

# CONTENT, DOCUMENT and KNOWLEDGE Management

# KMMWorld



# 10 MEDIA KIT

Knowledge management  
Business process management  
Customer experience management  
Enterprise search/information access  
Records management

Collaboration and web publishing  
Regulatory compliance  
Document capture/forms processing  
Business and competitive intelligence  
Enterprise content and document management  
Information governance, e-discovery, litigation preparedness

# THE REACH OF KMWorld

➤ **KMWorld serves the content, document, and knowledge management markets.** KMWorld magazine and our digital marketing resources reach more than 50,000 information and knowledge management professionals who evaluate, recommend, and purchase solutions for all types of enterprise-wide applications.

KMWorld provides 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.

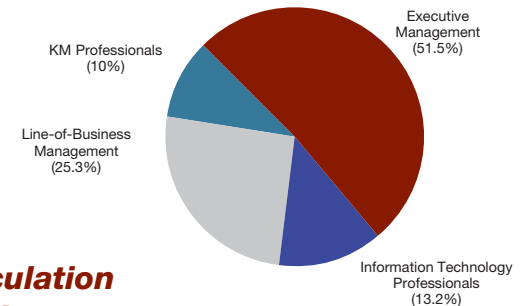
**KMWorld** delivers advanced news and trends analysis, as well as case studies in knowledge, content, document, and information management developed by a team with more than 20 years of market coverage experience. Serving both technology professionals and executive management, KMWorld reaches all the job titles and functions involved in the evaluation, recommendation, and purchase of enterprise technology products and services.

**KMWorld magazine's** 30,000 print subscribers are enterprise executives engaged in the business strategies, practices, and processes that support organizational and enterprise knowledge management and business process improvement.

➤ **KMWorld focuses on:**

- › Big Data
- › Business Intelligence
- › Business Process Management
- › Cognitive Computing
- › Collaboration
- › Competitive Intelligence
- › Content Management
- › Customer Relationship Management
- › Digital Asset Management
- › Document Management/Conversion
- › Email Management
- › Enterprise Application Integration
- › Enterprise Search
- › Image, Forms, Document Capture
- › Intellectual Property Management
- › Knowledge Management
- › Mobile
- › Portals
- › Records Management, E-Discovery, Compliance
- › SharePoint
- › Workflow

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



➤ **Audience Profile and Circulation 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

➤ **Events We Attend and Cover**

- › AIIM
- › ARMA
- › Content Delivery Summit
- › CRM Evolution
- › Customer Service Experience
- › Data Summit
- › Enterprise Search & Discovery
- › Gartner Enterprise Information & Master Data Management Summit
- › Gartner Symposium/ITXpo
- › Gartner BI & Analytics
- › Gartner Security & Risk Management Summit
- › Gartner IT Financial, Procurement & Asset Management Summit
- › Gartner Customer 360 Summit
- › Gilbane Conference
- › Information Governance Exchange
- › KMWorld 2016
- › LegalTech
- › Life Science Knowledge Management Summit
- › MER
- › SharePoint Symposium
- › Taxonomy Boot Camp

➤ **To contact the editorial offices of KMWorld**

**KMWorld Magazine**  
 22 Bayview St., 2nd Floor  
 P.O. Box 1358,  
 Camden, ME 04843  
 (207) 236-8524  
 (207) 236-6452 fax

**Managing Editor**  
**Sandra Haimila**  
 (207) 236-8524, ext. 207  
 sandra\_haimila@kmworld.com

# KMWORLD SPONSORSHIP, ADVERTISING, MARKETING, AND LEAD-GENERATION OPPORTUNITIES

## ➤ **KMWorld magazine**

Read by more than 30,000 information management professionals

## ➤ **KMWorld Best Practices White Papers**

Every month, KMWorld produces a white paper on a specific topic of interest to our readers. Participation from sponsors provides thought leadership as well as guaranteed sales leads to your organization. Our “Best Practices” series is one of the most downloaded information sources in the industry.

## ➤ **KMWorld Web Events**

Turnkey single-sponsor and multi-sponsor webinars guaranteed to deliver leads

## ➤ **KMWorld Custom-Published Positioning Papers**

Single-vendor-sponsored four-page positioning piece in print and with online distribution with lead generation opportunity. Includes company backgrounder, thought-leadership article, product profile(s), case studies, interview.

## ➤ **Lead Generation Programs for Your White Papers and Other Content Marketing Assets**

KMWorld will host your content marketing assets, market them to our readership, collect registrations, and deliver quality leads to your organization on a pay-per-lead basis

## ➤ **KMWorld Buyers' Guide**

Comprehensive company and product profiles. Published twice yearly.

