

KMWorld
Content, Document and Knowledge Management

2026
MEDIA KIT

WWW.KMWORLD.COM

THE REACH OF KMWorld

➔ **With more than 35 years of market coverage**, KMWorld delivers actionable insights on knowledge, content, and information management to over 50,000 professionals across North America.

Through expert analysis, original research, and real-world case studies, *KMWorld* equips organizations with the strategies and best practices needed to align technology, process, and people.

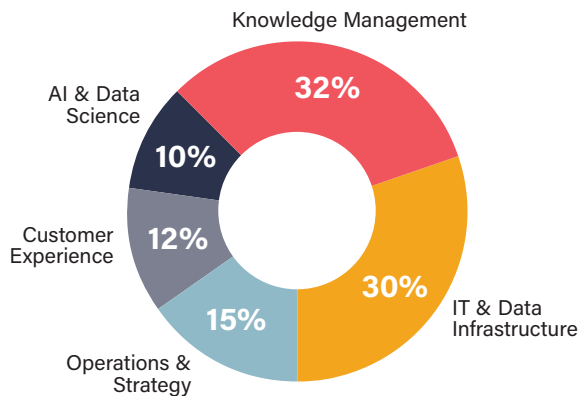
➔ Core Coverage Areas

KMWorld covers the full lifecycle of knowledge, from creation and governance to AI-driven discovery and action:

- › Knowledge, Content, and Document Management
- › Search & Knowledge Discovery
- › Governance, Risk & Compliance
- › AI & Intelligent Automation
- › Data, Analytics & Knowledge Graphs
- › Workflow, Collaboration & Digital Experience

➔ Audience by function

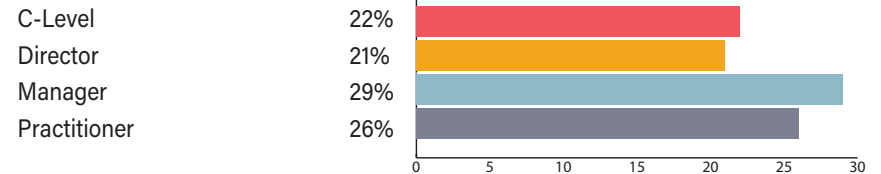
The KMWorld audience is led by data, IT, and knowledge-focused professionals, with additional reach into operations, strategy, and customer experience:



72% span knowledge, IT, and AI functions

➔ Seniority Profile

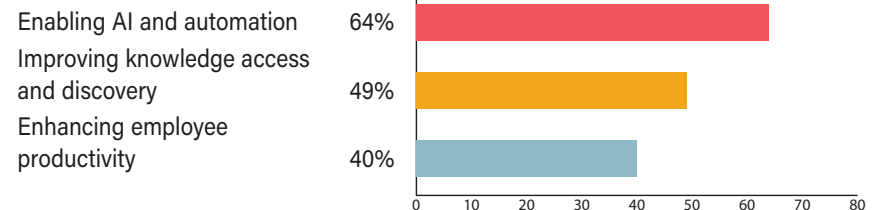
A strong mix of knowledge leaders and practitioners with influence across the buying cycle:



43% are Director-level and above

➔ Top Priorities For 2026

KMWorld's audience is focused on advancing AI adoption and improving how knowledge is accessed and used:



➔ AI Investment Outlook

AI for knowledge management is a clear near-term priority:

56% rate investment as very important or critical

➔ To contact the editorial offices of *KMWorld* magazine:

KMWorld Magazine

Editor-in-Chief

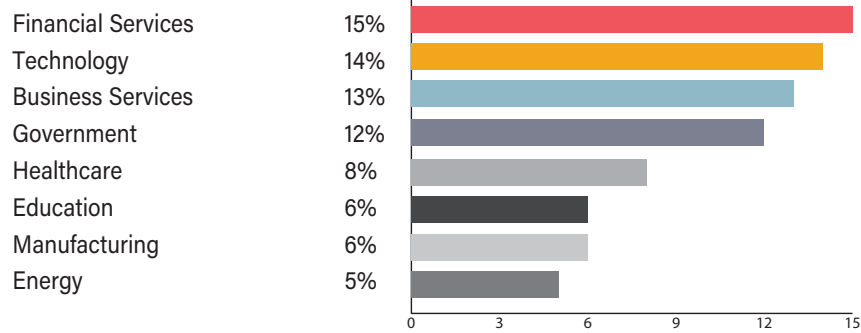
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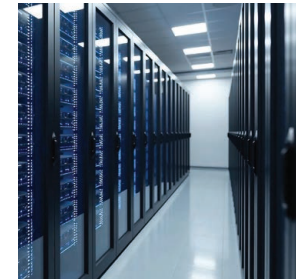
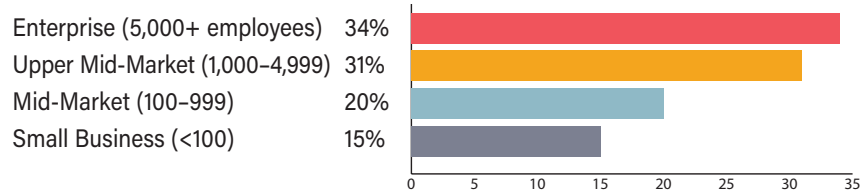
➔ **Audience By Industry**

KMWorld reaches a diverse cross-section of industries, led by technology, financial services, and business services:



➔ **Audience By Company Size**

KMWorld reaches organizations of all sizes, with a strong concentration in mid-market and enterprise companies:



➔ **To contact the editorial offices of *KMWorld* magazine:**

***KMWorld* Magazine**

Editor-in-Chief

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 marydee@xmission.com

Editor

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KMWORLD MARKETING OPPORTUNITIES

➔ **KMWorld magazine**

This is the only magazine dedicated to knowledge, content, and document management.

➔ **KMWorld Best Practices White Papers**

Available five (5) times per year, "Best Practices" white papers are among the most downloaded information resources in the industry. Produced by KMWorld and covering topics of special interest to our readers, participation delivers thought leadership as well as guaranteed leads.

