



THE REACH OF KMWORLD

KMWorld serves the content, document, and knowledge management markets. We do this by providing 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 believes superior information management is the most critical skill for the successful business. *KMWorld* is the key information provider for a broad array of industry leaders who use business content in all its forms to drive productivity, gain competitive advantage, and create new opportunities for revenue and innovation in their organizations.

❖ ***KMWorld* focuses on:**

- › Business and Competitive Intelligence
- › Collaboration
- › Email Management
- › Enterprise Content Management
- › Enterprise Relationship Management
- › Business Process Management
- › Digital Asset Management
- › Enterprise Knowledge Management
- › Records Management & Regulatory Compliance
- › Workflow and E-Process
- › Enterprise Search
- › Document Management
- › Enterprise Portals
- › Smart Enterprise Suites
- › Imaging & Forms Processing

❖ **The *KMWorld* Family of Products, in Print and Online**

Print:

- › *KMWorld* magazine—Display advertising.

Print and Online:

- › *KMWorld* Best Practices White Papers—Multi-vendor-sponsored, thought-leadership article, positioning piece, or case study.
- › Custom-Published Positioning Papers—Single-vendor-sponsored four-page positioning piece. Includes company backgrounder, thought-leadership article, product profile(s), case studies, interview.
- › *KMWorld* Buyers' Guide—Comprehensive company and product profiles. Published twice yearly.

Online:

- › KM Newlinks, *KMWorld* newsletter
- › *KMWorld*.com banner advertising
- › Custom Webcasts, hosted and produced by *KMWorld*

Events:

- › *KMWorld* & Intranets 2009 Conference and Exposition, including Taxonomy Boot Camp
- › Enterprise Search Summit/Enterprise Search Summit West

Ancillary Marketing Opportunities:

- › Reprints, List Rentals

To contact the editorial offices of *KMWorld*:

***KMWorld* Magazine** • 18 Bayview Landing at Sharp's Wharf • P.O. Box 1358, Camden, ME 04843 • (207) 236-8524 • (207) 236-6452 fax

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EDITORIAL PROFILE

❖ Who We Serve:

Banking/Finance/Insurance › Communications › Education
Government/Public Administration › Healthcare › Legal › Manufacturing
Pharmaceutical › Services › Transportation › Utilities › IT

❖ How We Cover Our Markets

› Case Studies—real-life market practices
› News Analysis—actionable information
› Expert Experience—actual solutions currently at work

❖ Events We Attend and Cover

› AIIM Conference and Exposition
› ARMA
› Cohasset's Managing Electronic Records
› E-Gov
› Enterprise Search Summit/Enterprise Search Summit West
› Gartner Application Integration & Web Services Summit
› Gartner Business Intelligence Summit
› Gartner Financial Services Technology Summit
› Gartner G-CON
› Gartner Symposium/ITXpo
› Gilbane Conference on Content Management
› IDC Compliance in Information Management Forum
› KMWorld & Intranets/Taxonomy Boot Camp
› LegalTech NYC & LegalTech West
› Lotusphere
› Optimizing IT Business
› Sarbanes-Oxley Conference & Expo
› TAWPI
› IDC Enterprise Social Networking Forum
› IDC IT Governance & Risk Management Summit





