



**ComputerWeekly.com**



# **ComputerWeekly.com**

## **2023 Media Kit**

# 2023 Marketing Opportunities

ComputerWeekly.com is the leading provider of news, opinion, analysis, information and services for the UK IT community. With 56 years of history, launched in 1966, Computer Weekly 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 the information they need to be successful in their jobs

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



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

**314K**  
Page views per month

**1M**  
Page views per month

**1.06M**  
Page views per month

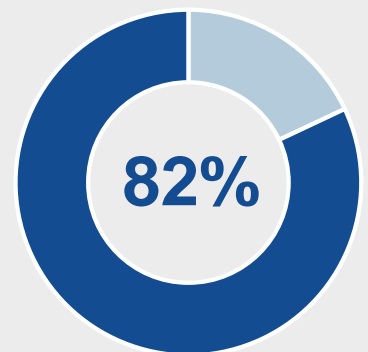
**276K**  
Page views per month

IT buyers who see your display ads are...

**29%**  
more confident in your solutions

**84%**  
more likely to engage with you

**32%**  
more likely to consider you



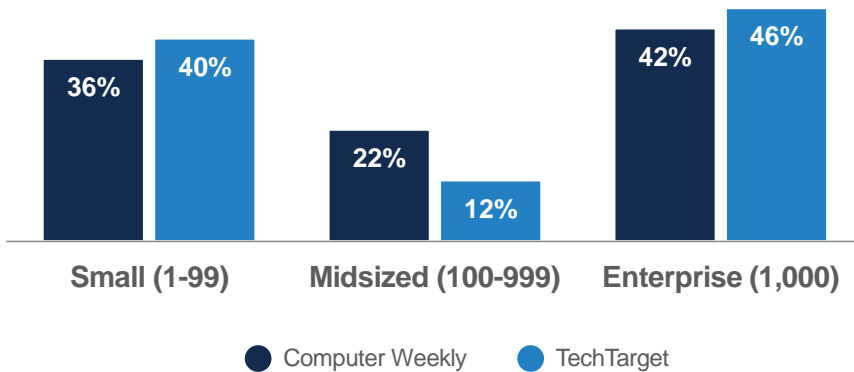
of B2B buyers said they can now develop selection criteria or finalize a vendor list solely on the basis of digital content.

## Our growing community

ComputerWeekly.com reaches an ever-expanding professional base of over **600,000 IT buyers and professionals every month** and has shown steady growth year on year.

In addition to the site generating over 1M page views per month, there are over **2.7M registered members** in the UK and **55K+ subscribers** to the Computer Weekly E-Zine.

### Company Size Breakdown



### Job Title Breakdown

#### Senior Decision Makers

	CW	TechTarget
Manager	29%	19%
Director	17%	10%
Executive & C-Level	6%	10%

#### IT Staff and LOB

	CW	TechTarget
Systems Management	25%	19%
Network & Infrastructure	6%	9%
Senior Non-IT Management	13%	11%
IT Staff	26%	36%

## Elements of change in 2022

# 52%

agree that security is more important for 2022 due to changes driven by the pandemic

# 34%

of enterprise companies are aggressively investing in the Future of Work

# #1

of organizations describe themselves as “cloud first”

# 82%

are planning to use MSPs in 2022

## Top Projects in UKI

1. Security Awareness Training
2. MFA
3. Cloud Storage

## 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: Banner Display Advertising, Dedicated e-Blasts, e-Newsletters, Webinars 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:

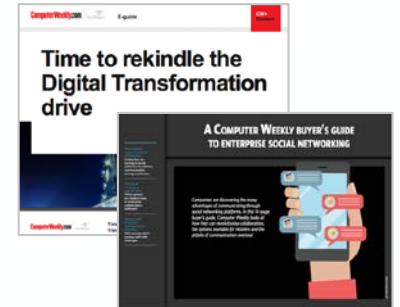


# Sponsorship Opportunities

## Computer Weekly Buyer's Guides

Awareness and demand generation from a premium UK audience of IT decision makers. **Rate: UK leads starting at \$60 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

