

2009 media kit



Reach enterprise

ES offerings

- Banner sponsorships
- White paper library
- Case study library
- Text links
- Custom portals
- Events listings
- Survey and report sponsorships
- E-newsletter sponsorships
- Lunch Break series
- Webinars
- List rentals

Advertising focus

- Enterprise application integration
- Security
- Servers
- Storage management
- Enterprise systems management
- Business intelligence/
data warehousing
- Customer service
- Data center management
- Integrated groupware solutions
- Human resource management
- Business education and training
- Knowledge management
- Logistics and procurement
- Enterprise resource planning
- Project management
- Rapid application development

Make sure your marketing messages are top of mind as these managers of large, high-volume transaction, high-performance mainframe and server environments gather the information they need to make critical purchasing decisions and move their projects forward.

To reach our well-qualified IT audience, ES offers a variety of advertising programs to help you generate leads and improve branding. We deliver customized programs and flexible pricing to help you meet your marketing objectives. To ensure measurable results and campaign optimization, we provide comprehensive campaign management and reporting.

ESJ.com

Enterprise Systems provides practical insight into managing and integrating business critical-systems, data, and applications across a wide spectrum of platforms. Offering real-world business and technology information, ESJ.com includes the latest industry news, analyst commentary, and user perspective on enterprise servers and mainframes, security, storage trends and technologies, and business intelligence.

ESJ.com targets IT managers and staff responsible for large, high-volume transaction, high-availability computer systems and infrastructures who are involved in the purchase, deployment, and management of enterprise-level hardware and software.

Increase exposure with banner sponsorships

Banner advertising on ESJ.com helps build awareness about your offering. Leaderboard (728 x 90), wide skyscraper (160 x 600) and rectangle (336 x 280) banners are available. For 100 percent share-of-voice, section roadblock sponsorships are available.

Educate our audience with white-paper library sponsorship

Showcase your latest research, highlight customer successes, and generate interest in new and updated products or services with a white-paper library sponsorship. A link to your company's paper will appear prominently on the white-paper library page. In addition, your white paper will be listed on the search results page when a user searches for your white-paper topic.



Enterprise IT decision makers turn to *Enterprise Systems (ES)* for news, analysis, and perspective they can immediately apply to advance their initiatives and enhance their professional development.



IT decision-makers

Key benefits

- Build brand awareness and exposure
- Increase sales leads
- Reach key decision makers and influencers
- Inform visitors about your offerings

Visitor highlights

Average monthly unique visitors65,000
 Purchase influence92%
 \$100,000 million or more in revenue57%
 IS/IT managers, professionals,84%
 or consultants

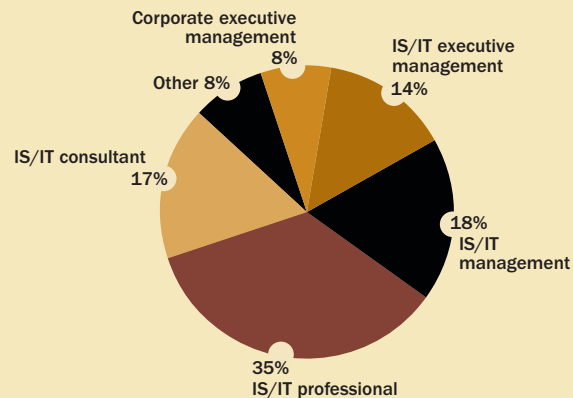
Generate leads with a sponsored text link

Your company's message can be featured on all pages of ESJ.com with a text link sponsorship. This is a cost-effective way to generate leads and increase your overall exposure.