➔ **KMWorld Exclusive 'Checklist' Reports**

Available bimonthly to a single sponsor, KMWorld produces a deep-dive co-branded report on a special technology topic that delivers to your organization exclusive thought leadership, guaranteed leads, and a custom marketing asset for widespread distribution.

➔ **KMWorld Web Events**

Turnkey single-sponsor and multi-sponsor webinars are guaranteed to deliver leads.

➔ **Cost-Per-Lead (CPL) Programs**

KMWorld hosts your content marketing assets, markets them to our readership, collects and cleans the registrations, and delivers quality leads to your organization on a pay-per-lead basis.

➔ **KMWorld Guide to KM Trends, Products and Services**

These knowledge management resources and company and product profiles are published once yearly.

➔ **Email Newsletters Sponsorship**

The weekly *KMWorld NewsLinks* newsletter is read by more than 39,000 information management professionals. A single, exclusive, top-of-page sponsorship puts your message front and center.

➔ **Custom-Sponsored Research**

Unisphere Research, KMWorld's research arm, conducts proprietary and "for publication" research projects for select vendors. Projects can be on any topic and are conducted across the KMWorld readership. Distribution of the final report can also include a lead-generation program.

➔ **Direct Email Marketing**

KMWorld maintains an opt-in third-party email list of approximately 36,000 subscribers, available for your direct response marketing needs.

➔ **KM Drill-Down Videos**

Highlight your company and executives through these 10-minute sponsored Editorial Video Interviews. Take advantage of four annual topics giving you the perfect platform to promote corporate messaging. Custom programs are also available.

➔ **Additional Marketing Opportunities**

Reprints, mailing list rentals, and more

➔ **KMWorld-Sponsored Events:**

- KMWorld 2026: November 16–19, 2026
 - Text Analytics Forum
 - Enterprise Search and Discovery
 - Taxonomy Boot Camp
 - Enterprise AI World

➔ **For more information on these programs, contact a KMWorld sales representative**

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2026 EDITORIAL CALENDAR

KMWorld is up-to-the-minute and market-driven. Each issue covers current news and analysis of the technology and trends moving the industry forward. We also focus on specific subjects for in-depth attention:

		SPACE RESERVATIONS	ADS/CONTENT DUE
January	<p>Online</p> <ul style="list-style-type: none"> > KMWorld's State of KM + AI Report > January 13 Webinar: Top Trends in KM for 2026 > January 27 Webinar: Moving to a Modern Knowledge Portal 	11/10/25	12/5/25
February	<p>Online</p> <ul style="list-style-type: none"> > February Checklist Report: Smarter Knowledge Strategies for Customer Support Teams > February Super Guide: Next-Gen CX Solutions for AI-Powered Customer Excellence > February 10 Webinar: The Semantic Advantage: AI-Driven Semantic Layers for Smarter KM > February 24 Webinar: Information at the Speed of Need: Boosting Employee Efficiency With Knowledge Management > February Drill-Down Video Interview: 2026 KM Playbook: Strategies for Success 	1/5/26	1/7/26
March/ April	<p>In Print</p> <p>KMWorld's "100 Companies That Matter" Special Issue</p> <ul style="list-style-type: none"> > FOCUS ON: Securing Your Internal Knowledge > FOCUS ON: Tips for Updating Your KM Strategy * Best Practices White Paper: Mining Business Knowledge From Unstructured Data * Best Practices White Paper: Preparing for Agentic AI: KM Playbook 	1/16/26	2/9/26
	<p>Online</p> <ul style="list-style-type: none"> > March 10 Webinar: The Power of Context: Using AI and Knowledge Graphs to Enhance KM > March 31 Webinar: Revolutionizing CX: The Evolving Role of KM & AI > April Checklist Report: Maximizing Engagement: How EX Platforms Transform Hybrid Workforces > April Super Guide: Modern Content Management for the AI Era > April 7 Webinar: From Silos to Solutions: Unifying Your Company's Knowledge > April 21 Webinar: Transforming KM With Modern Document Management > April Drill-Down Video Interview: Powering Your GenAI Assistants for Success 	3/2/26	3/4/26
May/ June	<p>In Print</p> <p>KMWorld's "Guide to Knowledge Management Trends, Solutions, and Services" Special Issue</p> <ul style="list-style-type: none"> > FOCUS ON: AI's Impact on Data Silos and Knowledge Hubs > FOCUS ON: The Relationship of KM and IT * Best Practices White Paper: Achieving Trusted, Actionable Knowledge Across the Enterprise 	3/19/26	4/10/26
	<p>Online</p> <ul style="list-style-type: none"> > May 12 Webinar: Accelerating Knowledge Management: Unleashing AI and Automation > May 19 Webinar: Smarter Support at Scale: Powering Customer Self-Service With KMI > June Checklist Report: Revolutionizing Customer Support: Metadata and Taxonomy for Smarter Service > June 2 Webinar: Content Governance in KM: Creating Trusted Knowledge Ecosystems > June 16 Webinar: Agentic AI Meets KM: Revolutionizing Knowledge Discovery and Collaboration 	5/4/26	5/7/26

