Become a Part of the Conversation!

INSIDE:

A Message from the Publisher 2
A Snapshot of ITworld’s Audience 3
- What is the Social Media landscape for IT Professionals?
- How do your customers leverage Social Media?
- What is your potential reach and purchase authority when you leverage Social Media?

The New IT Media Landscape 5
ITworld 6
- Site Features
- Contributors
- Blogs
- Sponsorship Opportunities
  - Social Hubs
  - Answers

Custom Solutions Group 8
Contacts 9
A message from Sean Weglage, SVP & Publisher, ITworld

*Social Media has changed the way most of us communicate and collaborate — in both our personal and professional lives.*

In the past, our primary interaction with colleagues most likely happened through networking at association or industry events. And whether we had a meaningful conversation over lunch or a brief encounter at a demo, these meetings were infrequent. They didn’t sustain the kind of ongoing dialogue that would build business relationships, foster new opportunities or build a group of influencers who could extend and evangelize our message.

Today, Social Media platforms provide the spring-board for launching new ideas and insights. By using sites like LinkedIn, Twitter, Facebook and YouTube we can present content that is ground-breaking, or discover information that will keep us abreast — or ahead — of market trends. And, as we look for breakthrough ways to engage our target audiences, this broad web presence will be critical to our ongoing marketing success.

Becoming part of the conversation must be your goal in this brave new world of social media marketing. And, by utilizing ITworld’s network of people and partners, you will have access to the channels and credibility you need to effectively participate in that conversation. We believe that we have provided the right environment and tools for you to further your strategic partnership with your clients. Take a look at ITworld at www.itworld.com. It’s the face of new, more socially-oriented content for IT professionals.

Read on. We think that you will be intrigued.

We look forward to working with you to develop and deliver the content that will make you the “talk” of your target customers and current clients!

Best regards,

Sean Weglage
SVP & Publisher, ITworld
A Snapshot of ITworld’s Audience

What is the Social Media landscape for IT Professionals?
The new media landscape is a web of content and conversation that builds community – and can ultimately result in client conversion.

IT professionals are leading the charge when it comes to leveraging social media. After all, this relatively recent phenomena has extended their ability to rapidly access pertinent content, poll opinions, ask questions of colleagues, and drive influence for their ideas. They listen and participate in conversations, and many regularly interact with other colleagues or another brand via a social or business network.

In fact, in two recent studies conducted by IDG Research, the use of social media by IT professionals was found to be pervasive. Among the 92% of IT professionals who said that they visited one or more social or business sites each month, 60% classified themselves as active users or participants in social media. 28% of these respondents stated that they share content that they believe is relevant, informative, newsworthy and occasionally humorous.

How do your customers leverage Social Media?
When IT professionals are looking for technology-related information, they are most often seeking information on a specific topic or product — or they are browsing for news and the latest developments in their field. They gravitate to sites that organize and synthesize IT-related information.

• Peers are the number one source that IT Professionals consistently use throughout their purchasing decision cycle.
  - IT professionals spend an average of 4.25 hours reading IT-related content recommended by peers or social business contacts

• Technical publications and technical content sites are the next most popular means of accessing relevant decision-making information.
  - 67% use sites where they can ask/get answers for their technical questions
  - 76% have accessed a product review online
  - 71% have read comments posted by others
  - 70% have read a technology-related e-mail or newsletter
  - 61% have read forum posts
  - 52% have visited a “Wiki”

• In the past year, social media mobile applications grew by 270%, exceeding all other applications categories!

Source: IDG New Media Study, 2010; ITworld Social Media trends, 2010
A Snapshot of ITworld’s Audience

What is your potential reach and purchase authority when you leverage Social Media?

The ITworld brand includes several tools for marketing your products and services by engaging your client prospects in your social media conversation. We have taken a unique leadership position when it comes to driving credible social media content via the environment and channels you need to effectively participate in that conversation.

