



**ComputerWeekly.com**



# ComputerWeekly.com 2020 Media Kit

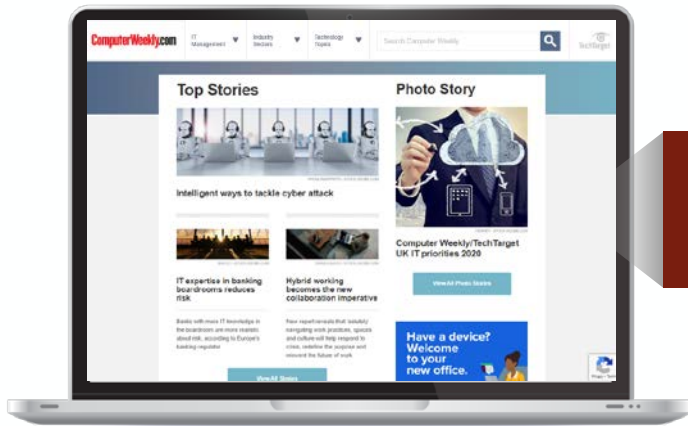


# 2020 Marketing Opportunities

ComputerWeekly.com is the leading provider of news, analysis, opinion, information and services for the UK IT community. With 54 years of history, launched in 1966, Computer Weekly magazine has grown massively to help IT professionals:

- Make better IT strategy and technology purchasing decisions
- Improve their knowledge and skills; develop their careers
- Connect with people and information they need to be successful in their jobs

The site covers IT management as well as industry specific IT, and technology topics including Data Center, Enterprise Software, Security, Networking, Storage, IT in Europe and Middle east as well as APAC.



925K+ page views per month

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 150 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs.

## 30%

Plan to increase budget on Artificial Intelligence and Machine Learning technologies

## +63%

Increase of UKI companies looking to mobile-enable existing business processes

## 31%

Of companies site Digital Transformation as a top priority

### Top Spend Areas for the UKI Market

## #1

Cybersecurity and Risk Management

## #2

Cloud migration or deployment

## #3

Mobility and end-user computing

\*2020 IT Priorities: UKI, n=210

<p><b>Key factors for successful data lake implementation</b></p> <p><b>Data warehousing design and value change with the times</b></p>	<p><b>How to secure your home Wi-Fi network in 7 steps</b></p> <p><b>The future of VPNs in a post-pandemic world</b></p>	<p><b>Symmetric vs. asymmetric encryption: Decipher the differences</b></p> <p><b>Zero-trust framework ripe for modern security challenges</b></p>	<p><b>The state of AI in 2020 likely sees more adoption</b></p> <p><b>In-depth guide to machine learning in the enterprise</b></p>
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202K Page views per month

1.04M Page views per month

783K Page views per month

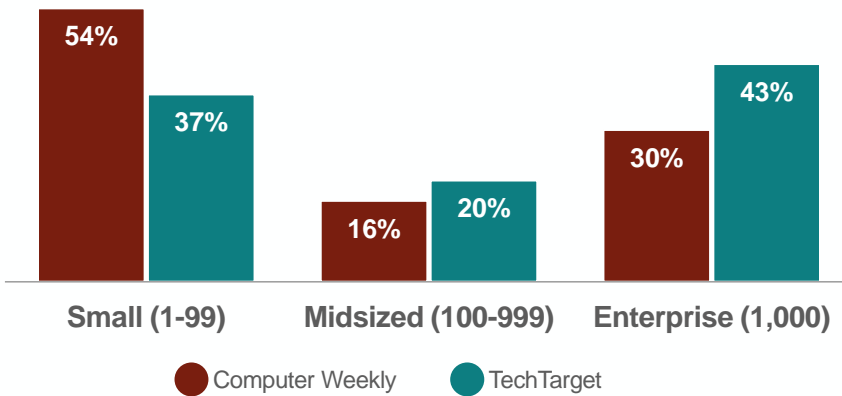
133K Page views per month

## Our growing community

Computer Weekly reaches an ever-expanding professional base of over **480,000 IT buyers and professionals every month** and has shown steady growth year on year.

In addition to the site generating over 925k page views per month, there are over **1.2MM registered members** and **55K+ subscribers** to the Computer Weekly E-Zine.

