and Hyper-V Predictions for 2018
Aidan Finn delves into the mists of the future to discover what will work and what will not in the world of Hyper-V and the Microsoft cloud in 2018.

System State Support by Azure Backup Is Generally Available
Aidan Finn discusses what the recent GA of system state protection by Azure Backup means for you and shows you how to add system state to MARS agent backup policy.

Petri IT Knowledgebase

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.

Tools & Utilities

Sent 1st & 3rd Monday each month

Distribution 111K

Open Rate 5.7%

CTOR 3%

Petri Insider Newsletter

Featured Tools & Utilities

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 ___s, 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!

Block 1

Download Now

Free collection of VMware, Hyper-V and Veeam stencils for Visio

Create well-organized and polished visualizations of your virtual and backup ___ts when planning VMware vSphere, Microsoft Hyper-V or Veeam ___ments. It helps you to gain better visibility and valuable business insights, including ways to improve your business process efficiency and customer experience.

Block 2

Download Free

Watch Now: Learn more about Microsoft 365

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

Block 3

Learn More

Petri.com | BWW Media Group LLC.   684 S. Barrington Road Suite 227 Streamwood IL   60107 United States

Petri
IT Knowledgebase

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.

White Papers & Resources
(same execution as Tools & Utilities)

Sent 2nd & 4th Thursday each month

Distribution 111K

Open Rate 5.44%

CTOR 4%

Block 1

Live webinar: Veeam virtual labs – beginner to advance.

Join this educational session with Veeam IT Guru Noah Gamache. 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.

Block 2

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.

Block 3

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.

Block 4

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%).

Thurrott Daily Newsletter

Sent Monday – Friday

Distribution: 25K

Open Rate 25.99%

CTOR 28%

Solution Spotlight

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

Solution Spotlight

Office 365 Insider Newsletter

Sent 3rd Wednesday of every month

Distribution 66K

Open Rate 5.8%

CTOR 8%

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%

CTOR 5.35%

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.
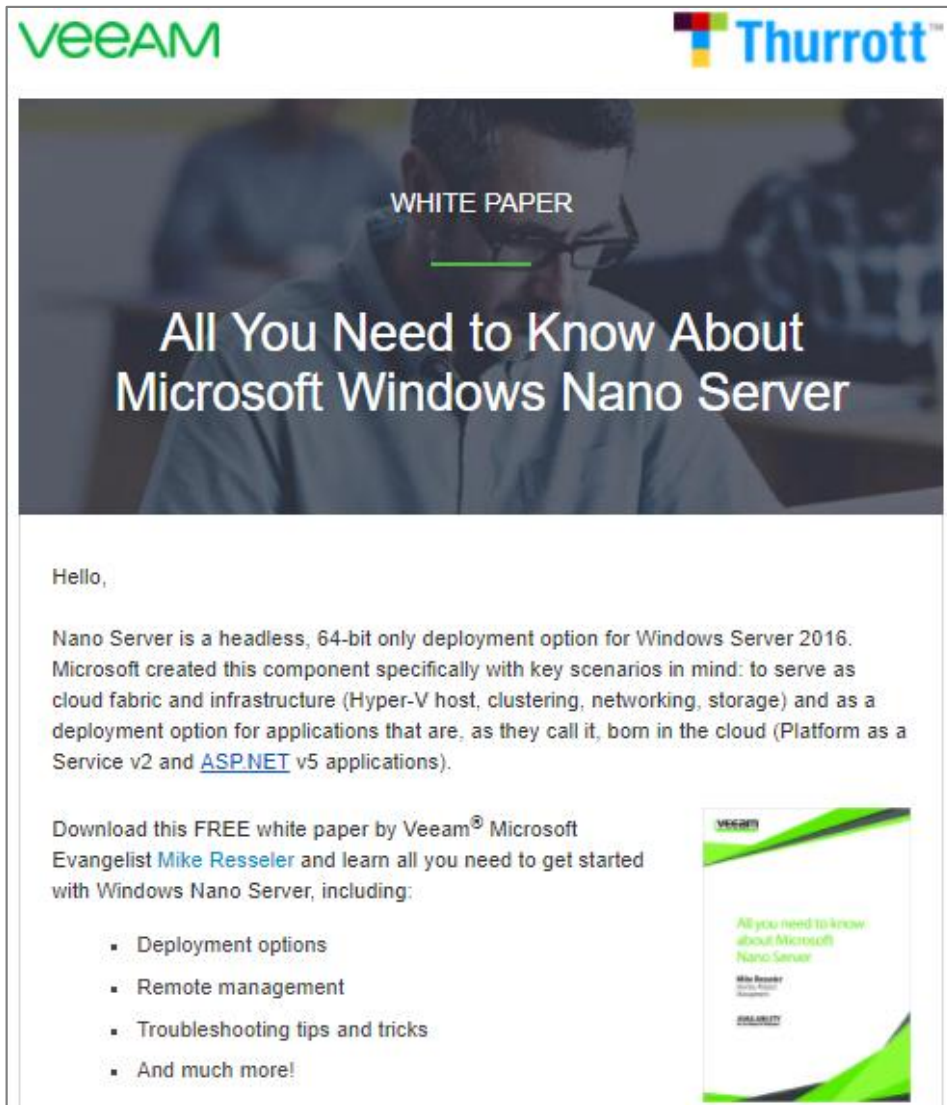
Thurrott Dedicated Email

