A Snapshot of ITworld’s Audience

**What is your potential reach when you leverage ITworld?**

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

- 1.9M monthly page views
- 967K monthly unique visitors
- $260M average IT budget

**Breakdown of Users**

<table>
<thead>
<tr>
<th>JOB FUNCTION</th>
<th>COMPANY SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sr. IT Management (CIO/CTO/CSO/EVP/SVP/VP/Tech Consultant)</strong></td>
<td>10,000+</td>
</tr>
<tr>
<td><strong>Business Management</strong></td>
<td>1,000-9,999</td>
</tr>
<tr>
<td><strong>IT Manager/Director/Supervisor</strong></td>
<td>Less than 500</td>
</tr>
<tr>
<td><strong>IT Professional</strong></td>
<td>500-999</td>
</tr>
</tbody>
</table>

**Digital: ITworld.com**

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

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SOURCE: ITWORLD.COM AUDIENCE PROFILE STUDY, 2014; OMNITURE, ITWORLD.COM AVERAGE JANUARY-JUNE 2015
The New Media Landscape - Converged Media

Explore marketing opportunities with the world’s most trusted tech brands.

Our brand portfolio offers many options for engaging your prospects and customers through converged marketing, an approach that leverages the 4Cs – 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.
Strategic Marketing Services

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

Grow your content library, enhance your engagement across multiple platforms and expand your reach to enterprise IT decision-makers through programs built and executed by ITworld’s Strategic Marketing Services (SMS) group. The SMS team specializes in converged marketing solutions and services with expertise ranging from the creation of individual content assets, to a full portfolio of editorial services and end-to-end integrated marketing programs and services. SMS continues to explore and cultivate the next-generation of marketing tools through the R&D group, Studio SIX, bringing additional focus on design, digital transformation and scale to marketers’ initiatives.

Use ITworld’s Strategic Marketing Services for:

- **Content:** Position your company and its executives as thought leaders through custom produced content from social media engagement to video interviews, white papers and beyond. Incorporate research and best practices with your brands positioning to build customer engagement and demand generation.
- **Design:** Build engaging user experiences through highly innovative design across multiple platforms.
- **Digital/Social Platforms:** Accelerate the growth of your social media footprint and engagement by leveraging our social media expertise and advertising best practices in reaching your customers.
- **User Experience:** Drive maximum performance and engagement across multiple media platforms with innovative design and functionality.
- **Audience:** Reach enterprise IT decision-makers and scale your programs to their fullest capacity with our premium audiences, data targeting capabilities and extended reach.
- **Data Optimization:** Elevate program performance through data analysis.

Content is crucial, let ITworld’s SMS help you tell your story.

83% of ITDMS are interested in receiving content tailored for them.

2014 IDG ENTERPRISE CUSTOMER ENGAGEMENT RESEARCH
Contacts

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

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