



2014 COMPUTERWORLD MEDIA KIT

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Enterprise Innovation from Core to Edge

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.

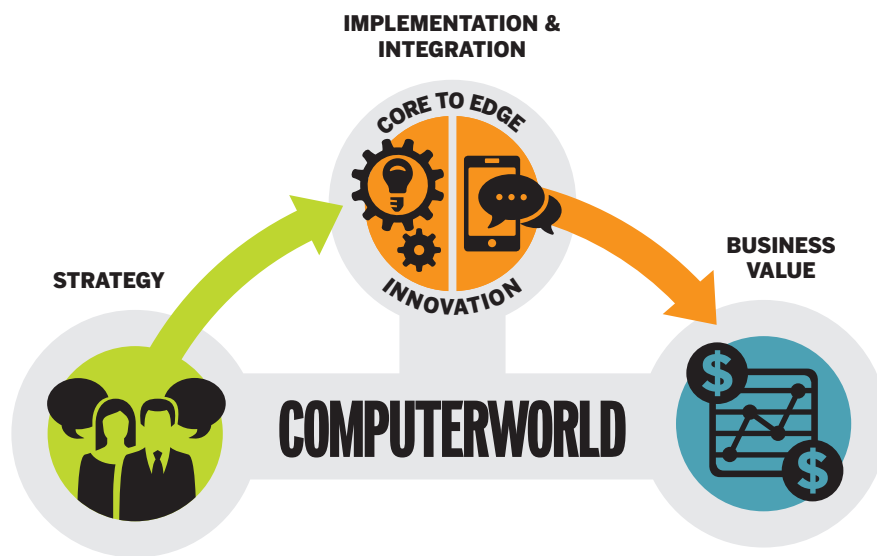
YOUR CUSTOMERS TRUST COMPUTERWORLD. ENTERPRISE INNOVATION FROM CORE TO EDGE

Sitting at the center of business innovation, enterprise technology is expanding from systems of record, to systems of engagement. Computerworld ensures Sr. IT, business decision-makers, and key influencers navigate these fundamental changes with effective business strategy.

Computerworld's unique editorial enables the IT value chain from setting strategies and purchase decisions, to implementing and integrating the technologies that tie core enterprise infrastructure to edge technologies touching customers and delivering business value.

To drive business value, more stakeholders across the enterprise are working collaboratively and the IT purchase process is reflective of that, with more stakeholders involved across the enterprise.*

The good news? Computerworld's audience consists of these key stakeholders, and those ITDMs consistently rely on us for dependable information throughout the purchase process.



*Source: Role & Influence of the Technology Decision-Maker, IDG Enterprise, 2012

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?

	EXECUTIVE IT	MID-LEVEL IT	IT PROFESSIONAL	TECH SAVVY LOB
Determine business need	78%	70%	54%	73%
Determine technology requirements	73%	83%	78%	45%
Evaluate products & services	75%	82%	83%	66%
Recommend & select vendors	73%	78%	59%	58%
Sell internally	39%	29%	16%	29%
Authorize & approve	69%	28%	5%	28%

SOURCE: Role & Influence of the Technology Decision-Maker, IDG Enterprise, 2012

COMPUTERWORLD IS THE MOST TRUSTED RESOURCE FOR IT MANAGERS

- 81% read at least 3 out of 4 issues of *Computerworld*
- *Computerworld* ranks #1 in publications relied on for technology-related strategies & best practices
- Average minutes per visit to Computerworld.com: 7
- 2.5 page views/unique visit
- 20% of event attendees attend year over year

SOURCE: Computerworld Harvey Ad Readership Study August 2013; Omniture April - Sept 2013; Computerworld event registration database

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.

INTERNATIONAL EDITIONS

- Albania
- Australia
- Austria
- Bangladesh
- Brazil
- Bulgaria
- China
- Colombia
- Czech Republic
- Denmark
- Ecuador
- Finland
- France
- Germany
- Hong Kong
- Hungary
- India
- Ireland
- Israel
- Italy
- Japan
- Kazakhstan
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Norway
- Philippines
- Poland
- Portugal
- Romania
- Russia
- Singapore
- South Korea
- Spain
- Sweden
- Switzerland
- Thailand
- Turkey
- United Kingdom
- Venezuela

COMPUTERWORLD.COM

TALK TO IT BUYERS WHERE THEY LIVE: ONLINE

Averaging more than **6.9 million page views** and **2.8 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 Computerworld 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 1 million per month,* 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 (Cafish ad, Video IMU, Cover Flow IMU)
- Mobile lead generation



¹Omniture, April 2013 - September 2013

²2012 Role & Influence of the Technology Decision-Maker, IDG Enterprise

COMPUTERWORLD MAGAZINE CIRCULATED AMONG THE IT ELITE.