## ➤ **Email newsletter sponsorship**

The weekly KMWorld NewsLinks newsletter is read by more than 40,000 information management professionals. A single, exclusive, top of page sponsorship puts your message front and center.

## ➤ **Custom Sponsored Research**

Unisphere Research, KMWorld’s research arm, conducts proprietary and “for publication” research projects for select IT vendors. Projects can be on any information management-related subject and are conducted across the KMWorld readership. Distribution of the final report can also include a lead generation program.

## ➤ **Direct Email Marketing**

KMWorld maintains an opt-in third party email list of approximately 40,000 subscribers, available for your direct response marketing needs.

## ➤ **Additional Marketing Opportunities**

Reprints, mailing list rentals, and more.

## ➤ **KMWorld-Sponsored Events:**

- KMWorld 2016, November 15–17, 2016
- Enterprise Search & Discovery, November 15–17, 2016
- SharePoint Symposium, November 16–17, 2016
- Taxonomy Boot Camp, November 14–15, 2016

## ➤ **For more information on these programs contact your KMWorld sales representative**

### **West/Mountain Region**

#### **David Panara**

Advertising Sales Manager  
Information Today, Inc.  
143 Old Marlton Pike  
Medford, NJ 08055  
(609) 654-6266, ext. 146  
(609) 714-2159 fax  
dpanara@infoday.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

# 2016 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
<b>January</b>	<p><b>KMWorld's Annual "Knowledge Management Past and Present" Industry Report</b></p> <ul style="list-style-type: none"> <li>› FOCUS ON: Records Management and Information Governance</li> <li>› KM in Practice: Solutions for Big Data</li> <li>* <b>White Paper:</b> Best Practices in BPM and Case Management</li> </ul> <p><b>Bonus Distribution:</b> Gartner BPM Summit</p>	11/16/15	12/7/15
<b>February</b>	<ul style="list-style-type: none"> <li>› FOCUS ON: Business Process Management</li> <li>› FOCUS ON: Customer Experience and Sentiment Analysis; Solutions for Marketing Automation</li> <li>› KM in Practice: Solutions for the Legal Industry</li> <li>› KM in Practice: KM Graduate Programs</li> <li>* <b>White Paper:</b> Best Practices for E-Discovery</li> <li>* <b>White Paper:</b> Best Practices in Digital Asset and Video Management</li> </ul> <p><b>LegalTech NYC Preview:</b> Who to See at LegalTech  <b>Bonus Distribution:</b> LegalTech NYC, February 2–4, 2016</p>	12/17/15	1/8/16
<b>March</b>	<p><b>KMWorld's "100 Companies That Matter" Special Issue</b></p> <ul style="list-style-type: none"> <li>› FOCUS ON: Compliance and Risk Management</li> <li>› FOCUS ON: Information Security</li> <li>› KM in Practice: Solutions for Pharmaceutical/Life Sciences</li> <li>* <b>White Paper:</b> Best Practices in Information Analytics</li> </ul> <p><b>Bonus Distribution:</b> Gartner BI and Analytics, Grapevine, TX, March 14–16</p>	1/20/16	2/4/16
<b>April</b>	<ul style="list-style-type: none"> <li>› FOCUS ON: Enterprise Search/Information Access</li> <li>› FOCUS ON: Big Data</li> <li>› FOCUS ON: Cognitive Computing</li> <li>› KM in Practice: Solutions in Web Experience Management</li> <li>* <b>White Paper:</b> Best Practices in Enterprise Content Management</li> <li>* <b>White Paper:</b> Best Practices in KM for Financial Services</li> </ul> <p><b>AIIM Preview:</b> Who to See at AIIM  <b>Bonus Distribution:</b> AIIM, San Diego, April 26–28</p>	2/19/16	3/7/16
<b>May</b>	<ul style="list-style-type: none"> <li>› FOCUS ON: Records Management</li> <li>› FOCUS ON: Business Process Management and Adaptive Case Management</li> <li>› KM in Practice: Mobile and Multichannel</li> <li>* <b>White Paper:</b> Best Practices in KM for Customer Experience</li> <li>* <b>MER Preview:</b> Who to See at MER</li> </ul> <p><i>Including: KMWorld's Spring Buyers' Guide</i>  <b>Bonus Distribution:</b> MER, Chicago May 23–25; Data Summit, New York, May 11-13;            CRM Evolution 2016, May 20–22</p>	3/21/16	4/7/16