EDITORIAL CALENDAR 2009

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
January	<ul style="list-style-type: none"> › <i>KMWorld's</i> Annual "Knowledge Management Past and Future" Industry Report › Software as a Service (SaaS) › White Paper: Best Practices in Business Process Management 	11/17/08	12/1/08
	<p>Planned Bonus Distribution: Gartner BPM Summit</p>		
February	<ul style="list-style-type: none"> › Business Process Management › Solutions in the Legal Industry › White Paper: Best Practices for E-Discovery 	12/17/08	12/31/08
	<p>Planned Bonus Distribution: LegalTech New York</p>		
March	<ul style="list-style-type: none"> › Enterprise Content and Document Management › Solutions in Healthcare › <i>KMWorld's</i> "100 Companies that Matter" Special Report › White Paper: Best Practices in Enterprise Content Management 	1/16/09	1/30/09
	<p>Planned Bonus Distribution: Gartner BPM Summit, IDC Governance & Risk Mgmt, E-Discovery & Records Mgmt Conference & Expo</p>		
April	<ul style="list-style-type: none"> › Enterprise Search/Information Access › Text Analytics and Sentiment Analysis › Email Management › White Paper: KM for Customer Service 	2/13/09	2/27/09
	<p>Planned Bonus Distribution: AllM Conference & Expo, Enterprise Search Summit, E-Gov KM Conference, Gartner Risk Mgmt, IDC Green IT Forum</p>		
May	<ul style="list-style-type: none"> › Records Management › Solutions in Education › Solutions for Local/State Government › White Paper: Best Practices in Enterprise Search/Information Access 	3/16/09	3/30/09
	<p><i>KMWorld's Spring Buyers' Guide Issue</i> Planned Bonus Distribution: MER 2009, Enterprise Search Summit, IDC Business Intelligence and Analytics Forum</p>		
June	<ul style="list-style-type: none"> › Risk Management › Social Networking in the Enterprise › Solutions for Pharmaceutical/Life Sciences › White Paper: Best Practices in Text Analytics & Sentiment Analysis 	4/17/09	5/1/09
	<p>Planned Bonus Distribution: LegalTech West, Gilbane Conference SF, Gartner Portals, Content & Collaboration Summit, Text Analytics Summit, Semantic Technology Conference</p>		



EDITORIAL CALENDAR 2009

		SPACE RESERVATIONS	AD MATERIALS DUE
July/August	<ul style="list-style-type: none"> › Document Life Cycle Management › Solutions for Financial Services › White Paper: Best Practices in Risk Management, Governance, and Compliance › White Paper: Best Practices in Enterprise Social Networking & Collaboration › White Paper: Paper-Centric Business Process Automation <p>Planned Bonus Distribution: TAWPI 2009</p>	5/29/09	6/12/09
September	<ul style="list-style-type: none"> › KMWorld's "Trend-Setting Products of the Year" Special Report › Business Intelligence/Competitive Intelligence › Solutions in Government › White Paper: Best Practices in Financial Services <p>Planned Bonus Distribution: Gartner CRM Summit IDC Compliance in Information Management Forum</p>	7/17/09	7/31/09
October	<ul style="list-style-type: none"> › Enterprise Content Management › Records Management and Regulatory Compliance › Solutions for Insurance › Solutions in Digital Asset Management › White Paper: Best Practices in Records Management, Risk, & Compliance <p>Planned Bonus Distribution: ARMA 2009, Gartner Symposium/ ITxpo Orlando 2009</p>	8/14/09	8/28/09
November/ December	<ul style="list-style-type: none"> › FALL BUYERS' GUIDE ISSUE › KMWorld's "KM Promise and Reality Awards" Special Report › White Paper: Best Practices in Knowledge Management › White Paper: Best Practices in Web Content Management <p>KMWorld Fall Buyers' Guide Issue Planned Bonus Distribution: KMWorld & Intranets, Enterprise Search Summit West, Gilbane Conference Boston, Gartner IT Financial, Procurement & Asset Mgmt Summit</p>	9/16/09	9/30/09

*event distribution subject to change

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AUDIENCE PROFILE & CIRCULATION

KMWorld magazine's more than 50,000 BPA-audited subscribers are enterprise executives engaged in the business theories, practices, and processes of organizational and enterprise knowledge management and business intelligence.