2026 EDITORIAL CALENDAR (continued)

SPACE RESERVATIONS AD MATERIALS DUE

<p>July/ August</p>	<p>In Print KMWorld's "AI 100" Special Issue > FOCUS ON: Challenges of Information Overload > FOCUS ON: Impact of Semantic Layers and Knowledge Graphs on KM * Best Practices White Paper: AI-Powered Intelligent Search: Accelerating Smarter Data Discovery</p> <p>Online > July 14 Webinar: AI at the Core: Building Faster, Smarter Search Experiences > July 28 Webinar: Knowledge at Your Fingertips: Building Workflows With Embedded Intelligence > August Checklist Report: Utilizing Agentic AI to Increase Productivity > August Super Guide: The New World of Knowledge Management Platforms > August 4 Webinar: GenAI Without Limits: Harnessing KM for Accuracy, Trust, and Scale > August 25 Webinar: The Future of Intranets: From Static Portals to Living Digital Workspaces</p>	<p>5/18/26</p> <p>7/6/26</p>	<p>6/10/26</p> <p>7/8/26</p>
<p>September/ October</p>	<p>In Print KMWorld's "Trend-Setting Products of the Year" Special Issue > FOCUS ON: Adaptive Learning and Personalization Within the Enterprise > FOCUS ON: Reimagining Workflows Because of AI * Best Practices White Paper: Scaling Knowledge Management: Strategies for Enhanced Collaboration and Productivity</p> <p>Online > September 15 Webinar: Closing the Knowledge Gap: Strategies to Deliver Answers at Scale > September 29 Webinar: KM + RAG: Building Trustworthy, Context-Aware AI > Drill-Down Video Interview: How to Unlock Knowledge Across Teams and Departments > October Checklist Report: The End of Data Silos: Powering KM With Semantic RAG > October Super Guide: The Top AI Tools in Knowledge Management > October 6 Webinar: Building Trust: Embedding Privacy Into the Information Lifecycle > October 20 Webinar: Making Knowledge Instantly Accessible Across the Enterprise</p>	<p>7/17/26</p> <p>9/7/26</p>	<p>8/10/26</p> <p>9/9/26</p>
<p>November/ December</p>	<p>In Print KMWorld's "KM Top10" Special Issue > FOCUS ON: Future-Proofing Your KM Initiatives > FOCUS ON: New Look for Intranets and Dashboards * Best Practices White Paper: KM Governance in the AI Era: Policies, Standards, and Practices for Success * Best Practices White Paper: Building an AI-Ready Foundation for Enterprise Knowledge</p> <p>Online > November 3 Webinar: From Silos to Synergy: Unlocking Seamless Collaboration With KM > November 10 Webinar: Reducing Call Center Volume With Knowledge-Driven Support > November Drill-Down Video Interview: Measuring the ROI of Knowledge Management Initiatives > Checklist Report: What's Ahead in KM: AI-Driven Insights and Innovation > December 1 Webinar: Beyond One-Size-Fits-All: Personalizing Knowledge for Impact > December 15 Webinar: Game-Changing KM Technologies for 2026</p>	<p>9/17/26</p> <p>11/2/26</p>	<p>10/9/26</p> <p>11/4/26</p>

 **To contact the editorial offices of KMWorld magazine:**

KMWorld Magazine

Editor-in-Chief

Marydee Ojala (317) 876-8100
marydee@xmission.com

Editor

Stephanie Simone (908) 795-3520
ssimone@dbta.com

DISPLAY AND CLASSIFIED ADVERTISING

➔ 2026 Advertising Opportunities

ISSUE	RESERVATION	AD MATERIALS DUE
MARCH/APRIL	1/16/26	2/9/26
MAY/JUNE	3/19/26	4/10/26
JULY/AUGUST	5/18/26	6/10/26
SEPTEMBER/OCTOBER	7/17/26	8/10/26
NOVEMBER/DECEMBER	9/17/26	10/9/26

➔ 2026 Advertising Rates

AD SIZE	1X	3X	6X
FULL PAGE	\$3,950	\$3,750	\$3,650
1/2-PAGE ISLAND	\$2,950	\$2,750	\$2,650
1/2 PAGE	\$1,950	\$1,750	\$1,650
1/3 PAGE	\$1,450	\$1,250	\$1,150
1/4 PAGE	\$950	\$750	\$650
FULL PAGE SPREAD	\$6,000	\$5,750	\$5,500

FULL PAGE
Trim size: 8"x10.75"

Live Area:
7.5"x10.25"

Bleed: add .125" safety margin beyond trim size

FULL-PAGE SPREAD

Trim size: 16"x10.75"
Live Area: 15.5"x10.25"
Bleed: add .25" safety margin beyond trim size

1/2-PAGE ISLAND
4.6"x7"

1/2 PAGE (Horizontal)
7"x4.75"

1/4 PAGE
4.6"x3.75"

1/3 PAGE
2.22" x 9.75"
(Vertical)

- > **Black-and-White advertisements:** 25% discount from gross rate
- > **Back Cover & Inside Front Cover:** Add 20%.
- > **Center Spread, Inside Back Cover, and other guaranteed positions:** Add 10%.

Payment Terms

Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

Commissions

All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

➔ Contact Information

Stephen Faig
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LaShawn Fugate
Account Executive
859-278-2223 x 104
lashawn@infotoday.com

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS



➤ **Ad production requirements – downloadable PDF**

www.infoday.com/advert/CTPAdSpecs.pdf

➤ **We accept the following formats:**

› **Press-quality PDF files are preferred.**

- › Fonts must be embedded
- › Set black to overprint
- › Convert PMS to CMYK
- › Images must be in CMYK
- › 300 dpi images only
- › Flattened transparencies
- › Page dimensions and bleeds according to pub specs

› **We can also accept high-resolution Macintosh format
Photoshop TIFF files.**

- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

➤ **File submission instructions:**

› **To upload files via the web:**

- › Using your web browser, log onto <http://files.infoday.com>.
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

**Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.**

PLEASE NOTE:

- › Files submitted as RGB will be converted to CMYK.
- › Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
- › All graphics must be at least 300 dpi resolution.

**For proper sizing of your ad, please refer to the
Rate Card & Advertising Specs on page 6.**

For production questions contact:
Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infoday.com

KMWORLD ONLINE MEDIA KIT

➤ OVERVIEW

The KMWorld.com website receives more than 36,000-plus visits monthly by 35,000-plus unique visitors. Page views have surpassed 58,000 views per month.

➤ Ad Positions Available

Ad Size (Pixels) Max File Size Location Minimum Impressions Net Cost

LOCATION	AD SIZE (PIXELS)	MINIMUM IMPRESSIONS	NET COST
Top of page billboard	970x250	10,000	\$95 CPM
Premium Leaderboard	728x90	10,000	\$75 CPM
Premium Box	300x250	10,000	\$75 CPM
Leaderboard (all positions)	728x90	10,000	\$50 CPM
Box (all positions)	300x250	10,000	\$50 CPM
In article text ad	25 words	Monthly	\$900 per mo.