Sent Every Tuesday & Thursday

(8 – 10 sends available per month)

Distribution: 24K

Open Rate 29.95%

CTOR 4%

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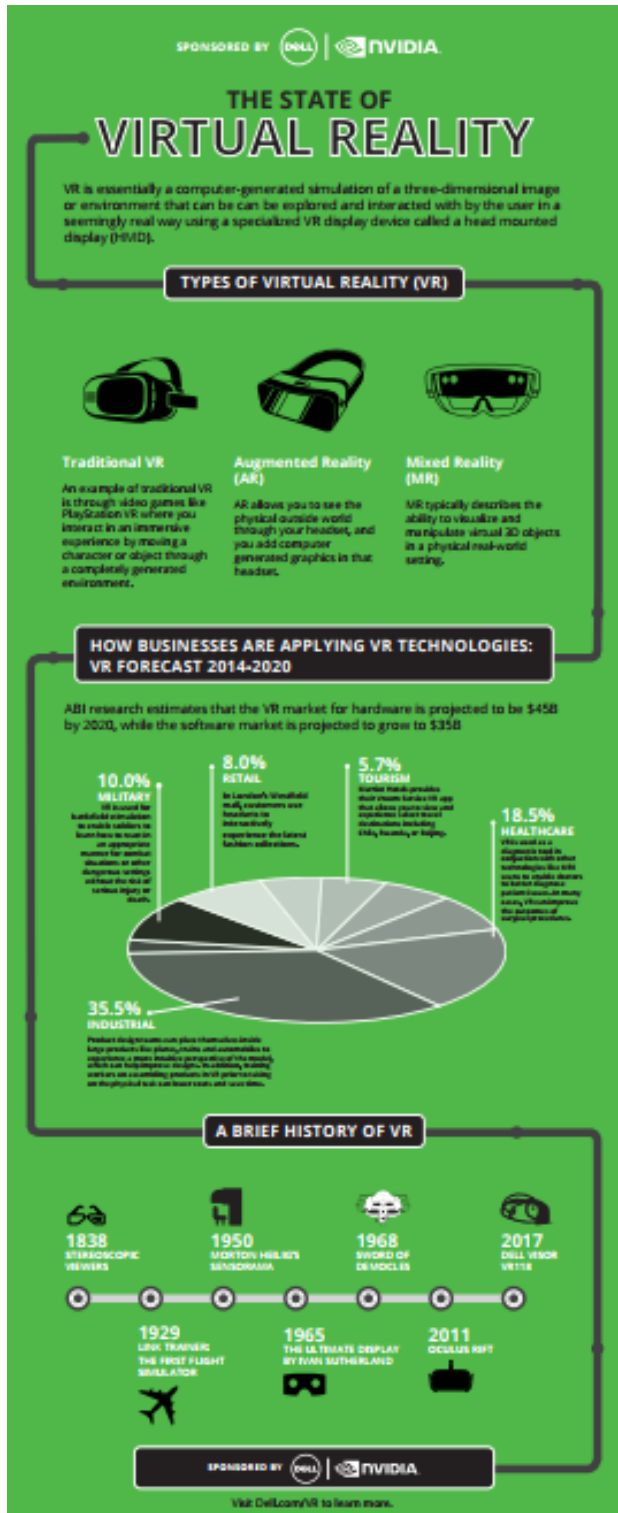
Infographic
Your expert or ours provides context and data for a typically strong lead generation asset. Showcase your brand as a topic expert through sponsorship.
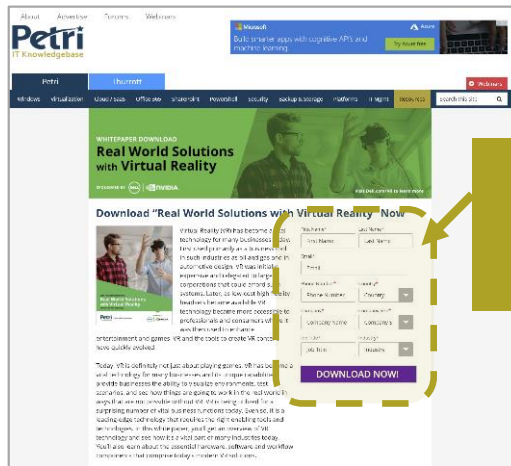
Optional lead generation landing page

