KMWorld
Content, Document, and Knowledge Management

2024 MEDIA KIT

WWW.KMWORLD.COM
THE REACH OF KMWorld

With more than 26 years of market coverage experience serving both technology professionals and executive management, KMWorld is the premier resource for actionable advice and real direction on solutions and strategies in knowledge, content, document, and information management today. From advanced news and trends analysis to case studies and in-depth research, KMWorld guides more than 50,000 IT and business professionals at organizations across North America that are involved in the evaluation, recommendation, and purchase of enterprise technology products and services. We believe that successful businesses today rely on the careful balance of technology, process, and people. KMWorld delivers the market knowledge, process management skills, and best practices to make that happen.

KMWorld focuses on:

- Knowledge, Content, and Document Management
- Digital Transformation
- Intelligent Search
- AI and Machine Learning
- Text Analytics and Natural Language Processing
- Business Process Management
- Customer Experience
- Collaboration and Workflow
- Information Governance and Security
- Records Management and E-Discovery
- Business Intelligence and Analytics
- Taxonomies and Metadata
- Office 365 and SharePoint
- Regulatory Compliance
- Intranets and Portals
- Image, Forms, and Document Capture
- Knowledge, Content, and Document Management
- Digital Transformation
- Intelligent Search
- AI and Machine Learning
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- Taxonomies and Metadata
- Office 365 and SharePoint
- Regulatory Compliance
- Intranets and Portals
- Image, Forms, and Document Capture

KMWorld Job Titles

- Consultant: 2%
- Technology Specialist: 3%
- Engineer: 7%
- Architect: 10%
- Developer: 5%
- Administrator: 4%
- Analyst: 7%
- Manager: 27%
- Director: 23%
- C-Level: 12%
- Financial Services: 15%
- Business Services: 14%
- Technology: 13%
- Government: 12%
- Healthcare: 8%
- Education: 6%
- Manufacturing: 6%
- Energy: 5%
- Consumer Goods: 4%
- Mining/Construction: 4%
- Telecommunications: 3%
- Aviation/Aerospace: 3%
- Logistics/Transportation: 3%
- Publishing/Media: 2%
- Retail: 2%

KMWorld Company Sizes

- 1 – 100 Employees: 15%
- 100 – 500 Employees: 11%
- 500 – 1,000 Employees: 8%
- 1,000 – 3,000 Employees: 24%
- 3,000 – 10,000 Employees: 18%
- 10,000+ Employees: 24%

KMWorld Industries

- Retail: 2%
- Publishing/Media: 2%
- Logistics/Transportation: 3%
- Telecommunications: 3%
- Aviation/Aerospace: 3%
- Mining/Construction: 4%
- Consumer Goods: 4%
- Energy: 5%
- Manufacturing: 6%
- Education: 6%
- Healthcare: 8%
- Government: 12%
- Business Services: 14%
- Technology: 13%
- Financial Services: 15%
- Energy: 5%
- Manufacturing: 6%
- Education: 6%
- Healthcare: 8%
- Government: 12%
- Business Services: 14%
- Technology: 13%
- Financial Services: 15%

To contact the editorial offices of KMWorld magazine:

KMWorld Magazine
121 Chanlon Road,
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ssimone@infotoday.com
www.kmworld.com
KMWorld MARKETING OPPORTUNITIES

KMWorld magazine
This is the only magazine dedicated to knowledge, content, and document management.

KMWorld Best Practices White Papers
Available bimonthly to multiple sponsors, “Best Practices” white papers are among the most downloaded information resources in the industry.Produced by KMWorld and covering topics of special interest to our readers, participation delivers thought leadership as well as guaranteed leads.

KMWorld Exclusive ‘Checklist’ Reports
Available bimonthly to a single sponsor, KMWorld produces a deep-dive co-branded report on a special technology topic that delivers to your organization exclusive thought leadership, guaranteed leads, and a custom marketing asset for widespread distribution.

KMWorld Web Events
Turnkey single-sponsor and multi-sponsor webinars are guaranteed to deliver leads.

Cost-Per-Lead (CPL) Programs
KMWorld hosts your content marketing assets, markets them to our readership, collects and cleans the registrations, and delivers quality leads to your organization on a pay-per-lead basis.

KMWorld Sourcebook and Buyers’ Guide
These knowledge management resources and company and product profiles are published once yearly.