# 2016 EDITORIAL CALENDAR (continued)

		SPACE RESERVATIONS	AD MATERIALS DUE
<b>June</b>	<p><b>KMWorld's Readers' Choice Awards Special Issue</b></p> <ul style="list-style-type: none"> <li>› FOCUS ON: Enterprise Content Management</li> <li>› FOCUS ON: SharePoint Enhancement</li> <li>› KM in Practice: Social Networking in the Enterprise</li> <li>* <b>White Paper:</b> Best Practices for Enhancing SharePoint</li> <li><b>Bonus Distribution:</b> To be determined</li> </ul>	4/18/16	5/9/16
<b>July/August</b>	<ul style="list-style-type: none"> <li>› FOCUS ON: Text Analytics/Text Mining</li> <li>› FOCUS ON: E-Discovery</li> <li>› KM in Practice: Solutions for Financial Services</li> <li>* <b>White Paper:</b> Best Practices in Cloud Solutions for the Enterprise</li> <li>* <b>White Paper:</b> Best Practices in Intelligent Search</li> <li><b>Bonus Distribution:</b> To be determined</li> </ul>	5/16/16	6/6/16
<b>September</b>	<p><b>KMWorld's "Trend-Setting Products of the Year" Issue</b></p> <ul style="list-style-type: none"> <li>› FOCUS ON: Performance Measurement</li> <li>› FOCUS ON: Cognitive Computing</li> <li>* <b>White Paper:</b> Best Practices in Information Governance</li> <li>* <b>ARMA Preview:</b> Who to See at ARMA</li> <li><b>Bonus Distribution:</b> ARMA</li> </ul>	7/21/16	8/8/16
<b>October</b>	<ul style="list-style-type: none"> <li>› FOCUS ON: Customer Experience Management</li> <li>› FOCUS ON: Solutions for Digital Asset and Video Management</li> <li>› KM in Practice: Solutions for E-commerce</li> <li>› KM in Practice: Marketing Automation</li> <li>* <b>White Paper:</b> Best Practices for Collaboration</li> <li>* <b>White Paper:</b> Best Practices in KM for Healthcare</li> <li><b>Bonus Distribution:</b> To be determined</li> </ul>	8/19/16	9/7/16
<b>November/December</b>	<p><b>KMWorld's "KM Promise and Reality Awards" Issue</b></p> <ul style="list-style-type: none"> <li>› FOCUS ON: Global Business Collaboration Tools</li> <li>› FOCUS ON: File Sync and Share</li> <li>› KM in Practice: Solutions in Web and Information Analytics</li> <li>* <b>White Paper:</b> Best Practices in the Mobile Workforce</li> <li>* <b>White Paper:</b> Best Practices in Knowledge Management</li> <li>* <b>KMWorld Preview:</b> Who to See at KMWorld</li> <li><i>Including: <b>KMWorld's Fall Buyers' Guide</b></i></li> <li><b>Bonus Distribution:</b> KMWorld 2016; Enterprise Search &amp; Discovery; Taxonomy Boot Camp; SharePoint Symposium—all Washington, DC, November 14–17; Gilbane Conference</li> </ul>	9/20/16	10/7/16

*Event distribution subject to change.*

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

22 Bayview St., 2nd Floor • P.O. Box 1358, Camden, ME 04843 • (207) 236-8524 • (207) 236-6452 fax

# DISPLAY AND CLASSIFIED ADVERTISING

## ➤ 2016 Advertising Opportunities

ISSUE	RESERVATION	AD MATERIALS DUE
<b>JANUARY</b>	11/16/15	12/7/15
<b>FEBRUARY</b>	12/17/15	1/8/16
<b>MARCH</b>	1/20/16	2/4/16
<b>APRIL</b>	2/19/16	3/7/16
<b>MAY</b>	3/21/16	4/7/16
<b>JUNE</b>	4/18/16	5/9/16
<b>JULY/AUGUST</b>	5/16/16	6/6/16
<b>SEPTEMBER</b>	7/21/16	8/8/16
<b>OCTOBER</b>	8/19/16	9/7/16
<b>NOVEMBER/ DECEMBER</b>	9/20/16	10/7/16

**FULL PAGE**  
 Trim size: 8"x10.75"  
 Live Area:  
 7.5"x10.25"  
 Bleed: add .125"  
 safety margin  
 beyond trim size

**FULL-PAGE SPREAD**  
 Trim size: 16"x10.75"  
 Live Area: 15.5"x10.25"  
 Bleed: add .25" safety margin beyond trim size

**1/2-PAGE ISLAND**  
 4.6"x7"

## ➤ 2016 Advertising Rates

AD SIZE	1X	3X	6X	10X
<b>FULL PAGE</b>	\$8,995	\$8,545	\$8,110	\$7,700
<b>1/2-PAGE ISLAND</b>	\$6,930	\$6,500	\$6,130	\$5,635
<b>1/2 PAGE</b>	\$6,930	\$6,500	\$6,130	\$5,635
<b>1/3 PAGE</b>	\$6,000	\$5,660	\$5,335	\$4,875
<b>1/4 PAGE</b>	\$4,280	\$4,080	\$3,825	\$3,400
<b>FULL PAGE SPREAD</b>	\$17,495	\$16,595	\$15,740	\$14,925