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
(White Paper + Infographic)

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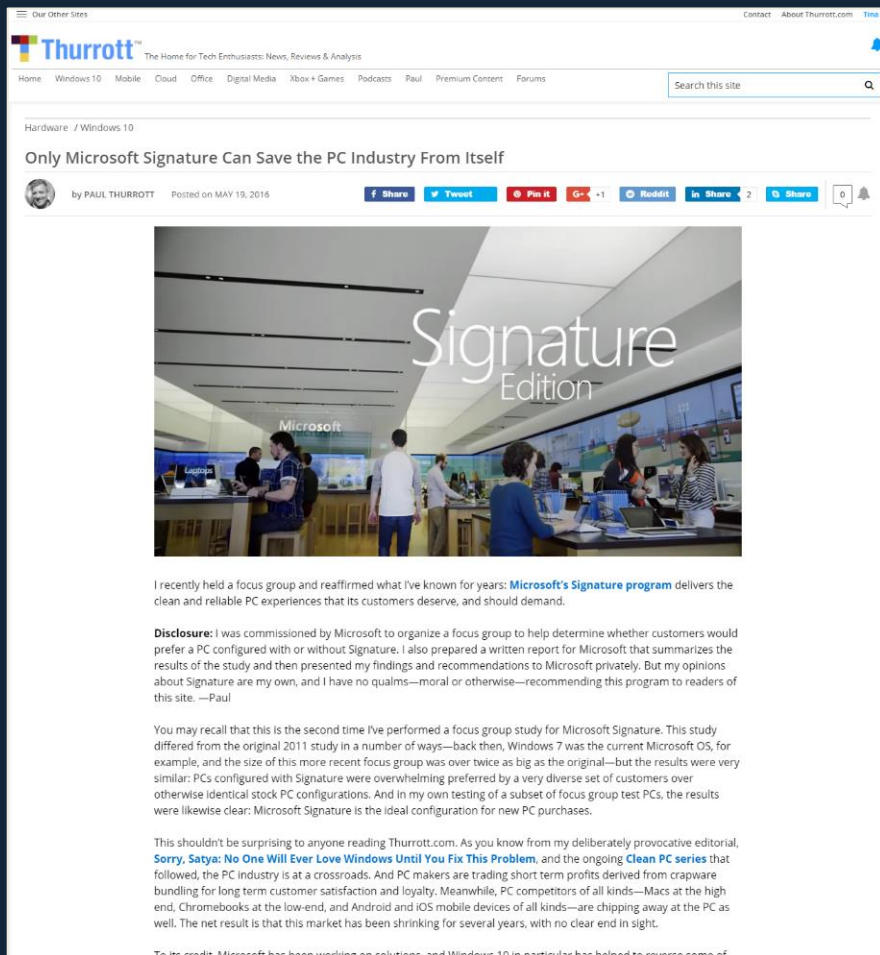
Real Field Review
The following are post statistics for a sponsored review of the Microsoft Signature PC Edition. This Paul Thurrott review was well received, popular and retained a high degree of engagement.

