2012 COMPUTERWORLD MEDIA KIT

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Peer Perspective. IT Leadership. Business Results.
OUR AUDIENCE IS YOUR MARKET.  
IT’S WAITING TO HEAR FROM YOU.

In a big world, it makes sense to search for prospective clients in just the right places. Venues where individuals who influence IT purchases gather regularly and in the greatest numbers. Spaces where smart companies like yours find people who need what you have to offer. Communities where you can build rewarding client relationships.

Computerworld—the world’s leading global IT media network—is where proactive IT leaders come together to learn from one another and to find solutions like yours.

YOUR CLIENTS TRUST COMPUTERWORLD.  
PEER PERSPECTIVES. IT LEADERSHIP. BUSINESS RESULTS.

Computerworld is uniquely positioned to deliver a comprehensive audience of all key stakeholders responsible for making technology purchase decisions in the enterprise. As the most trusted resource to this community, Computerworld provides a peer based look at the convergence of IT and business goals, focusing on transformational technologies and trends, analysis of news, and best practices for implementing technology to achieve desired business outcomes.

To help ensure a return on investment, more and more groups across the enterprise are involved in IT purchasing decisions. And according to a Marketing Sherpa study, as an organization increases in size, so do the number of stakeholders involved in the purchase process. The good news? Only Computerworld’s unique audience delivers efficient coverage of all key stakeholders in the IT purchase process, and those IT leaders consistently rely on us for dependable information delivered from the perspective of their peers.

Source: MarketingSherpa Business Technology Buyers Survey
READY TO MAKE THE MOST OF YOUR MARKETING BUDGET?

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

Partner with Computerworld to develop a comprehensive 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 senior IT management 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?

<table>
<thead>
<tr>
<th></th>
<th>SR. IT</th>
<th>IT MANAGEMENT</th>
<th>IT PROFESSIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine business need</td>
<td>79%</td>
<td>64%</td>
<td>43%</td>
</tr>
<tr>
<td>Determine technology requirements</td>
<td>79%</td>
<td>79%</td>
<td>64%</td>
</tr>
<tr>
<td>Evaluate products &amp; services</td>
<td>80%</td>
<td>88%</td>
<td>82%</td>
</tr>
<tr>
<td>Recommend &amp; select vendors</td>
<td>76%</td>
<td>78%</td>
<td>58%</td>
</tr>
<tr>
<td>Sell internally</td>
<td>47%</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>Authorize &amp; approve</td>
<td>60%</td>
<td>33%</td>
<td>10%</td>
</tr>
</tbody>
</table>

SOURCE: Computerworld 2011 Consumerization of IT Study, October 2011
EXPLORING MARKETING OPPORTUNITIES WITH THE WORLD’S MOST TRUSTED SOURCE OF IT INTELLIGENCE.

The Computerworld brand includes multiple resources for marketing and advertising your products and services and ways to engage your prospects and customers across our entire portfolio. We provide market leadership and media best practices through our product focus centered on the 4Cs: content, community, conversation and conversion.

At the foundation of this approach is how Computerworld’s audience is seeking information:

**CONTENT**
- When IT professionals are looking for technology related information, they are most often seeking information on a specific technology topic/product (89%) or browsing for news and the latest developments (81%).
- IT professionals are looking for sites that have the expertise to organize and synthesize IT-related information rather than just posting facts.

**COMMUNITY**
- IDG’s audience can most often be classified as “Joiners” — leveraging the Internet to network with other professionals, maintaining profiles on business or social networks, attending virtual conferences or events, or creating avatars on augmented reality sites such as Second Life.
- 87% find it valuable to reach out to peers with similar job roles, in similar verticals, with similar technology platforms for advice when considering a technology purchase.

**CONVERSATION**
- The IT professional audience is using their networking power to interact with and influence others. In fact, 64% of those with a profile on a networking site have interacted with another company or brand via a social or business networking site in the past 6 months.
- IT professionals are listening to the conversations around them. In the past 30 days, 71% have read comments posted by others, 61% have read forum posts, and 52% have visited a Wiki.

**CONVERSION**
- IT professionals are willing to give up information in order to get information — 91% would be willing to register for some type of online content.
- 88% consider vendor-sponsored content such as white papers, webcasts and podcasts to be credible sources of technology-related information.

Source: IDG’s New Media Survey, October 2009
Averaging more than 9 million page views and 4 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 in real-time, when they need it.