**1/2 PAGE (Horizontal)**  
 7"x4.75"

**1/4 PAGE**  
 4.6"x3.75"

**1/3 PAGE**  
 2.22" x 9.75"  
 (Vertical)

- **Black-and-White advertisements:** 25% discount from gross rate
- **Back Cover & Inside Front Cover:** Add 20%.
- **Center Spread, Inside Back Cover, and other guaranteed positions:** Add 10%.

### Payment Terms

Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

### Commissions

All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

## ➤ 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.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.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.infotoday.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@infotoday.com](mailto:adsubmit@infotoday.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 hard copy. 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 receives more than 40,000 visits monthly by 30,000-plus unique visitors. Page views have surpassed 80,000 views per month.

## ➤ Ad Positions Available

Ad Size (Pixels) Max File Size Location Minimum Impressions Net Cost

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:

### West/Mountain Region

**David Panara** • Advertising Sales Manager  
 Information Today, Inc.  
 143 Old Marlton 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

## ➤ NEWSLETTER SPONSORSHIPS

### ➤ NewsLinks

Deliver 41,000-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: \$1,995 net



## EMAIL BLAST DIRECT MARKETING

### ➤ **With the KM Bulletin, Our Opt-Into Third Party Subscriber List**

#### **Email Blast Options**

KMWorld's opt-into-third-party email blast program reaches 40,000-plus subscribers who have voluntarily opted into KMWorld's email program. Marketers have come to rely on email blast programs to drive direct response for webcasts, events, white papers, and other collateral promotions.

Available any day of the week, KMWorld email blasts are attractively priced at \$3,995 for a one-time blast.

**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.



### ➤ **Contact us**

#### **West/Mountain Region**

##### **David Panara**

Advertising Sales Manager  
Information Today, Inc.  
143 Old Marlton 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

# NEW LEAD-GENERATION PROGRAM FOR WHITE PAPERS (AND OTHER MARKETING ASSETS) AT KMWORLD.COM

➤ For more than ten years, KMWorld has helped IT marketers generate quality sales leads through its “Best Practices” white paper program, turnkey webinars and dedicated email blast offerings. Today, we are excited to announce a brand new program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

## ➤ How does it work?

Your white papers are posted in a special section on the KMWorld.com web site and marketed to qualified candidates in the KMWorld subscriber and affiliate network of more than 100,000 IT and business stakeholders at organizations across North America via online, email and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts at legitimate organizations in North America are delivered to your team. These deliveries occur via spreadsheet, twice a month, on the first business day following the 15th and last business day of the month.

- › Standard contact capture fields include full name, job title, company name, postal address, phone numbers and email address. Custom fields are available too.
- › Basic screening eliminates false entries, incomplete forms, students, educational faculty, independent consultants, competitors and leads outside of North America. Global leads can be delivered, as well, to companies that choose to

take advantage of KMWorld’s unique international positioning, at no additional charge.

- › Introductory programs start at 100 leads delivered over a 90-day period. This program is scalable and can accommodate 200-300 leads and up.

## ➤ Why try this program?

- › The KMWorld syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your white papers.
- › The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, on-demand webinars and more.
- › Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to KMWorld for relevant content.
- › You only need a logo, headline, 75-word description and white paper PDF to get started.

## ➤ Contact us

### West/Mountain Region

**David Panara**  
Advertising Sales Manager  
Information Today, Inc.  
143 Old Marilton 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

**KMWorld is offering a limited time, introductory CPL rate, if you book your program prior to December 31st, 2015. To discuss the rate and take advantage of this unique opportunity, contact your KMWorld sales representative today.**

## 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: \$19,000 net**

**Examples of archived *KMWorld* Web Events, plus upcoming opportunities, can be viewed at [www.kmworld.com/Webinars](http://www.kmworld.com/Webinars).**

➤ **Contact us to discuss your *KMWorld.com* ad program:**

#### West/Mountain Region

##### David Panara

Advertising Sales Manager  
(609) 654-6266, ext. 146  
(609) 714-2159 fax  
dpanara@infotoday.com

#### East/Midwest Region

##### Kathy Rogals

Account Executive  
(561) 483-5190  
(208) 460-2057 fax  
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 MULTI-SPONSORED, 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* representative. 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 \$6,995 per sponsor.
- › 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**  
143 Old Mariton Pike, Medford, NJ 08055  
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 26, 2016**