Post Views 37,685

1st Day Post Impressions 29,396

Post Comments 219

Real Field Review ™

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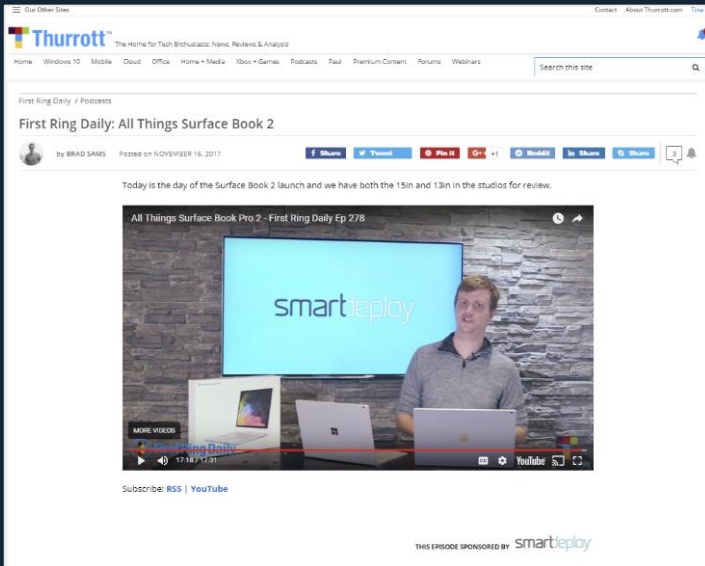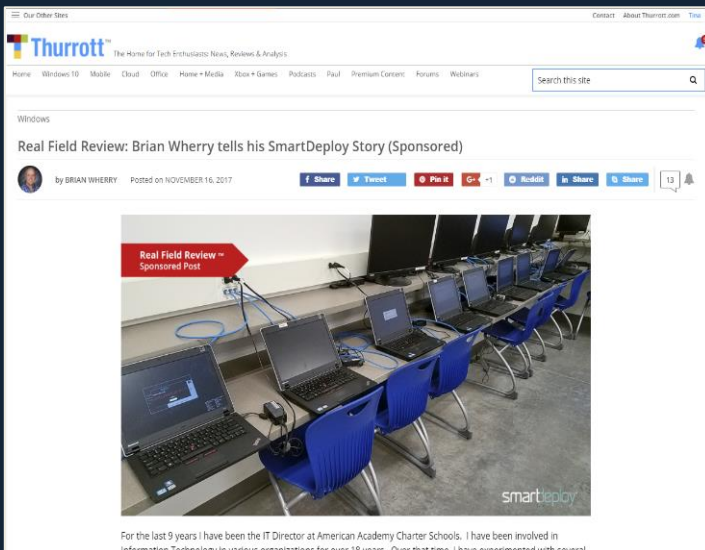

Podcast Sponsorship
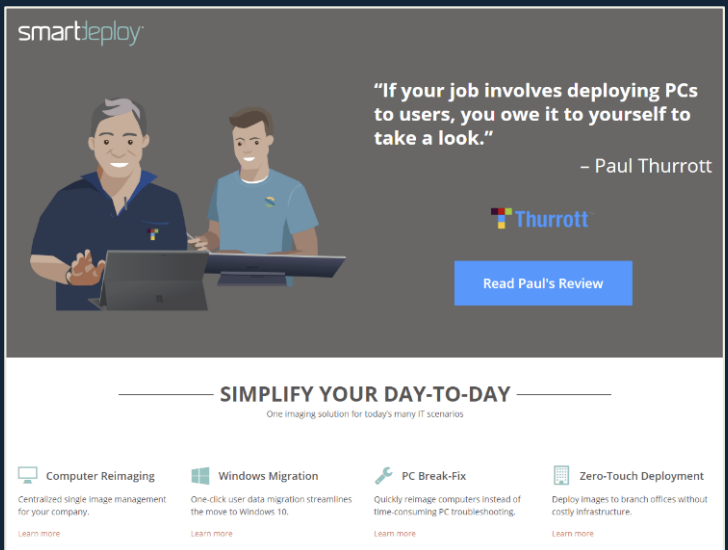Your brand is showcased as a sponsor on one of our popular podcasts
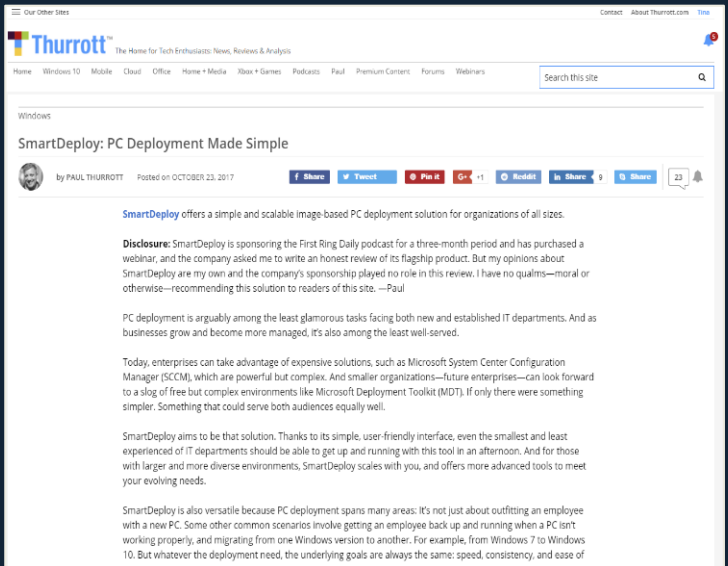
Real Field Review
A BWW Media Group leading voice and industry expert uses your product and writes a real review

