



TABLE OF CONTENTS

- 2** Editorial Mission
- 3** Editorial Content and Thought Leaders
- 5** Online Audience — Site Stats and Demographics
- 8** Marketing Solutions
Digital | Events | Content Marketing Services
- 15** UBM Americas' Technology Portfolio
- 17** Sales Contacts

InformationWeek **BY THE NUMBERS**

InformationWeek brings the business technology community together.

Page Views Per Month: **4,188,847**

We connect you to engaged IT decision makers.

Unique Visitors Per Month: **1,609,947**

IT executives rely on InformationWeek to make business decisions.

Visit Site More Than Once a Week: **64%**

Our community members are influential and powerful tech buyers.

Average Annual IT Budget: **\$241 Million**



EDITORIAL MISSION

Our Mission and Reason for Being

InformationWeek defines the business value of technology. The world's most trusted business technology community, InformationWeek is where senior-level IT leaders gather to gain insight and advice to help drive their businesses forward. The InformationWeek community provides a trusted environment for IT decision makers to interact with editors, subject matter experts and peers to embrace new (and big) ideas, find answers to their business technology questions and solve their most pressing problems. If an IT product or strategy isn't tied to delivering on business goals, it's of little interest to InformationWeek.

We Get IT

For more than 30 years, InformationWeek has helped millions of IT executives worldwide with the information they need to accelerate their careers and enterprises.

We offer technology marketers a trusted platform to launch and sustain marketing efforts, whether the goal is to build brand recognition, educate prospects, drive traffic to your website or generate leads. No other IT brand delivers like InformationWeek: the marquee brand, the most respected editorial voice, the widest reach, the highest quality audience and leading marketing solutions across every medium.



TOP CONTRIBUTOR

Kurt Marko

Community Technology Editor at Large

Kurt graduated from Stanford University with a BS and MS in Electrical Engineering. He spent 15 years as an IT engineer and was a lead architect for several enterprisewide infrastructure projects at HP.

READER-FIRST MENTALITY

“What are other organizations in my industry doing?”

We highlight IT executives' real-world challenges, and share how they are implementing change.

“Why is it important to me?”

InformationWeek provides the “why” in its technology reporting to give IT professionals context for communicating values to the business.

“What are my peers doing?”

We engage with our audience live at the InformationWeek Elite 100 Conference and Interop Las Vegas for a full week of learning and sharing best practices and ideas.

“How do I advance my career?”

InformationWeek covers the “human” side of IT through career and management resources for professionals at all levels.

“What industry trends should I pay attention to?”

InformationWeek Research provides comprehensive data and insight on technology trends and priorities with studies such as the Elite 100, Strategic Security Study and Salary Survey.

EDITORIAL CONTENT & THOUGHT LEADERS

Meet the Editors



Susan Nunziata
Editorial Director
@SusanNunziata



Brian Gillooly
VP of Events
Content & Strategy,
InformationWeek Elite
100 Conference Chair
@briangillooly



Stephanie Stahl
VP, Content
Marketing &
Editorial Services
@StephStahl



Kelley Damore
SVP, Content
and Brand Owner
@kelleydamorecrn



Charles Babcock
Editor at Large
Cloud Strategy
@babcockcw



Tom Claburn
Editor at Large
Mobile Applications,
Devices & Business
@ThomasClaburn



Jessica Davis
Senior Editor
Enterprise Software
Big Data & Analytics
@jessicadavis



Curtis Franklin
Executive Editor
DevOps
@kg4gwa



Kelly Sheridan
Associate Editor
Operating Systems,
Productivity &
Collaboration Apps
@kellysheridan22

OUR CORE EDITORIAL THEMES

Strategic CIO

This is the place for IT leaders to share their experiences with the latest technologies, program management and leadership tactics needed to drive their organizations through digital transformation.

DevOps

Provides in-depth guidance for DevOps and IT decision-makers alike, from exploring vintage programming language that still matters today, to providing insight about how the Raspberry Pi can prepare your organization for the Internet of Things.

Security

Tactical articles on how CIOs can improve security, educate employees and take the steps needed to ensure end-to-end security.

