

CONTENT, DOCUMENT and
KMM KNOWLEDGE
Management
World



2013
**MEDIA
KIT**

- Business process management
- Enterprise search/information access
- Enterprise content and document management
- Records management
- Collaboration and web publishing
- Regulatory compliance
- Document capture/forms processing
- Customer experience management
- Information governance, e-discovery, litigation preparedness
- Business and competitive intelligence
- Knowledge management

THE REACH OF KMWORLD

➤ **KMWorld serves the content, document, and knowledge management markets.** We do this by providing actionable information and in-depth analysis to business leaders and strategic decision makers to help them improve their business performance.

KMWorld believes that successful businesses today rely on the careful balance of *technology, process, and people*. Through our many channels, we provide the market knowledge, the process management skills, and the best practices at work in business today.

KMWorld believes superior information management is the most critical skill for the successful business. KMWorld is the key information provider for a broad array of industry leaders who use business content in all its forms to drive productivity, gain competitive advantage, and create new opportunities for revenue and innovation in their organizations.

➤ **KMWorld focuses on:**

- › Enterprise Content Management
- › Collaboration
- › Customer Relationship Management
- › Adaptive/Dynamic Case Management
- › Business Process Management
- › Digital Asset Management
- › Open Source Applications
- › Cloud Computing
- › Big Data
- › Enterprise Knowledge Management
- › Records Management and Regulatory Compliance
- › Workflow and E-Process
- › Business Performance Analysis
- › Social Enterprise Applications
- › Mobile Computing
- › Sales Force Enhancement
- › Enterprise Search/Information Access
- › Document Management
- › Imaging and Forms Processing
- › Web Analytics

➤ **The KMWorld Family of Products, in Print and Online**

Print:

- › *KMWorld* magazine—display advertising; sponsored content

Print and Online:

- › *KMWorld* Best Practices White Papers—Multivendor-sponsored, thought-leadership article, positioning piece, or case study.
- › Custom-Published Positioning Papers—Single-vendor-sponsored four-page positioning piece. Includes company background, thought-leadership article, product profile(s), case studies, interview.
- › *KMWorld* Buyers' Guide—Comprehensive company and product profiles. Published twice yearly.
- › Meet the Leaders—Interview-based profiles of sponsor key executives.
- › KMWorld Custom Research—Multichannel content creation and lead-generation plan.

Online:

- › *KMWorld NewsLinks* (*KMWorld's enewsletter*)
- › KMWorld.com banner advertising
- › Custom webcasts, hosted and produced by *KMWorld*
- › *KM Bulletin*, Stand-Alone Message
- › Roundtable, multi-sponsored webcasts

Events:

- › Enterprise Search Summit
- › KMWorld 2013 Conference & Exposition
- › SharePoint Symposium
- › Taxonomy Boot Camp

Ancillary Marketing Opportunities:

- › Reprints, List Rentals



To contact the editorial offices of *KMWorld*:

***KMWorld* Magazine**

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EDITORIAL PROFILE

➤ Who We Serve:

Banking/Finance/Insurance • Communications • Education
Government/Public Administration • Healthcare • Legal • Manufacturing
Pharmaceutical • Services • Transportation • Utilities • IT

➤ How We Cover Our Markets

- › Case Studies—real-life market practices
- › News Analysis—actionable information
- › Expert Experience—actual solutions currently at work

➤ Events We Attend and Cover

- › AIIM
- › ARMA
- › Content Delivery Summit
- › CRM Evolution
- › Document Strategy Forum
- › E-Gov
- › Enterprise 2.0
- › Enterprise Search Summit
- › FOSE
- › Gartner Symposium/ITXpo
- › Gilbane Conference on Content Management
- › Info 360
- › KMWorld Conference & Expo
- › LegalTech
- › MER
- › SharePoint Symposium
- › Taxonomy Boot Camp