Emphasize your solutions with a custom portal

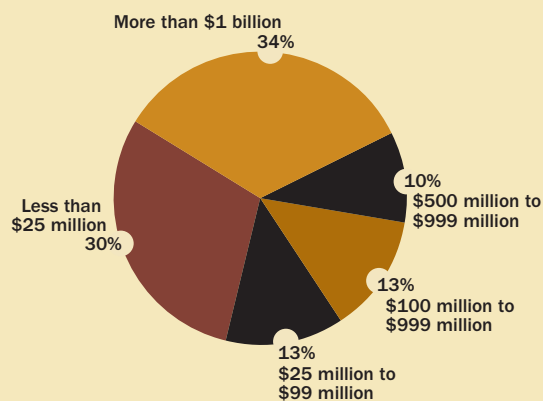
To generate leads and drive traffic to your site, sponsor a custom portal on ESJ.com. This high-impact program allows you to highlight your latest company news, Webcasts, or product information on ESJ.com. This flexible and customized section allows you to integrate unique features, such as quote requests and white-paper downloads.

Job function

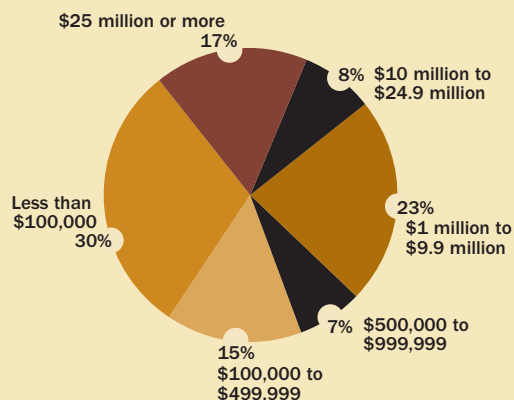


ESJ.com

Annual revenue



IT spending next 12 months



Major industries

Communications carriers	7%
Computer-related retailer/ Wholesaler/Distributor	4%
Education/Training	8%
Finance/Accounting/Bank	9%
Government	11%
Manufacturing	17%
Medical/Dental/Healthcare	5%
Retail/Wholesale/Distribution	6%
Solution provider/VAR/systems, network or e-business integrator	6%
Utilities/Transportation	4%

Solutions employed

HP/UX	26%
IBM DB2	37%
IBM iSeries (i5), AS/400	24%
IBM pSeries	13%
IBM zSeries, S390	32%
Linux	48%
Lotus Notes/Domino	24%
Non-IBM Mainframe (Unisys, Amdahl, Hitachi, etc.)	10%
Oracle	49%
SAS	23%
Sun Solaris	37%
Sybase	15%
UNIX (all other)	38%
Windows 2003 Server	56%

Geography

U.S.	68%
Other	32%

High Impact Marketing



We offer interesting and effective marketing programs to compliment your online marketing activities. Use these programs to heighten your product recognition, build awareness, and generate leads among the most qualified enterprise IT decision-makers.

Build awareness with webinars

Sponsoring a webinar with *Enterprise Systems* is a highly effective way to connect and communicate with qualified IT professionals in an interactive environment. Leveraging our audience, production and promotional resources, you deliver your message, collect valuable leads and gather useful feedback.

Get useful research results and guaranteed leads

Conduct informative research quickly with online surveys to the audience segments of your choice. You supply the custom questions and we supply the questionnaire design, tabulation, marketing and results.

Guaranteed leads with our turnkey Lunch Break series

A long-time favorite program of advertisers, the Lunch Break series consistently achieves outstanding results. This award-winning program provides advertisers with guaranteed, qualified leads. Based on a topic selected by the sponsor, *Enterprise Systems* develops the guide, performs all promotion, and provides the sponsor with leads. To build awareness, the guide includes two full-page ads or advertorials provided by the advertiser.

Extend your reach with direct and e-mail list rental

Enhance any advertising program by adding a list rental component to help you reach a highly targeted audience. You can rent *ES* postal or e-mails lists.