### Company Size Breakdown



### Job Title Breakdown

		CW	TechTarget
Senior Decision Makers	IT Manager	39%	8%
	C-level	4%	5%
	Sr. IT Management	6%	5%

IT Staff and LOB	Project Management	8%	4%
	Network/Systems Mgmt.	4%	13%
	Sr. Non-IT Mgmt.	11%	3%
	IT staff	5%	8%

## Elements of Change in 2020

**70%**

plan to leverage MSPs for at least one service in 2020

**1 in 5**

Increasing spend for on-premises infrastructure

**#1**

Growth area is Security/Risk management

**42%**

Digital transformation projects reported at peak (early, mid) buying stages





# Unique accessibility to this market

## Get access to this market via our various unique product offerings

Sales and marketing success hinges on delivering real results faster and at scale. As the leading source of purchase-focused content on the Web, your buyers are with TechTarget and Computer Weekly before they turn to you. We can help you reliably reach, influence and engage them earlier in their journey, through a variety of digital offerings that include: Webinars, Dedicated e-Blasts, e-Newsletters, Banner Display Advertising, and more.

### Buyer's Guides

Awareness and demand generation from a premium UK audience of IT decision-makers

### CW Weekly E-Zine

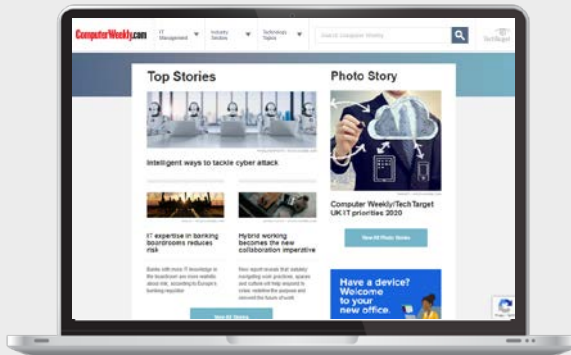
Align with award-winning editorial content and access the UK's most elite subscriber base. Generate premium UK leads and increase brand awareness simultaneously.

### Banner Display Advertising

Reach a targeted audience while they are in "read and research" mode. Establish or reinforce market leadership, through repetitive messaging on topically aligned pages of expert content.

### Content Creation

Short form custom solutions in proven formats to help fill content gaps, or launch an Embedded Content Hub to drive content engagement and contextual lift.



## Our partner base continues to grow

We consider our sponsors true partners and we work to ensure the ROI expected is always realized. ComputerWeekly.com offers the most targeted media and events for senior IT professionals in the UK, providing IT vendors with the most effective and efficient marketing vehicles. Our ROI media reaches enterprise IT decision makers and gives advertisers the payoff and performance they need to justify spending and support sales efforts.

## Partners Include:



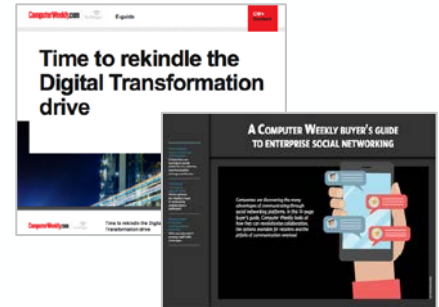
# Sponsorship Opportunities

## Computer Weekly Buyer's Guides

Awareness and demand generation from a premium UK audience of IT decision makers.

**Rate: UK leads starting at \$67 CPL**

- Buyer's guides compile the theme articles from a monthly set of E-Zine issues and are available at the end of the month for exclusive sponsorship
- Exclusive alignment with an award-winning editorial content
- Increase brand awareness through Demand Engage Unit (rich media) and logo placement in alignment with editorial content
- Generate leads from downloader's who have a topical interest in a sponsor solution based on the content downloaded



## Computer Weekly E-Zine

Align with award-winning editorial content and access the UK's most elite subscriber base

**Rate: \$800 per E-Zine; Demand Generation additional**

- Generate premium UK leads
- Increase brand awareness with a regular readership staying on top of key market trends and technologies
- Demand Engage Units provide brand alignment and prospect engagement through additional content recommendations
- Leads are selected based on user activity over the past 3 months



## CW Regional E-Zines

- Distribute expert perspectives on key technologies
- Build sponsor awareness with a regular readership
- Includes Demand Engage Units driving prospect engagement with additional vendor content
- Maximised reach as E-Zines are regularly distributed to a large reader base