2013 EDITORIAL CALENDAR

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

		SPACE RESERVATIONS	AD MATERIALS DUE
January	<p>KMWorld's Annual "Knowledge Management Past and Present" Industry Report</p> <ul style="list-style-type: none"> › FOCUS ON: Governance in the B.Y.O.D. Age › KM in Practice: Solutions for Big Data › Companies to Watch—Digital Asset Management • Also: SharePoint Enhancements: Search, Workflow, Collaboration Update * White Paper: Best Practices in BPM and Case Management <p>Bonus Distribution: Gartner BPM Summit</p>	11/9/12	12/3/12
February	<p>KMWorld's "State of the Market" Issue</p> <ul style="list-style-type: none"> › FOCUS ON: Business Process Management › FOCUS ON: Customer Experience and Sentiment Analysis › KM in Practice: Solutions for the Legal Industry * White Paper: Best Practices for E-Discovery <p>Bonus Distribution: LegalTech New York</p>	12/12/12	1/3/13
March	<p>KMWorld's "100 Companies That Matter" Special Issue</p> <ul style="list-style-type: none"> › FOCUS ON: Compliance/Governance/Risk Management › KM in Practice: Solutions for Pharmaceutical/Life Sciences › Companies to Watch—Customer Experience Management * White Paper: Best Practices in Enterprise Content Management: Cloud, Mobile, On-Premise <p>Bonus Distribution: FOSE, AIIM Conference 2013, Gartner Business Intelligence Summit</p>	1/15/13	2/4/13
April	<p>KMWorld's "What Matters Now?" Market Analysis</p> <ul style="list-style-type: none"> › FOCUS ON: Enterprise Search/Information Access › KM in Practice: Solutions in Web Experience Management › Companies to Watch—Enterprise Search • Also: Big Data Update * White Paper: Best Practices for Enhancing SharePoint <p>Bonus Distribution: Gartner BPM Summit, Gartner Portals, Content & Collaboration Summit</p>	2/11/13	3/4/13
May	<p>KMWorld's "Mobile and Multichannel Issue" Issue</p> <ul style="list-style-type: none"> › FOCUS ON: Records Management › FOCUS ON: Business Process Management and Adaptive Case Management › Companies to Watch—Records Management * White Paper: Best Practices in Intelligent Search in the Age of Big Data <p>› Including: KMWorld's Spring Buyers' Guide</p> <p>Bonus Distribution: Gartner Customer 360 Summit, FOSE, Enterprise Search Summit, Content Delivery Summit, LegalTech West</p>	3/14/13	4/3/13
June	<p>KMWorld's "Social Networking for the Enterprise" Issue</p> <ul style="list-style-type: none"> › FOCUS ON: Enterprise Content and Document Management › FOCUS ON: Cloud Versus On-Premises and Alternative Solutions › KM in Practice: Solutions for Healthcare * White Paper: Best Practices in Social Knowledge Management and Collaboration <p>Bonus Distribution: Enterprise 2.0, Info360, Gartner Security & Risk Management Summit</p>	4/15/13	5/3/13

2013 EDITORIAL CALENDAR (continued)

		SPACE RESERVATIONS	AD MATERIALS DUE
July/August Special Double Issue	<p>KMWorld's "Energy Issue"</p> <ul style="list-style-type: none"> › FOCUS ON: Text Analytics/Text Mining › KM in Practice: Solutions for Financial Services › Companies to Watch—Imaging and Information Capture * White Paper: Best Practices in Knowledge Management for Customer Support * White Paper: Best Practices for Content Management With SharePoint <p>Bonus Distribution: CRM Evolution</p>	5/24/13	6/14/13
September	<p>KMWorld's "Trend-Setting Products of the Year" Issue</p> <ul style="list-style-type: none"> › FOCUS ON: Business Performance Analysis/Key Performance Indicators › KM in Practice: Solutions for Federal Government › Companies to Watch—Business Intelligence and Analytics * White Paper: Best Practices in Information Governance and Records Information Management <p>Bonus Distribution: ARMA, Gartner IT Financial Procurement & Asset Management</p>	7/15/13	8/2/13
October	<p>KMWorld's "Analyst Review" Issue—What's Hot Now?</p> <ul style="list-style-type: none"> › FOCUS ON: Enterprise Content Management › FOCUS ON: Solutions for Digital Asset Management › KM in Practice: Solutions for Retail and Ecommerce Also: Records Management and Regulatory Compliance * White Paper: Best Practices in Knowledge Management <p>Bonus Distribution: ARMA, KMWorld, Enterprise Search Summit, SharePoint Symposium, Taxonomy Boot Camp, Gartner ITxpo</p>	8/13/13	9/3/13
November/December Special Double Issue	<p>KMWorld's "KM Promise and Reality Awards" Issue</p> <ul style="list-style-type: none"> › FOCUS ON: Global Business Collaboration Tools › KM in Practice: Solutions in Web and Information Analytics * White Paper: Best Practices for Cloud Strategies and Solutions * White Paper: Best Practices for Customer Experience in a Multichannel World <p>› Including: KMWorld Fall Buyers' Guide</p> <p>Bonus Distribution: Gilbane Boston</p>	9/13/13	10/3/13

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

Event distribution subject to change.

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AUDIENCE PROFILE AND CIRCULATION

➤ **KMWorld magazine's 45,000 BPA-audited subscribers** are enterprise executives engaged in the business strategies, practices, and processes that support organizational and enterprise knowledge management and business process improvement.

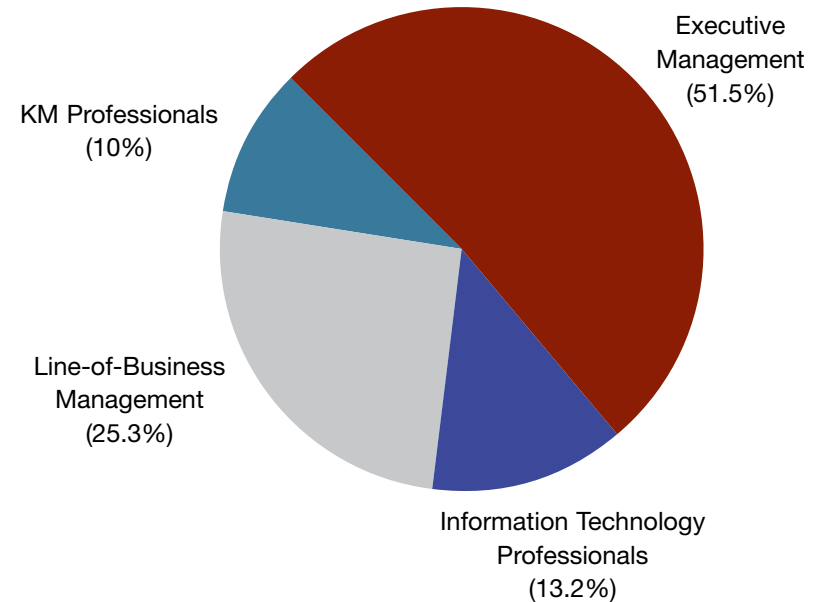
➤ **KMWorld Readers include:**

- **Executive Management:**
C-Level, Presidents, EVPs, Partners, Business Development Executives, General Managers, Financial Controllers
- **Departmental Business Management:**
Directors, Managers, Department Heads, Administrators, Supervisors, Branch Managers, Office Services
- **IT Professionals:**
IS/IT/MIS, Network Managers, Business Systems Analysts, Consultants
- **KM Professionals:**
CKOs, CLOs, KM Directors