➤ Creative Specifications

- › File size: maximum of 200K for any creative unit.
- › Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media, including Flash.
- › Flash files (.SWF) must be in Flash 10 (or earlier) format, and can use Action Script 3 (or earlier versions).
- › Flash 11 is NOT acceptable.

Please Note: Cancellations for all online advertising must be received 30 business days prior to material deadlines.

➤ Contact us to discuss your KMWorld.com advertising program:

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➤ ENEWSLETTER SPONSORSHIPS

➤ NewsLinks

Deliver 39,000-plus “push impressions” of your unique selling proposition straight to the desktops of the most influential and technologically savvy decision makers in the KM marketplace!

KMWorld NewsLinks hyperlinks our readers—your customers—directly to our editors’ picks of the top KM-specific news of the day, including user success stories, bottom-line industry news, and in-depth feature articles.

Your sponsorship link, with text block and optional graphic, is prominently displayed near the top of **KMWorld NewsLinks**. It consists of 75 words plus URL and optional 1200x630 graphic to engage our readers with your message.

Available Tuesday dates

Pricing: \$995.00 net

EMAIL BLAST DIRECT MARKETING

➤ **With the KM Bulletin, Our Opt-Into Third-Party Subscriber List**

Email Blast Options

KMWorld's opt-into-third-party email blast program reaches approximately 36,000 subscribers who have voluntarily opted into KMWorld's email program. Marketers have come to rely on email blast programs to drive direct response for webcasts, events, white papers, and other collateral promotions.

Available any day of the week, KMWorld email blasts are attractively priced at \$3,995 for a one-time blast.

HTML specs: 600–700 pixels wide, absolute image links (or we can host them); no Flash or JavaScript. Images need to be JPEG or GIF format. No background images. Only use InLine CSS. Font sizes should all be specified in pixels.

PLEASE NOTE: Creative must be 100% complete and ready to be proofed. Special characters, such as copyright, trademark, em- and en-dashes, must be rendered as properly escaped HTML code. We cannot be held responsible if a mailing is compromised due to improperly formatted HTML characters. All creatives must be provided a full 3 days in advance. Any additional work, beyond standard specifications, by *KMWorld* magazine's staff is subject to a \$250 design fee.

➤ **Contact us**

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COST-PER-LEAD (CPL) PROGRAMS

➤ For more than 2 decades, KMWorld has helped IT marketers generate quality sales leads through its Best Practices white paper program, turnkey webinars, and dedicated email blast offerings. We have a unique and cost-effective program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

➤ **How does it work?**

Your white papers/case studies/ebooks are posted in a special section on the KMWorld.com website and marketed to qualified candidates in the KMWorld subscriber and affiliate network of more than 50,000 IT and business professionals at organizations across North America via online, email, and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts are delivered to your team.

- Standard contact capture fields include full name, job title, company name, postal address, phone numbers, and email address. Custom fields are available too.
- Basic screening eliminates false entries, incomplete forms, students, and leads outside of North America. Global leads can be delivered as well to companies that choose to take advantage of KMWorld's unique international positioning, at no additional charge.

➤ **Why try this program?**

- The KMWorld syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your content and that match your campaign criteria..
- The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.
- Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to KMWorld for relevant content.
- You only need a logo, headline, 75-word description, and PDF to get started.

➤ **Contact us**

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KMWORLD SINGLE-SPONSORED WEBINARS

- **KMWorld Web Events** are 1-hour topic- and sponsor-specific video sessions broadcast live on the web. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- KMWorld will produce, market, and broadcast your 1-hour Web Event.
- Aggressive online advertising campaign
 - KMWorld moderator
 - Speakers can participate from their own offices.
 - Real-time polling and Q&A
 - Attendee registration, monitoring, and reporting
 - Event archiving and online posting on KMWorld.com for anytime, on-demand viewing for 1 year
 - Live Screen Share Demos
 - Video Clips
- KMWorld provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.

➤ **Event Marketing**

KMWorld will design and produce:

- An online text invitation with your company logo and session content summary to be placed on KMWorld.com
- Event will be promoted in the *KMWorld NewsLinks*
- A banner to run on KMWorld.com
- A reminder phone call and email blast to all registrants prior to the event

➤ **Moderators/Industry Experts**

- KMWorld will provide a moderator/industry expert to facilitate your event.

➤ **Web Event Program & Highlights**

- 1-hour event, broadcast live over the internet
- Producer for staging of content and online rehearsal services at each event

- PowerPoint slide synchronization
- Browser-based Q&A capabilities and polling and survey questions
- Detailed monitoring and reporting
- Complete registration management, including final list of all registrants and participants
- Event archiving on KMWorld.com for 1 year, for anytime, on-demand viewing, additional leads will be delivered during a 90-day period from anyone downloading the on demand event for viewing.
- MP4 files of your event for local playback (trade shows, sales presentations, etc.)
- Event presentation (PowerPoint slides) available online postevent for viewing and downloading.
- Minimum of 200-lead guarantee

The entire event will be created (with the assistance of the sponsor), managed, and executed by KMWorld. Our production personnel will assist all participants.

➤ **Cost: \$15,000 net**

Examples of archived KMWorld Web Events, plus upcoming opportunities, can be viewed at www.kmworld.com/Webinars.

➤ **Contact us to discuss your KMWorld.com marketing program:**

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KMWORLD ROUNDTABLE WEBINAR

➤ **The KMWorld Roundtable Webinar Series**

THE MOST QUALIFIED AUDIENCE IN THE KM MARKET

Please join us for KMWorld's series of online, interactive Web Events. These single-topic, live educational events are promoted, hosted and moderated by *KMWorld* magazine, the leading KM information news and information source, on current, top-of-mind issues for today's knowledge-rich information managers and executives.

Attendees learn from the leading experts in the industry.

Attendees simply log on and turn up their computer speakers. The speakers are on the air live, and the visuals are content-rich. PLUS the events are archived for "on-demand" viewing.



