



MAKING OUR AUDIENCE YOUR CUSTOMERS



CIO Harvey Study

Ad Awareness Research Program

Imagine knowing exactly what IT executives think about your company, your products and your competition when they read your ad in *CIO*. Now you can hear their opinions, in their own words.

CIO provides the opportunity for you to gain valuable knowledge about your target audience by leveraging the power of Harvey Research's Communication Measurement Study - a comprehensive ad evaluation and measurement service that gives you candid, spontaneous reader reactions. With ROI-focused results, a Harvey Study is a great way to see trending patterns from study to study. *CIO* will provide you with direct feedback about your advertising impact, plus quantitative data to help you substantiate your marketing communication decisions.

Benefits

- Actionable & ROI-focused information
- Custom brand awareness
- Insight to adjust/tweak/enhance ad creative and messaging
- Ability to measure changes in perceptions of your company, brand, or product

How the Program Works

Advertising in any of the below issues of *CIO* magazine automatically qualifies you for this ad awareness study and you will receive a detailed report of how your ad was received by *CIO* readers. Respondents will review ads in the issue and rate the ad as well as their perception and awareness of the brand.

What's Included

- Advertiser & product-category specific metrics
- Recall seeing/recall reading
- Call on by a sales rep or channel partner in past 12 months
- Percentage who are previous customers
- Purchase plans for product category in next 12 months (prospects)
- Agree/disagree scale question designed to address steps of the purchase process - awareness, interest, attitude, purchase
- Verbatim capturing how awareness of the advertiser has changed as a result of the advertisement



RESEARCH

CIO readers were asked if they had been called on by a sales representative or channel partner of the advertiser in the past 3 months. In the May 1, 2011 research study, results highlighted the fact that, on average, 80% were not contacted by the vendors in the magazine demonstrating a gap between marketing and sales efforts.

This IT decision-making audience is an important but hard to reach target. *CIO* magazine is your best channel to reach these influential IT executives.

Issue Date	March 1	May 1	Sept 1	Nov 1
Ad Close Date	2/8/2011	4/12/2011	8/9/2011	10/11/2011

For more information contact your CIO sales executive (www.ciomediakit.com/contacts.html).