➤ **They are involved in managing the following products and services:**

- Business content
- Electronic documents
- Records and forms
- Business and work processes
- Social enterprise applications

➤ **KMWorld subscribers—Audience Job Title Analysis**



RATE CARD

➤ **KMWorld 2013 Rate Card #10**

Prices are quoted as black & white rates. For four-color process, add \$1,495 per page.

SIZE	ACTUAL TRIM	DIMENSIONS	BLEED*	1x	3x	6x	10x
Full Tabloid	9½"wx11¼"d	8½"wx10¾"d	10"wx12¼"d	\$10,225	\$9,555	\$9,030	\$8,530
Full Tab Spread	19"wx11¼"	18"wx10¾"	19½"wx12¼"	20,450	19,100	18,060	17,060
Jr. Tabloid	n/a	6¾"wx8¼"	7½"wx9¼"	8,170	7,710	7,330	6,825
Jr. Tab Spread	n/a	13¾"wx8¼"	13¾"wx9¼"	16,340	15,420	14,660	13,650
1/2 Tab. Horizontal	n/a	8½"wx5½"	10"wx5½"	7,830	7,400	7,030	6,535
1/2 Tab Vertical	n/a	4¾"wx10¾"	4½"wx12¼"	7,830	7,400	7,030	6,535
1/3 Tab Horizontal	n/a	6¾"wx4¾"	7½"wx4½"	7,000	6,660	6,335	5,875
1/3 Tab Vertical	n/a	4¾"wx6¾"	4½"wx7½"	7,000	6,660	6,335	5,875
1/4 Tab Outside Column	n/a	2"wx10¾"	2¾"wx12¼"	5,280	5,080	4,825	4,400
1/4 Tab Vertical	n/a	4¾"wx5¼"	4½"wx6"	5,280	5,080	4,825	4,400

➤ ***Bleeds**

Bleeds are available at 15% additional charge. (See chart at left for bleed sizes)

➤ **CANCELLATIONS**

In writing 30 business days prior to material deadlines **Cover and premium positions are noncancelable.**

➤ **Additional for Covers**

- 2nd cover \$1,500
- 3rd cover \$1,200
- 4th cover \$1,800

➤ **Color Ads (per page)**

- \$1,495 per 4-color ad
- \$995 per 2-color ad

➤ **CLOSING DATES**

CLOSING DATES	SPACE RESERVATIONS	AD MATERIALS DUE
January	11/9/12	12/3/12
February	12/12/12	1/3/13
March	1/15/13	2/4/13
April	2/11/13	3/4/13
May	3/14/13	4/3/13
June	4/15/13	5/3/13
July/August	5/24/13	6/14/13
September	7/15/13	8/2/13
October	8/13/13	9/3/13
November/December	9/13/13	10/3/13

➤ **Special Positions**

A 20% premium will be charged for a specified page or position on the page. Covers and premium positions are noncancelable.

➤ **Specifications**

Publication trim size is 9½"wx11¼"d. Editorial pages are 4 columns wide.

➤ **Advertising Regulations**

- A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- Advertisers using 3-, 6- or 10-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- Unless advertiser requests otherwise, materials will not be returned, and later retrieval cannot be guaranteed.

➤ **Contact Information**

West/Mountain Region

David Panara
Advertising Sales Manager
Information Today, Inc.
143 Old Mariton Pike
Medford, NJ 08055
(609) 654-6266, ext. 146
(609) 714-2159 fax
dpanara@infotoday.com

East/Midwest Region

Kathy Rogals
Account Executive
KMWorld Specialty Publishing Group
8290 Springlake Drive
Boca Raton, FL 33496
(561) 483-5190
(208) 460-2057 fax
kathy_rogals@kmworld.com



PRODUCTION REQUIREMENTS

➤ www.infoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date. **High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.**

➤ We accept the following formats:

› Press Quality or PDF X-1a 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
- › Bleeds and crops included

› We can also accept High Resolution Macintosh format Photoshop TIFF files.

- › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- › When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif)
- › For proper sizing of your ad, please refer to the publication's rate card.
- › Add 1/4" on all sides for bleed.

➤ 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.

› Submission on disc:

- › Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
- › Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

› Mail disc to:

**Ad Trafficking Coordinator
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055-8750
(800) 300-9868 • (609) 654-6266, ext. 130
Fax: (609) 654-4309
adsubmit@infoday.com**

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser and magazine issue.

KMWORLD ONLINE MEDIA KIT

➤ OVERVIEW

The KMWorld.com website is now averaging more than 550,000 impressions monthly.