Mobile

We cover the complete breadth and depth of enterprise mobility, from the latest devices and apps to how organizations are handling security, mobility management and mobile empowerment for their workforce. We also delve into how enterprises make the most of mobile offerings to keep external customers satisfied and improve their business.

Big Data

Our experts explore how organizations are gaining business benefits through the application of big data, predictive analytics and business intelligence tools.

Cloud, Infrastructure & Storage

Strategic and informed perspectives for CIOs and other IT leaders on cloud-based storage, virtualization, containers, infrastructure, platforms and software, alongside real-world perspective and use cases that illustrate how the cloud is changing the scope of IT in the enterprise — and how far we have yet to go.

IT Life

IT Life is the place to find everything you care about, including career advice, science and technology news, and tech-related leisure pursuits such as the maker movement, videogames, sci-fi movies and TV.

Internet Of Things

IoT has implications for every core technological area that InformationWeek covers, therefore, we devote the full knowledge of our on-staff expertise to this topic in a variety of ways, from informational resources to industry trends and case studies.



INFORMATIONWEEK EDITORIAL ADVISORY BOARD

Christian Anschuetz, *Senior VP & CIO, UL*

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Publix Super Markets*

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& CIO, General Motors*

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Steve Phillips, *Senior VP and CIO, Avnet*

M.R. Rangaswami, *Founder, Sand Hill Group*

Manjit Singh, *CIO, Clorox*

David Smoley, *CIO, AstraZeneca*



ONLINE AUDIENCE

SITE STATS AND DEMOGRAPHICS



Monthly Page Views
4,188,847

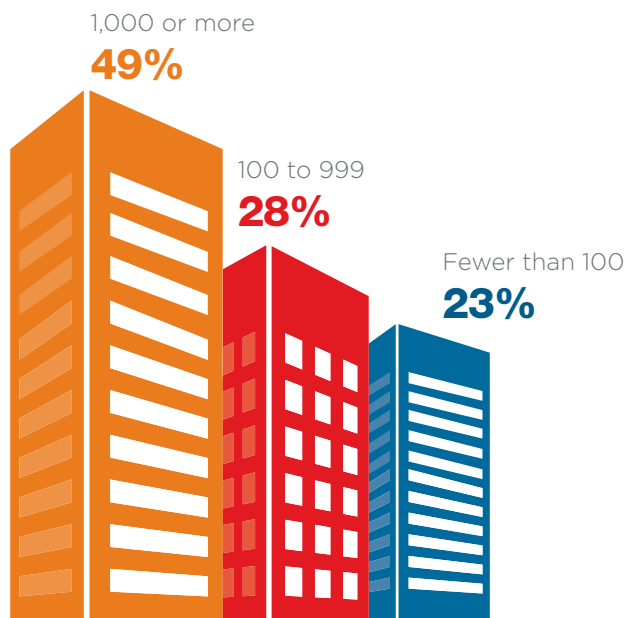


Unique Visitors Per Month
1,609,947



Visit Site Once a Week or More
64%

Breakout by Company Size *(Number of Employees)*



Sample Companies

PwC • Chase • Staples • General Electric
Pepsi • University of Notre Dame • Chrysler

Breakout by Job Titles

Corporate/Business Management

IS/IT Management



All Corporate 29%

C-level, VP Corporate **10%**
Corporate Dir./Mgr. **9%**
Other Corporate **11%**

All IT 71%

C-level, VP IT **11%**
IT Dir./Mgr. **41%**
IT Staff/Developer **12%**
Business Analyst/Project Mgr. **4%**
Other IT **3%**

Source: 2015 IT Media Online Audience Survey; For more info cync@ubm.com | createyournextcustomer.com

ONLINE AUDIENCE

SITE STATS AND DEMOGRAPHICS

Company/Organization's

Total Annual Revenue

More than \$1 Billion

34%

\$10 Million to \$1 Billion

47%

Less than \$10 Million

19%

IT Budget & Purchase Involvement

Annual IT Budget

\$241 Million

Scope of Purchase Involvement

Entire Organization & Multiple Companies

45%



Top Industries Include

- Business Services
- Communications Carrier
- Computer Manufacturer
- Consulting
- Education
- Financial Services/VC/Accounting
- Government
- Healthcare/Pharmaceuticals/Biotech/Biomedical
- Insurance
- Manufacturing and Process
- Media/Marketing/Advertising
- Non-Profit/Trade Association
- Other Communications/Computer-Related Business
- Solutions Provider/VAR/E-Business Integrator
- Wholesale/Trade/Distribution/Retail