Senior IT and business leaders plus tech-savvy professionals subscribe to *Computerworld* to help them identify and decode emerging IT trends and transformational technologies. Published 22 times per year, the publication delivers vital insights that help readers formulate strategy and make critical purchasing decisions.

For more than 45 years *Computerworld* has lead the way in delivering peer-based content that is unmatched in an industry saturated with analyst and vendor perspectives.

By putting users first and leveraging the experiences of real IT leaders, we have earned an unprecedented level of trust and loyalty in the IT community.

In each issue of *Computerworld*, readers can count on discovering real-world strategies for implementing technology solutions that drive business results, as well as advice for advancing their careers and those of up and comers within their organizations.

Choose *Computerworld* and you gain:

- credibility with a critical audience of ITDMs
- visibility in a publication that delivers the highest concentration of senior IT management at large organizations
- the opportunity to advertise in a number of special annual issues, most notably the award-winning Premier 100 IT Leaders and 100 Best Places to Work in IT



“[*Computerworld* magazine is] strong, consistent, reliable and current. [It has] been a trusted resource for me for over 20 years”

VICE PRESIDENT, IT
(FINANCIAL SERVICES INDUSTRY)

SOURCE: HARVEY STUDY

COMPUTERWORLD EXECUTIVE PROGRAMS

CULTIVATE LEADERS WITH INFLUENCE.

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

Computerworld offers a range of opportunities to reach and form relationships with IT decision-makers. From our intimate executive dinners to our larger conferences with more than 400 attendees, we help you meet decision-makers across the entire purchase process. With an average of \$11.3 billion¹ in annual revenue and an average IT budget of \$299 million¹, the typical Computerworld event attendee—a decision-maker at an enterprise organization—has the motivation and means to purchase and deploy your solutions.



Event sponsorships allow you to participate in conferences that draw ITDMs with peer-based content. If you're looking to leverage the strength of a trusted third-party brand and be part of a program delivering thought provoking information, sponsor one of our larger national events. If you'd prefer to deliver your own message, Computerworld can develop a custom program tailored to your marketing needs. Computerworld conferences provide ITDMs and solution providers with an ideal environment for exchanging ideas. At our executive dinners and roundtables, we provide even more intimate settings for collegial and rewarding interactions.

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

¹Computerworld Event Data 2013

"The Premier 100 conference was an invaluable experience from the practical session insights of accomplished industry CIOs to the networking and attendance of well-respected IT leaders. Without a doubt an annual must-do."

STEVE DELUCA
CIO
THE SI ORGANIZATION

SOURCE: PREMIER 100 ATTENDEE SURVEY

2014 PROGRAMS



March 2-4, 2014 | JW Marriott Starr Pass Resort & Spa
Tuscon, Arizona



May 5-6, 2014 | Palace Hotel
San Francisco, California

REGIONAL EVENTS

Held in various cities - throughout the year.



February 27, 2014

Chicago, Illinois

May 22, 2014

Boston, MA

June, 2014

Denver, Colorado

July, 2014

Atlanta, GA

July, 2014

New York, New York

July, 2014

Irvine, California

Please visit www.computerworldmediakit.com/events
for all event dates and locations.

COMPUTERWORLD 2014 MEDIA KIT

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.

EXCLUSIVE ACCESS TO A HIGHLY QUALIFIED AUDIENCE

- Up to 400 mid- to senior-level IT executives each event
- Representing companies with \$11.3 billion average annual revenue
- Organizations with 30,620 average number of employees
- \$299 million average annual IT budgets
- 83% IT management titles

SOURCE: Computerworld Event Data 2013

CUSTOM SOLUTIONS GROUP

STRATEGY. QUALITY. DEDICATION. INNOVATION.

Computerworld's Custom Solutions Group (CSG) is a standalone custom editorial and marketing services operation specializing in expert development, production and consultative services exclusively serving the business-to-business technology marketplace. Our services span from individual content products to a wide range of editorial services to end-to-end integrated marketing programs. We are fully resourced with a staff encompassing more than 325 years of collective editorial and production experience.



USE SMS FOR:

- Research: Primary research, thought-leadership, education, demand generation
- Microsite Services: Subject matter expertise, community engagements, thought-leadership, demand generation
- Content: Education, positioning, best practices, thought-leadership, demand generation, executive-level interviews
- Amplify/Social Media: Social media, community engagements, socialized advertising
- Content Optimization: Sustained customer engagements, content auditing, lead nurturing, demand generation

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.

Print and online reprints of *Computerworld* 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* articles that put you in the most favorable light.

Back issues of *Computerworld* in print, may be purchased, if available, at the per-copy rate.



DISCOVER WHY COMPUTERWORLD IS THE MEDIA RESOURCE FOR THE IT COMMUNITY. CONTACT US TODAY.

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