A SERIES OF MULTI-SPONSORED, SINGLE-SUBJECT, WEBINAR-STYLE ROUNDTABLE DISCUSSIONS

EVENT DETAILS

- › Participating vendors will enjoy equal air-time to present
- › Lively roundtable discussion and audience Q&A
- › Produced and moderated by *KMWorld* magazine
- › Promoted by KMWorld to more than 50,000 potential attendees via email blasts, newsletter, and banners
- › Exploring the hottest topics that are top-of-mind to key decision makers

PARTICIPATION

- › The KMWorld Roundtable Webinar Series is filled on a first-come, first-served basis.
- › Participating sponsors will receive the full promotional support of KMWorld's resources and share attendee leads in the form of name, title, company, address, email, and phone number.
- › Moderated by a KMWorld representative. Speakers are briefed in advance for assistance with content and promotional material.
- › Event production is entirely turnkey; KMWorld develops, promotes, produces, and broadcasts behind-the-scenes. Participants need only provide a speaker!

OPPORTUNITY

- › Cost of the event is \$6,995 per sponsor.
- › Minimum 200 shared-lead guarantee, generated from the event *and* ongoing archive viewers will be provided for 90 days after the event.

TOPICS

- › See the following page for our schedule of dates and topics.

➤ **For information about these turnkey marketing opportunities, please contact:**

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2026 KMWORLD WEBINAR CALENDAR

➤ Schedule of Dates and Topics

JANUARY 13, 2026

Top Trends in KM for 2026

JANUARY 27, 2026

Moving to a Modern Knowledge Portal

FEBRUARY 10, 2026

The Semantic Advantage: AI-Driven Semantic Layers for Smarter KM

FEBRUARY 24, 2026

Information at the Speed of Need: Boosting Employee Efficiency With Knowledge

MARCH 10, 2026

The Power of Context: Using AI and Knowledge Graphs to Enhance KM

MARCH 31, 2026

Revolutionizing CX: The Evolving Role of KM & AI

APRIL 7, 2026

From Silos to Solutions: Unifying Your Company's Knowledge

APRIL 21, 2026

Transforming KM With Modern Document Management

MAY 12, 2026

Accelerating Knowledge Management: Unleashing AI and Automation

MAY 19, 2026

Smarter Support at Scale: Powering Customer Self-Service With KM

JUNE 2, 2026

Content Governance in KM: Creating Trusted Knowledge Ecosystems

JUNE 16, 2026

Agentic AI Meets KM: Revolutionizing Knowledge Discovery and Collaboration

JULY 14, 2026

AI at the Core: Building Faster, Smarter Search Experiences

JULY 28, 2026

Knowledge at Your Fingertips: Building Workflows With Embedded Intelligence

AUGUST 4, 2026

GenAI Without Limits: Harnessing KM for Accuracy, Trust, and Scale

AUGUST 25, 2026

The Future of Intranets: From Static Portals to Living Digital Workspaces

SEPTEMBER 15, 2026

Closing the Knowledge Gap: Strategies to Deliver Answers at Scale

SEPTEMBER 29, 2026

KM + RAG: Building Trustworthy, Context-Aware AI

OCTOBER 6, 2026

Building Trust: Embedding Privacy Into the Information Lifecycle

OCTOBER 20, 2026

Making Knowledge Instantly Accessible Across the Enterprise

NOVEMBER 3, 2026

From Silos to Synergy: Unlocking Seamless Collaboration With KM

NOVEMBER 10, 2026

Reducing Call Center Volume With Knowledge-Driven Support

DECEMBER 1, 2026

Beyond One-Size-Fits-All: Personalizing Knowledge for Impact

DECEMBER 15, 2026

Game-Changing KM Technologies for 2027

Don't see a topic on your mind? KMWorld can produce a custom webinar for your organization on any subject relevant to its audience.

➤ **Contact us to discuss your KMWorld.com marketing program:**

Stephen Faig ▪ Group Sales Director
973-224-2930 ▪ sfaig@infotoday.com

LaShawn Fugate ▪ Account Executive
859-278-2223 x 104 ▪ lashawn@infotoday.com

BEST PRACTICES WHITE PAPER SERIES

- A Unique and Renowned Content Marketing and Lead Generation Program, Online and In Print.

Produced in conjunction with *KMWorld* magazine, the **KMWorld Best Practices White Paper Series** leverages your editorial message:

- **Positioning:** KMWorld White Papers' content-rich journal format offers a unique marketing opportunity to position your company as a thought leader in the market.
- **Editorial Objectivity:** Editorial guidelines ensure high-value educational content. KMWorld White Papers are marketing communications tools, offering a new venue for your marketing team and budget.
- **Reach:** The entire White Paper and individual articles are available on the web, in downloadable PDF format, for mass distribution within end-user organizations.
- **Direct Leads:** We capture registrations for the white papers, they are screened and cleansed to ensure only legitimate contacts at legitimate organizations, and are delivered to your team.
- **Long Shelf Life:** KMWorld White Papers are focused guides that readers keep and refer to for months to come.

➤ MISSION

To provide a publishing forum for leading vendors and consultants to educate and engage technology decision-makers about the latest strategic issues and solutions in KM technologies and markets

➤ EDITORIAL CONTENT

- **Introduction:** KMWorld editorial writers will prepare the state of industry article including current trends, technology developments and strategies around the reports specific topic.
- **Sponsored Content:** Sponsors, following editorial guidelines, provide feature-article-style essays designed to enlighten readers about technology-oriented and business-oriented issues, developments, trends, and challenges. They may include a user reference or case study to describe a particular implementation of their product and the problems that it solved.
- **Who's Who:** Each sponsor may provide an executive profile and headshot to be showcased as a sidebar to their feature article.

➤ DISTRIBUTION

- In *KMWorld* magazine
- At KMWorld.com, hyperlinking to sponsor homepage
- Best Practices appearing in the Nov/Dec issue will also be available during the KMWorld Conferences in November

➤ FORMAT

- Standard magazine size (8"x10-1/2")

1 page (900 words)	\$4,500 (net)
2 pages (2,000 words)	\$7,650
3 pages (3,150 words)	\$10,800
4 pages (4,300 words)	\$12,600

➤ SPONSORSHIP RATES

(includes "Who's Who" CEO profile and headshot, company contact information, optional images)

➤ KMWorld PROVIDES

- Copy editing, layout, and design
- Posting on the KMWorld.com website with hyperlinks to sponsor's homepage
- PDF of individual article to each sponsor for website posting

➤ CANCELLATIONS

- In writing 30 business days prior to material deadlines.