Technologies Involved in Purchasing (last 12 months or next 12 months)



52%

Cloud Services
and Infrastructure



42%

Storage



38%

Security



48%

Applications
Software and
Development



33%

Data
Centers and
Servers



34%

Networking



33%

Mobility and
Wireless



31%

Big Data
and
Analytics



25%

Peripherals



19%

Outsourcing

Source: 2015 IT Media Online Audience Survey; Not Trendable with 2014 Data; For more info cync@ubm.com | createyournextcustomer.com

MARKETING SOLUTIONS: DIGITAL

Branding and Awareness Services

Digital Issues

Our web-based digital issues allow qualified subscribers to engage with our authoritative perspective and analysis for more informed decision making. Each digital issue focuses on big ideas, and are written by our trusted editors and reporters. Reach qualified IT and business professionals early in their buying process by aligning your message with the award-winning editorial that our communities are known for.

eNewsletters

Mix and match editorially branded eNewsletters to promote your display or text ad across a wide variety of industries, technologies and professions. Put your brand in front of thousands of technology professionals looking for business solutions daily, weekly or monthly.

InRead Video

A video advertisement placed in the middle of an editorial article that plays once it is visible on the visitor's screen, pauses when it scrolls off screen and resumes when it comes back into view. Get impactful video exposure with guaranteed plays in the context of trusted editorial environments.

Topic Alignment Program (TAP)

Our Topic Alignment Program (TAP) provides you with the opportunity to sponsor a technology-specific section on InformationWeek. Educate prospects by posting your white papers, case studies and research papers with options to add your social feed and blogs via an interactive Related Content box. The TAP is an ideal integrated program that combines demand generation with lead generation.

Web Advertising

Showcase your product or service in front of business technology buyers. Reach a variety of IT and tech-savvy professionals with run-of-network or run-of-site positions. Your ads will also be seen on mobile devices because of our sites' responsive design. More than 1.5 million unique visitors come to InformationWeek.com monthly. Run a selection of standard IAB and rising star units to grab the attention of engaged decision makers, including:

- » IAB Rising Star Units
- » Native Ads
- » Mobile Ads
- » Welcome Ad
- » Bookend
- » Leaderboard
- » Rectangle
- » Half Page

Native Advertising

Native Content Distribution: Native Content Distribution ad units are assimilated into our Business Technology Suite site design. This means your content (white paper, video or product announcement) looks cohesive with our trusted editorial.

Partner Perspectives: Partner Perspectives offers an opportunity to inject your voice within our editorial. Engage tech decision makers by having your thought leaders provide relevant content and opinion while igniting discussions with tech pros, editors and contributors through full commenting and social sharing tools. Your article content is promoted and integrated across our community site, providing you with significant exposure to tech pros.

MARKETING SOLUTIONS: DIGITAL

Branding and Awareness Services *(continued)*

Ad Targeting

Your ad series follows your specified target group of tech decision makers as they explore our online network, maximizing your brand's visibility with the right audience.

Behavioral Targeting – In Network

Your ad(s) are served based on users' keyword searches and site visits. Select from a wide range of technology topics including cloud, mobile, networking, security and risk management.

