

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 45,000 BPA-audited subscribers.

➤ **Reach Buyers With Impact**

- **89%** of *KMWorld* subscribers have purchasing responsibility for multiple users.
- **41%** of *KMWorld* subscribers with known job functions are Manager, Director, or Senior Executive level in 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:**

Judie Webster • *KMWorld* List Rental Manager
22 Bayview St., 2nd Floor • Camden, ME 04843
(207) 236-8524, ext. 325 • judie_webster@kmworld.com