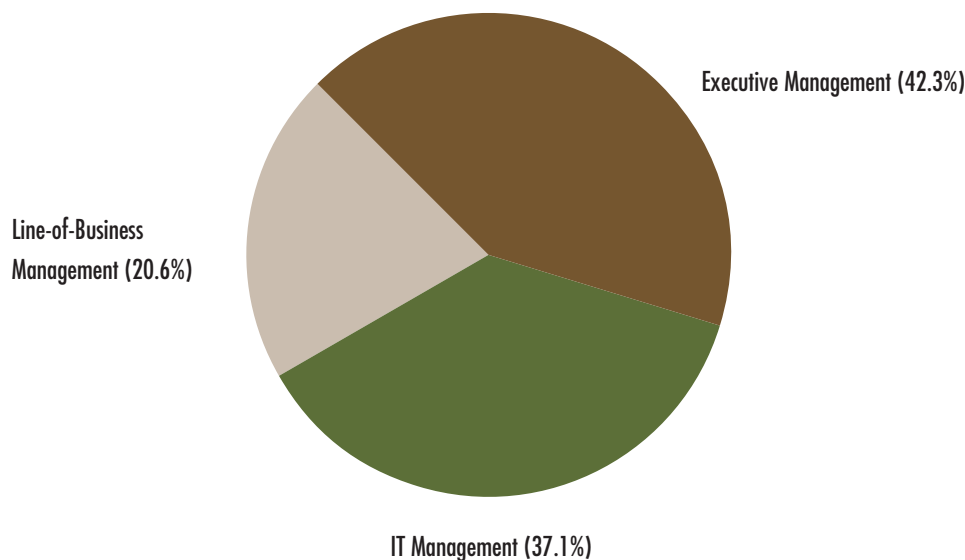
❖ ***KMWorld* Readers include:**

- › 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

❖ **They are involved in managing the following products and services:**

- › Electronic documents
- › Records and forms
- › Content
- › Business and work processes
- › Intellectual asset and property management
- › Business and competitive intelligence

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





RATE CARD

❖ KMWorld 2009 Rate Card #9

SIZE	ACTUAL TRIM	DIMENSIONS	BLEED*	1x	3x	6x	10x
Full Tabloid	9 ^{1/2} "w x 11 ^{3/4} "d	8 ^{1/2} "w x 10 ^{3/4} "d	10"w x 12 ^{1/4} "d	\$9,275	\$8,670	\$8,190	\$7,735
Full Tab Spread	19" x 11 ^{3/4} "	18" x 10 ^{3/4} "	19 ^{1/2} " x 12 ^{1/4} "	18,540	17,335	16,375	15,465
Jr. Tabloid	n/a	6 ^{3/8} " x 8 ^{11/16} "	7 ^{1/8} " x 9 ^{7/16} "	7,410	6,990	6,645	6,190
Jr. Tab Spread	n/a	13 ^{5/8} " x 8 ^{11/16} "	13 ^{5/8} " x 9 ^{7/16} "	14,820	13,980	13,290	12,380
1/2 Tab. Horizontal	n/a	8 ^{1/2} " x 5 ^{3/16} "	10" x 5 ^{15/16} "	7,100	6,710	6,375	5,930
1/2 Tab Vertical	n/a	4 ^{3/16} " x 10 ^{3/4} "	4 ^{15/16} " x 12 ^{1/4} "	7,100	6,710	6,375	5,930
1/3 Tab Horizontal	n/a	6 ^{5/16} " x 4 ^{3/16} "	7 ^{1/16} " x 4 ^{15/16} "	6,350	6,040	5,745	5,330
1/3 Tab Vertical	n/a	4 ^{3/16} " x 6 ^{5/16} "	4 ^{15/16} " x 7 ^{1/16} "	6,350	6,040	5,745	5,330
1/4 Tab Outside Column	n/a	2" x 10 ^{3/4} "	2 ^{3/4} " x 12 ^{1/4} "	4,790	4,610	4,375	3,990
1/4 Tab Vertical	n/a	4 ^{3/16} " x 5 ^{1/4} "	4 ^{15/16} " x 6"	4,790	4,610	4,375	3,990

*Bleeds

Bleeds are available at 15% additional charge. (See above advertising dimensions for bleed sizes.)

Additional for Covers

2nd cover \$1,500 > 3rd cover \$1,200 > 4th cover \$1,800

Special Positions

A 20% premium will be charged for a specified page or position on the page. **Covers and Premium Positions are noncancelable.**

Color Ads (per page)

> \$1,495 per 4-color ad > \$995 per 2-color ad

Specifications

Publication trim size is 9^{1/2}"w x 11^{3/4}"d. Editorial pages are 4 columns wide. The magazine is printed on #36 Coated Matte using 4-color offset printing.

Advertising Regulations

- > A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- > Advertisers using 3-, 6- or 10-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.

CANCELLATIONS

In writing 30 business days prior to material deadlines
Cover and premium positions are non-cancelable.