Email Newsletters Sponsorship
The weekly KMWorld NewsLinks newsletters is read by more than 15,000 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 vendors. Projects can be on any topic 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 13,000 subscribers, available for your direct response marketing needs.

KM Drill-Down Videos
Highlight your company and executives through these 10-minute sponsored Editorial Video Interviews. Take advantage of four annual topics giving you the perfect platform to promote corporate messaging. Custom programs are also available.

Additional Marketing Opportunities
Reprints, mailing list rentals, and more

KMWorld-Sponsored Events:
› KMWorld 2024: November 18–21, 2024
› Text Analytics Forum
› Enterprise Search and Discovery
› Taxonomy Boot Camp
› Enterprise AI World

For more information on these programs, contact a KMWorld sales representative

Stephen Faig
Group Sales Director
973-224-2930
sfaig@infotoday.com

LaShawn Fugate
Account Executive
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### 2024 Editorial Calendar

**KMWorld** is up-to-the-minute and market-driven. Each issue covers current news and analysis of the technology and trends moving the industry forward. We also focus on specific subjects for in-depth attention:

<table>
<thead>
<tr>
<th>Month</th>
<th>Focuses</th>
<th>Special Issues</th>
<th>Webinars/Reports</th>
<th>Space Reservations</th>
<th>AD Materials Due</th>
</tr>
</thead>
</table>
| January/February | **KMWorld’s “Knowledge Management: Looking Into the Future” Report**  
› FOCUS ON: Collaboration Tools and Techniques  
› FOCUS ON: Eliminating (or at least Decreasing) Knowledge and Information Silos  
* January 23 Solo Webinar: Content Migration Trends: Changes, Challenges, and Opportunities |                                                                                                   |                                                                                                     | 11/13/23           | 12/8/23         |
| February  | Checklist Report: Implementing Generative AI in the Enterprise  
February 13 Roundtable Webinar: The Top Trends in KM for 2024  
February 27 Roundtable Webinar: Improving the Employee Experience and Workplace Productivity |                                                                                                   |                                                                                                     |                    |                 |
| March/April | **KMWorld’s “100 Companies That Matter” Special Issue**  
› FOCUS ON: Uses for Generative AI for Real-World KM  
› FOCUS ON: Advances in Personalization to Make KM More Useful  
* White Paper: Building a KM Foundation for Enterprise AI  
* March 5 Solo Webinar: Harnessing Knowledge Graphs and LLMs  
March 19 Roundtable Webinar: Top KM Practices for Optimizing Customer Experience |                                                                                                   |                                                                                                     | 1/18/24            | 2/9/24           |
| April     | Checklist Report: Managing the Change Information Landscape: Taxonomies and Metadata  
April 9 Roundtable Webinar: Building Better AI Solutions With Semantics  
April 23 Roundtable Webinar: Modern Knowledge Management: Platforms and Tools |                                                                                                   |                                                                                                     |                    |                 |
| May/June  | **KMWorld’s “Sourcebook and Buyers’ Guide” Special Issue**  
› FOCUS ON: How to Update Your KM Strategy  
› FOCUS ON: Cloud Computing, Storage, and Search  
* White Paper: Elevating Customer Experience With Automation and AI  
* May 14 Solo Webinar: Unlocking Enterprise Knowledge With Microlearning  
* May 28 Roundtable Webinar: Intelligent Content Management: Game-Changing Technologies and Strategies |                                                                                                   |                                                                                                     | 3/19/24            | 4/10/24         |
| June      | Checklist Report: The Rise of Vector Search  
June 11 Roundtable Webinar: What’s Ahead in Search: AI, NLP, Knowledge Graphs, and More  
June 25 Roundtable Webinar: Rethinking KM for Agility, Efficiency, and Innovation |                                                                                                   |                                                                                                     | 5/2/24             | 5/6/24           |
| July/August | **KMWorld’s “AI 100” Special Issue**  
› FOCUS ON: Case Studies in Migrating KM Systems From One Platform to Another  
› FOCUS ON: Gaining Competitive Advantage From Non-Textual Information  
* White Paper: Getting Fast, Actionable Insights With Intelligent Search  
* July 9 Solo Webinar: Solo Webinar: Governing Enterprise Knowledge in the AI Era  
## 2024 Editorial Calendar (continued)