### **Taking Information Governance to the Next Level**

*Controlling information access and distribution will be a critical matter as the mobile workforce increases in size and stature. The global nature of business also complicates the matter. And a hotly increasing amount of litigation demands extra scrutiny over how you and your employees care for information. But information is a difficult thing to manage and control.*

**FEBRUARY 23, 2016**

### **How to Optimize Your SharePoint Strategy**

*The ubiquitous content and information management platform will only grow. Take advantage NOW of the growing trend toward SharePoint—especially in this time of adoption of new versions—and make a stand in the emerging marketplace for SharePoint-enhancing content and knowledge management products.*

**MARCH 15, 2016**

### **Increasing Productivity with Collaboration**

*Information abhors a vacuum. It only benefits you when it can be easily shared and communicated among others. The degree to which you can apply tools and policies that enhance collaborative knowledge sharing will be the decade's greatest advancement.*

**APRIL 26, 2016**

### **Mastering BPM and Case Management**

*BPM and workflow served us well for quite a long time. But everything changes, and evolves. Collaboration and process improvement remains as important as ever. Case management, for example, is becoming the latest growth area for software developers looking to create new vistas for true collaboration platforms—not merely simple business processes.*

**MAY 24, 2016**

### **Managing Knowledge with an Increasingly Mobile Workforce**

*It's hard to imagine a larger effect than "BYOD" (bring your own device) has had on the everyday activity of knowledge workers. The ability to take work home and conduct business during down hours had changed the landscape. But it has also changed businesses, too, as organizations try to imagine a world in which employees walk off the grounds with critical corporate information on their handhelds.*

**JUNE 21, 2016**

### **Best Practices in Enterprise Video and Digital Asset Management**

*The world has changed from "document-centric" to "everything-centric." The value in video, sound, even still photographs has gradually become more obvious—and important—to business managers worldwide. As a result, subjects such as storage requirements, format adapters, viewing tools have also grown in concern. It's no longer a paper moon...*

**To participate in a KMWorld Roundtable Webinar, please contact:**

**KATHY ROGALS**

*Email:* kathy\_rogals@kmworld.com

*Phone:* (561) 483-5190

**DAVID PANARA**

*Email:* dpanara@infotoday.com

*Phone:* (609) 654-6266, ext. 146

# THE **KMWORLD** ROUNDTABLE WEBINAR SERIES

## 📅 Schedule of Dates and Topics

**JULY 26, 2016**

### **Leveraging Information and Text Analytics in Your Organization**

*Determining what content really contains is a critical skill for 2016 information managers. Text analytics will be a new frontier for just about everybody. The ability to analyze, examine, cull out the garbage and discover the gems is the new effort at work in the document management business.*

**AUGUST 23, 2016**

### **Fueling Your Business with Big Data**

*Big data couldn't be bigger. Or yes, it could. Big data is not just "big"—it's also complicated by variety of formats, as well as the velocity in which it arrives, the many ways it is shared and the many options employees have to access it. There are new solutions that can help businesses which are buried in information but unable to retrieve answers.*

**SEPTEMBER 27, 2016**

### **Game Changing Breakthroughs in Knowledge Management**

*Knowledge management has taken its share of hits, but there is a renewed enthusiasm for reaching for the value in corporate knowledge, both tacit (in the minds) and explicit (written down.) New technologies, such as text analytics, and new policy efforts are truly changing the game for KM.*

**OCTOBER 18, 2016**

### **Enabling Success with Customer Experience Management**

*It's where your customer touchpoints meet your operations. And it's getting more complex. That's why the customer experience is the highest priority. When a customer contacts you, that's the BEST opportunity to convert him or her to a loyal customer.*

**NOVEMBER 15, 2016**

### **What Cloud Solutions Can Most Affect Your Enterprise?**

*The SaaS model has already changed into a myriad self-serve models and continues to morph as the cloud allows increased access to employees and customers for business and consumer attraction. Imagine what employees and customers could do if they could simply log onto a website and conduct a business deal or a transaction? It's an extreme departure for many companies that fear the security issues, but it is also quite likely to be the way of the future.*

**DECEMBER 6, 2016**

### **The Future of Enterprise Content Management**

*It's a little old school, but good old-fashioned content management still plays a pivotal role in an organization's ability to manage input and output of information, and can make the difference in whether the company understands its content value, or whether it's lost in the weeds. We will opt for the former, and find ways to help organizations reconstruct their ECM programs so that information does not go wasted.*

