

FOR IMMEDIATE RELEASE

## **IDG Enterprise Media Brands Expand Marketers Engagement with Ad Networks**

*TechNets Combine Power of Media Brands with the Depth of IDG TechNetwork*

**March 8, 2010 – Framingham, Mass.**—[IDG Enterprise](#) is now offering technology marketers extended opportunities to reach the audiences they value most in CIO, Computerworld, CSO, InfoWorld, ITworld, and Network World, through a partnership with [IDG TechNetwork](#). The branded 'TechNets' will provide an extended engagement by re-targeting each IDG enterprise sites' visitors as they consume content across the various sites within the IDG TechNetwork. Marketers will buy impressions within IDG brands and extend their campaigns to more than 275 independent IDG TechNetwork sites worldwide.

"Increasingly, IT marketers want specific demographics, audience size, and product interests that can best be met with a combination of established media brands and ad networks," said Michael Friedenber, president & CEO of IDG Enterprise. "With TechNets advertisers can market to their prospects on sites that meet the quality standards of the IDG TechNetwork."

The IDG TechNetwork features almost 30 content channels of interest to IT professionals from virtualization to cloud computing and security to green IT. As visitors to CIO, Computerworld, CSO, InfoWorld, ITworld, or Network World go to other sites in the IDG TechNetwork, advertisers can expand their interactions with their best prospects.

"The IDG Enterprise brands TechNets and IDG TechNetwork are a powerful combination for advertisers," said Peter Longo, CEO, IDG TechNetwork. "Our growth over the past two years has been due in part to the IDG reputation and credibility earned since the first Computerworld in 1967."

Customers can plan a TechNet campaign as part of a program with their IDG Enterprise media brands' sales representative.

**About IDG Enterprise**

IDG Enterprise brings together unique editorial brands (CIO, Computerworld, CSO, DEMO, InfoWorld, IT World, Network World and The Industry Standard) to serve the information needs of our technology and security-focused audiences. As a digital-centric media company we serve our reader and advertiser audiences with award-winning content and community, driving conversation and conversion, across our entire portfolio of award-winning, websites, events, magazines, products and services. In addition, the CIO Executive Council, a peer advisory service, brings together the nation's top CIOs, as well as provides community and leadership development tools for their staffs.

IDG Enterprise is a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at [www.idgenterprise.com](http://www.idgenterprise.com).

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