KMWORLD LIST RENTALS DIRECT MARKETING RESOURCE

REACH CONTENT, DOCUMENT, AND KNOWLEDGE MANAGEMENT PROFESSIONALS

Targeted Lists—Turnkey Service and Delivery
Unique, Qualified Decision-Maker Source

Target Your Market

- *KMWorld* subscribers are self-identified decision makers with buying power for content-, document- and knowledge-management systems and services.
- Select from 11,000 subscribers

Reach Buyers With Impact

- **89%** of *KMWorld* subscribers have purchasing responsibility for multiple users.
- **41%** of *KMWorld* subscribers with known job functions are at the Manager, Director, or Senior Executive level within their organizations.
- *KMWorld*'s subscriber list has the greatest proportion of knowledge management professional titles (CKO, CIO, Knowledge Architect, etc.) available.

High-Level Subscriber Base

KMWorld's subscriber base includes titles such as:

- CEO/COO/President
- CTO/VP of IS/IT
- Directors and Managers of Finance/HR/Product Development/R&D/ Customer Service/Sales and Marketing
- CIO/CKO/Knowledge Architect, Director of Knowledge Management

Key Vertical Markets

KMWorld's subscribers work in the most desirable vertical market segments:

- Banking, Financial Services, and Legal
- Government
- Healthcare and Pharmaceutical
- Manufacturing—discrete and process

Affordable Rates (direct-mail only)

KMWorld's subscriber lists are available by the thousand; 3,000 name minimum:

- $200 per thousand
- $125 one-time processing fee
- $40 delivery fee (via disc, email, mag tape, or print labels)
- Rush service available ($50 for 24-hour turnaround)

For more information on *KMWorld* direct marketing list rentals, contact:

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