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.
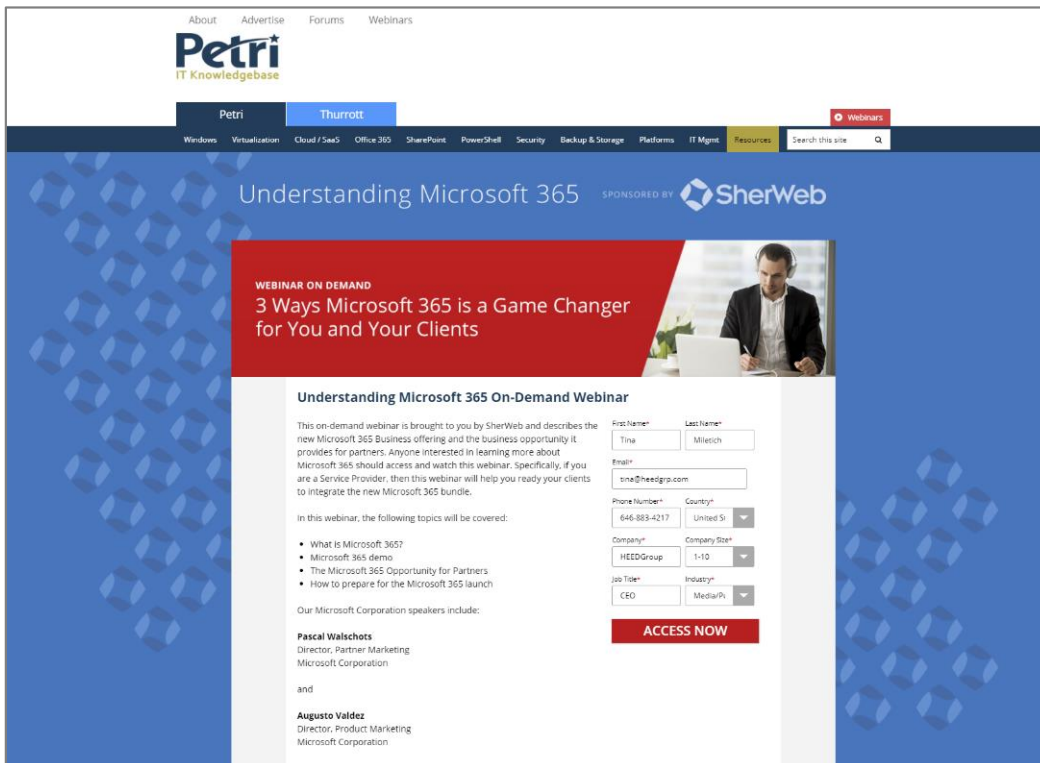
Takeover page with lead generation landing page

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.

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

Weekly Views 5,000

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.

The **Petri** DISH

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.