- > All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- > Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

CLOSING DATES:

	SPACE RESERVATIONS	AD MATERIALS DUE
January	11/17/08	12/1/08
February	12/17/08	12/31/08
March	1/16/09	1/30/09
April	2/13/09	2/27/09
May	3/16/09	3/30/09
June	4/17/09	5/1/09
July/August	5/29/09	6/12/09
September	7/17/09	7/31/09
October	8/14/09	8/28/09
November/December	9/16/09	9/30/09

Contact Information:

West/Mountain Region

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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

❖ Ad Production Requirements

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:

› Hi-res press optimized PDF

- › fonts must be embedded
- › set black to overprint
- › convert PMS to CMYK
- › images must be in CMYK
- › 300 dpi images only

› Photoshop TIFF files for Macintosh (CMYK): 300 dpi, size and bleeds according to pub specs

› Trouble-free QuarkXPress 6.5 or earlier (Mac)

- › all art and PostScript fonts for Mac enclosed; do not use true type fonts
- › CMYK color specifications only
- › high-resolution 300 dpi images at 100% size, no local rotation or flipping in Quark
- › TIFF file format for raster images; EPS file format for vector images
- › flatten image files in their native applications before placing in Quark
- › convert EPS fonts to paths/outlines (save with "include document fonts" option) or provide all font files used by the EPS

When renaming files, make sure to keep the proper file extension (i.e., .eps, .qxd, .pdf, etc.).

› To upload files via the web:

You may send us files via our website:

- › site: <http://files.infotoday.com>
- › username: advert (case-sensitive)
- › password: advert1

› Submission on CD:

- › mark disc with title of ad, name of agency, publication/issue in which ad will be placed

Once the file is uploaded, or the disc has been mailed, please email to adsubmit@infotoday.com the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad. Make sure to also overnight a high-quality hard-copy proof of your ad to:

**Michael Hardwick
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055**

For proper sizing of your ad, please refer to the publication's rate card. Add 1/4" on all sides for bleed.



Information Today, Inc. Graphics Department

143 Old Marlton Pike • Medford, NJ 08055-8750 • (609) 654-6266 • FAX (609) 654-4309 • hdengler@infotoday.com

KMWORLD ONLINE MEDIA KIT



❖ Overview

The **KMWorld.com** website is now averaging:

- more than **550,000** impressions monthly
- more than **70,000** monthly unique users

❖ Ad Positions Available

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728 x 90	30k	Top	20,000	\$75 CPM
Banner	468 X60	30k	Top	20,000	\$60 CPM
Skyscraper	120 x 600	30k	Right	20,000	\$75 CPM
Tile	125 x125	30k	Left	20,000	\$60 CPM
	text links	text only	Bottom	1 month/unlimited	\$750 month

❖ Ad Specifications:

All files must be in either **JPG** or **GIF** format and must be no more than **30k** in size.

❖ NEWSLETTER SPONSORSHIPS

NewsLinks

Deliver 44,000+ “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 468 X 60 graphic, to engage our readers with your message.

Available Tuesday and Thursday dates

Pricing: \$3,495 net

❖ KM Bulletin

Reach more than 42,000 subscribers with your targeted, stand-alone message. Your sponsorship allows up to 100 words and two URLs to engage our readers with your message.

Available Wednesday and Friday dates

Pricing: \$4,995 net

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:

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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* e-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 post-event 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: Call for pricing

“The *KMWorld* Web Events program continues to exceed our expectations. We’ve been thrilled with not only the number of leads, but the quality as well.

“The beauty of the Web Events is they continue to bring in leads well after the event is over. Months after our events, we’re still getting great leads from the archive.”

—Justin A. McLaughlin

Marketing Manager, Demand Generation, ENDECA

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2009 WHITE PAPER CALENDAR

BEST PRACTICES IN...