Behavioral Targeting – Partner Network

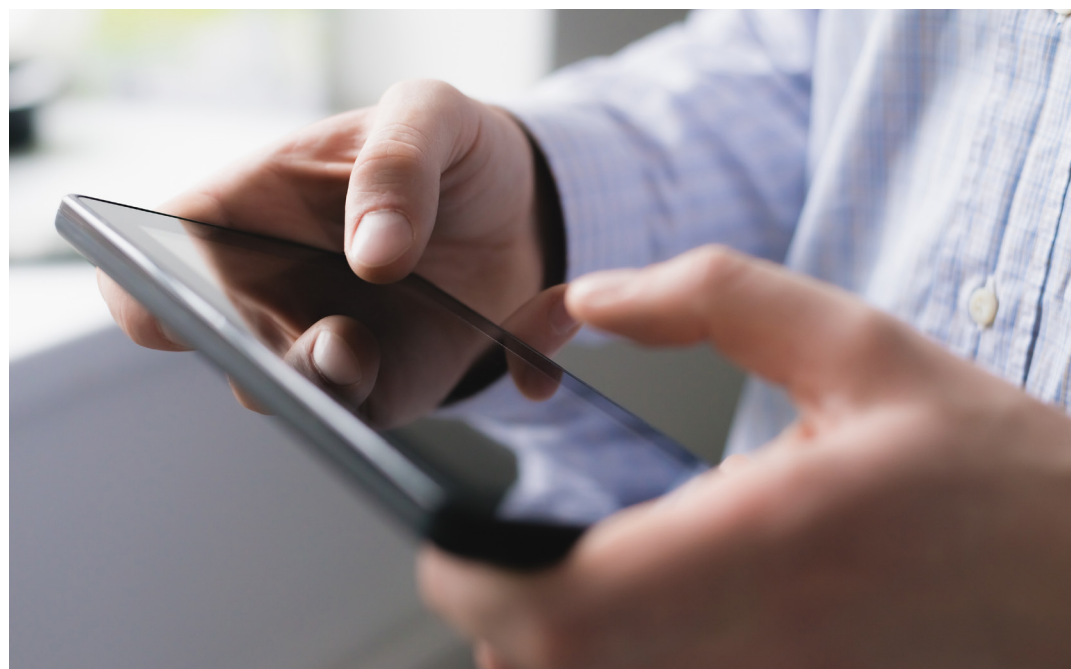
Extend the reach of your message to highly targeted decision makers. Your ad series will continue to follow your target audience as they navigate through our partner networks.

List Rental

Target our audience through email list rentals compiled from our market-leading brands. Narrow our audience to reach your desired professionals by selecting from different categories.

Licensing and Reprints

Lift your company's marketing efforts by accessing copyrighted editorial content from our nationally recognized brands. Marketing items such as traditional hardcopy article reprints, electronic reprints (ePrints), wide format posters or corporate office plaques can all be customized to your specification and targeted to your marketing audience.



Radio Shows

We've combined streaming audio with our unique chat application to deliver unprecedented levels of engagement. Our trusted editors and an expert from the user community will host a 60-minute live radio show on InformationWeek. Contextually-relevant sponsor materials are embedded next to the audio player for download as additional information and brand awareness.

MARKETING SOLUTIONS: DIGITAL

Lead Generation Services

Content Syndication

The business technology professional community is searching for useful content to evaluate multiple solutions, products and services on our sites. We'll host your content assets on our Tech Library and begin a three-month integrated campaign that drives maximum visibility of your content asset and captures lead data of your target audience.

InformationWeek Reports

InformationWeek Reports are tailored to help decision makers determine which strategies and products are right for their business. Align your thought leadership with exclusive InformationWeek research-driven content while generating leads.

Must Reads

Must Reads are topic-based digital compilations of the most insightful, talked about, commented on and tweeted content over the past 30 days. Promote your services through display ads, and share thought leadership through a resource center of your five best content assets, while capturing lead data.

Tech Digests

InformationWeek produces a Web-based Tech Digest with deep, practical analysis on a specific technology topic. Align your company with our award-winning editorial, and start garnering leads searching for IT security products and solutions.

Universities

Our University's interactive learning environment offers technology professionals an entirely new way to engage with the intelligence they need to make sound business decisions. Expert tutors cover specific topics over three 45-minute course sessions. The unique mashup of streaming audio, instant messaging and contextually relevant educational materials yields unprecedented engagement. Editorial and custom universities available.



MARKETING SOLUTIONS: DIGITAL

Lead Generation Services *(continued)*

Industry Insights

InformationWeek Industry Insights digital editions feature deep, practical analysis focused on three key verticals: financial services, government and healthcare. InformationWeek's team of senior editors and practicing IT professionals provide expert perspective that business technology decision makers need to identify, track and interpret market trends. Align your company and its solutions with our award-winning editorial, and garner leads.

Virtual Event

Leverage the power of InformationWeek's editorial content with an engaging online platform to gain maximum exposure to business technology decision makers. The virtual event stimulates the activity and impact of a face-to-face live event but with the ease and economy of the Web.

