

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 40,000 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:**

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