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COMPUTERWORLD LAUNCHES VERTICAL SITES TARGETING HEALTH CARE, FINANCIAL AND GOVERNMENT MARKETS

Vertical Sites Provide Focused Environment for IT Professionals and Marketers

March 4, 2010 – Framingham, Mass.— IDG's [Computerworld](#), the IT media brand dedicated to providing peer perspective, IT leadership and business results, announces three new vertical sites—[IT Health Care](#), [IT Finance](#), and [IT Government](#)—providing their IT management audience with in-depth analysis into these important segments. These sites organize content by industry rather than topic, offering visitors access to current information impacting their industry.

Health care, finance, and government were selected because they are among the top industries that contribute to the largest sectors of the US technology market.

- **Health Care:** President Obama has promised \$10 billion in federal funding each year for the next 5 years to health care providers who commit to implementing health information technology. The 2009 ARRA legislation appropriates up to \$20 billion in health information technology spending to speed up the adoption of electronic medical records.¹
- **Finance:** Business clients do not visit bank branches or ATMs; their primary mode of interaction with financial institutions is digital. Financial institutions are taking a more aggressive approach and will be investing a larger percentage of their IT budgets in digital services over the next three years. Financial institutions that do not act quickly may find themselves in a rapid game of catch-up.²
- **Government:** Federal information technology spending by civilian and defense agencies will see a growth rate of 3.1 percent in current dollars, reaching \$90.7 billion in 2015.³ Major IT spending areas will include cybersecurity, IT consolidation, infrastructure modernization, cloud computing, Web 2.0 and other social-networking tools, as well as mobile technology and information-sharing.⁴

“Computerworld.com offers our customers the best breadth and depth of any IT media brand serving senior IT management,” says John Amato, publisher of Computerworld. “As the largest global IT media brand, Computerworld is committed to continuous innovation to provide value for our audience and advertisers. With the launch of these sites, Computerworld.com offers unparalleled depth and expertise around the fastest growing vertical sectors spending on IT.”

¹ February 2009, IDC Health Industry Insights #HI216955 “Healthcare Provider IT Strategies: Looking Ahead”

² September 2009, IDC Financial Insights # FIN220070 “Business Strategy: Digital Services Impact on Customer Retention and Acquisition”

³ TechAmerica Federal IT Budget Forecast, FY 2010-2015

⁴ October, 2009, Washington Technology, “Fed IT budgets flatline through 2015”

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide, providing peer perspective, IT leadership and business results. Computerworld's award-winning Web site (<http://www.computerworld.com>), bi-weekly publication, focused conference series and custom research forms the hub of the world's largest (40+ edition) global IT media network. In the past five

years alone, Computerworld has won more than 100 awards, including 13 American Society of Business Publication Editors (ASBPE) awards in 2009, the 2009 Best Blog from the Neal awards, and 2006 Best Overall Web Publication from ASBPE. Computerworld leads the industry with an online audience of over 3 million unique, monthly visitors and a print audience of 1,059,000 readers each issue (IntelliQuest CIMS Fall 2009). Computerworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

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