Business Process Management

January 2009	• BPM • EAI • CM/DM •
Reservations: 10/17	› Business Process Management Systems
Materials: 11/7	› Dynamic Workflow
Mail Date: 12/23	› Content Management and Integration
	› Enterprise Portals
	› Smart Enterprise Suites
	› Collaboration
	› Web Services/SOA
	› Business Function/Vertical Market Modules
	› Business Process Outsourcing

E-Discovery

February 2009	• RM • Retention Practices • Email • FRCP •
Reservations: 11/7	› Email Management
Materials: 11/28	› Enterprise Search/Information Access
Mail Date: 1/22	› Records Management
	› Information Governance
	› Metadata/Taxonomy/Faceted Navigation
	› Legal Hold
	› Security
	› Document Life Cycle Management
	› Storage/Archive

Enterprise Content Management

March 2009	• ECM • EDMS • DRM/KM •
Reservations: 12/12	› Web Content Management
Materials: 1/2	› Document/Image/Forms Management
Mail Date: 2/20	› Electronic Document Life Cycle
	› Taxonomy/Classification
	› Digital Rights Management
	› Green IT
	› Regulatory Compliance
	› Storage/Archive
	› Records Management

KM for Customer Service

April 2009	• CRM • EDM • Text Analytics •
Reservations: 1/9	› Customer Relationship Management
Materials: 1/30	› Enterprise Document Management
Mail Date: 3/20	› Web Self-Service
	› Site Search/Enterprise Search
	› Ecommerce
	› Website Analytics
	› Business Intelligence
	› Cross-Sell/Upsell
	› Sentiment Analysis

Enterprise Search/Information Access

May 2009	• Classification • Taxonomies • Categorization •
Reservations: 2/13	› Unstructured Content Management
Materials: 3/6	› Text Mining
Mail Date: 4/22	› Federated Search
	› Content Management Systems
	› Autocategorization
	› XML/Authoring
	› Internal/External Search Strategies
	› Ecommerce/Business to Consumer
	› Litigation Support/Discovery Support

Text Analytics & Sentiment Analysis

June 2009	• Classification • NLP • Web Search •
Reservations: 3/13	› Text Mining
Materials: 4/3	› Business Intelligence/Competitive Intelligence
Mail Date: 5/21	› Enterprise Search/Information Access
	› Entity Extraction
	› Computational linguistics
	› Customer Relationship Management
	› Unstructured Content Management
	› Taxonomy
	› Enterprise Content Management

Enterprise Social Networking & Collaboration

July 2009	• Enterprise 2.0 • Web 2.0 • Wiki • Collaboration •
Reservations: 4/24	› Enterprise Relationship Management
Materials: 5/15	› Customer Relationship Management
Mail Date: 7/2	› Partner Relationship Management
	› Blogs
	› Human Resource Management
	› Value Network Analysis
	› Customer Experience
	› Collaboration
	› Virtual Teams

Paper-Centric Business Process Automation

August 2009	• Imaging • EDMS • Capture • Recognition •
Reservations: 5/1	› Scanning
Materials: 5/22	› Items Processing
Mail Date: 7/2	› OCR/ICR
	› Green IT
	› Forms Processing
	› PDF Conversion
	› Workflow
	› Business Process Management
	› Records Management

Financial Services

September 2009	• Banking • Insurance • Investments •
Reservations: 6/12	› Digital Document Transactions
Materials: 7/3	› Customer Relationship Management
Mail Date: 8/21	› Web Self-Service
	› Regulatory Compliance
	› Forms Processing
	› Contract Management
	› Security/Privacy
	› Online Archival
	› Scan and Destroy

Records Management, Risk, & Compliance

October 2009	• Email Management • E-Records • Risk Management •
Reservations: 7/10	› E-Discovery
Materials: 7/31	› Information Governance
Mail Date: 9/22	› Document Life Cycle Management
	› Enterprise Search
	› Retention Management/Archive
	› Legal Hold
	› Security
	› Business Continuity
	› Disaster Recovery

Knowledge Management

November 2009	• EDMS • ECM • BI/CI • E-Learning •
Reservations: 8/14	› Content Management
Materials: 9/4	› Document Management
Mail Date: 10/21	› Enterprise Search
	› Classification/Taxonomy
	› Collaboration
	› Library/Records Management
	› Expertise Location
	› Document Life Cycle Management
	› Project Management/Modeling

Web Content Management

December 2009	• ECM • XML • DITA • HTML •
Reservations: 8/21	› Authoring
Materials: 9/11	› Metadata Management
Mail Date: 10/21	› Electronic Document Life Cycle
	› Taxonomy/Classification
	› Digital Asset Management/Rich Media
	› Econtent Workflow
	› Regulatory Compliance
	› Storage/Archive/Retention/Disposition
	› Records Management

BEST PRACTICES WHITE PAPER SERIES

KMWORLD

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 in 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.