Webinars

As one of IT buyers' most popular formats for learning in-depth information, sponsored webinars are a prime opportunity to share thought leadership and generate leads. Based on your market and objectives, your webinar will be powered by the appropriate market-leading brand and editorial team. Editorial and custom webinars available.



TOP CONTRIBUTOR

Joe Masters Emison

Contributing Technology Editor, Cloud & Databases

Over the past ten years, Joe transitioned from development to systems design and data analysis, creating the first BuildFax engines in 2003, the original architecture in 2007, and designing its Pragmatic Extract-Transform-and-Load (PETL) architecture that has made the current national footprint possible.

MARKETING SOLUTIONS: EVENTS

InformationWeek
ELITE100
CONFERENCE

InformationWeek Elite 100 Conference
MAY 2-3, 2016 | FOUR SEASONS, LAS VEGAS

The Most Anticipated CIO Event of the Year From the Most Influential Business Technology Brand in the World

- » Two-day, editorially driven CIO conference led by InformationWeek
- » Over 225 executive-level technology professionals
- » CIO speakers from the most digitally astute companies in America
- » InformationWeek Elite 100 Awards honors the nation's most innovative business technology user companies — including successful financial services companies
- » Unrivaled networking opportunities, engaging discussions
- » Co-located with Interop Las Vegas



MARKETING SOLUTIONS: EVENTS

Interop®

Interop

MAY 2-6, 2016

MANDALAY BAY | LAS VEGAS, NV

Interop's conference program provides a balance of technical skills training and strategic thinking that will help attendees shepherd their companies to the next generation of industry — one that relies on robust network and IT architecture at its core.

Conference Tracks:

- » Applications
- » Cloud Connect
- » Collaboration
- » Networking
- » IT Leadership
- » Security
- » Software-Defined Networking
- » Storage
- » Virtualization & Data Center
- » Wireless & Mobility

Cloud Connect Summit @Interop

MAY 2 - 6, 2016

MANDALAY BAY | LAS VEGAS, NV

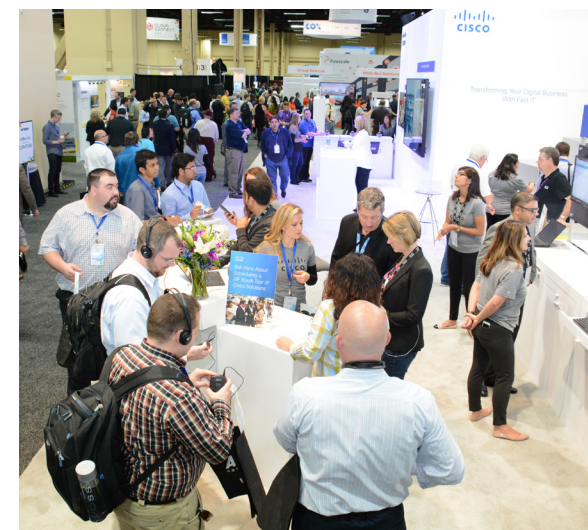
This five-day program offers a unique format developed around “critical cloud decisions.” Cloud Connect Summit zeroes in on the most pressing cloud technology, policies, organizational decisions and debates for the cloud-enabled enterprise.

Dark Reading Cyber Security Summit @Interop

MAY 2 - 3, 2016

MANDALAY BAY | LAS VEGAS, NV

This two-day summit is designed to provide the “essentials” needed to understand the current IT security environment — and its potential impact on the enterprise. Sessions will cover the latest trends in cyber defense — cloud security, mobile security, the Internet of Things and what the bad guys are doing with malware and targeted attacks.



The InformationWeek News Desk

The InformationWeek News desk is an opportunity to schedule a two-minute interview segment to share your company's innovative technology solutions, and how you're helping to solve IT professionals' challenges. Generate additional buzz on the show floor and share your news with InformationWeek's powerful audience of IT decision makers with this exciting program.

MARKETING SOLUTIONS: CONTENT MARKETING

Let Us Build the Ultimate Customer Experience for You

Our content marketing services arm has spent the past few decades building and fostering the largest technology events and online communities in the world.

