

In data storage,
it's not who you know.
It's who knows you.

How do you break through?

TechTarget Storage Media
Media Kit



Think 3-dimensionally...



STORAGE

Storage **Decisions**

Then get deep.

Use TechTarget Storage Media to reach an audience of storage professionals that is second to none.

ONLINE

Reach the *largest* audience of storage-focused IT professionals on SearchStorage.com.*

- Interact with more than 200,000 storage professionals at critical phases of the purchase process as they research solutions and seek expert advice
- Make the broadest impact among this targeted audience by influencing IT professionals responsible for all aspects of storage in their organizations

PRINT

Target your message to a more qualified audience of storage pros every month in the pages of *Storage* magazine

- Reach 50,000 executives and storage managers qualified for subscriptions based on terabytes managed, company size, storage budget and purchase authority
- Promote your company and differentiate your products from competitors in front of an audience of key decision makers and influencers

EVENTS

Develop relationships with the most qualified storage buyers at Storage Decisions

- Generate qualified leads: attendees have an annual storage budget of at least \$1 million, or \$250,000** in storage spending in that quarter. (Storage vendors are not admitted admission.)
- Shorten your sales cycle: speak directly to hundreds of technical and financial decision makers at our invitation-only conferences.

Breaking through the daily demands and myriad messages competing for the attention of storage-focused IT professionals requires more than creativity and good timing. You need to tap into their natural behavior and media habits, delivering your message alongside the information they rely on to do their jobs and advance their careers.

Your job is to influence their purchase decisions and build a long term profitable relationship. To do that successfully, you need the right partner and the right approach.

The right partner

TechTarget Storage Media allow you to reach the largest, most qualified audience of storage professionals at every phase of the buying cycle by surrounding them with targeted messages and drilling deep into the complex issues they face every day. Our unique advantage is specificity—we cover only storage. Broad-based IT media cover storage *some* of the time. Our dedicated editorial team is completely immersed in data storage. We cover this emerging, and often volatile, industry from every angle. Continuously and exclusively.

The right approach

Whether you are front and center at Storage Decisions, at their fingertips on SearchStorage.com or in the pages of *Storage* magazine—you'll be where they are, when they are solving the challenges that are uniquely theirs. Every day.

As an integrated platform, TechTarget Storage Media—*Storage* magazine, the Storage Decisions conference, and SearchStorage.com—give you access to the largest qualified audience of enterprise storage professionals.

TechTarget's model: Designed to deliver results

We have proven the success of our highly targeted and integrated model by delivering exceptional results and strong ROI to more than 1500 IT vendors through tens of thousands of marketing campaigns. TechTarget's network of highly targeted IT Web sites, award-winning magazines and invitation-only conferences are recognized for their editorial quality and strong performance as advertising vehicles. TechTarget has raised the bar industry-wide through

our unique ability to exceed expectations and constantly innovate solutions to the challenges facing technology marketers.

Nowhere is our pinpoint advantage more valuable than in the hard-to-pin-down world of enterprise storage.

We win the loyalty of decision makers in the \$50 billion data storage market by giving them exactly what they want: access to the exclusive, probing, leading edge information and analysis they can't succeed without.

TechTarget Storage Media provide you with the most effective vehicles to break through in this highly competitive market and:

- fill your sales pipeline with highly qualified leads
- shorten your sales cycle
- deliver bottom-line results

Integration is the key to success

Using three distinct media as a single, multi-faceted tool gives you a big advantage.

Your marketing efforts benefit from the combined strengths of print, online and events. You reach your prospects and customers with the depth of print, frequency of online and intensity of face-to-face meetings while delivering your message to the most targeted group of data storage professionals.

The right tools for the job.

Each TechTarget Storage Media vehicle has a unique value proposition that combines its inherent strengths with a specific content focus that maps directly to storage professionals' information needs and purchase mode.

The power of integration.