❖ 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:** Andy Moore provides the overture state-of-the industry article. Moore will conduct interviews with premium sponsoring participants and incorporate their views in the opening editorial.
- › **Sponsored Content:** Sponsors, following editorial guidelines, will 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

- › **55,000:** Binds center into *KMWorld* magazine
- › **10,000:** Distribution at major industry events
- › **10,000:** Sponsor/promotional distribution (500 copies per sponsored page to participants)
- › **75,000:** Total press run
- › At KMWorld.com with full-text search, hyperlinking to sponsor homepage

❖ FORMAT

- › Standard magazine size (8 X 10-1/2), stand-alone publication

1 page (900 words)	\$7,500 (net)	3 pages (3,150 words)	\$19,500
2 pages (2,000 words)	\$14,000	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 2 pages) following intro, logo on front cover, interview with Andy Moore for coverage in overture article, 1,000 custom reprints of your article.
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❖ 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
- › 500 copies of the White Paper per sponsored page to participants
- › Direct download leads for 1 year

❖ CANCELLATIONS

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

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.



available and which will lead to quick resolution of issues. Responses from a customer service center must be equally flexible. Customers should be able to choose to receive a response via multiple channels including SMS, email, chat or voice.

A knowledge-based, tightly integrated multi-channel management system must be at the heart of a multi-channel customer service strategy. The combination of such tools of knowledge solutions and case management that research across channels creates that agents always have the same view of the customer and deliver a consistently improved knowledge base, regardless of the channel used to ask or answer the question.

So what should you look for to successfully implement a knowledge solution in the world of multi-channel customer service? There are six points that need to be considered in order to ensure that you have a fit.

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



KMWorld BUYER'S GUIDE

Published by *KMWorld* and Information Today, Inc.

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- › Document and Content Management
- › Business Process Management
- › Messaging and Collaboration
- › Customer Relationship Management
- › Knowledge and Intellectual Asset Management
- › Business and Competitive Intelligence

- › 65,000 in Print—The Spring edition is mailed with *KMWorld's* May issue; the Fall edition with the November/December issue. 55,000 print circulation plus an additional 10,000 show and conference distribution.
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SELECT YOUR PREFERRED PACKAGE:

Basic Corporate Profile

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

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plus 6 Months Online—\$2,395

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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 Web site)

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Corporate Bonus Package

(includes 100-word corporate profile, color logo, contact information, up to 10 50-word product profiles (500 words maximum), 2 product shots, color border, and hyperlink to corporate Web site)

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Fall 2009	Fall 2009 & Spring 2010
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For additional information or answers to specific questions, contact:

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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 50,000 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—discreet and process

❖ **Affordable Rates (direct-mail only)**

KMWorld's subscriber lists are available by the thousand, 3,000 name minimum:

- › \$200 per thousand
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For more information on *KMWorld* direct marketing list rentals, contact:

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- › You may also wish to purchase the right to put the article on your website—we can supply you with a PDF for \$500 (one page). Pricing available for more than one page.

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4 side	\$1,503	\$1,687	\$2,055	\$2,439	\$3,258	\$4,513



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INFORMATION TODAY, INC.

PUBLICATIONS

Information Today

Circulation: 10,000

Frequency: 11 issues/year

Information Today is the only newspaper designed to meet the needs of the information professional. *Information Today* delivers total coverage of late-breaking news and long-term trends in the information industry.

Searcher

Circulation: 4,000

Frequency: 10 issues/year

Searcher: The Magazine for Database Professionals explores and deliberates on a comprehensive range of issues important to the professional database searcher.

ONLINE

Circulation: 12,000

Frequency: 6 issues/year

ONLINE: Exploring Technology & Resources for Information Professionals is written for librarians and other professionals who routinely use online services for information delivery.

Computers in Libraries

Circulation: 6,000

Frequency: 10 issues/year

CIL's reader-friendly features focus on practical applications of technology in public, school, academic, corporate, and special libraries. *CIL* is the information professional's first choice for accurate and practical information regarding cutting-edge information and library technology.