Enterprise IT leaders 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 IT professionals right into your sales pipeline.

¹Omniture, August – October 2011
²2011 Role & Influence of the Technology Decision Maker, IDG Enterprise, June 2011
COMPUTERWORLD MAGAZINE
CIRCULATED AMONG THE IT ELITE.

Senior IT leaders and tech-savvy professionals subscribe to Computerworld to help them identify and decode emerging IT trends and transformational technologies. Published twice monthly, the publication delivers vital insights that help readers formulate strategy and make critical purchasing decisions.

For more than 40 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 IT leaders
• 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
• provides valuable ad impact/ROI feedback through ad readership studies

CONTENT

• Award winning editorial content

“[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: MAY 2010 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 senior level IT management. From our intimate dinner discussion series of 8 executives to our large conferences of over 800 attendees, we help you meet decision makers across the entire purchase process. With an average of $5.8 billion\(^1\) in annual revenue and an average IT budget of $195 million\(^1\), the typical Computerworld event attendee—a decision maker at a midsize to large organization—has the motivation and means to purchase and deploy your solutions.

Event sponsorships allow you to participate in conferences that draw IT executives 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 IT executives and IT solution providers with an ideal environment for exchanging ideas. At our executive dinners and round tables, 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

\(^1\)Computerworld Event Registration Database

“In addition to well presented, relevant content, the Premier 100 conference afforded the best networking environment of any conference I have ever attended.”

KEN PECK
DIRECTOR OF IT
DAVITA, INC.
2012/2013 PROGRAMS

OPTIMIZING BIG DATA FOR REAL-TIME BUSINESS TRANSFORMATION
June 26, 2012 | The Roosevelt Hotel
New York City

A CONFERENCE FOCUSING ON BUSINESS INTELLIGENCE AND MAXIMIZING DATA ANALYTICS
September 9-11, 2012 | Wigwam Golf Resort & Spa
Phoenix, Arizona

THE NEXT GENERATION OF BUSINESS
October 10, 2012 | Hilton New York
New York City

INTELLIGENT ARCHITECTURE FOR THE DATA-DRIVEN BUSINESS
October 16-19, 2012 | Santa Clara Convention Center
Santa Clara, California

PEER-BASED STRATEGIES FOR ENTERPRISE CIOs
March 3-5, 2013 | JW Marriott Starr Pass Resort & Spa
Tuscon, Arizona

INTELLIGENT ARCHITECTURE FOR THE DATA-DRIVEN BUSINESS
April 2-4, 2013 | Rosen Shingle Creek
Orlando, Florida

INTELLIGENT ARCHITECTURE FOR THE DATA-DRIVEN BUSINESS
April 29-30, 2013 | Hyatt Regency San Francisco
San Francisco, California

REGIONAL EVENTS
Held in various cities throughout the year

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.

EXCLUSIVE ACCESS TO A HIGHLY QUALIFIED AUDIENCE
- 300-800 mid- to senior-level IT executives each event
- Representing companies with $5.8 billion average annual revenue
- Organizations with 8,373 average number of employees
- $195k average annual IT budgets
- 55% IT management titles

SOURCE: SNW Spring 2011, BIAP 2011
CUSTOM SOLUTIONS GROUP
STRATEGY. QUALITY. DEDICATION. INNOVATION.

Computerworld’s Custom Solutions Group (CSG) is a standalone custom editorial 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 in all critical custom editorial competencies with a staff encompassing over 325 years of collective editorial and production experience.

USE CSG 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
• Q&A: Executive-level interviews, thought-leadership, positioning, education, demand generation
• Amplify/Social Media: Social media, community engagements, socialized advertising
• Content Optimization: Sustained customer engagements, content auditing, lead nurturing, demand generation

CONTENT
• Article Bundle
• Case Studies
• Technology Dossier
• White Paper
• MarketPulse
• QuickPulse
• IT Executive Exchange
• Global Research Benchmarking Tool
• Content Development Services
• And Many More!

COMMUNITY
• Research Impact Program
• Thought Leadership Program
• IT Executive Exchange
• Virtual Experience
• Webcasts

CONVERSATION
• Computerworld Amplify
• Community Threading
  – Article Bundle
  – Masters Of...Microsite
  – Other programs include community threading as an upgrade option

CONVERSION
• Content Optimization
• Lead Generation
  – Computerworld Amplify
  – Global Research Benchmarking Tool
  – Webcasts
  – Virtual Experience
  – And Many More!
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.
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