We are capable of delivering on the most intricate, cross-platform programs for industry-leading brands. We also provide solutions for technology companies with specific marketing challenges, such as content creation, content discoverability and design.

Our mission is to produce the best content for tech buyers by understanding their needs and wants through deep analytics and nurturing relationships with them. Leverage our expertise. Many leading technology brands are already using our marketing services capabilities. Let's work together to unearth new collaborative relationships and contagious ideas.

Custom Content Marketing Services to Meet Every Need and Every Budget

- » Content Services
- » Digital Content Services
- » Research Services
- » Video Services
- » Advertorial/Magazine Services
- » Graphics Services

Check out our portfolio of work ...
we think you'll like what you see.

CreateYourNextCustomer.com



UBM AMERICAS' TECHNOLOGY PORTFOLIO

ENGAGING TECHNOLOGY PROS LIVE AND ONLINE

UBM Americas brings together the world's technology

communities through live events and online resources. Our multichannel solutions connect technology sellers to the technology buyers they want to meet face-to-face and online, 365 days a year.

Our unique community-focused approach provides editorially facilitated environments for technology decision makers to exchange ideas and connect — both live and digitally — around the most pressing market issues they face to help advance their businesses and their own careers.

UBM Americas has created engaged technology communities that cover core tech areas including Enterprise IT, Enterprise Communications, Information Security, IT Service and Support, and Game Development. The breadth of the interactions we have with these communities enables us to gain unique knowledge and perspective, which allows us to provide the best experience and results for customers and clients.

Use our experience to your advantage. We are a trusted resource because of our unique community approach, our expert editorial teams, and our established, industry-leading events and digital resources.



TOP CONTRIBUTOR

Amrit Williams

CTO, Cloud Passage

Amrit is the CTO of CloudPassage and former director of emerging security technologies and CTO for mobile computing at IBM.

OUR COMMUNITIES

ENTERPRISE IT



ENTERPRISE COMMUNICATIONS



INFORMATION SECURITY



GAME DEVELOPMENT



IT SERVICE/SUPPORT & CONTACT CENTER



SALES CONTACTS

VP Sales, West

Sandra Kupiec | (415) 947-6922
sandra.kupiec@ubm.com

NorCal (510, 408, 925,) UT, CO, AZ, NM

Account Director
Vesna Beso | (415) 947-6104
vesna.beso@ubm.com

NorCal (415, some 408), WA, OR, MT WY ID, NV, Western Canada

Account Director
Matt Cohen-Meyer | (415) 947-6214
matthew.meyer@ubm.com

SoCal (LA, OC, San Diego), TX, IL, WI, MN, ND, SD, NE, KS, OK

VP Sales, West
Sandra Kupiec | (415) 947-6922
sandra.kupiec@ubm.com

Sr. Account Executive
Krista Johnson | 903-227-0421
krista.johnson@ubm.com

Washington DC, VA, NC, International (no US HQ)

District Manager
Jenny Hanna | (516) 562-5116
jenny.hanna@ubm.com

NY, NH, ME, MA, RI, CT NJ, MI, OH, MD, DE, WV, East Canada

Account Director
Matt Payne | (212) 600-3375
matt.payne@ubm.com

PA, GA, FL, KY, TN, AL, SC, MS, LA, AR, MO, IA, IN

Account Executive
Devin Rosenberg | (212) 600-3157
devin.rosenberg@ubm.com



TOP CONTRIBUTOR

Jonathan Feldman
*Contributing Technology Editor,
Governance and Business of IT*

Jonathan Feldman is chief information officer for the City of Asheville, North Carolina, where his business background and work as an InformationWeek columnist have helped him to innovate in government through better practices in business technology, process, and human resources management.

CREATE YOUR NEXT CUSTOMER

UBM Americas' dedicated website for B2B marketers, CreateYourNextCustomer provides practical insight and solutions for today's modern marketing complexities. The site also houses our brands' media kits, product sheets and more.

Access our latest marketing research at CreateYourNextCustomer.com. Don't forget to sign up for our monthly newsletter and follow us on Twitter @CYNC_Marketing.

Create Your
Next Customer ▶

 @CYNC_marketing



InformationWeek

CONNECTING THE BUSINESS
TECHNOLOGY COMMUNITY

