



# 2024 MEDIA KIT

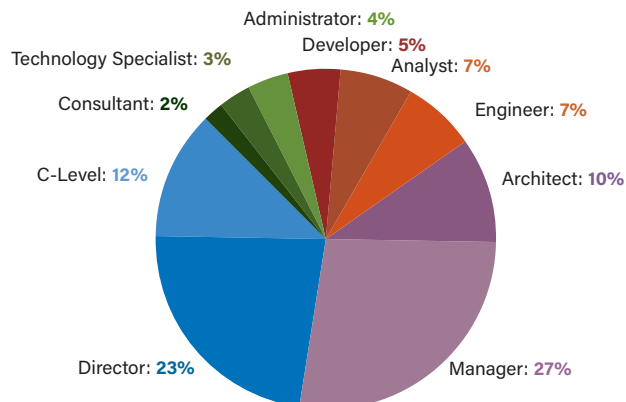
## THE REACH OF KMWORLD

➤ **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.

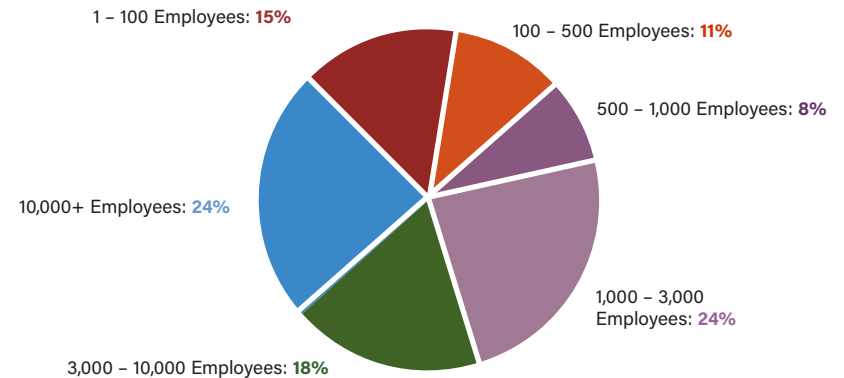
### ➤ **KMWorld focuses on:**

- › 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

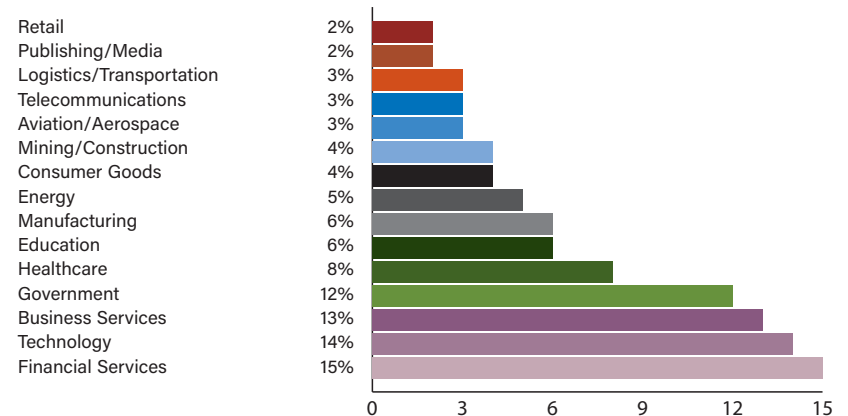
### ➤ **KMWorld Job Titles**



### ➤ **KMWorld Company Sizes**



### ➤ **KMWorld Industries**



### ➤ **To contact the editorial offices of KMWorld magazine:**

**KMWorld Magazine**  
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**Editor**  
Stephanie Simone  
(908) 795-3520  
ssimone@infotoday.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  
859-278-2223 x 104  
lashawn@infotoday.com