➤ Ad Positions Available

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728x90	200k	Top	20,000	\$75 CPM
Box	300x250	200k	Center	20,000	\$75 CPM
Skyscraper	160x600	200k	Left	20,000	\$75 CPM
Skyscraper	160x600	200k	Right	20,000	\$75 CPM
Tile	125 x125	200k	Left	20,000	\$60 CPM
	text links	text only	Bottom	1 month/unlimited	\$750 month

➤ 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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 (609) 654-6266, ext. 146 • (609) 714-2159 fax
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 kathy_rogals@kmworld.com

➤ ENEWSLETTER SPONSORSHIPS

➤ NewsLinks

Deliver 44,000-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. **NewsLinks** also features our latest site reviews, and our Events Calendar highlights upcoming, must-attend KM conferences and trade shows.

Your sponsorship link, with text block and optional graphic, is prominently displayed near the top of **KMWorld NewsLinks**. It consists of 50 words plus URL and optional 468x60 graphic to engage our readers with your message.

Available Tuesday and Thursday dates

Pricing: \$3,495 net

➤ KM Bulletin

Reach more than 40,000 subscribers with your targeted, stand-alone message. Please provide us with an HTML doc which has the text and graphics incorporated.

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.

Available Wednesday and Friday dates

Pricing: \$4,995 net



KMWORLD LIVE STREAMING AUDIO WEBCAST

➤ **KMWorld Web Events** are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and PowerPoint presentations. 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. All your bases are covered:

- Aggressive online and print advertising campaign
- *KMWorld* editor to moderate the session
- Speakers can participate from their own offices
- Real-time polling and Q&A
- Attendee registration, monitoring, and reporting
- Event archiving and online posting on the *KMWorld.com* website for anytime, on-demand viewing for 1 year

KMWorld provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.

➤ **Event Marketing**

For your Web Event, *KMWorld* will design and produce:

- An online text invitation with your company logo and session content summary to be placed on *KMWorld.com*
- A full-page, 4-color ad for all *KMWorld*-sponsored events for the month
- Event will be promoted in the *KMWorld* newsletter, *NewsLinks*
- A banner to run on *KMWorld.com* website
- 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, complete with streaming audio, 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
- Master CD copy of your event for local playback (trade shows, sales presentations, etc.)
- Event presentation (PowerPoint slides) available online postevent for viewing and downloading

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: \$22,000 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* ad program:**

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kathy_rogals@kmworld.com

THE **KMWORLD** ROUNDTABLE WEBINAR SERIES

➤ **The *KMWorld* Expert Panel Series**

THE MOST QUALIFIED AUDIENCE IN THE KM MARKET

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

Attendees learn from the leading experts in search, social media, information governance, content management, SharePoint, and more. If it's a critical issue for information managers, it's part of ***KMWorld's* Expert Panel Series.**



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

➤ **The *KMWorld* Roundtable Webinar Series**

A SERIES OF MULTISPONSORED, 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*
- › Promoted by *KMWorld* to more than 55,000 potential attendees via email blasts, newsletter, and banners
- › Supported with on-demand print advertising in *KMWorld* magazine
- › 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 *KMWorld* publisher Andy Moore. Speakers are briefed in advance for assistance with content and promotional material.
- › Event production is entirely turnkey; *KMWorld* develops, promotes, produces, and conducts behind-the-scenes. Participants need only provide a speaker!

OPPORTUNITY

- › Cost of the event is \$8,000 per sponsor (additional \$1,000 product demo fee for Shoot-outs).
- › All leads generated from the event AND ongoing archive viewers will be provided weekly 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:**

East Coast/Midwest/International • Kathy Rogals
8290 Springlake Drive, Boca Raton, FL 33496
Phone: (561) 483-5190 • Fax: (208) 460-2057
Email: kathy_rogals@kmworld.com

West/Mountain Region • David Panara
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Phone: (609) 654-6266, Ext. 146 • Fax: (609) 654-4309
Email: dpanara@infotoday.com

THE **KMWORLD** ROUNDTABLE WEBINAR SERIES

➤ Schedule of Dates and Topics

JANUARY 29, 2013

KM for Customer Service

CRM • sentiment analysis • social networks
• web self-service • contact agent KM

FEBRUARY 12, 2013

SharePoint Strategies and Solutions

Migration • collaboration • BPM
• governance • mobility

FEBRUARY 26, 2013

What's the Big Deal About Big Data?

Volume, velocity and variety
• what Big Data means to YOUR
business—a tutorial

MARCH 12, 2013

Social Software for Business

Web 2.0 • collaboration portal • customer
experience • business intelligence

MARCH 26, 2013

Latest Trends in KM

• From social to governance • how KM should
be part of your business strategy—a tutorial

April 9, 2013

SharePoint Migration

Moving to Office 365 or not? • cloud services
• business productivity

APRIL 23, 2013

Web Experience Management

Customer contact • web self-help • partner
communications and collaboration

MAY 7, 2013

SharePoint Solutions Shootout

Members of the SharePoint solutions ecosystem
make their case

MAY 14, 2013

Information Governance

Policy or technology? Records management or
content management—A tutorial

JUNE 4, 2013

Business Process and Case Management

Business process management
• workflow • business performance analysis

JUNE 11, 2013

E-Discovery and Risk Management

Litigation preparedness • information governance
policies and procedures

JUNE 25, 2013

KMWorld's Cloud Webinar Series: How Cloud Changes the Game for ECM

Managing enterprise content in a cloud
environment for faster deployment and less
cost—A tutorial