## Computer Weekly Video with Bryan Glick

Expert speaker Bryan Glick – Editor in Chief of Computer Weekly

- Custom online video with Expert Q&A and Moderator
- Features sponsor-approved questions on Technical IT trend or topic
- Align with the Computer Weekly brand
- Hosted and run with BrightTALK
- 10-12 minutes in length, retain ownership rights after production

## 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 (APAC \$1000)**

### Quarterly publications to target:

- Daily News
- EMEA
- APAC

# 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 and analysis

Banner size (ROS)	Gross Rate (CPM)	Net Rate (CPM)
640x480 Welcome Ad	\$230	\$200
300x600 Half-Page Unit	\$109	\$95
300x250 Messaging Unit	\$109	\$95
728x90 Leaderboard	\$109	\$95

## 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 Custom Express

Short form custom solutions in proven formats designed to help fill content gaps. **Rate: \$9,000 Net (creation only; lead generation is additional).** *Reduced rate of \$7,500 when purchasing 2 or more*

- Client and/or TechTarget branded
- Fill content gaps, build thought leadership and awareness
- Collaborate with technical writers to determine how to accomplish your goals, while balancing buyer need
- Ownership rights retained after creation
- Translation and localization available; 27-day turnaround

## 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. **Rate: \$20,000 for brand sponsorship, 100,000 impressions guaranteed; demand generation added on for \$10,000; minimum investment of 1 quarter. Guides subject to availability. Sample guides include:**

- Essential guide to threat management
- Essential guide to application modernisation
- Essential Guide: Information security in 2022 – managing constant change

# Sponsorship Opportunities (continued)

## BrightTALK Online Webinars

Build a subscriber base of relevant professionals who have engaged with your webinars/videos and expertly boost engagement. Multiple tactics available to jumpstart or enhance your current webinar content strategy

- BrightTALK channel to build subscriber base and notify actively researching decision makers with new content
- BrightTALK leads to generate demand from webinars
- Custom Talks – work with BrightTALK and subject matter experts to create a variety of different webinars custom to your market and solutions
- Originals Summits, and more available

## Demand Generation

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

## TechTarget Product Portfolio

Benefit from our reach with BrightTALK and Enterprise Strategy Group to create a full-funnel marketing strategy

TechTarget Purchase Intent	TechTarget Demand Gen	TechTarget Brand Awareness	BrightTALK Online Events	Enterprise Strategy Group Content Services
Priority Engine	Content Syndication High Quality Leads Confirmed Projects	Data-driven Display Contextual Banners Brand Takeovers ABM & Behavioral Ads Custom/Native Site	Virtual Events Webinars Summits Custom ESG Webinar	Content Development Custom Content Custom Research Market Validation

# Contacts

**Jat  
Hayer**

SVP of Sales, EMEA  
O: +44 (0) 207 186 1438  
[Jhayer@techtarget.com](mailto:Jhayer@techtarget.com)

**Bryan  
Glick**

Editor in Chief, ComputerWeekly  
VP, International Editorial  
O: +44 (0) 207 186 1400  
[bglick@techtarget.com](mailto:bglick@techtarget.com)

## About Computer Weekly

[ComputerWeekly.com](http://ComputerWeekly.com) is the leading provider of news, analysis, opinion, information, and services for the UK IT community. Launched in 1966, Computer Weekly magazine was the first ever weekly technology publication in the UK. Computer Weekly helps IT senior IT professionals make better IT strategy and technology purchasing decisions; improve their knowledge and skills; develop their career; and connect with the people and information they need to be successful in their jobs. The site covers IT management and industry specific IT as well as technology topics including Data Center, Enterprise Software, IT in Europe and Middle East, Information Management, IT in Asia-Pacific, Internet, IT skills, Hardware, IT security, IT services, Mobile Networking and Storage.

## About TechTarget

[TechTarget](http://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. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world. 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).