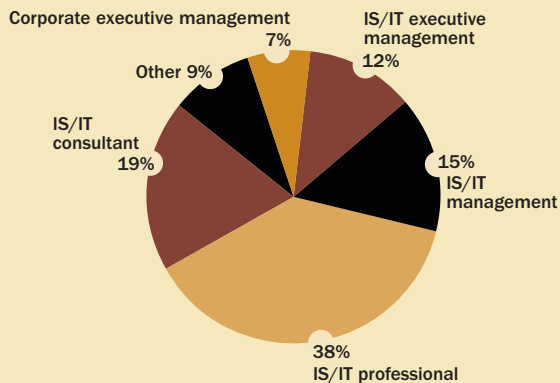
“More than 90% of our readers are involved in buying, approving, evaluating or recommending products or services.”

Key benefits

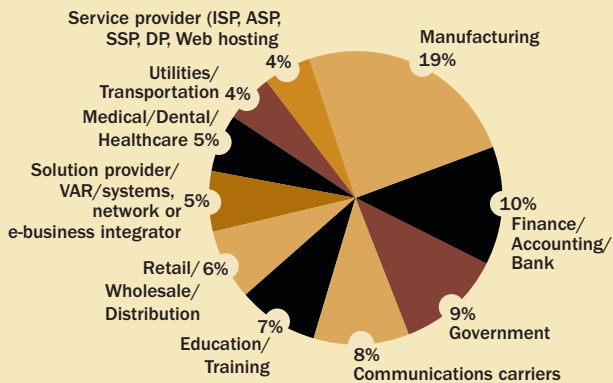
- Guaranteed, qualified lead generation and delivery
- *ES* develops all content for guide
- *ES* drives all promotional efforts
- Exclusive, dedicated sponsorship
- Reach *ES*'s power buyers with targeted messaging

E-newsletters

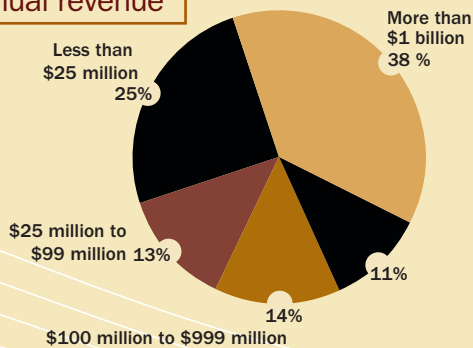
Job function



Major industries



Annual revenue



E-newsletters generate leads quickly and easily

Advertising your offering in the *Enterprise Strategies* e-newsletter allows you to pinpoint an interested, qualified audience and generate leads. Covering a wide range of topics on key mainframe and server solutions, including enterprise-, security-, and storage-specific topics, you can easily target an interested audience.

The *Enterprise Strategies* e-newsletter features enterprise-focused analysis and perspective, case studies, interviews with industry leaders, and product information written for IT leaders who implement business solutions. It is distributed weekly to 70,000 subscribers.

Key benefits

- Reach a highly qualified audience
- Target and communicate your message to relevant audiences
- Get your message out fast
- Generate leads quickly and efficiently
- Propel prospects along the sales cycle



About 1105 Enterprise Computing Group

The 1105 Enterprise Computing Group (ECG) provides integrated B-to-B media solutions targeting the network and enterprise markets. It provides news, in-depth analysis and hands-on information for IT executives, directors, managers, developers, administrators and channel partners. Within the ECG is the award-winning Redmond Media Group and the newly launched Virtualization Media Group. Our flagship print properties include *Redmond*, *Redmond Developer News*, *Visual Studio Magazine*, *Redmond Channel Partner* and *Virtualization Review*. Visit us on the Web at ADTmag.com, CertCities.com, ESJ.com, MCPmag.com, RCPmag.com, RedDevNews.com, Redmondmag.com, TCPmag.com, VisualStudioMagazine.com and VirtualizationReview.com. Our events include VSLive!, TechMentor, Web Builder 2.0 and Web Design World. For more information, visit <http://1105media.com/redmondnetwork.html>.

Pricing information

To learn more about with these programs, contact your sales manager.

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