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Date</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td><strong>August</strong></td>
<td><strong>Checklist Report:</strong> Finding the Right Content Services Platform</td>
<td>7/2/24</td>
<td>7/5/24</td>
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<tr>
<td></td>
<td><strong>August 13 Roundtable Webinar:</strong> Creating and Scaling Engaging Digital Experiences</td>
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<tr>
<td><strong>September/October</strong></td>
<td><strong>KMWorld’s “Trend-Setting Products of the Year” Special Issue</strong></td>
<td>7/18/24</td>
<td>8/9/24</td>
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<td></td>
<td><strong>What’s Ahead at KMWorld 2024</strong></td>
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<tr>
<td></td>
<td>‣ FOCUS ON: Taxonomy Creation and Maintenance in a Changing Environment</td>
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<td>‣ FOCUS ON: Optimizing KM for Mobile</td>
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<td></td>
<td>‣ <strong>White Paper:</strong> Delivering Personalized Digital Experiences With AI and Data Analytics</td>
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<td>‣ <strong>September 10 Solo Webinar:</strong> Adopting Intelligent Virtual Assistants in the Enterprise</td>
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<td>‣ <strong>September 24 Solo Webinar:</strong> The Future of Document Management: Automation and AI Trends</td>
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<tr>
<td><strong>October</strong></td>
<td><strong>Checklist Report:</strong> Measuring KM Success: Key Metrics and Strategies</td>
<td>9/3/24</td>
<td>9/5/24</td>
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<td></td>
<td><strong>October 8 Roundtable Webinar:</strong> Managing, Securing, and Governing Content in the Modern Enterprise</td>
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<td><strong>October 15 Roundtable Webinar:</strong> TechTalk: Top Trends to Catch at KMWorld 2024</td>
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<td></td>
<td><strong>October 22 Roundtable Webinar:</strong> Advancements in Enterprise Taxonomy Management: New Breakthroughs and Use Cases</td>
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<tr>
<td><strong>November/December</strong></td>
<td><strong>KMWorld’s “Readers’ Choice Awards 2024” Special Issue</strong></td>
<td>9/18/24</td>
<td>10/10/24</td>
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<tr>
<td></td>
<td>‣ FOCUS ON: What’s Next on the KM Menu</td>
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<td>‣ FOCUS ON: Technology to Connect People and Knowledge</td>
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<td></td>
<td>‣ <strong>White Paper:</strong> Delivering Knowledge Everywhere: The Rise of Self-Service</td>
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<td></td>
<td>‣ <strong>White Paper:</strong> The New World of AI: Technologies, Solutions, and Services</td>
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<td></td>
<td>‣ <strong>November 5 Roundtable Webinar:</strong> Enabling Knowledge-Based AI</td>
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<td></td>
<td>‣ <strong>November 12 Solo Webinar:</strong> Powering Your Business Applications With NLP, NLU, and NLG</td>
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<tr>
<td><strong>December</strong></td>
<td><strong>Checklist Report:</strong> Amplifying Customer Engagement Through Automated Knowledge</td>
<td>11/4/24</td>
<td>11/6/24</td>
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<td></td>
<td><strong>December 10 Roundtable Webinar:</strong> Achieving Privacy, Security, and Productivity on Your AI Journey</td>
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To contact the editorial offices of KMWorld magazine:

**KMWorld Magazine**
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marydee@xmission.com

**Editor**
Stephanie Simone
(908) 795-3520
ssimone@dbta.com
2024 Advertising Opportunities

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION</th>
<th>AD MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/FEBRUARY</td>
<td>11/13/23</td>
<td>12/8/23</td>
</tr>
<tr>
<td>MARCH/APRIL</td>
<td>1/18/24</td>
<td>2/9/24</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>3/19/24</td>
<td>4/10/24</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>5/16/24</td>
<td>6/10/24</td>
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<tr>
<td>SEPTEMBER/OCTOBER</td>
<td>7/18/24</td>
<td>8/9/24</td>
</tr>
<tr>
<td>NOVEMBER/DECEMBER</td>
<td>9/18/24</td>
<td>10/10/24</td>
</tr>
</tbody>
</table>

2024 Advertising Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$3,950</td>
<td>$3,750</td>
<td>$3,650</td>
</tr>
<tr>
<td>1/2-PAGE ISLAND</td>
<td>$2,950</td>
<td>$2,750</td>
<td>$2,650</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$1,950</td>
<td>$1,750</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$1,450</td>
<td>$1,250</td>
<td>$1,150</td>
</tr>
<tr>
<td>FULL PAGE SPREAD</td>
<td>$6,000</td>
<td>$5,750</td>
<td>$5,500</td>
</tr>
</tbody>
</table>