JULY 16, 2013

Document Capture and Workflow

Image management • BPM • storage
• item processing • forms • recognition • OCR

JULY 30, 2013

Customer Experience in a Multichannel Environment

Mobile devices change the game for web
experience management—A tutorial

AUGUST 13, 2013

**KMWorld's Cloud Webinar Series:
Security and Governance in the Cloud**
Information management faces its biggest
challenges—A tutorial

AUGUST 27, 2013

Content Management With SharePoint

Web CM • collaboration • storage issues
• governance

SEPTEMBER 10, 2013

ECM—Cloud, Mobile, or On-Premises

SaaS • multi-tenant services • security
• mobile • ECM

OCTOBER 1, 2013

KMWorld's Cloud Webinar Series: How Cloud Changes the Game for Records Management

Moving information to the cloud has implications
on records, legal, and governance—A tutorial

OCTOBER 22, 2013

Knowledge-Centered Support

KCS • web analytics • collaboration
• multichannel access

NOVEMBER 12, 2013

Social Business Tools

SharePoint • Office 365 • web analytics
• information governance

DECEMBER 10, 2013

Content Analysis/Semantic and Text Solutions

Text mining • unstructured content management
• customer experience • Web 2.0

To participate in a KMWorld Roundtable Webinar, please contact:

East Coast/Midwest/International

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Boca Raton, FL 33496
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2013 WHITE PAPER CALENDAR

➤ BEST PRACTICES IN ...

BPM & Case Management

January 2013 **BPM/Workflow/CM/DM**
 > Business Process Management
 > Content Management and Integration
 > Case Management
 > Collaboration
 > Cloud-Provided Services
 > Mobile Solutions
 > Business Process Outsourcing
Bonus Distribution: Gartner BPM Summit

Reservations: 10/12
 Materials: 11/2
 Mail Date: 12/20

E-Discovery

February 2013 **RM/Retention Practices/Email/Compliance**
 > Enterprise Search/Information Access
 > Records Management
 > Email Management
 > Information Governance
 > Legal Hold
 > Document Life Cycle Management
 > Storage/Archive
Bonus Distribution: LegalTech New York

Reservations: 11/9
 Materials: 11/30
 Mail Date: 1/22

ECM: Cloud, Mobile, On-Premise

March 2013 **ECM/EDMS/DRM/KM**
 > Web Content Management
 > Document/Image/Forms Management
 > Digital Asset Management
 > Cloud and Mobile Applications
 > Regulatory Compliance
 > Case Management
 > Records Management
Bonus Distribution: FOSE, AIRM Conference 2013, Gartner Business Intelligence Summit

Reservations: 12/14
 Materials: 1/4
 Mail Date: 2/22

Enhancing SharePoint

April 2013 **RM/Storage/Social Nets**
 > Cloud Storage
 > Search
 > 2010 Migration
 > Records Management
 > Collaboration
 > Portals
 > Security
Bonus Distribution: Gartner BPM Summit, Gartner Portals, Content & Collaboration Summit

Reservations: 1/11
 Materials: 2/1
 Mail Date: 3/21

Intelligent Search in the Age of Big Data

May 2013 **Classification/Taxonomies/Categorization**
 > Unstructured Content Management
 > Text Mining/Analytics/Semantics
 > Content Management Systems
 > Auto-Categorization
 > XML/Authoring
 > Internal/External Search Strategies
 > Litigation Support/Discovery Support
Bonus Distribution: Gartner Customer 360 Summit, FOSE, Enterprise Search Summit, Content Delivery Summit, LegalTech West

Reservations: 2/10
 Materials: 2/8
 Mail Date: 4/22

Social KM & Collaboration

June 2013 **Enterprise 2.0/Web 2.0/Collaboration**
 > Customer and Partner Relationship Management
 > Mobile and Cloud Applications
 > Sentiment/Customer Intelligence
 > Customer Experience
 > Collaboration
 > Virtual Teams
 > Human Resource Management
Bonus Distribution: Enterprise 2.0, Info360, Gartner Security & Risk Management Summit

Reservations: 3/15
 Materials: 4/5
 Mail Date: 5/22

KM for Customer Support

July 2013 **KCS v5/KPIs/Analytics**
 > Knowledgebases
 > Contact Center
 > Customer Relationship Management
 > Help Desk
 > Service Management
 > Knowledge Management
 > Incident Management
 > Web Experience Management
Bonus Distribution: CRM Evolution

Reservations: 4/12
 Materials: 5/3
 Mail Date: 7/3

Content Management with SharePoint

August 2013 **EDMS/CRM/ECM**
 > Web Content Management
 > Collaboration
 > Business Process Management
 > Information Governance
 > Blogs, Wikis, Forums
 > Enterprise Search
 > Storage
Bonus Distribution: CRM Evolution

Reservations: 4/19
 Materials: 5/10
 Mail Date: 7/3

Information Governance & RIM

September 2013 **Email Management/E-Records/Risk Management**
 > E-Discovery
 > Information Governance
 > Document Life Cycle Management
 > Retention Management/Archive
 > Legal Hold
 > Security
 > Business Continuity
Bonus Distribution: ARMA, Gartner IT Financial Procurement & Asset Management