TheEnterpriseDish

Enterprise Dish: New Co-Host, New Windows, New Migrations

Posted on January 17, 2019 by **Brad Sams** in Enterprise Dish, and Podcasts

f Share   **Tweet**   **in Share**

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.
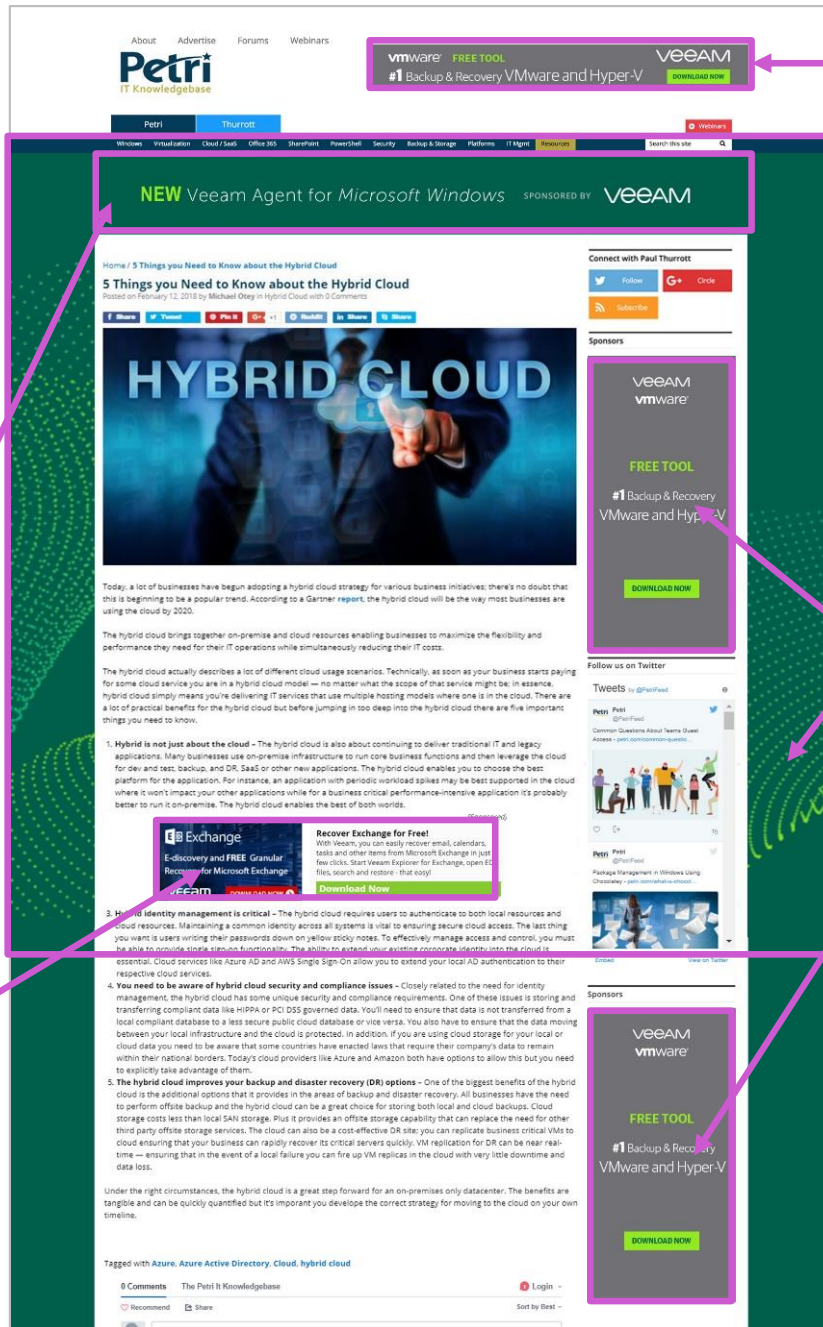
You can learn more about Aaron and SmartDeploy, here.

Windows 7 Migrations and the Challenges Ahead

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.

Leaderboard

Canvas background

Skyscrapers

Branded Header

In-Content Premium Block

We support and tell stories about
the technology industry...

NVIDIA.

DELL

veeAM

Microsoft

SherWeb

ctera
your files. your cloud.

Hewlett Packard
Enterprise

solarwinds

Quadrotech

ManageEngine

turbonomic

Quest

ALIEN VAULT

smartdeploy

Devolutions

netwrix

ALTARO

...let BWW Media Group
help build your story