- **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**

**Stephen Faig**
Group Sales Director
973-224-2930
sfaig@infotoday.com

**LaShawn Fugate**
Account Executive
859-278-2223 x 104
lashawn@infotoday.com
**PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS**

**Ad production requirements — downloadable PDF**

**We accept the following formats:**

- Press-quality 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
  - Page dimensions and bleeds according to pub specs

- We can also accept high-resolution Macintosh format Photoshop TIFF files.
  - Flattened layers
  - CMYK color
  - 300 dpi
  - Page dimensions and bleeds according to pub specs

**File submission instructions:**

- To upload files via the web:
  - Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

---

**PLEASE NOTE:**

- Files submitted as RGB will be converted to CMYK.
- Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
- All graphics must be at least 300 dpi resolution.

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 6.

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For production questions contact:
Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com

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Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.
OVERVIEW
The KMWorld.com website receives more than 30,000-plus visits monthly by 25,000-plus unique visitors. Page views have surpassed 35,000 views per month.

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Ad Size (Pixels)</th>
<th>Minimum Impressions</th>
<th>Net Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top of page billboard</td>
<td>970x250</td>
<td>10,000</td>
<td>$95 CPM</td>
</tr>
<tr>
<td>Premium Leaderboard</td>
<td>728x90</td>
<td>10,000</td>
<td>$75 CPM</td>
</tr>
<tr>
<td>Premium Box</td>
<td>300x250</td>
<td>10,000</td>
<td>$75 CPM</td>
</tr>
<tr>
<td>Leaderboard (all positions)</td>
<td>728x90</td>
<td>10,000</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>Box (all positions)</td>
<td>300x250</td>
<td>10,000</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>In article text ad</td>
<td>25 words</td>
<td>Monthly</td>
<td>$900 per mo.</td>
</tr>
</tbody>
</table>

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:

Stephen Faig  
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973-224-2930  
sfaig@infotoday.com

LaShawn Fugate  
Account Executive  
859-278-2223 x 104  
lashawn@infotoday.com
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 approximately 13,000-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

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LaShawn Fugate
Account Executive
859-278-2223 x 104
lashawn@infotoday.com
COST-PER-LEAD (CPL) PROGRAMS

For more than 2 decades, KMWorld has helped IT marketers generate quality sales leads through its Best Practices white paper program, turnkey webinars, and dedicated email blast offerings. We have a unique and cost-effective 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/case studies/ebooks are posted in a special section on the KMWorld.com website and marketed to qualified candidates in the KMWorld subscriber and affiliate network of more than 50,000 IT and business professionals 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 are delivered to your team.

- 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, 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.

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 content and that match your campaign criteria.
- The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, 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 PDF to get started.

Contact us
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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.
› Aggressive online advertising campaign
› KMWorld moderator
› 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
› Live Screen Share Demos
› Video Clips

KMWorld provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.

Event Marketing
KMWorld will design and produce:
› An online text invitation with your company logo and session content summary to be placed on KMWorld.com
› Event will be promoted in the KMWorld 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
› MP4 files of your event for local playback (trade shows, sales presentations, etc.)
› Event presentation (PowerPoint slides) available online postevent for viewing and downloading.
› Minimum of 200-lead guarantee

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: $15,000 net

Examples of archived KMWorld Web Events, plus upcoming opportunities, can be viewed at www.kmworld.com/Webinars.

Contact us to discuss your KMWorld.com marketing program:

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973-224-2930
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LaShawn Fugate
Account Executive
859-278-2223 x 104
lashawn@infotoday.com
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 magazine
› Promoted by KMWorld to more than 50,000 potential attendees via email blasts, newsletter, and banners
› 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 a KMWorld representative. Speakers are briefed in advance for assistance with content and promotional material.
› Event production is entirely turnkey; KMWorld develops, promotes, produces, and broadcasts behind-the-scenes. Participants need only provide a speaker!

OPPORTUNITY
› Cost of the event is $6,995 per sponsor.
› Minimum 200 shared-lead guarantee, generated from the event and ongoing archive viewers will be provided 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:

Stephen Faig
Group Sales Director
973-224-2930
sfaig@infotoday.com

LaShawn Fugate
Account Executive
859-278-2223 x 104
lashawn@infotoday.com
2024 KMWorld Single-Sponsored Webinar Calendar

Available to an exclusive sponsor, KMWorld single-sponsored webinars offer your organization the opportunity to engage directly with technology buyers and influencers by delivering your solution message alongside thought leadership and education. You get the entire spotlight and dedicated leads.