**To participate in a KMWorld Roundtable Webinar, please contact:**

**KATHY ROGALS**

*Email: kathy\_rogals@kmworld.com*

*Phone: (561) 483-5190*

**DAVID PANARA**

*Email: dpanara@infotoday.com*

*Phone: (609) 654-6266, ext. 146*

# 2016 WHITE PAPER CALENDAR • BEST PRACTICES IN ...

## BPM & CASE MANAGEMENT

**January 2016** **BPM/Workflow/CM/DM**

- › Business Process Management
- › Content Management
- › Adaptive Case Management
- › Collaboration
- › Cloud-Provided Services
- › Contracting
- › Mobile Work Force Management
- › Business Process Outsourcing

*Bonus Distribution: Gartner BPM Summit*

Reservations: 10/16  
Materials: 11/13  
Mail Date: 12/28

## INFORMATION ANALYTICS

**March 2016** **BI/Data Mining/Hadoop**

- › Structured/Unstructured Integration
- › Predictive BI
- › Real-Time Data
- › ETL
- › Data Mining
- › Big Data as a Service
- › Semantic Analysis

*Bonus Distribution: Gartner BI and Analytics*

Reservations: 12/18  
Materials: 1/11  
Mail Date: 2/25

## KM FOR CUSTOMER EXPERIENCE

**May 2016** **Classification/Taxonomies/Analytics**

- › Knowledgebases
- › Contact Center
- › Customer Relationship Management
- › Help Desk
- › Service Management
- › Knowledge Management
- › Incident Management
- › Web Experience Management

*Bonus Distribution: CRM Evolution, Customer Service Experience, MER, Data Summit*

Reservations: 2/12  
Materials: 3/4  
Mail Date: 4/25

## E-DISCOVERY

**February 2016** **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 NYC*

Reservations: 11/13  
Materials: 12/11  
Mail Date: 1/25

## ENTERPRISE CONTENT MANAGEMENT

**April 2016** **ECM/EDMS/DRM/KM**

- › Enterprise Content Management
- › Document/Image/Forms Management
- › Digital Asset Management
- › Cloud and Mobile Applications
- › Regulatory Compliance
- › Case Management
- › Records Management

*Bonus Distribution: AIIM*

Reservations: 1/15  
Materials: 2/15  
Mail Date: 3/25

## ENHANCING SHAREPOINT

**June 2016** **RM/Storage/Social Nets**

- › Cloud Storage
- › Search
- › Office 365 Migration
- › Records Management
- › Collaboration
- › Portals
- › Security

*Bonus Distribution: SharePoint Symposium*

Reservations: 3/18  
Materials: 4/8  
Mail Date: 5/25

## DIGITAL ASSET & VIDEO MANAGEMENT

**February 2016** **Storage/Format/Mobility/Rights & Permissions**

- › Large File Indexing
- › Metadata Creation
- › Brand Asset Management
- › Digital Library and Preservation
- › Cloud vs. On-Premises
- › Production Asset Management
- › Encoding/Decoding

*Bonus Distribution: LegalTech NYC*

Reservations: 11/13  
Materials: 12/11  
Mail Date: 1/25

## KM FOR FINANCIAL SERVICES

**April 2016** **KM/ECM/DRM/Analysis**

- › Knowledge Management
- › Regulatory Compliance
- › Business Continuity
- › Big Data
- › Mobile Commerce
- › Risk Management

*Bonus Distribution: AIIM*

Reservations: 1/15  
Materials: 2/15  
Mail Date: 3/25

## CLOUD SOLUTIONS FOR THE ENTERPRISE

**July 2016** **APIs/IaaS/SaaS**

- › Off-Site vs. On-Prem
- › Security and Privacy
- › Public/Private/Hybrid
- › Information Governance
- › Infrastructure/Platforms
- › Open Source
- › Mobile

*Bonus Distribution: TBD*

Reservations: 4/15  
Materials: 5/6  
Mail Date: 6/24

# 2016 WHITE PAPER CALENDAR • BEST PRACTICES IN ...

## INTELLIGENT SEARCH

**August 2016** **Metadata/Analytics/Text Mining**

- › Semantic Search
- › Cognitive Computing
- › Natural Language Processing
- › Keyword
- › Storage Management
- › Mobile Applications
- › Security and Permissions

Reservations: 4/15  
Materials: 5/6  
Mail Date: 6/24

*Bonus Distribution: Enterprise Search & Discovery*

## INFORMATION GOVERNANCE

**September 2016** **Email Management/E-Records/Risk Management**

- › E-Discovery
- › Information Governance
- › Document Life Cycle Management
- › Retention Management/Archive
- › Legal Hold
- › Security
- › Business Continuity

Reservations: 6/17  
Materials: 7/11  
Mail Date: 8/25

*Bonus Distribution: ARMA*

## COLLABORATION

**October 2016** **Web Content Management**

- › Multi-Chanel Customer Service
- › Enabling Mobile Works and BYOD
- › Locating and Accessing Remote Exerts
- › Video Confering
- › Consolidating Communication Infrastructure
- › Customer Engagement
- › Social Media

