

THE REACH OF KMWorld

➔ **With more than 35 years of market coverage**, KMWorld delivers actionable insights on knowledge, content, and information management to over 50,000 professionals across North America.

Through expert analysis, original research, and real-world case studies, *KMWorld* equips organizations with the strategies and best practices needed to align technology, process, and people.

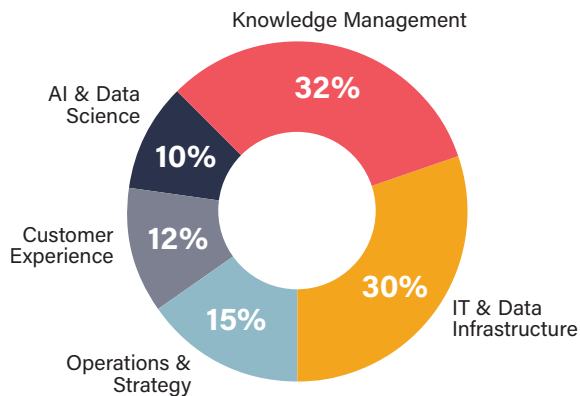
➔ Core Coverage Areas

KMWorld covers the full lifecycle of knowledge, from creation and governance to AI-driven discovery and action:

- › Knowledge, Content, and Document Management
- › Search & Knowledge Discovery
- › Governance, Risk & Compliance
- › AI & Intelligent Automation
- › Data, Analytics & Knowledge Graphs
- › Workflow, Collaboration & Digital Experience

➔ Audience by function

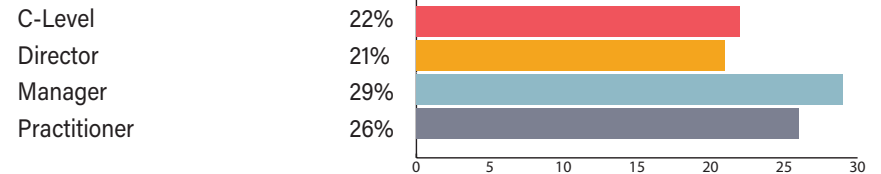
The KMWorld audience is led by data, IT, and knowledge-focused professionals, with additional reach into operations, strategy, and customer experience:



72% span knowledge, IT, and AI functions

➔ Seniority Profile

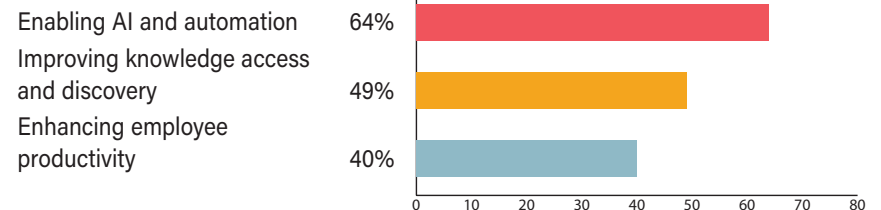
A strong mix of knowledge leaders and practitioners with influence across the buying cycle:



43% are Director-level and above

➔ Top Priorities For 2026

KMWorld's audience is focused on advancing AI adoption and improving how knowledge is accessed and used:



➔ AI Investment Outlook

AI for knowledge management is a clear near-term priority:

56% rate investment as very important or critical

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

KMWorld Magazine

Editor-in-Chief

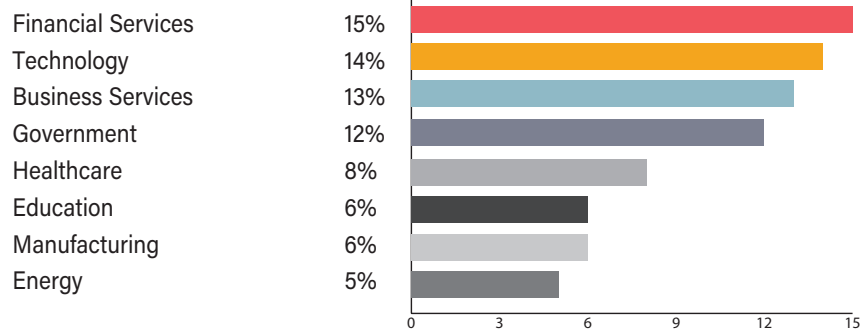
Marydee Ojala
(317) 876-8100
marydee@xmission.com

Editor

Stephanie Simone
(908) 795-3520
ssimone@infotoday.com

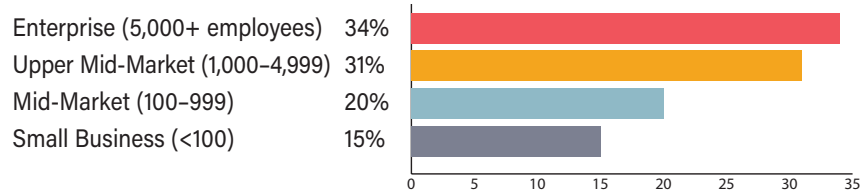
➔ **Audience By Industry**

KMWorld reaches a diverse cross-section of industries, led by technology, financial services, and business services:



➔ **Audience By Company Size**

KMWorld reaches organizations of all sizes, with a strong concentration in mid-market and enterprise companies:



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