

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

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