JANUARY 23, 2024
Content Migration Trends: Changes, Challenges, and Opportunities

MARCH 5, 2024
Harnessing Knowledge Graphs and LLMs

MAY 14, 2024
Unlocking Enterprise Knowledge With Microlearning

JULY 9, 2024
Governing Enterprise Knowledge in the AI Era

SEPTEMBER 10, 2024
Adopting Intelligent Virtual Assistants in the Enterprise

NOVEMBER 12, 2024
Powering Your Business Applications With NLP, NLU, and NLG

Don't see a topic on your mind? KMWorld can produce a custom webinar for your organization on any subject relevant to its audience.

2024 KMWorld Roundtable Webinar Calendar

Schedule of Dates and Topics

FEBRUARY 13, 2024
The Top Trends in KM for 2024

FEBRUARY 27, 2024
Improving the Employee Experience and Workplace Productivity

MARCH 19, 2024
Top KM Practices for Optimizing Customer Experience

APRIL 9, 2024
Building Better AI Solutions With Semantics

APRIL 23, 2024
Modern Knowledge Management: Platforms and Tools

MAY 28, 2024
Intelligent Content Management: Game-Changing Technologies and Strategies

JUNE 11, 2024
What’s Ahead in Search: AI, NLP, Knowledge Graphs, and More

JUNE 25, 2024
Rethinking KM for Agility, Efficiency, and Innovation

JULY 23, 2024
Breaking Down Silos for Customer Support Success

SEPTEMBER 24, 2024
The Future of Document Management: Automation and AI Trends

OCTOBER 8, 2024
Managing, Securing, and Governing Content in the Modern Enterprise

OCTOBER 15, 2024
TechTalk: Top Trends to Catch at KMWorld 2024

OCTOBER 22, 2024
Advancements in Enterprise Taxonomy Management: New Breakthroughs and Use Cases

NOVEMBER 5, 2024
Enabling Knowledge-Based AI

DECEMBER 10, 2024
Achieving Privacy, Security, and Productivity on Your AI Journey

Contact us to discuss your KMWorld.com marketing program:

Stephen Faig • Group Sales Director
973-224-2930 • sfaig@infotoday.com

LaShawn Fugate • Account Executive
859-278-2223 x 104 • lashawn@infotoday.com
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**

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**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:**

- **Stephen Faig**
  Group Sales Director
  973-224-2930
  sfaig@infotoday.com

- **LaShawn Fugate**
  Account Executive
  859-278-2223 x 104
  lashawn@infotoday.com
### 2024 WHITE PAPER CALENDAR - BEST PRACTICES IN ...

<table>
<thead>
<tr>
<th>Period</th>
<th>White Paper Title</th>
<th>Reservations</th>
<th>Materials</th>
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<tbody>
<tr>
<td>January/February</td>
<td>Connecting the Modern Workplace: Boosting Collaboration and Productivity</td>
<td>11/13/23</td>
<td>11/15/23</td>
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<tr>
<td>March/April</td>
<td>Building a KM Foundation for Enterprise AI</td>
<td>1/18/24</td>
<td>1/22/24</td>
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<tr>
<td>May/June</td>
<td>Elevating Customer Experience With Automation and AI</td>
<td>3/19/24</td>
<td>3/21/24</td>
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<td>July/August</td>
<td>Getting Fast, Actionable Insights With Intelligent Search</td>
<td>5/16/24</td>
<td>5/21/24</td>
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<tr>
<td>September/October</td>
<td>Delivering Personalized Digital Experiences With AI and Data Analytics</td>
<td>7/18/24</td>
<td>7/22/24</td>
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<tr>
<td>November/December</td>
<td>Delivering Knowledge Everywhere: The Rise of Self-Service</td>
<td>9/18/24</td>
<td>9/20/24</td>
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<tr>
<td></td>
<td>The New World of AI: Technologies, Solutions, and Services</td>
<td>9/18/24</td>
<td>9/20/24</td>
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</tbody>
</table>

**To Participate in the KMWorld Best Practices Series contact:**

- **Stephen Faig**  
  Group Sales Director  
  973-224-2930  
  sfaig@infotoday.com