Reservations: 7/15  
Materials: 8/5  
Mail Date: 9/26

*Bonus Distribution: KMWorld 2016*

## KM FOR HEALTHCARE

**October 2016** **Healthcare Information Management**

- › Compliance
- › Security
- › Moblie Health and BYOD
- › Patient Engagement
- › Clinical Data Analytics
- › Cloud-based EHR

Reservations: 7/15  
Materials: 8/5  
Mail Date: 9/26

*Bonus Distribution: KMWorld 2016*

## MOBILE WORKFORCE

**November 2016** **BYOD/MWFM/PDAs**

- › Mobile Applications
- › Information Governance
- › User Interface Design
- › Wi-Fi and 4G
- › Security
- › Smartphone Apps
- › Social

Reservations: 8/12  
Materials: 9/9  
Mail Date: 10/24

*Bonus Distribution: KMWorld 2016; Enterprise Search & Discovery, Taxonomy Boot Camp, SharePoint Symposium, Gilbane Conference*

## KNOWLEDGE MANAGEMENT

**December 2016** **EDMS/ECM/BI/CI/Elearning**

- › Content Management
- › Document Management
- › Enterprise Search
- › Classification/Taxonomy
- › Collaboration
- › Expertise Location
- › Project Management/Modeling
- › Business Performance Analysis

Reservations: 8/12  
Materials: 9/9  
Mail Date: 10/24

*Bonus Distribution: KMWorld 2016; Enterprise Search & Discovery, Taxonomy Boot Camp, SharePoint Symposium, Gilbane Conference*

### ➔ To Participate in the KMWorld Best Practices Series contact:

**Kathy Rogals**  
Publisher, KMWorld Specialty Publishing Group  
8290 Springlake Drive  
Boca Raton, FL 33496

(561) 483-5190  
(208) 460-2057 fax  
kathy\_rogals@kmworld.com



# BEST PRACTICES WHITE PAPER SERIES

➤ A Unique and Renowned Content Marketing and Lead Generation Program, Online and In Print

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.

**For additional information or answers to specific questions, contact:**

**Kathy Rogals**  
 kathy\_rogals@kmworld.com  
 (561) 483-5190

## ➤ 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:** KMWorld provides the overture state-of-the industry article. We conduct 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 headshot to be showcased as a sidebar to their feature article.

## ➤ DISTRIBUTION

- **30,000:** In *KMWorld* magazine
- **10,000:** Distribution at major industry events
- **40,000:** Total press run
- At KMWorld.com with full-text search, hyperlinking to sponsor homepage

## ➤ FORMAT

- Standard magazine size (8" x 10-1/2")
- 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 two pages) following intro, logo on front cover, interview by KMWorld for coverage in overture article, 1,000 custom reprints of your article.
- **Gold Sponsors:** add \$1,500  
 Minimum two pages, logo on front cover, interview by KMWorld 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
- Direct download leads for 1 year

## ➤ CANCELLATIONS

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

## POSITIONING PAPERS KMWORLD

➤ A Turnkey, Content Marketing Program for Product and Corporate Positioning with Lead Generation.

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 *KMWorld.com* for 1 year, with full-text search and hyperlinks. We will also post your PDF for download, allowing you to collect leads from registered viewers of your paper.

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.

We will also post your PDF for download, allowing you to collect leads from registered viewers of your paper.

➤ **Distribution**

- 30,000 In *KMWorld* magazine
- 10,000 distributed at trade shows
- 40,000 total pressrun
- On the web for 1 year at *KMWorld.com*, downloadable, hyperlinked
- PDF for posting to your website and on ours
- Promoted in *KMWorld* enewsletter, *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

**(561) 483-5190**

## KMWORLD CUSTOM RESEARCH

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

Unisphere Research, KMWorld magazine's research arm, conducts ongoing proprietary and "for publication" research projects for select companies. Using its core subscriber database of 40,000-plus unduplicated knowledge and information management professionals, Unisphere Research conducts web-based surveys on information management topics covering a range of issues from knowledge management to business intelligence, virtualization and the cloud, information governance, adoption of new and emerging technologies, unstructured data, and IT priorities.

In addition to KMWorld subscribers, Unisphere Research conducts research in association with a number of user groups and publications. Unisphere can conduct research across the following memberships and subscriber bases.

