

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

- 55,000 inserts into *KMWorld* magazine
- 5,000 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 X 10-1/2)

❖ 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 at (561) 483-5190