➤ For additional information or answers to specific questions, contact:

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Group Sales Director
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LaShawn Fugate
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2026 WHITE PAPER CALENDAR • BEST PRACTICES IN ...

		RESERVATIONS	MATERIALS
March/April	<p>White Paper: Mining Business Knowledge From Unstructured Data</p> <p>White Paper: Preparing for Agentic AI: KM Playbook</p>	1/16/26	1/21/26
May/June	<p>White Paper: Achieving Trusted, Actionable Knowledge Across the Enterprise</p>	3/19/26	4/10/26
July/August	<p>White Paper: AI-Powered Intelligent Search: Accelerating Smarter Data Discovery</p>	5/18/26	6/10/26
September/October	<p>White Paper: Scaling Knowledge Management: Strategies for Enhanced Collaboration and Productivity</p>	7/17/26	8/10/26
November/December	<p>White Paper: KM Governance in the AI Era: Policies, Standards, and Practices for Success</p> <p>White Paper: Building an AI-Ready Foundation for Enterprise Knowledge</p>	9/17/26	10/9/26

➔ To Participate in the KMWorld Best Practices Series contact:

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KMWORLD SUPER GUIDES YOUR GATEWAY TO KM & AI LEADERSHIP

➔ Elevate your marketing game with *KMWorld Super Guides*, a high-impact, expertly-crafted series designed to connect sponsors with more than 50,000 KM, IT and business professionals at organizations across North America. These guides deliver thought leadership, lead generation, and lasting visibility.

➔ WHAT'S INCLUDED IN EACH REPORT?

- **Introduction:** Sets the stage with key insights and sponsor logos.
- **Industry Snapshot:** Current trends, challenges and opportunities.
- **Solution Spotlights:** Your 500-word story on the problem, solution, and results.
- **Action Checklist:** Practical takeaways with sponsor resource links.

➔ WHY SPONSOR?

- **Brand Visibility:** Showcase your logo on the cover, intro, and Solution Spotlight.
- **Thought Leadership:** Position your executives alongside trusted analysts and editors.
- **Engaging Content:** Highlight your solution through a dedicated one-page spotlight (500 words, headshot, logo, and CTA).
- **Lead Generation:** Guaranteed high-quality leads from engaged professionals.
- **Evergreen Value:** Guides remain discoverable for 6-12 months, driving sustained exposure.

➔ SPONSORSHIP TIERS

- **Diamond (\$4,500):** Premium positioning, 200 leads, quote in "Industry Snapshot" and a promoted resource
- **Platinum (2,225):** Solution spotlight, 100 leads
- **Gold (\$1,000):** Solution spotlight

➔ MARKETING

Hosted as a special PDF for registered viewers and gated article on KMWorld.com, *KMWorld Super Guides* are promoted via email, newsletters, and online channels to qualified professionals in our unique subscriber network.

➔ SPONSOR REQUIREMENTS

A headshot, logo, and 500-word spotlight. Diamond sponsors also submit a resource link and executive quote.

➔ WHY IT WORKS

Delivers contextual leads from engaged professionals, multi-channel exposure, and evergreen content that keeps your brand relevant.

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2026 SUPER GUIDES CALENDAR

		RESERVATIONS	MATERIALS
February	Next-Gen CX Solutions for AI-Powered Customer Excellence	1/5/26	1/7/26
April	Modern Content Management for the AI Era	3/3/26	3/5/26
August	The New World of Knowledge Management Platforms	7/2/26	7/7/26
October	The Top AI Tools in Knowledge Management	9/1/26	9/3/26

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EXCLUSIVE 'CHECKLIST' REPORTS

➤ **If clarifying and defining the key issues** for technology users are part of your sales cycle, educational white papers offer a tried-and-true approach to increasing your influence and generating new leads for your sales team. KMWorld's exclusive 'Checklist' reports are topic- and sponsor-specific assets that dive deep into a special topic of interest among the technology users and executives within our audience. These reports enable our sponsors to leverage the credibility of the KMWorld brand along with its extensive subject matter expertise and market reach to:

- Build the case for your solution
- Gain industry-wide exposure and enhance positioning
- Generate guaranteed leads
- Acquire custom marketing content

Our team works directly with your organization to produce a five-page report that includes a cover page branded with your company logo, a two-page trends analysis article from *KMWorld*, and a two-page overview of your company, its solutions and customer success stories with a conclusion and call-to-action.

Sponsors have full input and final approval, as well as full usage rights. Upon approval, your white paper will be posted on [KMWorld.com](https://www.kmworld.com) as a unique PDF for registered viewers and marketed to qualified candidates via online, email, and email newsletter advertising. All download requests will be driven through a unique registration page that captures complete contact and qualifying information. The clean leads produced from downloads will be delivered to your team on a scheduled basis. A minimum of 200 clean leads are guaranteed.

➤ **Cost:** \$9,500

➤ 2026 CALENDAR

FEBRUARY

Smarter Knowledge Strategies for Customer Support Teams

Space Reservations: January 5, 2026
Ad Materials Due: January 7, 2026

APRIL

Maximizing Engagement: How EX Platforms Transform Hybrid Workforces

Space Reservations: March 2, 2026
Ad Materials Due: March 4, 2026

JUNE

Revolutionizing Customer Support: Metadata and Taxonomy for Smarter Service

Space Reservations: May 4, 2026
Ad Materials Due: May 7, 2026

AUGUST

Utilizing Agentic AI to Increase Productivity

Space Reservations: July 6, 2026
Ad Materials Due: July 8, 2026

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OCTOBER

The End of Data Silos: Powering KM With Semantic RAG

Space Reservations: September 7, 2026
Ad Materials Due: September 9, 2026

DECEMBER

What's Ahead in KM: AI-Driven Insights and Innovation

Space Reservations: November 2, 2026
Ad Materials Due: November 4, 2026

Don't see a topic on your mind? KMWorld can produce a custom checklist report for your organization on any subject relevant to its audience.

