

COMPUTERWORLD

FROM IDG

MEDIA KIT

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AUDIENCE

Your audience is our business. They're waiting to hear from you.

In a world where media has converged and an increasingly diverse pool of stakeholders is making IT purchase decisions, it is crucial to reach key stakeholders with the right message, in the right place at the right time:

- Resources that help Sr. IT, business decision-makers and key influencers navigate change.
- Venues where IT decision-makers (ITDMs) gather regularly and in the greatest numbers.
- Places where smart companies like yours find people who need what you have to offer.
- Communities where you can build rewarding customer relationships.
- Computerworld is where proactive IT decision-makers come together to learn, strategize and find products and solutions like yours.

Your customers trust Computerworld

The Voice of Business Technology

Technology no longer just supports the business, it's at the very center of business innovation and strategy. This focus on creating business advantage unites the spectrum of decision makers and key influencers across disciplines.

Their common goal: understand and utilize technology to drive revenue and invigorate the customer and employee experience. As the largest enterprise media brand covering the entire breadth of technology, Computerworld is the voice of business technology, ensuring the entire ecosystem of tech influencers and stakeholders can create and execute on business-changing strategies.



AUDIENCE

Ready to make the most of your marketing budget?

Get the word out where it counts: Computerworld is your resource for accessing influential ITDMs worldwide.

Partner with Computerworld to develop a comprehensive converged marketing strategy designed to meet your organization's objectives:

- ensure brand visibility among a targeted audience
- convey your message to a receptive audience
- establish credibility with an extensive and qualified client base
- reach key stakeholders influencing purchases at every level
- ensure a healthy return on your marketing and advertising investment

In which of the following ways are you involved in the purchase process for IT products and services?

| PURCHASE STAGE | EXECUTIVE IT | MID-LEVEL IT | IT PROFESSIONAL | TECH SAVVY LOB |
|-----------------------------------|--------------|--------------|-----------------|----------------|
| Determine business need | 83% | 67% | 44% | 72% |
| Determine technology requirements | 79% | 76% | 76% | 41% |
| Evaluate products & services | 82% | 85% | 84% | 62% |
| Recommend & select vendors | 78% | 69% | 61% | 56% |
| Sell internally | 47% | 35% | 22% | 24% |
| Authorize & approve | 69% | 29% | 6% | 33% |

Source: Role & Influence of the Technology Decision-Maker, IDG Enterprise, 2015

NEW MEDIA LANDSCAPE

Explore marketing opportunities with the world's most trusted source of IT intelligence.

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.

Visit www.idgenterprise.com/converged-marketing to download free white papers and learn more about integrating this new approach into your marketing plan.



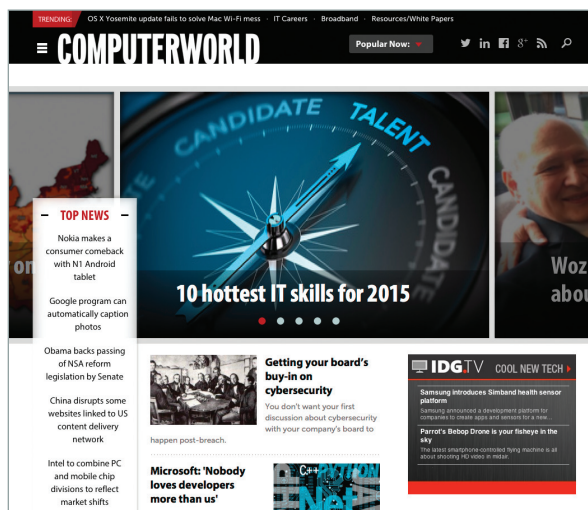
ONLINE

Computerworld.com

Talk to IT buyers where they live: online

Averaging 7.1 million page views and 3.7 million unique visitors per month¹, Computerworld.com is the most trusted source of IT news, in-depth analysis, research and strategic information on the web. Our award-winning content is updated hourly, inviting the IT community to consume mission-critical information on core to edge technologies in real-time, when they need it.

Enterprise ITDMs turn to the web for information related to IT purchases.² Leverage Computerworld.com's unparalleled reach with banner ads or "pushdown" ads that allow you to display animation, video, or other valuable content on expandable units for maximum impact. Or choose innovative rich-media turnkey products like the Dynamic Content Ads, banner ads that allow you to stream Twitter and Facebook feeds, videos and more. With our sophisticated lead generation capabilities, you will drive ITDMs right into your sales pipeline. Computerworld offers the development of customized rich-media units in new and exciting formats for maximum exposure.