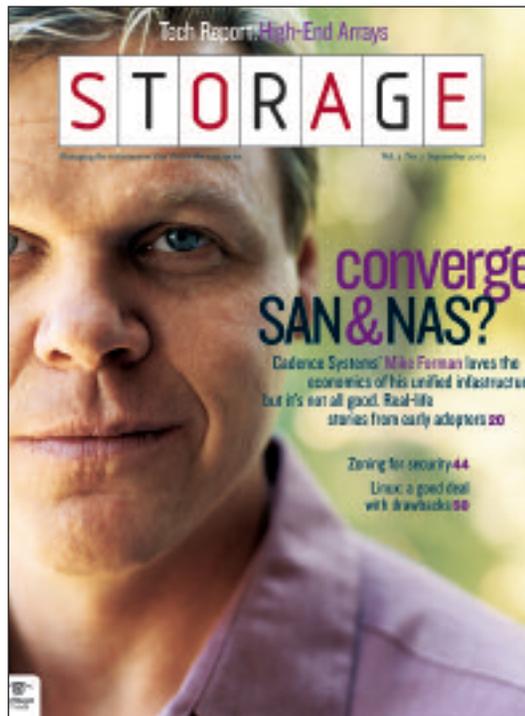
For storage marketers, an integrated marketing plan that layers marketing messages across and through SearchStorage.com, *Storage* magazine and the Storage Decisions conference generates stronger results and greater ROI and accomplishes multiple marketing objectives simultaneously.

TechTarget Storage Media

	Storage professionals' information needs	Storage media value proposition	Storage professionals' purchase mode	Storage marketers' imperatives	
ONLINE	<p>Tactical/day-to-day:</p> <ul style="list-style-type: none"> • News • Research • Tips and tactics • Specific solutions 	<ul style="list-style-type: none"> • SearchStorage.com members get the latest information and expert advice on tools and tactics for implementing and managing complex storage installations. 	<ul style="list-style-type: none"> • Identify individual vendors and select specific solutions to solve immediate problems 	<ul style="list-style-type: none"> • Align your solutions to users' problems • Make the storage buyers' short list 	ONLINE
PRINT	<p>Strategic/on-going:</p> <ul style="list-style-type: none"> • In-depth analysis • Develop core competency • Set and refine strategies 	<ul style="list-style-type: none"> • <i>Storage</i> subscribers get ongoing, in-depth analysis on various options and approaches to deal with storage issues. 	<ul style="list-style-type: none"> • Develop purchase criteria • Issue RFP to vendor "short list" 	<ul style="list-style-type: none"> • Tell your story: educate the market and evangelize your solutions • Differentiate from your competitors 	PRINT
EVENTS	<p>Immersion:</p> <ul style="list-style-type: none"> • Network with peers • Access thought leaders • Develop expertise 	<ul style="list-style-type: none"> • Storage Decisions attendees hear from experts and network with peers as they face key investment decisions or kick off major projects. 	<ul style="list-style-type: none"> • Identify and investigate solutions • Meet with vendors and peers to make final decisions 	<ul style="list-style-type: none"> • Engage directly with ultra-qualified storage buyers • Initiate the sales process or close the deal 	EVENTS

TechTarget Storage Media provide three dimensions for:

- lifting response
- increasing awareness
- generating leads
- shortening your sales cycle



Breakthrough marketing: Integration



STORAGE

Storage Decisions

ONLINE

PRINT

EVENTS

Print + Online + Events:
A seamless equation for reaching customers and prospects at every phase of the buying process.

Every impression you make in one media is reinforced when your prospects see your message and creative in the other two. As an integrated media offering, TechTarget Storage Media are second to none in their ability to reach and influence the largest and highest quality audience of storage decision makers.

Reach 50,000 storage managers every month

Storage magazine

- BPA audited circulation of 50,000 qualified subscribers the largest of any storage-specific publication*
- No vendors allowed in the rate base
- Subscribers qualified by budget, company size, terabytes managed and buying authority
- 100% of subscribers manage, recommend, evaluate, implement or purchase storage products or services
- 75% of subscribers are the technical or financial decision makers on storage buys
- Award-winning editorial and design

*Source: BPA statement, June, 2004

Storage is the only magazine that exclusively serves IT managers driving enterprise storage architecture decisions and infrastructure investments in large- and medium-sized companies.

Storage magazine's expert editors and contributors present an unsurpassed caliber of insight and analysis, focusing on the issues storage professionals tackle everyday. We skip the typical trade journal formula of vendor-contributed content and recycled press releases and instead present trends, analysis, independently written articles and in-depth features for storage managers looking to make decisions, set strategy and effectively manage complex storage systems.