KMWORLD PODCASTS

Full Podcast Package: **\$5,000**

Increase your reach, improve your audience engagement, and build your authority in the industry by sponsoring a custom podcast that showcases an intimate discussion between the *KMWorld* editor and a thought leader from your organization.

Running 30-45 minutes in length, *KMWorld* podcasts offer the opportunity to foster a deeper connection with your audience in a unique and personalized way. The audio-only format allows for cost-effective content creation, and the on-demand availability guarantees easy, user-friendly consumption for busy professionals. All podcasts are pre-recorded with questions and areas of discussion agreed upon in advance by both parties.

KMWorld markets each podcast in the following ways:

- › Year-long listing in the [KMWorld](#) podcast library
- › 1 dedicated email blast to the KMWorld opt-into-third-party email subscriber list

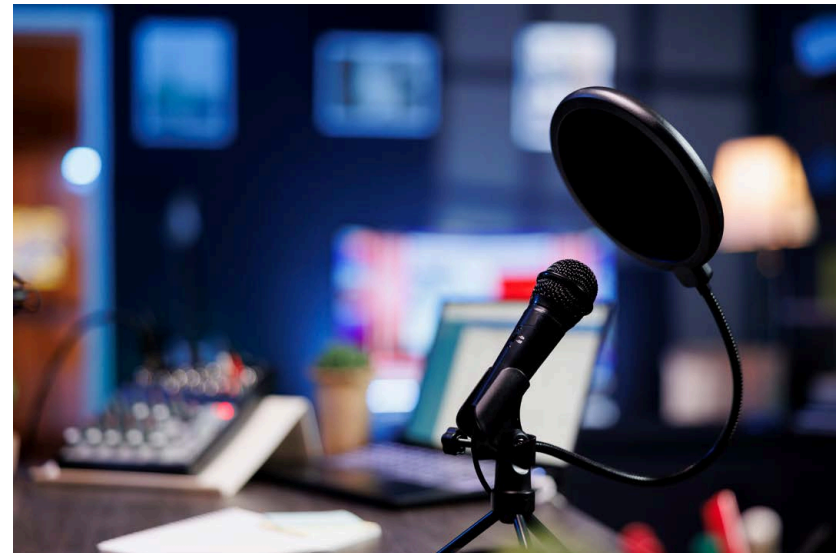
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- › 1 text advertisement in the weekly *KMW NewsLinks* email newsletter
- › Social media push on X and LinkedIn

Sponsors have full input and final approval over the podcast recording, as well as unrestricted usage rights.



KM DRILL-DOWN VIDEOS

Full Article and Video Package **\$4,500**

- › Video interview with *KMWorld's* editor-in-chief, Marydee Ojala (10 minutes in length)
- › Full-page article on [KMWorld.com](https://www.kmworld.com) (includes 600 words of your interview, 100-word speaker bio, high-resolution headshot, URL and email address)
- › Dedicated email blast to 37,800+ *KMWorld* opt-into-third-party email subscribers promoting your video with a dedicated HTML
- › Graphic advertisement (468x60), including 50 words plus URL, in a weekly edition of the *KMWorld NewsLinks* email newsletter promoting your video

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2026 Topic Schedule

February 2026

2026 KM Playbook: Strategies for Success

April 2026

Powering Your GenAI Assistants for Success

September 2026

How to Unlock Knowledge Across Teams and Departments

November 2026

Measuring the ROI of Knowledge Management Initiatives



2026 KMWorld GUIDE TO KM TRENDS, SOLUTIONS, AND SERVICES

This annual guide is for IT and business decision makers as they continue to navigate the major technologies and trends shaping digital transformation today. Published in the May/June edition of *KMWorld* magazine and as a special PDF download for registered viewers, this unique publication will feature insights and research on adoption rates, buyer perceptions and priorities, key challenges and emerging best practices. It will also include a comprehensive directory of companies, products, and services in the industry. Sponsoring the 2026 Guide will put your company and its solutions front and center in the market to increase awareness and interest and drive new engagement with prospective customers

The KMWorld Guide is the only industry resource serving the combined market for:

- › Document, Content, and Knowledge Management
- › Business Process Management
- › Intelligent Search
- › AI and Machine Learning
- › Text Analytics and Natural Language Processing
- › Customer Experience
- › Collaboration and Workflow
- › Information Governance and Security
- › Records Management and E-Discovery
- › Business Intelligence and Analytics
- › Taxonomies and Metadata
- › SharePoint
- › Regulatory Compliance
- › Intranets and Portals
- › Image, Forms, and Document Capture
- › CRM
- › Digital Workspace
- › Knowledge Graphs
- › Large Language Models

Reach professionals who evaluate, recommend, and purchase solutions: The KMWorld Guide is distributed in multiple formats:

- › Included in the *KMWorld* May/June issue
- › Special PDF version hosted on KMWorld.com and marketed to the KMWorld database of over 50,000 information and knowledge management professionals.
- › Your online profile is included on KMWorld.com for a full year

Sponsorship Packages

1. Premium Listing: \$995

- › 250-word company profile, company logo, contact information, and hyperlink to your website on KMWorld.com for a full year
- › Link to your X, LinkedIn, and Facebook accounts
- › Company Profile & Services Descriptions
- › Unlimited Topic Centers Selection
- › Editable Live Links to your case studies, white papers, webcasts, demos, or special landing pages
- › Ability to embed video
- › Automatically pulls in all editorial mentions from KMWorld.com into your profile
- › Your profile is fully integrated throughout KMWorld.com content

2. Diamond sponsorship: \$2,995 (limited to 8 sponsors)

Includes all of the Premium listing benefits, plus:

- › Lead Generation-Diamond Sponsors receive all premium listing benefits, plus they will receive regular updates of individuals who have downloaded the PDF Guide. 150 minimum leads guaranteed. In addition, diamond sponsors receive a 300 x 100 site sponsor banner on KMWorld.com for one year (minimum 100,000 impressions)

Reserve your space now for the print AND online Guide to KM Trends, Solutions, and Services. Your profile can go online immediately. The Space Reservations Deadline is March 19, 2026.