# 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:

		SPACE RESERVATIONS	AD MATERIALS DUE
January/ February	<b>KMWorld's "Knowledge Management: Looking Into the Future" Report</b> > FOCUS ON: Collaboration Tools and Techniques > FOCUS ON: Eliminating (or at least Decreasing) Knowledge and Information Silos * <b>White Paper:</b> White Paper: Connecting the Modern Workplace: Boosting Collaboration and Productivity * <b>January 23 Solo Webinar:</b> Content Migration Trends: Changes, Challenges, and Opportunities	11/13/23	12/8/23
February	<b>Checklist Report:</b> Implementing Generative AI in the Enterprise <b>February 13 Roundtable Webinar:</b> The Top Trends in KM for 2024 <b>February 27 Roundtable Webinar:</b> Improving the Employee Experience and Workplace Productivity	1/3/24	1/5/24
March/ April	<b>KMWorld's "100 Companies That Matter" Special Issue</b> > FOCUS ON: Uses for Generative AI for Real-World KM > FOCUS ON: Advances in Personalization to Make KM More Useful * <b>White Paper:</b> Building a KM Foundation for Enterprise AI * <b>March 5 Solo Webinar:</b> Harnessing Knowledge Graphs and LLMs <b>March 19 Roundtable Webinar:</b> Top KM Practices for Optimizing Customer Experience	1/18/24	2/9/24
April	<b>Checklist Report:</b> Managing the Change Information Landscape: Taxonomies and Metadata <b>April 9 Roundtable Webinar:</b> Building Better AI Solutions With Semantics <b>April 23 Roundtable Webinar:</b> Modern Knowledge Management: Platforms and Tools	3/5/24	3/7/24
May/ June	<b>KMWorld's "Sourcebook and Buyers' Guide" Special Issue</b> > FOCUS ON: How to Update Your KM Strategy > FOCUS ON: Cloud Computing, Storage, and Search * <b>White Paper:</b> Elevating Customer Experience With Automation and AI * <b>May 14 Solo Webinar:</b> Unlocking Enterprise Knowledge With Microlearning * <b>May 21 Roundtable Webinar:</b> Intelligent Content Management: Game-Changing Technologies and Strategies	3/19/24	4/10/24
June	<b>Checklist Report:</b> The Rise of Vector Search <b>June 11 Roundtable Webinar:</b> What's Ahead in Search: AI, NLP, Knowledge Graphs, and More <b>June 25 Roundtable Webinar:</b> Rethinking KM for Agility, Efficiency, and Innovation	5/2/24	5/6/24
July/ August	<b>KMWorld's "AI 100" Special Issue</b> > FOCUS ON: Case Studies in Migrating KM Systems From One Platform to Another > FOCUS ON: Gaining Competitive Advantage From Non-Textual Information * <b>White Paper:</b> Getting Fast, Actionable Insights With Intelligent Search * <b>July 9 Solo Webinar:</b> Solo Webinar: Governing Enterprise Knowledge in the AI Era * <b>July 23 Roundtable Webinar:</b> Solo Webinar: Breaking Down Silos for Customer Support Success	5/16/24	6/10/24

## 2024 EDITORIAL CALENDAR (continued)

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

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

**KMWorld Magazine**

121 Chanlon Road,  
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**Editor-in-Chief**

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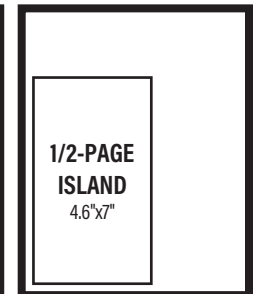
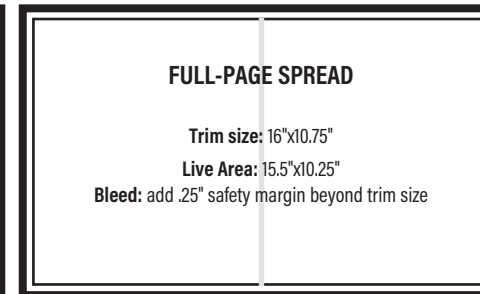
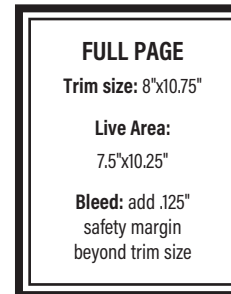
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Stephanie Simone  
(908) 795-3520  
ssimone@dbta.com