Storage provides independent expert analysis of all aspects of data storage: strategy, planning, implementation, management and training. This approach gives you a distinct marketing advantage—the ability to take the lead among your competitors. In the pages of *Storage* you can educate your prospects about what your brand stands for and differentiate your products from the competition, priming the pump to get the sale later in the buying process.



Breakthrough marketing: Integrating print with online and events

PRINT	STORAGE
ONLINE	SearchStorage.com
EVENTS	Storage Decisions

Advertising in *Storage* magazine gives you an inherent advantage over your competitors. Not only do you align your solutions with customer needs and boost your brand, your presence in the market's leading publication sends an unmistakable message to customers and prospects: you are a company worthy of consideration.

Rise above the competition

Our research and our advertisers' results show that print advertising in *Storage* consistently lifts response to online offers on SearchStorage.com. Users do their preliminary research via the Web but use the strategic insight they get from *Storage* magazine to establish their purchase criteria and narrow their short list to a limited number of final contenders for the sale.

Set the stage for event success

Advertising in *Storage* magazine in the months leading up to each Storage Decisions conference increases traffic to your booth. Storage Decisions attendees seek out *Storage* advertisers on the exhibit floor (often with a dog-eared magazine in hand) to find out more about the solutions they've seen advertised in the magazine. While your competitors are trying to initiate dialog, you are busy closing sales.

Technology Report: Virtual SANs

STORAGE

Managing the information that drives the enterprise

Vol. 3 No. 3 May 2004

Managers
spending more
on disk 24

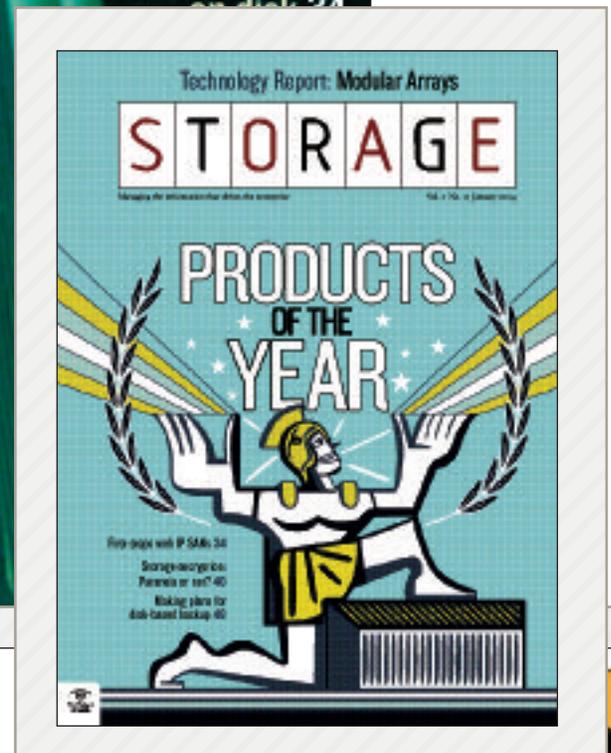
Advertising in the pages of *Storage* magazine allows EMC to communicate with a powerful community of storage buyers."

Brian Fitzgerald
Senior Director, Market Engagement
EMC Corporation

who owns storage?

The storage group does, says IT VP Angelo Privitera. They're delivering strategic plans and hard savings 18

TechTarget
IT Media





SearchStorage.com lets us effectively target storage professionals who make decisions and have buying power.”

Darrin Richins
Vice President of Marketing
Overland Storage



Ask The Expert:

Storage: Large/Small

Get your toughest storage questions answered by our FREE Storage Decisions (SD) columnists - [click here](#) for more info

SearchStorage.com We try to answer as many questions as possible; however, questions that are of general interest have priority. Questions are answered frequently but to get a faster response, or if you have a question that does not apply to the topic below, please visit the [SearchStorage Discussion Forums](#).

Experts available in these categories: [Best of Storage Experts](#)

- Storage Hardware:** [Data Protection](#) [View Answer](#)
 If at these times when disks crash, robotic arms malfunction and any other hardware failure - ask our expert how to solve these issues. Other areas our expert can help: warranties, SLAs and RPOs.
- Storage Management: Best Practices:** [Data Protection](#) [View Answer](#)
 When it comes to managing enterprise storage, you might have often wondered how other storage managers approach the same problems and get successful results. Here's your chance to ask our expert on best practices about how to successfully approach tackling the tough tasks ahead of you.
- Storage Management: Operations/Tools:** [Data Protection](#) [View Answer](#)
 How do you make the most out of the tools you have and successfully operate your storage environment? Hear as other people tell the right tools and manage them right if you have questions, ask our expert on operations and tools.