### Quarterly publications to target:

- Europe
- Middle East
- Nordics
- Benelux

## Computer Weekly Podcast Sponsorships

- Round out your content portfolio by sponsoring downloaded in-depth coverage of the issues, challenges, and trends facing today's IT leaders
- Receive contact information for each individual that listens to this content within the overall campaign guarantee
- Exclusive sponsorship ensures prospects see you and not your competitor
- Episode length: approximately 40 minutes

## Weekly Editorial Newsletter Sponsorship

Increase awareness by reaching our reader base on a more consistent basis with weekly and daily newsletters. Expand your consideration by targeting multiple regions and themes.

**Rate: \$800 per newsletter (ASEAN/ANZ \$1000)**

### Quarterly publications to target:

- Daily News
- Technology Trends
- Benelux
- Nordics
- Middle East
- ASEAN
- ANZ

# Sponsorship Opportunities (continued)

## Website Banners

- Own brand messaging on targeted topics
- Reach a targeted audience while they are in “read and research” mode
- Drive targeted traffic to your website
- Establish or reinforce market leadership, through repetitive messaging on topically aligned pages of expert content
- Align your brand message with TechTarget’s topical expert content an analysis

Banner size (ROS)	Gross Rate (CPM)	Net Rate (CPM)
Welcome Ad (640x480)	\$235	\$200
300x600 Half-Page Unit	\$80	\$68
300x250 Messaging Unit	\$80	\$68
728x90 Leaderboard	\$80	\$68

## Embedded Content Hub on ComputerWeekly.com

Drive content engagement and contextual lift

**Rate: \$25,000 minimum investment**

- Showcase your content in a themed, all-in-one responsively designed site
- Directly hosted on a TechTarget Search site(s) of your choice – or CW
- 12,500 guaranteed page views in the UK; 3 month time frame
- Brand Intelligence reporting details accounts and buyers engaging with branded content



## Computer Weekly Special Report

Short form custom solutions in proven formats designed to help fill content gaps

- Brief, consumable, short-form white paper
- Cover awareness, consideration, or demand phases of the buy cycle
- Collaborate with technical writers to determine how to accomplish your goals, while balancing buyer need
- Co-branded with ComputerWeekly to align with the brand and readership
- Ownership rights retained after creation
- Translation and localization available; 27-day turnaround

**Rate: \$7,500 Net (creation only; lead generation is additional)**

*10% discount applied if series of 3 purchased together*

*20% discount applied if series of 6 purchased together*

## Essential Guides

TechTarget editors have curated a collection of “essential” articles on key IT topics. These articles have been packaged into guides which offer our readers comprehensive, problem solving content to help inform and guide their research.

**Sample Guides:**

- Essential Guide: Technology readiness for the Covid-19 Coronavirus crisis
- Essential guide to cloud management
- Essential guide to hybrid cloud workloads

**Rate: \$20,000 for brand sponsorship, 96,000 impressions guaranteed; demand generation added on for \$10,000; minimum investment of 1 quarter. Guides subject to availability.**

## Sponsorship Opportunities (continued)

### Vendor Webcast Creation - \$10,000

Drive awareness and leads via an interactive learning environment

Sponsor supplies speaker and presentation content. Includes:

- Turnkey production, project management, moderator, and guaranteed leads
- Available in English, French, German and Spanish (if additional geographic targeting is to be added)
- Content served within a responsively designed media player
- 30-45 minutes
- Sponsor retains post-production ownership rights

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### Custom Expert Webcast Creation - \$15,000

Drive awareness and leads via an interactive learning environment

TechTarget supplies expert speaker and presentation content, with sponsor branding Includes:

- Turnkey production, project management, moderator, and guaranteed leads
- Available in English, French, German and Spanish (if additional geographic targeting is to be added)
- Content served within a responsively designed media player
- 30-45 minutes
- Sponsor retains post-production ownership rights

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### Demand Generation

For more specific demand generation campaigns and filtering, please contact Jat Hayer.

## Contacts

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### About Computer Weekly

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### About TechTarget

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TechTarget has offices in Boston, London, Munich, Paris, San Francisco, Singapore and Sydney. For more information, visit [techtarget.com](http://techtarget.com) and follow us on Twitter [@TechTarget](https://twitter.com/TechTarget).