# DISPLAY AND CLASSIFIED ADVERTISING

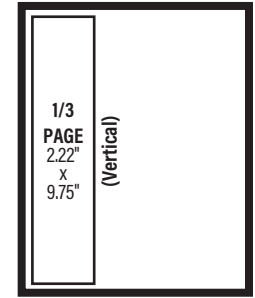
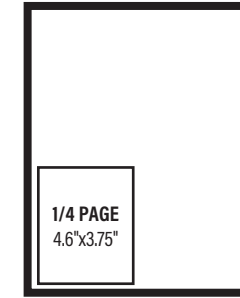
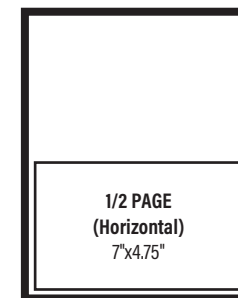
## ➔ 2024 Advertising Opportunities

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



## ➔ 2024 Advertising Rates

AD SIZE	1X	3X	6X
<b>FULL PAGE</b>	\$3,950	\$3,750	\$3,650
<b>1/2-PAGE ISLAND</b>	\$2,950	\$2,750	\$2,650
<b>1/2 PAGE</b>	\$1,950	\$1,750	\$1,650
<b>1/3 PAGE</b>	\$1,450	\$1,250	\$1,150
<b>1/4 PAGE</b>	\$950	\$750	\$650
<b>FULL PAGE SPREAD</b>	\$6,000	\$5,750	\$5,500



- **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

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.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:

- › Using your web browser, log onto <http://files.infotoday.com>.
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email.  
If there are any problems with your file, you will be contacted.



## 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.

## For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator  
[jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)

## KMWORLD ONLINE MEDIA KIT

### ➤ 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

LOCATION	AD SIZE (PIXELS)	MINIMUM IMPRESSIONS	NET COST
Top of page billboard	970x250	10,000	\$95 CPM
Premium Leaderboard	728x90	10,000	\$75 CPM
Premium Box	300x250	10,000	\$75 CPM
Leaderboard (all positions)	728x90	10,000	\$50 CPM
Box (all positions)	300x250	10,000	\$50 CPM
In article text ad	25 words	Monthly	\$900 per mo.

### ➤ 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**  
Group Sales Director  
973-224-2930  
sfaig@infotoday.com

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

### ➤ ENEWSLETTER SPONSORSHIPS

#### ➤ NewsLinks

Deliver 15,000-plus “push impressions” of your unique selling proposition straight to the desktops of the most influential and technologically savvy decision makers in the KM marketplace!

**KMWorld NewsLinks** hyperlinks our readers—your customers—directly to our editors’ picks of the top KM-specific news of the day, including user success stories, bottom-line industry news, and in-depth feature articles. **NewsLinks** also features the latest site reviews.

Your sponsorship link, with text block and optional graphic, is prominently displayed near the top of **KMWorld NewsLinks**. It consists of 50 words plus URL and optional 468x60 graphic to engage our readers with your message.

Available Tuesday dates

Pricing: \$995.00 net



## 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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## ***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**

**Stephen Faig**  
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sfaig@infotoday.com

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859-278-2223 x 104  
lashawn@infotoday.com

## KMWORLD SINGLE-SPONSORED WEBINARS

➤ **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](http://www.kmworld.com/Webinars).**

➤ **Contact us to discuss your KMWorld.com marketing program:**

**Stephen Faig**  
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**LaShawn Fugate**  
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[lashawn@infotoday.com](mailto:lashawn@infotoday.com)

## KMWORLD ROUNDTABLE WEBINAR

### ➤ The KMWorld Expert Panel Series

#### THE MOST QUALIFIED AUDIENCE IN THE KM MARKET

Please join us for KMWorld's series of online, interactive Web Events. These single-topic, live educational events are promoted, hosted and moderated by *KMWorld* magazine, the leading KM information news and information source, on current, top-of-mind issues for today's knowledge-rich information managers and executives.

Attendees learn from the leading experts in the industry.