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BUY A QUANTUM VALUELOADER OR SUPERLOADER

Interact with 200,000+ data storage professionals, 24/7

SearchStorage.com

- 200,000+ unique registered members*
- The world's largest storage-focused audience, delivering over 3 million monthly impressions
- The only online vehicle that lets you micro-target your message to sub-segments of the storage market: disk, backup, storage management, SAN and NAS, and more
- Guaranteed lead-generation programs
- Controlled qualified opt-in e-Newsletters
- Wide range of promotional vehicles including list rentals, e-Newsletters, Webcasts, white papers, banners

Source: Publisher's own data, October, 2004

Undiluted focus: 100% storage

SearchStorage.com is the only single-focus Web destination for enterprise data storage professionals. More than 200,000 unique registered members—storage pros on the front lines—rely on SearchStorage.com for expert, unbiased information and practical advice on all aspects of data storage. SearchStorage.com is the most accurate reflection of the issues and dynamics that drive this \$50 billion market, including the imperceptible nuances that shape the attitudes and buying patterns of the enterprise IT professionals who specialize in data storage. It is a true touchstone for an industry that is constantly evolving.

SearchStorage.com's ability to deliver strong ROI and unparalleled results to advertisers is the reason why it has been named to *BtoB Magazine's* Media Power 50, a list of the most powerful business to business advertising venues, for two years running.

Data storage professionals rely on

SearchStorage.com for pre-purchase research on storage products and solutions. This makes SearchStorage.com the best place to reach storage professionals when they are most receptive to commercial messaging. Our research shows that IT professionals value relevant information from vendors as well as independent sources as they move through the buying process.

A relentless focus on advertisers' results

SearchStorage.com is designed to meet your marketing objectives. Each of its online advertising vehicles is calibrated to give you access to the storage professionals with active budgets who are ready to buy. Our track record of working with clients to help them achieve results—lead generation, brand lift, product differentiation—proves that we are the most effective way to reach storage professionals when they are conducting pre-purchase research and deciding on their short list.



Breakthrough marketing: Integrating online with print and events

ONLINE		SearchStorage.com gives you flexibility, immediacy and an unprecedented ability to micro-target your message to attract exactly the storage professionals you want to reach through a wide range of lead-generation options. Plus, leveraging your 24/7 online presence increases the ROI of your print and event investments.
PRINT		Fill your pipeline with highly qualified leads Increase the ROI on your <i>Storage</i> magazine advertising by continuing to reach storage professionals every day as they conduct product research online. Storage managers determine their buying criteria and identify viable product solutions as they read articles and absorb the advertising in <i>Storage</i> . Convert that purchase consideration into actionable leads using advertising on SearchStorage.com. Your online advertising reinforces your print ads and provides an online destination for lead-capture, greater message depth and customization.
EVENTS		Create buzz before and after events SearchStorage.com allows you to build awareness and anticipation for your presence at Storage Decisions—and bridges the time-gap between conferences for buyers whose purchase timelines do not line up exactly with the events. Use SearchStorage.com to generate leads year-round and constantly communicate with storage professionals at all stages of their buying cycles.

Meet face-to-face with storage buyers and decision makers with verified budgets

Storage Decisions

- Invitation-only audience of 500 storage buyers who are technical or financial decision makers
- Attendees have an annual storage budget of at least \$1 million, or \$250,000** in storage spending in that quarter.
- Attendees have an average storage budget of over \$8 million
- Guaranteed quality—conference audience demographics and actual attendees are verified by independent auditor Exhibit Surveys, Inc.
- Total sponsorship opportunities and exhibitor slots are limited so the impact of your presence is not diluted.

Source: Publishers own data, October, 2004 **Exhibit Surveys, April 2004

Unlike any other event, the Storage Decisions conference puts storage marketers in the driver's seat.

You benefit from having direct contact with highly qualified decision makers who plan, manage and buy storage solutions for Fortune 1000 companies.