ITworld delivers impressive reach:
- 1,500,000 monthly page views!
- 631,000 monthly unique visitors
- $43,300,000 in purchase authority

Breakdown of users

**JOB FUNCTION**

- Executive-level IT: 14%
- IT Management: 31%
- IT Consultant: 17%
- System Integrator: 8%
- IT Staff: 30%

**COMPANY SIZE**

- 10,000+: 31%
- 1,000-9,999: 25%
- 500-999: 5%
- Less than 500: 39%

“This is not an environment where you want to talk at people. You want to participate by sharing your expertise and your content. ... By sharing their expertise, vendors will provide something that IT professionals value.”

JOHN GALLANT, CHIEF CONTENT OFFICER, IDG ENTERPRISE

“Among IT professionals that visit one or more social or business networking sites monthly, 60% classified themselves as active participants in social media.”

IDG AUDIENCE ENGAGEMENT STUDY
The New Media Landscape

The ITworld 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 ITworld’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.
**ITworld**

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. That realm is social media — and becoming part of the social media conversation must be your ultimate goal to achieve success.

**Site Features**

ITworld’s mission is to be the most socially-connected IT news site, empowering IT professionals with timely, critical content and the tools that enable them to share, discuss and build that content, while directly communicating with one another to solve pressing business problems.

ITworld also provides technology marketers with the right environment and tools to become strategic partners, sharing their ideas and information at the point where customers need it most.

ITworld.com itself is a dynamic destination site that covers breaking news, blogs, the world of business and money, and IT issues and answers. IT professionals can find newsletters, white papers and on-demand webcasts on a variety of topics, as well as a chat capability where they can dialogue with fellow IT wizards about the topics that interest them most.

They will also find a variety of white papers authored by our analysts — some could be bylined by YOU. Additionally, experts from all walks of IT check-in to blog or respond to blog content and weigh-in on Answers, where IT professionals and vendors can search for or comment on Q&A on a variety of topics — from Cloud to Virtualization to Mobile and beyond.
ITworld

Sponsorship Opportunities

Social Hubs

ITworld’s Social Hubs provide the online locale where sponsors can showcase their organization’s capabilities, assets, engagement in the IT social media conversation — and collect qualified leads.

The hub itself is a mix of relevant editorial content as well as sponsor content, which can be tailored to include blog feeds, social media feeds, white papers, webcasts and case studies. It could also include free product or service trials, and can have a polling capability so you can monitor prospect and client feedback.

Your ITworld consultant can help you design an exciting and engaging mix of content that will optimize search engine activity, and draw the right IT professional audience to the content you want them to discover.

Answers

ITworld Answers is a service that helps IT pros resolve technology questions. Users can post a question, and let their peers in the ITworld community take a crack at solving it. Topics are as varied as the IT professionals who read our pages, and could include such diverse subjects as cloud computing, hardware, mobile, networking, software or virtualization. Sponsors are encouraged to monitor questions and designate a person from their tech team to answer on their behalf.

Advertising opportunities can include sponsorship logo or a content-surround dynamic ad that features blog posts, social media feeds, FAQs or content assets, for example.

▷ For many more sponsorship opportunities, contact your ITworld sales representative today!
Custom Solutions Group

Strategy • Quality • Dedication • Innovation

ITworld’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 of 19 employees 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
Contacts

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

▶ Sean Weglage
  SVP/Publisher
  415.978.3314
  sean_weglage@itworld.com

▶ Tom Murphy
  Account Manager, Digital
  508.620.7760
  thomas_murphy@itworld.com

▶ Michelle Sullivan
  Account Director, Digital
  415.978.3307
  michelle_sullivan@itworld.com

▶ John Vulopas
  Account Director, Digital
  508.271.8024
  john_vulopas@itworld.com

Editorial Contact

▶ If you’re interested in blogging or to submit story ideas, press releases, etc., email Jodie Naze, Director, ITworld at jodie_naze@itworld.com.

List Rental

▶ Call: 508.370.0832