Reservations: 6/14
 Materials: 7/5
 Mail Date: 8/21

Knowledge Management

October 2013 **EDMS/ECM/BI/CI/E-Learning**
 > Content Management
 > Document Management
 > Enterprise Search
 > Classification/Taxonomy
 > Collaboration
 > Expertise Location
 > Project Management/Modeling
 > Business Performance Analysis
Bonus Distribution: ARMA, KMWorld; Enterprise Search Summit, SharePoint Symposium, Taxonomy Boot Camp, Gartner ITXpo

Reservations: 7/12
 Materials: 8/2
 Mail Date: 9/21

Cloud Strategies & Solutions

November 2013 **SaaS/IaaS/Storage/APIs**
 > Web Services
 > Multi-Tenant
 > Security
 > Information Governance
 > Infrastructure/Platforms
 > Open Source
 > WebOS
 > Mobile
Bonus Distribution: Gilbane Boston

Reservations: 8/9
 Materials: 8/30
 Mail Date: 10/22

Customer Experience in a Multichannel World

December 2013 **CRM/WCM/Social/Supply Chain**
 > Authoring
 > Site Design
 > Usability
 > Web Analytics
 > Social Business
 > Contact Center
 > SaaS/Hosted
 > Digital Asset Management
Bonus Distribution: Gilbane Boston

Reservations: 8/16
 Materials: 9/6
 Mail Date: 10/22

BEST PRACTICES WHITE PAPER SERIES

➤ 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:** Each White Paper is targeted for mass distribution through trade events, as well as distribution with industry-leading publications. 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:** Download registration is required. You will be provided with a URL to access these direct leads to use in your marketing efforts.
- **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 the leading vendors and consultants to educate and stimulate to action industry decision makers on the latest strategic issues and solutions in KM technologies and markets.

➤ EDITORIAL CONTENT

- **Introduction:** Andy Moore provides the overture state-of-the industry article. Moore conducts interviews with premium sponsoring participants and incorporates their views in the opening editorial.
- **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 head shot to be showcased as a sidebar to their feature article.

For additional information or answers to specific questions, contact:

Kathy Rogals
kathy_rogals@kmworld.com
or **Paul Rosenlund**
paul_rosenlund@kmworld.com
(561) 483-5190

➤ DISTRIBUTION

- **50,000:** Binds center into *KMWorld* magazine
- **10,000:** Distribution at major industry events
- **10,000:** Sponsor/promotional distribution (500 copies per sponsored page to participants)
- **70,000:** Total press run
- At KMWorld.com with full-text search, hyperlinking to sponsor homepage

➤ FORMAT

- Standard magazine size (8"x10-1/2"), stand-alone publication
- | | |
|-----------------------|---------------|
| 1 page (900 words) | \$7,500 (net) |
| 2 pages (2,000 words) | \$14,000 |
| 3 pages (3,150 words) | \$19,500 |
| 4 pages (4,300 words) | \$24,000 |

➤ SPONSORSHIP RATES

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

➤ PREMIUM SPONSORSHIPS

- **Platinum Sponsor:** add \$2,000
Opening article (minimum 2 pages) following intro, logo on front cover, interview with Andy Moore for coverage in overture article, 1,000 custom reprints of your article.
- **Gold Sponsors:** add \$1,500
Minimum 2 pages, logo on front cover, interview with Andy Moore for coverage in overture article, 500 custom reprints of your article.

➤ KMWorld PROVIDES

- Copyediting, layout, and design
- Posting on the *KMWorld* website with hyperlinks to sponsor's homepage
- PDF of individual article to each sponsor for website posting
- 500 copies of the White Paper per sponsored page to participants
- Direct download leads for 1 year

➤ CANCELLATIONS

- In writing 30 business days prior to material deadlines.
- Premium sponsorships are noncancelable.

POSITIONING PAPERS *KMWorld*

➤ As companies adapt in the face of changing and emerging markets, there remains the need to hold on to (or create) a clear corporate identity. For some, the need may be to create initial brand recognition; for some, it's a statement of leadership; for others, it's a dramatic repositioning.

In the fast-changing information technology space, and especially in the evolving knowledge management market, companies are constantly redefining their position. Add mergers and acquisitions to the mix, and a company's positioning can change overnight.



Most technology companies understand their position—at least internally. Transferring that understanding to the broader market, however, can be challenging and frustrating.

KMWorld is uniquely able to help define your corporate or product position. We

can offer a forum to deliver your positioning accurately.

By publishing a four-page, glossy-stock Positioning Paper, your company's market position, product strategy, and success stories can be carefully explained in a credible, educational format. Your White Paper-style paper inserts into an issue of *KMWorld*, distributes as a stand-alone at major industry events, and overprints for use in your other marketing efforts. Plus, your Position Paper publishes on www.kmworld.com for 1 year, with full-text search and hyperlinks.

Our editorial and production staff will convert your corporate overview, mission statement, vision statement, product descriptions, and case studies into a stand-alone paper that defines your position. This message will be delivered both in print and online to our subscribers and web visitors.

➤ **Distribution**

- 50,000 inserts into *KMWorld* magazine
- 10,000 distributed at trade shows as a stand-alone
- 10,000 copies for your own collateral use
- 70,000 total pressrun
- On the web for 1 year at KMWorld.com, downloadable, hyperlinked
- PDF for posting to your website
- Promoted in *KMWorld* newsletter, *NewsLinks*, and *KMWorld* homepage
- Direct leads provided, via private URL link, for 1 year

➤ **Format**

Stand-alone publication, standard magazine size (8"x10-1/2")

➤ **Cost**

Four-page Positioning Paper: \$27,500 net
Positioning Papers are noncancelable.