Attendees simply log on and turn up their computer speakers. Audio is streaming, the speakers are on the air live, and the visuals are content-rich. PLUS the events are archived for "on-demand" viewing.



### ➤ 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**  
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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

**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**

influencers by delivering your solution message alongside thought leadership and education. You get the entire spotlight and dedicated leads.

**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 21, 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**

**AUGUST 13, 2024**

**Creating and Scaling Engaging Digital Experiences**

**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**

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973-224-2930 • [sfaig@infotoday.com](mailto:sfaig@infotoday.com)

**LaShawn Fugate** • Account Executive  
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## 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

- Standard magazine size (8"x10-1/2")
- 1 page (900 words) \$4,500 (net)
- 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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## 2024 WHITE PAPER CALENDAR • BEST PRACTICES IN ...

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

### ➤ To Participate in the KMWorld Best Practices Series contact:

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## 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

### APRIL

#### **Managing the Change Information Landscape: Taxonomies and Metadata**

**Space Reservations:** March 5, 2024  
**Ad Materials Due:** March 7, 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

### OCTOBER

#### **Measuring KM Success: Key Metrics and Strategies**

**Space Reservations:** September 3, 2024  
**Ad Materials Due:** September 5, 2024

### DECEMBER

#### **Amplifying Customer Engagement Through Automated Knowledge**

**Space Reservations:** November 4, 2024  
**Ad Materials Due:** November 6, 2024

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

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## KM DRILL-DOWN VIDEOS

### 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



## 2024 **KMWORLD** GUIDE TO KM TRENDS, PRODUCTS, AND SERVICES

This annual guide is for IT and business decision makers as they continue to navigate the major technologies and trends shaping digital transformation today. Published in the May/June edition of KMWorld magazine and as a special PDF download for registered viewers, this unique publication will feature insights and research on adoption rates, buyer perceptions and priorities, key challenges and emerging best practices. It will also include a comprehensive directory of companies, products, and services in the industry. Sponsoring the 2024 Guide will put your company and its solutions front-and-center in the market to increase awareness and interest and drive new engagement with prospective customers

### **The KMWorld Guide is the only industry resource serving the combined market for:**

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

### **Reach professionals who evaluate, recommend, and purchase solutions: The KMWorld Guide is distributed in multiple formats:**

- › Included in the KMWorld May/June issue
- › Special PDF version hosted on KMWorld.com and marketed to the KMWorld database of over 50,000 information and knowledge management professionals.
- › Your online profile is included on KMWorld.com for a full year

### **Sponsorship Packages**

#### **1. Premium Listing: \$995**

- › 250-word company profile, company logo, contact information, and hyperlink to your website on KMWorld.com for a full year
- › Link to your X, LinkedIn, and Facebook accounts
- › Company Profile & Services Descriptions
- › Unlimited Topic Centers Selection
- › Editable Live Links to your case studies, white papers, webcasts, demos, or special landing pages
- › Ability to embed video
- › Automatically pulls in all editorial mentions from KMWorld.com into your profile
- › Your profile is fully integrated throughout KMWorld.com content

#### **2. Diamond sponsorship: \$2,995 (limited to 8 sponsors)** **Includes all of the Premium listing benefits, plus:**

- › Lead Generation-Diamond sponsors will receive regular updates of individuals who have downloaded the PDF Guide. A minimum of 150 leads guaranteed.

**Reserve your space now** for the print AND online Guide to KM Trends, Products, and Services. Your profile can go online immediately. The Space Reservations  
Deadline is March 19.

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## KMWORLD CUSTOM RESEARCH

### ➤ **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

### THE KNOWLEDGE MANAGEMENT AND ENTERPRISE SOLUTIONS CONFERENCE

➤ **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

**taxonomy**  
BOOT CAMP >>>>

**Enterprise Search**  
& Discovery

**Text**  
ANALYTICS  
Forum

**ENTERPRISE**  
**AI World**

- 
- 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.

# KMWorld

**November 18-21, 2024**  
**JW Marriott • Washington, DC**



➤ **For more information, contact a KMWorld sales representative:**

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