The most qualified storage-focused audience

Unlike the audience that attends other industry events, the storage professionals who qualify to attend TechTarget's semi-annual Storage Decisions conference are the best, brightest and most authorized to get down to business. We accept only active buyers with dedicated storage budgets of at least \$1 million, so you'll be talking to decision makers who matter most to your bottom line.

Qualification criteria that deliver the best prospects

All attendees complete a 30-minute telephone interview and must provide a reference who can verify their title and budget. Attendees must be the technical or financial decision maker on storage purchases. Vendors and consultants are not allowed to attend. We collect a complete demographic profile on each attendee so you know exactly to whom you are selling.

Effectively shortening your sales cycle

All Storage Decisions sponsorship opportunities are aimed at one thing: helping you shorten your sales cycle. We customize sponsorship packages for maximum impact and only the greatest ROI. You can use the unique face-to-face opportunities created by Storage Decisions to edge out your competitors and leap-frog corporate buying structures. By putting your best sales pros in touch with highly qualified decision makers from top companies, you can walk away from a three-day conference with a year's worth of leads.



Breakthrough marketing: Integrating events with print and online

EVENTS	Storage Decisions
PRINT	STORAGE
ONLINE	SearchStorage.com

There is no question that being in a room with storage professionals who wield an average storage budget of \$8 million is a powerful experience. The Storage Decisions conferences are where our most senior and most highly qualified SearchStorage.com Web site members and *Storage* magazine subscribers go to kick off major projects or finalize major decisions so this is your chance to initiate or close the sale.

Meet face-to-face to close the sale

If you're advertising in *Storage* you've got the momentum you need to accelerate conversations with storage buyers and shorten your sales cycle at Storage Decisions. They know who you are and they're ready to buy—you should be there ready to close the sale.

Cement the relationship you create online

Storage buyers do their preliminary purchase research online and look to finalize their purchases based on the unique buying advice they receive at our events. Capitalize on your proximity to the highly qualified storage buyers at the shows to cement your position as the right choice to meet their needs. Sponsor-level exhibitors can promote their conference participation to attendees online prior to the show and follow up through unfettered email access to qualified leads in the super-competitive post-event time period.



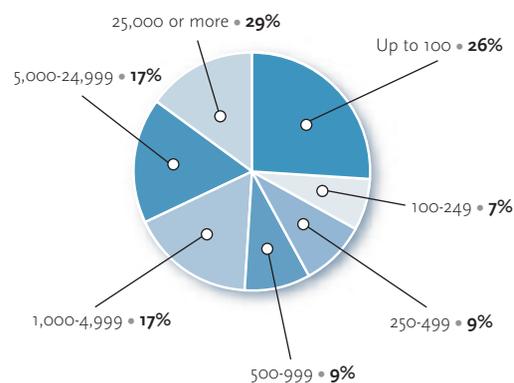
We got \$1.5 million in business from last year's show. These people all have huge budgets... We're shocked—I mean, we're overwhelmed."

*Tim Leisman
CEO
Storability Inc.*

TechTarget Storage Media deliver exactly the storage professionals you need to reach

SearchStorage.com:

Members' Company Size (employees)



Publisher's Own Data, October, 2004

Demographic highlights

- IT Managers and Executives: 29%
- More than 1000 employees: 49%
- Technical/Financial Decision Maker: 19%
- IT Budget \$10M+: 21%

Sample of SearchStorage.com Webcast attendees

Global Head of Information Management Engineering, **Deutsche Bank** • Network Storage Admin, **Cable & Wireless** • Director of MIS, **Commonwealth of MA, DTE**, • Senior System Admin, **AFLAC** • **Systems Chief, USAF** • SAN/Storage Architect, **Mackenzie Financial** • Systems Admin., **ALCOA** • Manager Business Continuity, **Starwood Hotels & Resorts** • Senior Database Technologist, **Raytheon** • Digital Network Engineer, **Time Warner Cable** • Backup Admin, Tempel Steel Co • Systems Engineer, **United Airlines** • Assistant Vice President, **Wachovia Bank** • Storage Architect, **NASA** • Vice President IT, **Bear Stearns** • Technical Team Leader, **KMART** • IT Manager, **Duke Energy** • Program Manager, **Pfizer** • Vice President GM • **DISCO** • Storage Administrator, **Honda** • Vice President Information Technology, **TD Life Insurance** • Storage Architect, **CIA** • Senior Storage Administrator, **Federal Express** • Vice President Technology Strategy, **Nielsen Media Research**