For additional information or answers to specific questions, contact:

Kathy Rogals

kathy_rogals@kmworld.com

or **Paul Rosenlund**

paul_rosenlund@kmworld.com

(561) 483-5190

MEET THE LEADERS SERIES

- Great solutions providers do not simply appear out of thin air. There is always a driving force, a personality and a vision that stand behind every successful vendor. The leadership that allows companies to innovate and create great solutions is the key element in creating and maintaining excellence in the knowledge management software world.

KMWorld recognizes the irreplaceable value of the people behind the company. And we want to find out more about them. How did they get here? What is their vision? What are their core business values? What keeps them up at night? **What makes them tick?**

Through sit-down interviews and behind-the-scenes research, *KMWorld* delves into the lives and accomplishments of the thought leadership behind the knowledge management market. We focus on specific marketspaces, (see below) so the reader can get an apples-to-apples comparison of the talented and effective leadership that supports our industry.

- **Meet the Leaders in BIG DATA MANAGEMENT**
The people behind the fastest-growing technological advancement in decades.
Publication Date: March 2013
Space reservation closing: December 14, 2012
- **Meet the Leaders in INFORMATION GOVERNANCE**
For risk and for value, information governance leads corporate strategy. Who leads the way?
Publication Date: June 2013
Space reservation closing: March 15, 2013
- **Meet the Leaders in CUSTOMER RELATIONSHIP/CUSTOMER EXPERIENCE MANAGEMENT**
Acquiring and keeping customers is at the heart of every business action. Meet the action-makers in customer touch.
Publication Date: September 2013
Space reservation closing: June 14, 2013

- **Meet the Leaders in SHAREPOINT SOLUTIONS**
The SharePoint platform has allowed a new breed of innovator to emerge—for the betterment of business. Who are the innovators in the “SharePoint Ecosystem”?

Publication Date: November 2013

Space reservation closing: August 9, 2013

➤ **DISTRIBUTION**

- **50,000:** Bind center into *KMWorld*
- **10,000:** Distribute at industry events
- **10,000:** Sponsor/promotional distribution
- **70,000:** Total pressrun
- On the web for 1 year at *KMWorld.com*, downloadable, hyperlinked

➤ **FORMAT**

- Stand-alone publication, standard magazine size (8"x10-1/2")

➤ **COST**

- 1 page interview (1,000 words) \$7,500 (net)
- 2 pages interview (2,000 words) \$14,000
- 3 pages interview (3,000 words) \$19,500
- All costs are net and noncancellable.

➤ **KMWorld PROVIDES**

- All editorial, design, and printing costs
- Posting on the *KMWorld* website, with hyperlinks to participants' homepages
- PDF of individual article to each participant for website posting
- 500 copies of the White Paper per interview page to participants
- * Promoted in *KMWorld's* e-newsletter, on the *KMWorld* homepage, and to proprietary lists
- * Direct leads provided, via private URL link, for 1 year

For additional information or answers to specific questions, contact:
Kathy Rogals • kathy_rogals@kmworld.com OR **Paul Rosenlund** • paul_rosenlund@kmworld.com • (561) 483-5190

KMWORLD CUSTOM RESEARCH

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

Survey the KMWorld audience with specifically focused questions, and follow this three-step marketing plan.

➤ **STEP 1: THE SURVEY**

- › We provide survey design and creation.
- › We capture and cross-index raw data from the online survey tool.
- › We provide complete final report that delivers key findings and in-depth data interpretation, possibly authored by an industry analyst working closely with your company.
- › Final report also includes an executive summary and a full respondent profile.
- › Choice of full co-branding and affiliation with KMWorld, OR anonymity, at the survey sponsor's discretion.
- › Competitive intelligence—survey may include up to five proprietary questions.
- › Vendor owns rights to the final report PDF and the data. KMWorld may choose to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

➤ **STEP 2: LEAD-GENERATION: MARKETING THE FINDINGS**

Complete content syndication program of the final report for 1 month to drive downloads and lead generation including:

- › Dedicated email promotion
- › Newsletter sponsorships

- › Sponsored content listing (homepage and newsletters)
- › KMWorld will create a registration page, host your report, and capture leads which you will have download access to 24/7
- › Print distribution of “single page takeaway” in *KMWorld* magazine

➤ **STEP 3: LIVE 1-HOUR WEBCAST: KMWORLD WEB EVENT SERIES**

- › Highly qualified, actionable leads—from preregistration, live event logon, and postevent registration and logon to the archived event.
- › Extensive event registration program with multiple marketing touch points.
- › Sponsor exclusivity—100% attentive and exclusive mind-share in a single-sponsored event.
- › Brand leverage—use the strength of the KMWorld brand. Moderated by KMWorld publisher Andy Moore and marketed under the KMWorld brand.
- › A turnkey process—we take care of all the details: marketing, lead-capture, moderation, technology, archiving and follow-up.

➤ **Contact Information**

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2013 KMWorld BUYERS' GUIDE Published by KMWorld and Information Today, Inc.

➤ FAX THIS FORM TO (208) 460-2057 Today!

Or sign up on the web at www.kmworld.com.