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KMWORLD CUSTOM RESEARCH

➤ **A MULTICHANNEL CONTENT-CREATION AND LEAD-GENERATION PLAN**

Unisphere Research, *KMWorld* magazine's research arm, conducts ongoing proprietary and "for publication" research projects for select companies. Using its core subscriber database of 50,000-plus unduplicated knowledge and information management professionals, Unisphere Research conducts web-based surveys on information management topics covering a range of issues, from knowledge management to business intelligence, virtualization and the cloud, information governance, the adoption of new and emerging technologies, unstructured data, and IT priorities.

In addition to *KMWorld* subscribers, Unisphere Research conducts research in association with a number of user groups and publications. Unisphere can conduct research across the following memberships and subscriber bases.

- › *Database Trends and Applications* subscribers
- › *CRM* (customer relationship management) magazine subscribers
- › *Speech Technology* magazine subscribers
- › *Big Data Quarterly* subscribers
- › *Enterprise AI World* subscribers

Unisphere assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere's survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the selected universe of professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings and then creates a color PDF executive summary reporting, graphing, and analyzing the key survey findings. Studies may remain completely proprietary, but most are used as a unique source of content for the sponsor, with full attribution to the survey sponsor.

➤ **Basic deliverables include:**

1. Survey questionnaire development
2. Survey participation solicitation from *KMWorld*'s database of 50,000-plus subscribers
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the final report (20–30 pages), which is attributed to the sponsor on the front cover

The basic cost of conducting a proprietary or "For Publication" study is \$15,000, including the cost of an incentive, and generally takes 3–4 months to complete.

Add a custom single-sponsored webinar to share your findings with the audiences of *KMWorld* for an additional fee.

➤ **Contact Information**

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**365 DAYS OF UNMATCHED VISIBILITY
IN KNOWLEDGE MANAGEMENT & AI**

KMWorld 365 is the only always-on marketing and thought-leadership platform that delivers sustained visibility, actionable leads and meaningful engagement within the global KMWorld and Enterprise AI community year-round. Built around the flagship KMWorld 2026 Conference, *KMWorld 365* extends your brand across 12 months of high-impact digital, editorial, event and community touchpoints.

Choose the tier that matches your goals:

DIAMOND+ SPONSOR—
Maximum exposure & market leadership

PLATINUM+ SPONSOR—
High-impact, multi-channel presence

**What Every KMWorld 365
Sponsor Receives**

1. Premium Presence at KMWorld 2026 Conference*

- Top-tier branding onsite and in all conference materials
- Showcase/exhibit space + full-conference passes
- Guaranteed speaking and thought-leadership opportunities
- Logo and recognition across website, signage, and promotions

*see a complete list of deliverables for diamond and platinum sponsors in the KMWorld 2026 Invitation to Sponsor

**2. Powerful Year-Round KMWorld 365 Benefits
(12 full months)**

- Hosted webinars (solo or roundtable)
- Sponsored white papers in Best Practices or Super Guide series
- Dedicated third-party email campaigns to our 36,000+ opt-in subscribers
- Prominent website branding on KMWorld.com and related properties
- Bylined thought-leadership articles
- Detailed lead reports and campaign analytics

**KMWorld 365
YEAR-ROUND SPONSORSHIP OPPORTUNITIES**

TIER COMPARISON BENEFIT	DIAMOND+	PLATINUM+
SPONSORSHIP COST	\$39,995	\$24,995
KMWorld 2026 Conference Level	Diamond	Platinum
Sponsored Webinars	2 Solo OR 4 Roundtables	1 Solo OR 2 Roundtables
Minimum Webinar Leads <i>(guaranteed)</i>	200 per event	200 per event
Sponsored White Papers <i>(Best Practices/Super Guide)</i>	2 (200 leads each)	1 (200 leads)
Dedicated Third-Party Email Blasts	4	2
Website Branding on KMWorld.com <i>(12 months)</i>	Included	Included
Full Lead Reporting & Analytics	Included	Included

Why KMWorld 365 Delivers Unmatched ROI

- › One contract, 12 months of continuous marketing – no more piecemeal buys
- › Reach 50,000+ highly engaged KM, AI, and information professionals worldwide
- › Multiple touchpoints proven to shorten sales cycles and build brand authority
- › Transparent, guaranteed lead volumes and full performance reporting

Secure the highest-visibility positions—limited Diamond+ and Platinum+ packages available.

RESERVE YOUR KMWorld 365 SPONSORSHIP TODAY

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 (859) 278-2223 x104 ▪ lashawn@infotoday.com | (908) 795-3702 ▪ sfaig@infotoday.com

Spots are filled first-come, first-served. Lock in your 2026 leadership position now.

KMWORLD 2026

THE KNOWLEDGE MANAGEMENT AND ENTERPRISE SOLUTIONS CONFERENCE

➤ **KMWorld 2026**, along with its co-located events, offers a wide-ranging program especially focused to meet the needs of executives and strategic business and technology decision makers—a must-attend for those concerned with improving their organizations' bottom line, business processes, and productivity, as well as streamlining operations and accelerating development and innovation within their evolving enterprises.

The top technologies and solutions will be on display in the Enterprise Solutions Showcase, where attendees from all FIVE events can come together to meet with sponsors about the products, solutions, and services that will help them perform their jobs better. Don't miss out on this unique opportunity to reach buyers as you sponsor one or ALL of these exciting industry events.

Why Sponsor? Co-Located With



- > MEET qualified buyers in a targeted environment.
- > GAIN industry-wide exposure.
- > INCREASE brand awareness and come away with more leads.
- > CREATE new and strengthen existing relationships with clients and other industry experts.
- > BENEFIT from promotions that reach across five industry events.

KMWorld

November 16-19, 2026
JW Marriott • Washington, DC



➤ **For more information, contact a KMWorld sales representative:**

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