

Audience Demographics

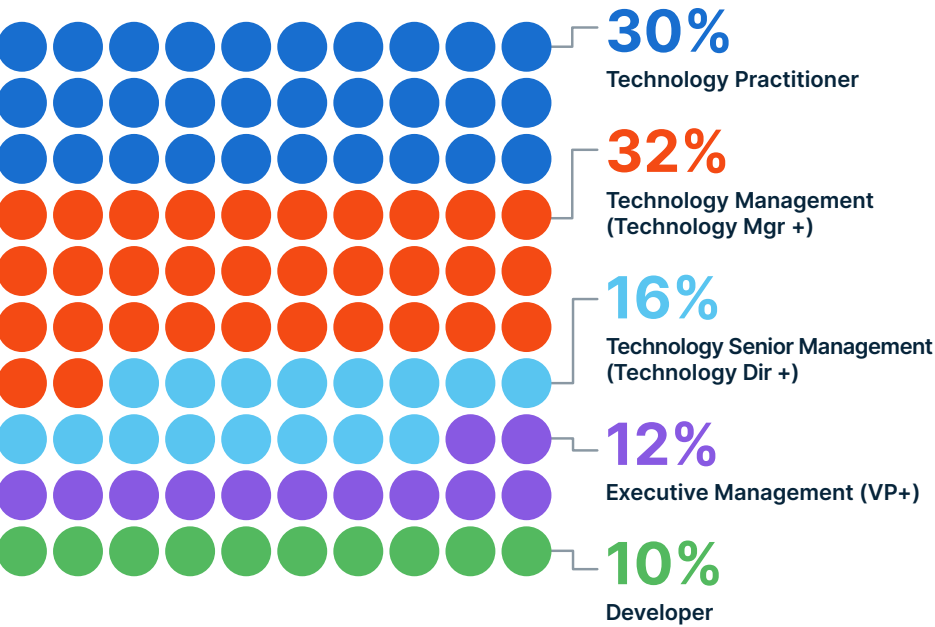


"Our audience is comprised of core technology, IT and cloud executives, managers and practitioners from organizations of all sizes and verticals across North America. These are the people who make or heavily influence the purchase and deployment of new technologies." —Scott D. Lowe, CEO, ActualTech Media

Company Size



Roles

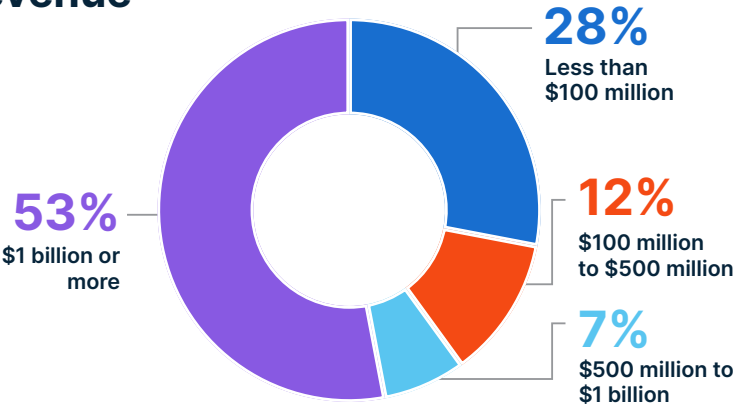


93% play a role in the purchase process

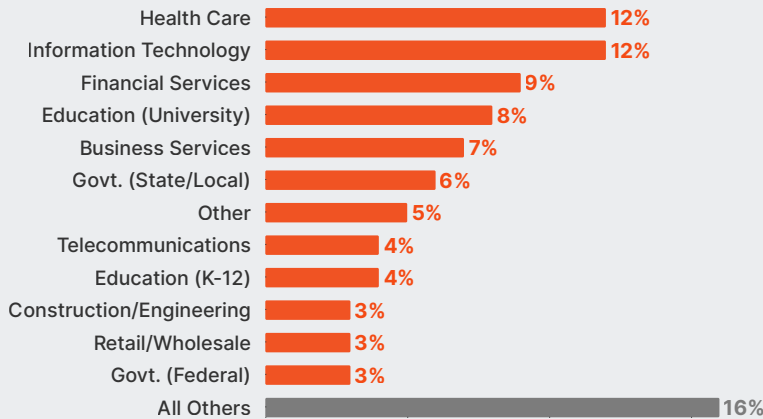
COMPANY HIGHLIGHTS

Walmart	Pfizer
Fedex	American Airlines
UPS	Lockheed Martin
Lowe's	Northrop Grumman
Starbucks	RBC
AT&T	TD Bank
Pepsi Co.	NBC Universal
Wells Fargo	3M
Kaiser Permanente	ADP
General Motors	Metlife
Disney	Capital One
US Navy	Delta Airlines
McDonald's Corporation	All State
Bank of America	Dominos
Marriott International	Eli Lilly
Comcast	NASA
Verizon	Booz Allen Hamilton
Boeing	Paypal
	USAA

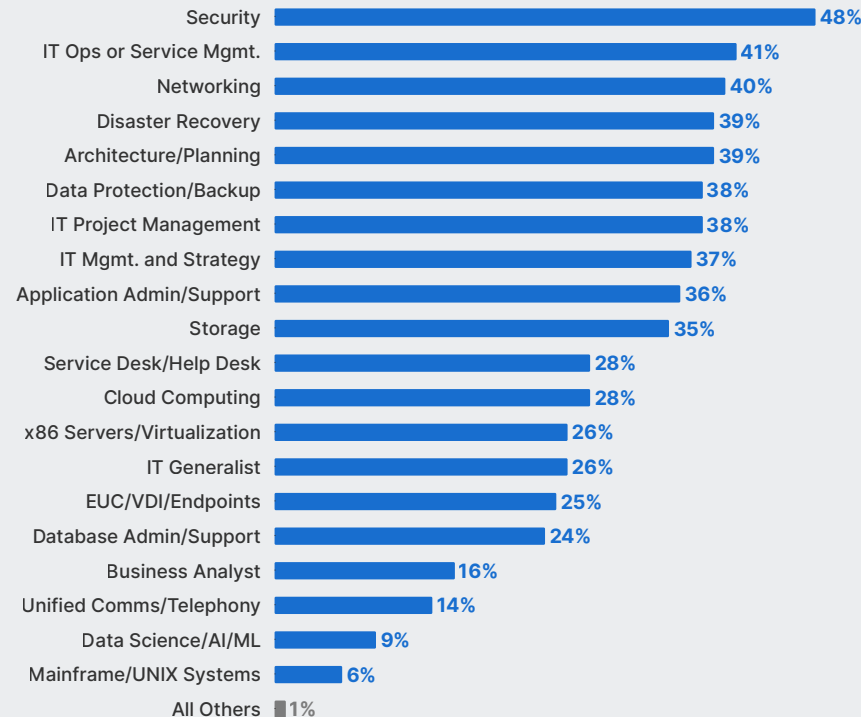
Revenue



Industries



Which areas best describe all of your functional responsibilities in IT?



67%

consume more than 3 pieces of vendor content per month



92%

say webinars play a role in their purchase process

NUMBER OF HATS AUDIENCE MEMBERS WEAR

Our audience members are often responsible for more than one technology area inside their organization, wearing multiple 'hats'. We recommend widening targeting wherever possible to capture maximum demand.

