



MAKING OUR AUDIENCE YOUR CUSTOMERS



Custom Solutions
RESEARCH PROGRAMS

CIO Strategy Forum: Powered by LinkedIn

A community of 40,000+ influential CIOs and IT decision makers

The CIO Strategy Forum combines the most influential and strategic business IT executives in the market, within a highly collaborative and conversational environment. The CIO Forum provides a unique opportunity for research sponsorship, community engagement, brand alignment and demand generation.

Front and center exposure and presence with one of the most powerful CIO forums in the world yields invaluable community research insights, integration of peer-generated market data into the CIO Forum community, demand generation and valuable multipurpose collateral.

IN-MARKET DURATION: 12 weeks

PRODUCTION TIMELINE: 6-8 weeks

Program Deliverables

- **CIO Community Research:** Fielded to the global CIO Forum community; 15-20 questions with a 100 respondent minimum.
- **CIO Strategy Forum Research Presentation:** Powerpoint executive summary of findings.
- **CIO Forum Research Threading:** A dedicated CIO custom editor will post blog entries highlighting the research findings, thread findings into contextually relevant discussions, respond to comments within the CIO Forum over a 3 week "discussion" period following the completion of the survey. Sponsor will have two CIO Forum seats to participate in the discussion and will have input into the content strategy for posting of research findings and guidelines for postings within the CIO Forum (blogs, comments)
- **CIO Forum Research and Discussion White Paper:** A 4-page (PDF) White Paper to be produced at the conclusion of the discussion period which includes analysis of the research and discussions around the findings. Sponsor has direct input into shaping this document.
- **CIO Spread Advertorial:** Results run one time within the pages of CIO magazine in a special advertising section spread advertorial, reaching our 140,000 subscribers
- **Leads:** CIO will syndicate the white paper for leads (250 total leads, no qualifiers)

upgradeOPTIONS

- Amplify Campaign
- Enhanced Community Threading

programINVESTMENT

Please contact your CIO sales executive for program pricing.

For more information contact your CIO sales executive (www.ciomediakit.com/contacts.html) or your Custom Solutions Program Director (East) 508.988.6941 or (West) 415.267.4512.