MultiMedia & Internet@Schools

Circulation: 15,000

Frequency: 6 issues/year

MMIS is a source of practical information for school librarians and technology specialists about today's and tomorrow's education technology tools and resources and how they can be used to further teaching and learning.

CRM

Circulation: 85,000

Frequency: 12 issues/year

CRM is the leading publication serving the field of customer relationship management. *CRM* is targeted to senior-level management in corporate, sales, marketing, service, and information technology.

EventDV

Circulation: 21,500

Frequency: 12 issues/year

EventDV is a magazine read by wedding and event videographers as well as those doing corporate, academic, sports, documentary, legal, and other videography work. It is essential reading in a crowded field of more general video publications.

EContent

Circulation: 12,000

Frequency: 10 issues/year

EContent clearly identifies and explains emerging digital content trends, strategies, and resources to help professionals find a clear path to profits and improved business processes.

KMWorld

Circulation: 50,000

Frequency: 10 issues/year

KMWorld is dedicated to document, content, knowledge management, and business process management. In many organizations, solutions in these critical areas are sorely lacking.

Streaming Media

Circulation: 20,000

Frequency: 6 issues/year

Streaming Media magazine is a quarterly resource for executives and technology managers who use online video and audio for both business communication and delivery of consumer content.

Speech Technology

Circulation: 19,000

Frequency: 6 issues/year

Speech Technology magazine is recognized worldwide as the leading source of information on products, services, and technology related to the speech technology field.



EVENTS CALENDAR 2009

Computers in Libraries

March 30–April 1, 2009

Computers in Libraries is the leading conference for librarians and information professionals who need to know about the latest technologies, equipment, software, and services available (www.infotoday.com/cil2009). Also features Internet@Schools East (www.infotoday.com/internet@schools). *Hyatt Regency Crystal City Arlington, VA*

Buying & Selling eContent

April 5–7, 2009

Buying & Selling eContent is the only executive-level forum that covers the critical challenges facing both sides of the content marketplace (www.buy-sell-econtent.com). *Camelback Inn Scottsdale, AZ*

WebSearch University

Fall 2009

WebSearch University is a valuable, intensive learning opportunity where intermediate to advanced web searchers can improve their skills and learn new search tactics, strategies, and tools (www.websearchu.com).

Washington, D.C.

Enterprise Search Summit

East: May 12–13, 2009/ West: November 17–18 2009

Enterprise Search Summit is an intensive 2-day conference that is totally focused on the nuts and bolts of how to plan for, choose, and deploy an internal search capability (www.enterprisearchsummit.com).

Hilton New York, NYC/San Jose, CA

Streaming Media East/West

May 12–13, 2009/November 17–18 2009

The Streaming Media conferences are where the streaming industry intersects with the business world. Streaming professionals, technology experts, and business executives gather to learn how to use streaming and digital media in their organizations (www.streamingmedia.com).

Hilton New York, NYC/San Jose, CA

destinationCRM 2009

August 24–26, 2009

Organized by CRM magazine, destinationCRM is quickly gaining recognition as both a valuable networking opportunity for top CRM executives and an excellent learning experience for top-level professionals involved in CRM purchasing decisions (www.destinationCRM2009.com).

New York Marriott Marquis, NYC

SpeechTEK

August 24–26, 2009

SpeechTEK is the leading voice and speech technology conference in the U.S., exploring how voice and speech technology solutions can change the way businesses reach out to their customers and looking at how organizations can integrate speech technology in new products and services or deploy them in their business operations (www.speechtek.com).

New York Marriott Marquis, NYC

Internet Librarian

October 26–28, 2009

Internet Librarian is the only conference designed for information professionals who are using, developing, and embracing Internet and Web-based strategies (www.infotoday.com/il2009). Also features Internet@Schools West (www.infotoday.com/internet@schools).

Monterey, CA

KMWorld & Intranets

November 17–19 2009

KMWorld & Intranets is the global conference and exposition designed for developing and evaluating enterprise-wide strategies and for implementing collaborative intranet and portal strategies and technologies that meet organizational goals (www.kmworld.com).

San Jose, CA