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

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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%

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**Petri IT Knowledgebase Solution Spotlight:**

**Veem Explorer for Storage Snapshots** enables you to perform granular recovery for VMware vSphere virtual machines directly from Hawlett 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.**

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**Solution Spotlight**

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**Divider Link**
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%

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**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!

Download Now

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**Block 2**

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

Create well-organized and polished visualizations of your virtual and backup sites 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

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**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 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.

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
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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

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.

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

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%
- **CTOR**: 5.35%

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

**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 sysadminANIA™ 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.

Hello,

Nano Server is a headless, 64-bit only deployment option for Windows Server 2015. 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 Resseger and learn all you need to get started with Windows Nano Server, including:

- Deployment options
- Remote management
- Troubleshooting tips and tricks
- And much more!

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%

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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 (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 Program

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.

Inquiries: 1.929.251.8202 | advertising@bwwmediagroup.com
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 administrators 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 look 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

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.

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.
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