Storage magazine

Subscribers' Purchasing Authority



Source: BPA, June, 2004

Demographic highlights

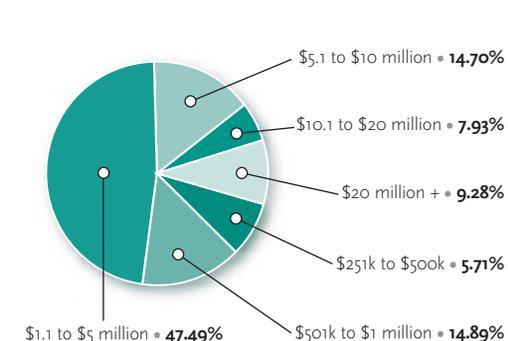
- 50,000 BPA audited subscribers
- Qualified recipients of the magazine must have annual budget for storage purchases
- Involved in the storage purchase process
- They cannot work for a vendor

Sample of Storage magazine subscribers

Director of Technology, **American Express** • Senior IT Manager, **Bank One** • Vice President of IT, **CitiGroup** • Senior Vice President, **Fidelity Investments** • CTO, **ING** • IT Manager, **Philip Morris** • Storage Manager, **PWC** • Technology Recovery Vice President, **Washington Mutual** • Strategy Manager, **Wal-Mart** • Technical Director, **Verizon Wireless** • IT Manager, **Bank of New York** • Chief Technologist, **Sprint** • Director Enterprise Planning, **PG&E** • Senior IT Manager, **Nokia** • Vice President Architecture and Strategic Planning, **JPMorgan Chase** • Vice President Storage Engineering, **Merrill Lynch** • Executive Manager, **Procter & Gamble** • Vice President Storage, **Deutsche Bank** • CTO, Corporate Infrastructure, **AIG** • Disaster Recovery Coordinator, **Toyota, USA** • IT Director, **General Motors** • Director of Technology, **American Express** • Senior IT Director, **Pfizer** • Platform Engineer, **Blockbuster** • SAN Administrator, **State Farm Insurance** • Senior Analyst, **Office Depot** • Senior Director, **Hughes Networks** • Manager, **Goldman Sachs**

Storage Decisions events

Attendees' Storage Budgets



Source: Exhibit Surveys, April, 2004

Demographic highlights

- IT Managers and Executives: 83%
- More than 1000 employees: 82%
- Technical or Financial Decision Maker: 100%
- Total Budget Represented: \$4.1 Billion

Sample of Storage Decisions conference attendees

Associate Director Storage Engineering, **Bristol-Myers Squibb** • AVP of Global Services, **Merrill Lynch** • Chief, Capacity Management, **DISA DEC Mechanicsburg** • Computer Scientist, **Naval Surface Warfare Center** • CTO, **JPMorgan Chase Co** • Director of Technology, **Time Warner Cable** • Director II Enterprise Storage, **Nasdaq** • IT Integrator, **Consumers Energy** • Manager, Enterprise Storage Management, **Wyeth Pharmaceuticals** • Manager, IT Engineering, **Pfizer** • Senior Storage Architect, **Ford Motor Co.** • Storage Architect, **Federal Reserve System** • Storage Architect, **Exxon Mobil** • Storage Management Supervisor, **Ford Motor Co.** • Storage Manager, **Sun Chemical Corporation** • Storage Manager, **Blue Cross Blue Shield of Michigan** • Systems Integrator, **Northrop Grumman** • Vice President IT, **Citibank** • Vice President of Storage, **JPMorgan** • Vice President Managed Storage Services, **Merrill Lynch** • Vice President IT, **Harvard University**

ONLINE



SearchStorage.com gives you non-stop access—to the world's largest storage audience (200,000+ members), it serves as the primary lead capture component of your marketing efforts. Members visit regularly to research solutions and get answers to their storage challenges.

An ongoing online presence for your call to action is your best chance to make the short list. Without it you risk losing ground to the competition.

PRINT

STORAGE

Storage magazine—published monthly—offers a more qualified audience comprised of 50,000 IT professionals with storage budgets and purchase authority. 50,000 subscribers depend on its strategic coverage to help them determine their purchase criteria and select product/service solutions.

Use Storage to take the lead in educating power buyers on your value proposition or you'll miss the opportunity to influence their purchase priorities.

