

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:** 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: We capture registrations for the white papers, they are screened and cleansed to ensure only legitimate contacts at legitimate organizations, and are delivered to your team.
- > 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 leading vendors and consultants to educate and engage technology decision-makers about the latest strategic issues and solutions in KM technologies and markets

EDITORIAL CONTENT

- Introduction: KMWorld editorial writers will prepare the state of industry article including current trends, technology developments and strategies around the reports specific topic.
- > 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

- In KMWorld magazine
- > At KMWorld.com, hyperlinking to sponsor homepage
- > Best Practices appearing in the Nov/Dec issue will also be available during the KMWorld Conferences in November

FORMAT

2	> Standard magazine size (8"x10-1/2") 1 page (900 words) \$4,500 (net)		
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	2 pages (2,000 words)	\$7,650	
	3 pages (3,150 words)	\$10,800	
	4 pages (4,300 words)	\$12,600	

SPONSORSHIP RATES

(includes "Who's Who" CEO profile and headshot, company contact information, optional images)

KMWorld PROVIDES

- Copy editing, layout, and design
- > Posting on the KMWorld.com website with hyperlinks to sponsor's homepage
- > PDF of individual article to each sponsor for website posting

CANCELLATIONS

In writing 30 business days prior to material deadlines.

For additional information or answers to specific questions, contact:

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2026 WHITE PAPER CALENDAR - BEST PRACTICES IN ...

		RESERVATIONS	MATERIALS
March/April	White Paper: Mining Business Knowledge from Unstructured Data	1/16/26	1/21/26
	White Paper: Preparing for Agentic AI: KM Playbook		
May/June	White Paper: Achieving Trusted, Actionable Knowledge Across the Enterprise	3/19/26	4/10/26
July/August	White Paper: Al-Powered Intelligent Search: Accelerating Smarter Data Discovery	5/18/26	6/10/26
September/October	White Paper: Scaling Knowledge Management: Strategies for Enhanced Collaboration and Productivity	7/17/26	8/10/26
November/December	White Paper: KM Governance in the AI Era: Policies, Standards, and Practices for Success	9/17/26	10/9/26
	White Paper: Building an AI-Ready Foundation for Enterprise Knowledge		

To Participate in the KMWorld Best Practices Series contact:

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