

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 CUSTOMER EXPERIENCE MANAGEMENT**

Publication Date: March 2014
Space reservation closing: December 20, 2013

➤ **Meet the Leaders in INFORMATION GOVERNANCE**

Publication Date: May 2014
Space reservation closing: February 14, 2014

➤ **Meet the Leaders in BIG DATA MANAGEMENT**

Publication Date: July/August 2014
Space reservation closing: April 18, 2014

➤ **Meet the Leaders in MOBILE SOLUTIONS**

Publication Date: October 2014
Space reservation closing: July 18, 2014

➤ **Meet the Leaders in CLOUD SOLUTIONS**

Publication Date: December 2014
Space reservation closing: August 22, 2014

➤ **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:
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