EVENTS

Storage Decisions

The Storage Decisions conferences—taking place three times each year—offer an elite audience comprised of several hundred technical and financial decision makers with million-dollar-plus storage budgets. Attendees go to kick off critical storage projects or make major purchase decisions.

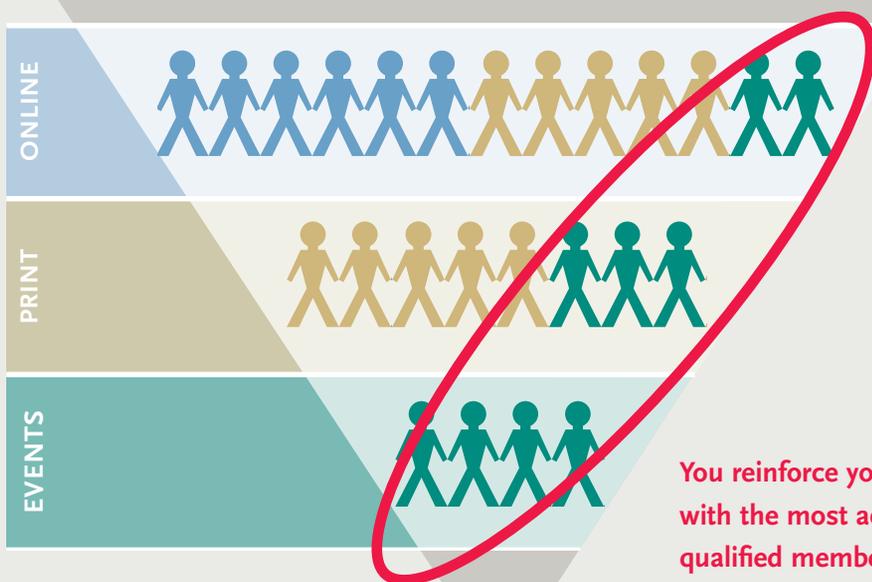
Meet face-to-face with storage IT execs to initiate or close the sale. Missing this event is a sure-fire way to give up sales to your competitors.

Why an integrated program with TechTarget Storage media works best

Not everyone qualifies to receive all three media. Users select from these options based on purchase mode, information needs and media preferences. If you don't exploit all three vehicles you risk leaving buyers or key parts of the buying cycle out of your media mix

TechTarget Storage Media Audience Composition

Advertise in all three vehicles to reach the largest total storage audience available, with the greatest possible frequency.



You reinforce your message with the most active and qualified members of our audience who are IT pros using all three media to support major storage purchase decisions.

Key:

- Self-selected interest in storage
- Self-selected interest in storage, vendors/channel excluded, verified budgets and purchase involvement
- Self-selected interest in storage, vendors/channel excluded, \$1 million budgets, technical or financial decision maker



**Reach the largest qualified audience of
storage-focused IT professionals**

**Micro-target your message and offers to generate
a guaranteed number of highly qualified leads**

Use TechTarget Storage Media to break through

**Shorten your sales cycle by meeting directly with
technical and financial decision makers**

**Reinforce your message when you reach
storage professionals through multiple media vehicles
tuned to fit their natural behavior**

Contact Information

www.techtarget.com/storage

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For magazine ad specifications,
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About TechTarget

TechTarget offers the most targeted media and events for enterprise IT professionals, providing IT vendors with the most effective and efficient marketing vehicles. Our ROI media reaches millions of enterprise IT decision makers, and gives advertisers the performance they need to justify spending and support sales efforts. TechTarget's consistent ability to deliver results for advertisers has earned it a slot in *B2B's* "Media Power 50" for three consecutive years.

TechTarget media provide IT professionals with the vendor-independent news, analysis and expertise they need to do their jobs and advance their careers. We leverage the immediacy of the Web, the networking and face-to-face opportunities of conferences, the expert interaction of Webcasts, the laser targeting of e-newsletters and the richness and depth of print media to create compelling, user-focused media, while delivering advertisers and sponsors the targeted audiences they need to reach.

TechTarget's more than 1,500 advertisers include the most prestigious technology organizations and advertising agencies in the world. Companies such as Net App, Cisco, EMC, StorageTek and IBM have achieved measurable results by reaching targeted communities of IT professionals with TechTarget media.

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