- › Database Trends and Application subscribers
- › Customer Relationship Management (CRM) magazine subscribers
- › Big Data Quarterly Subscribers
- › The Independent Oracle Users Group (IOUG)
- › Oracle Applications Users Group (OAUG)

Unisphere assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere's survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the selected universe of professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings and then creates a color PDF executive summary reporting, graphing, and analyzing the key survey findings. Studies may remain completely proprietary, but most are used as a unique source of content for the sponsor, with full attribution to the survey sponsor.

### ➤ **Basic deliverables include:**

1. Survey Questionnaire Development
2. Survey participation solicitation from KMWorld's database of 40,000-plus information management professionals
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the final report (25–35 pages), which is attributed to the sponsor on the front cover

The basic cost of conducting a proprietary or "For Publication" study is \$15,000, including the cost of an incentive.

### ➤ **Program Extensions:**

White paper authorship: \$4,000

Turnkey one-hour webinar with analyst and sponsor participation: \$12,000

Pay-per-lead program on KMWorld: \$50 per lead (clean, North American leads)

For more details on Unisphere Research programs, please see [UnisphereResearch.com](http://UnisphereResearch.com).

### ➤ **Contact Information**

#### **West/Mountain Region**

##### **David Panara**

Advertising Sales Manager  
Information Today, Inc.  
143 Old Marlton Pike  
Medford, NJ 08055  
(609) 654-6266, ext. 146  
(609) 714-2159 fax  
[dpanara@infotoday.com](mailto: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](mailto:kathy_rogals@kmworld.com)

# 2016 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](http://www.kmworld.com).

- 40,000 print circulation
- Fully searchable on the web at [www.kmworld.com](http://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 2016 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
- 40,000 in Print—The Spring edition is mailed with *KMWorld's* May issue; the Fall edition with the November/December issue. Print circulation is 30,000, with an additional 10,000 show and conference distribution.
- Online Listing—*The Buyers' Guide* is also at [www.kmworld.com](http://www.kmworld.com). Your online presence begins immediately and continues for a full 6 months after print publication.
- Lead Generation—The *Buyers' Guide* is also made available in PDF format at [www.kmworld.com](http://www.kmworld.com). Your participation gives you access to contact information for everyone who downloads the PDF.

**SELECT YOUR PREFERRED PACKAGE**

**Basic Corporate Profile**

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

- \_\_\_ (One Issue) Spring 2016 Edition plus 6 Months Online—\$2,395
- \_\_\_ (Two Issues) Spring and Fall 2016 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 2016 Edition plus 6 Months Online—\$3,195
- \_\_\_ (Two Issues) Spring and Fall 2016 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](http://KMWorld.com) homepage; [KMWorld.com](http://KMWorld.com) *Buyers' Guide* Index Page; [KMWorld.com](http://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 2016 Edition plus 6 Months Online—\$5,200
- \_\_\_ (Two Issues) Spring and Fall 2016 Editions plus 12 Months Online—\$8,850

**Display Advertising Packages**

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

	Spring 2016	Spring and Fall 2016
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: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Company Phone: \_\_\_\_\_

Your Name & Title: \_\_\_\_\_

Sign here, please: \_\_\_\_\_

Company Email: \_\_\_\_\_

City: \_\_\_\_\_ State & ZIP \_\_\_\_\_

Company Fax: \_\_\_\_\_

Your Phone Number: \_\_\_\_\_

Your Email: \_\_\_\_\_

**For additional information or answers to specific questions, contact:**  
**Kathy Rogals • [kathy\\_rogals@kmworld.com](mailto:kathy_rogals@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 30,000 subscribers” Take out “BPA-audited.

#### ➤ **Reach Buyers With Impact**

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

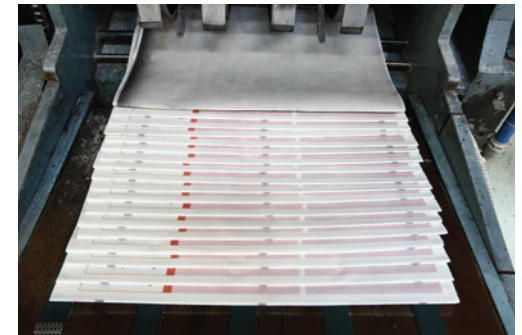
➤ **KMWorld reprints** provide a great, cost-effective supplement to your marketing and promotional materials. Here's how:

- *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 lb. 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 quantities listed below. 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 sided	\$987	\$1,102	\$1,222	\$1,379	\$1,698	\$2,028
2 sided	\$1,076	\$1,168	\$1,416	\$1,612	\$2,153	\$2,774
4 sided	\$1,503	\$1,687	\$2,055	\$2,439	\$3,258	\$4,513



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

**Judie Webster** • 22 Bayview St., 2nd Floor • Camden, ME 04843  
 (207) 236-8524, ext. 325 • judie\_webster@kmworld.com