

# KMWORLD SUPER GUIDES YOUR GATEWAY TO KM & AI LEADERSHIP

➤ Elevate your marketing game with *KMWorld Super Guides*, a high-impact, expertly-crafted series designed to connect sponsors with more than 50,000 KM, IT and business professionals at organizations across North America. These guides deliver thought leadership, lead generation, and lasting visibility.

## ➤ WHAT'S INCLUDED IN EACH REPORT?

- **Introduction:** Sets the stage with key insights and sponsor logos.
- **Industry Snapshot:** Current trends, challenges and opportunities.
- **Solution Spotlights:** Your 500-word story on the problem, solution, and results.
- **Action Checklist:** Practical takeaways with sponsor resource links.

## ➤ WHY SPONSOR?

- **Brand Visibility:** Showcase your logo on the cover, intro, and Solution Spotlight.
- **Thought Leadership:** Position your executives alongside trusted analysts and editors.
- **Engaging Content:** Highlight your solution through a dedicated one-page spotlight (500 words, headshot, logo, and CTA).
- **Lead Generation:** Guaranteed high-quality leads from engaged professionals.
- **Evergreen Value:** Guides remain discoverable for 6-12 months, driving sustained exposure.

## ➤ SPONSORSHIP TIERS

- **Diamond (\$4,500):** Premium positioning, 200 leads, quote in "Industry Snapshot" and a promoted resource
- **Platinum (2,225):** Solution spotlight, 100 leads
- **Gold (\$1,000):** Solution spotlight

## ➤ MARKETING

Hosted as a special PDF for registered viewers and gated article on [KMWorld.com](http://KMWorld.com), *KMWorld Super Guides* are promoted via email, newsletters, and online channels to qualified professionals in our unique subscriber network.

## ➤ SPONSOR REQUIREMENTS

A headshot, logo, and 500-word spotlight. Diamond sponsors also submit a resource link and executive quote.

## ➤ WHY IT WORKS

Delivers contextual leads from engaged professionals, multi-channel exposure, and evergreen content that keeps your brand relevant.

## ➤ 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

## 2026 SUPER GUIDES CALENDAR

		RESERVATIONS	MATERIALS
<b>February</b>	Next-Gen CX Solutions for AI-Powered Customer Excellence	1/5/26	1/7/26
<b>April</b>	Modern Content Management for the AI Era	3/3/26	3/5/26
<b>August</b>	The New World of Knowledge Management Platforms	7/2/26	7/7/26
<b>October</b>	The Top AI Tools in Knowledge Management	9/1/26	9/3/26

 **Contact us:**

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

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