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  lashawn@infotoday.com
EXCLUSIVE ‘CHECKLIST’ REPORTS

If clarifying and defining the key issues for technology users are part of your sales cycle, educational white papers offer a tried-and-true approach to increasing your influence and generating new leads for your sales team. KMWorld’s exclusive ‘Checklist’ reports are topic- and sponsor-specific assets that dive deep into a special topic of interest among the technology users and executives within our audience. These reports enable our sponsors to leverage the credibility of the KMWorld brand along with its extensive subject matter expertise and market reach to:

› Build the case for your solution
› Gain industry-wide exposure and enhance positioning
› Generate guaranteed leads
› Acquire custom marketing content

Our team works directly with your organization to produce a five-page report that includes a cover page branded with your company logo, a two-page trends analysis article from KMWorld, and a two-page overview of your company, its solutions and customer success stories with a conclusion and call-to-action.

Sponsors have full input and final approval, as well as full usage rights. Upon approval, your white paper will be posted on KMWorld.com as a unique PDF for registered viewers and marketed to qualified candidates via online, email, and email newsletter advertising. All download requests will be driven through a unique registration page that captures complete contact and qualifying information. The clean leads produced from downloads will be delivered to your team on a scheduled basis. A minimum of 200 clean leads are guaranteed.

Cost: $9,500

2024 CALENDAR

FEBRUARY
Implementing Generative AI in the Enterprise
Space Reservations: January 3, 2024
Ad Materials Due: January 5, 2024

OCTOBER
Measuring KM Success: Key Metrics and Strategies
Space Reservations: September 3, 2024
Ad Materials Due: September 5, 2024

APRIL
Managing the Change Information Landscape: Taxonomies and Metadata
Space Reservations: March 5, 2024
Ad Materials Due: March 7, 2024

DECEMBER
Amplifying Customer Engagement Through Automated Knowledge
Space Reservations: November 4, 2024
Ad Materials Due: November 6, 2024

JUNE
The Rise of Vector Search
Space Reservations: May 2, 2024
Ad Materials Due: May 6, 2024

AUGUST
Finding the Right Content Services Platform
Space Reservations: July 2, 2024
Ad Materials Due: July 5, 2024

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Full Article and Video Package $4,500

› Video interview with KMWorld’s editor-in-chief, Marydee Ojala (10 minutes in length)

› Full-page article on KMWorld.com (includes 600 words of your interview, 100-word speaker bio, high-resolution headshot, URL and email address)

› Dedicated email blast to 13,000 KMWorld opt-into-third-party email subscribers promoting your video with a dedicated HTML

› Graphic advertisement (468x60), including 50 words plus URL, in a weekly edition of the KMWorld NewsLinks email newsletter promoting your video

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**Topic Schedule**

**April 2024**
Delivering Content Faster Through AI

**July 2024**
Automating Customer Engagement

**September 2024**
Creating a Better Search Experience

**November 2024**
Scaling Expert Knowledge Across Your Organization
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 50,000-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, the 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 Applications subscribers
- CRM (customer relationship management) magazine subscribers
- Speech Technology magazine subscribers
- Big Data Quarterly subscribers

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 50,000-plus subscribers
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the final report (20–30 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, and generally takes 3–4 months to complete.

Add a custom single-sponsored webinar to share your findings with the audiences of KMWORLD for an additional fee.

Contact Information

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KMWorld 2024, along with its co-located events, offers a wide-ranging program especially focused to meet the needs of executives and strategic business and technology decision makers—a must-attend for those concerned with improving their organizations’ bottom line, business processes, and productivity, as well as streamlining operations and accelerating development and innovation within their evolving enterprises.

The top technologies and solutions will be on display in the Enterprise Solutions Showcase, where attendees from all FOUR events can come together to meet with sponsors about the products, solutions, and services that will help them perform their jobs better. Don’t miss out on this unique opportunity to reach buyers as you sponsor one or ALL of these exciting industry events.

Why Sponsor?
Co-Located With

- MEET qualified buyers in a targeted environment.
- GAIN industry-wide exposure.
- INCREASE brand awareness and come away with more leads.
- CREATE new and strengthen existing relationships with clients and other industry experts.
- BENEFIT from promotions that reach across five industry events.

For more information, contact a KMWorld sales representative:

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973-224-2930
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LaShawn Fugate
Account Executive
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November 18–21, 2024
JW Marriott • Washington, DC