Computerworld.com Mobile

The mobile takeover is here! With Computerworld's mobile page views exceeding 2.5 million per month,³ our mobile sponsorships reach your customers and prospects anywhere, anytime, while they are on the go! Computerworld offers:

- Smartphone and iPad banner ads
- iPad rich media ads (Catfish ad, Video IMU, Cover Flow IMU)
- Mobile lead generation



¹Omniture, January-June 2016

²2015 Role & Influence of the Technology Decision-Maker, IDG Enterprise

³Omniture, December 2015

EXECUTIVE PROGRAMS

Cultivate Leaders With Influence

Computerworld offers events that attract powerful and influential IT decision makers.

Computerworld events help you meet decision-makers across the entire purchase process. The typical Computerworld event attendee—a decision-maker at an enterprise organization—has the motivation and means to purchase and deploy your solutions.

Sponsorships allow you to participate in events that draw IT decision makers with peer-based content. Leverage the strength of a trusted third-party brand and be part of a program delivering thought provoking information by participating in an Executive Dinner or Roundtable. If you'd prefer to deliver your own message, Computerworld can develop a custom program tailored to your marketing needs. Computerworld conferences provide IT decision makers and solution providers with an ideal environment for exchanging ideas.

EXECUTIVE ROUNDTABLES

A series of user-focused events that provide your company with a unique opportunity to generate leads, promote corporate visibility, and enhance brand recognition with either executive- or manager-level attendees in an intimate setting.

EXECUTIVE DINNERS

An opportunity to engage with leading IT executives in an intimate setting over dinner and to join the discussion that you have crafted in partnership with Computerworld.

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 Computerworld as an extension of your internal team that will organize an event with your objectives in mind.

ALL COMPUTERWORLD EVENTS DELIVER:

- Exclusive access to a highly pre-qualified audience
- Value for both attendees and sponsors
- Intimate environments vs. large trade show settings



MARKETING SERVICES

Strategic Marketing Services

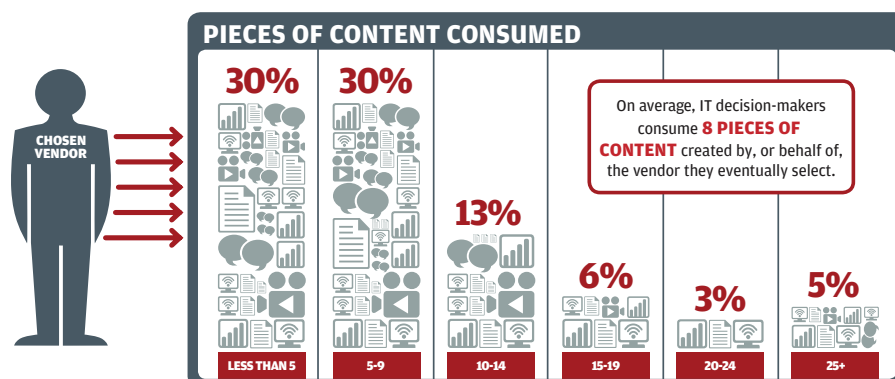
Converged marketing programs and services integrating:

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 Computerworld'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 SMS 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 [security] 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 COMPUTERWORLD'S
SMS HELP YOU TELL
YOUR STORY.**

DIRECT MARKETING

Computerworld Reprints, Back Issues and List Services

Keep spreading the word.

Tap our direct marketing resources to enhance your marketing program so that you can achieve your ultimate goal: an increased customer base and bigger profits.

Online reprints of Computerworld.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 Computerworld.com articles that put you in the most favorable light.



CONTACTS

Discover why Computerworld is the media resource for the IT community. Contact us today.

EVENT SALES

Adam Dennison

SVP/Publisher
508.935.4087
adennison@idgenterprise.com

DIGITAL/STRATEGIC MARKETING SERVICES SALES

EAST/CENTRAL

Sean Weglage

SVP, Digital
508.820.8246
sweglage@idgenterprise.com

WEST

Julie Ekstrom

SVP, Digital
415.710.3693
jekstrom@idgenterprise.com

ALLIANCE MARKETING SERVICES

Michael Latchford

VP, Alliance Marketing Services
508.766.5376
mlatchford@idgenterprise.com

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FROM IDG

492 Old Connecticut Path
PO Box 9208
Framingham, MA 01701
Phone: 508.879-0700
www.computerworld.com