- 60,000 print circulation
- Fully searchable on the web @ www.kmworld.com
- Hyperlinking to your homepage, news page, & product page(s)!

➤ Reserve your space now

for the print **AND** online *KMWorld Buyers' Guide*.

We'll put your listing online immediately

AND reserve a space for you in the Spring 2013 print edition!

The Space Reservations Deadline is February 18. Sign up by January 21 and take 10% off the price of any listing package or display ad.

The *KMWorld Buyers' Guide*, with two annual editions, is the only industry sourcebook serving the combined market for:

- Document and Content Management
- Business Process Management
- Social Networking and Collaboration
- Customer Relationship Management
- Records Management and Compliance
- Business and Competitive Intelligence
- 60,000 in Print—The Spring edition is mailed with *KMWorld's* May issue; the Fall edition with the November/December issue. 50,000 print circulation plus an additional 10,000 show and conference distribution.
- Online Listing—*The Buyers' Guide* is also at www.kmworld.com. Your online presence begins immediately and continues for a full 6 months after print publication.

SELECT YOUR PREFERRED PACKAGE

Basic Corporate Profile

(includes 50-word corporate profile, color logo, contact information, and hyperlink to corporate website)

___ (One Issue) Spring 2013 Edition plus 6 Months Online—\$2,395

___ (Two Issues) Spring and Fall 2013 Editions plus 12 Months Online—\$4,100

Complete Corporate/Product Profile Package

(includes 50-word corporate profile, color logo, contact information, up to three 50-word product profiles, one product shot, color border, and hyperlink to corporate website)

___ (One Issue) Spring 2013 Edition plus 6 Months Online—\$3,195

___ (Two Issues) Spring and Fall 2013 Editions plus 12 Months Online—\$5,450

PREMIUM SPONSORSHIP PACKAGES

YOUR LOGO, prominently displayed and linked to your *Buyers' Guide* listing, on the KMWorld.com homepage; KMWorld.com *Buyers' Guide* Index Page; KMWorld.com Research Centers and Solutions Categories of your choosing; and *KMWorld* articles featuring your company

Corporate Bonus Package

(includes 100-word corporate profile, color logo, contact information, up to 10 50-word product profiles (500 words maximum), two product shots, color border, and hyperlink to corporate website)

___ (One Issue) Spring 2013 Edition plus 6 Months Online—\$5,200

___ (Two Issues) Spring and Fall 2013 Editions plus 12 Months Online—\$8,850

Display Advertising Packages

(Rates include advertising space and a complimentary Complete Corporate/Product Profile Package)

	Spring 2013	Spring and Fall 2013
Full Page (4 Color)	___ \$10,800	___ \$20,400
Full-Page Spread	___ \$20,000	___ \$37,600
Half-Page	___ \$ 8,500	___ \$16,400
Inside Covers	___ \$12,400	___ \$23,500
Back Cover	___ \$12,700	___ \$24,100

Company Name: _____

Company Email: _____

Mailing Address: _____

City: _____ State & ZIP _____

Company Phone: _____

Company Fax: _____

Your Name & Title: _____

Your Phone Number: _____

Sign here, please: _____

Your Email: _____

For additional information or answers to specific questions, contact:

Kathy Rogals • kathy_rogals@kmworld.com
 or **Paul Rosenlund** • paul_rosenlund@kmworld.com
(561) 483-5190

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

KMWORLD REPRINTS

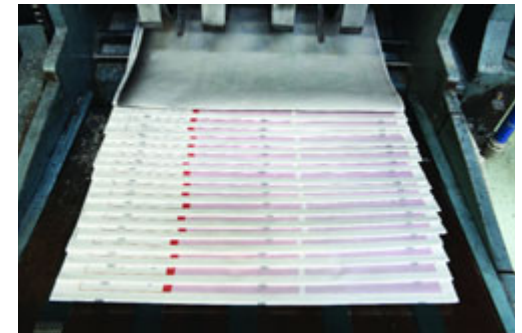
➤ **KMWorld reprints** provide a great, cost-effective supplement to your marketing and promotional materials. Here's how:

- › *KMWorld* reprints make excellent marketing tools when used as promotional mailings, sales call leave-behinds, and as handouts at trade shows, conferences, and seminars. Reprints can also be included in press kits for added impact.
- › *KMWorld* reprints are designed and produced by *KMWorld's* top-notch production department and are printed in four color on high-quality 80# glossy stock for the most professional presentation.
- › You may also wish to purchase the right to put the article on your website—we can supply you with a PDF for \$550 (one page). Pricing available for more than one page.

PDFs are discounted progressively when purchased with reprints.

The following quotes are for 4-color reprints (we do not do black-and-white reprints) on 80 lb. stock in the following quantities. Please call for pricing on other quantities. Pricing includes your logo and contact information. Turn-around time is generally 8–10 days. Reprints must be paid for in advance via MasterCard, Visa, American Express, or Discover. There is a higher charge for a shorter production period.

QUANTITIES	500	1,000	2,000	3,000	5,000	10,000
1 side	\$987	\$1,102	\$1,222	\$1,379	\$1,698	\$2,028
2 side	\$1,076	\$1,168	\$1,416	\$1,612	\$2,153	\$2,774
4 side	\$1,503	\$1,687	\$2,055	\$2,439	\$3,258	\$4,513



➤ **For more information on KMWorld Reprints, contact:**

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