

KMWorld Best Practices Series

White papers for industry decision-makers



A proven* marketing tool for:

- Content, Document, and Knowledge Management
- Business Process Management
- Collaboration
- Records Management

*75,000 Print Impressions

*57,000 (average) downloads per year

*Total Viewership: 130,000+

*DIRECT LEADS provided for the first month of publication

Deliver your editorial message to more than 130,000 key decision-makers, executives, and market leaders.

Position Statements—Case Studies—Technology Education

The KMWorld White Paper Series—serving the Knowledge & Content Management markets.

Direct. Objective. Educational. Powerful.

(learn how you can take part—inside)

Best Practices White Paper Series

KMWorld

Produced in conjunction with *KMWorld* magazine, the *KMWorld* Best Practices White Paper Series leverages your editorial message:

- › **Positioning:** *KMWorld* White Papers' content-rich journal format offers a unique marketing opportunity to position your company as a thought-leader in the market.
- › **Editorial Objectivity:** Editorial guidelines ensure high-value educational content. *KMWorld* White Papers are marketing communications tools, offering a new venue for your marketing team and budget.
- › **Reach:** Each White Paper is targeted for mass distribution through trade events, as well as distribution with industry-leading publications. The entire White Paper and individual articles are available on the Web, in downloadable PDF format, for mass distribution in end-user organizations.
- › **Direct Leads:** Download registration is required for the first month of Web publication. You will be provided with these direct leads to use in your marketing efforts.
- › **Long Shelf Life:** *KMWorld* White Papers are focused guides that readers keep and refer to for months to come.

MISSION

To provide a publishing forum for the leading vendors and consultants to educate and stimulate to action industry decision-makers on the latest strategic issues and solutions in KM technologies and markets.

EDITORIAL CONTENT

- › **Introduction:** Andy Moore provides the overture state-of-the industry article. Andy will conduct interviews with premium sponsoring participants and incorporate their views in the opening editorial.
- › **Sponsored Content:** Sponsors, following editorial guidelines, will provide feature article-style essays designed to enlighten readers about technology-oriented and business-oriented issues, developments, trends, and challenges. They may include a user reference or case study to describe a particular implementation of their product and the problems that it solved.
- › **Who's Who:** Each sponsor may provide a CEO profile and headshot, to be showcased as a sidebar to their feature article.

DISTRIBUTION

- › **55,000:** Binds center into *KMWorld* magazine
- › **10,000:** Distribution at major industry events
- › **10,000:** Sponsor/promotional distribution (500 copies per sponsored page to participants)
- › **75,000:** Total pressrun
- › At KMWorld.com with full-text search, hyperlinking to sponsor home page

FORMAT

- › Standard magazine size (8 X 10-1/2), stand-alone publication

SPONSORSHIP RATES (includes "Who's Who" CEO profile and headshot, company contact information, optional images)

1 page (850 words)	\$7,500 (net)	3 pages (3,150 words)	\$19,500
2 pages (2,000 words)	\$14,000	4 pages (4,300 words)	\$24,000

PREMIUM SPONSORSHIPS

- › **Platinum Sponsor:** add \$2,000
Opening article (minimum 2 pages) following intro, logo on front cover, interview with Andy Moore for coverage in overture article, 1,000 custom reprints of your article.
- › **Gold Sponsors:** add \$1,500
Minimum 2 pages, logo on front cover, interview with Andy Moore for coverage in overture article, 500 custom reprints of your article.

KMWorld PROVIDES

- › Copyediting, layout, and design
- › Posting on the *KMWorld* Web site with hyperlinks to sponsor's home page
- › PDF of individual article to each sponsor for Web site posting
- › 500 copies of the white paper per sponsored page to participants
- › Direct download leads

CANCELLATIONS

In writing 30 business days prior to material deadlines. Premium sponsorships are non-cancelable.

For additional information or answers to specific questions, contact:

Kathy Rogals (kathy_rogals@kmworld.com) or **Paul Rosenlund** (paul_rosenlund@kmworld.com) at (207) 338-9870

2006 White Paper Calendar

BEST PRACTICES IN...

Business Process Management

January 2006

Reservations: 10/14
Materials: 11/4
Mail Date: 12/20

• **BPM • EAI • CM/DM •**

- › Business Process Management Systems
- › Dynamic Workflow
- › Content Management and Integration
- › Enterprise Portals
- › Smart Enterprise Suites
- › Enterprise Application Integration
- › Web Services/SOA
- › Business Function/Vertical Market Modules
- › Business Process Outsourcing

Government

June 2006

Reservations: 3/10
Materials: 3/31
Mail Date: 5/15

• **Federal • State • Local •**

- › eGovernment
- › Regulatory Compliance
- › Legal/Judicial
- › Intelligence/Security
- › Law Enforcement
- › Title, Registrants, Deed
- › Constituent Relationship Management
- › Form Processing/Data Capture
- › Disaster Assistance

E-mail and IM Management

February 2006

Reservations: 11/11
Materials: 12/2
Mail Date: 1/16

• **EDMS • ERM • CM •**

- › Electronic Records Management
- › Regulatory Compliance
- › Electronic Document Management
- › Document Lifecycle Management
- › Security/Privacy
- › Storage/Archive Solutions
- › Taxonomy/Classification
- › Enterprise Search
- › Litigation Support/Discovery Support

Imaging & Forms Processing

July/August 2006

Reservations: 4/14
Materials: 5/5
Mail Date: 6/30

• **Imaging • OCR • Forms •**

- › Data Capture
- › Forms Processing
- › Workflow/BPM
- › Enterprise Search
- › Integrated Document Management
- › Distributed Capture
- › Storage/Archive
- › Items/Remittance
- › Scanners/Multifunction Devices

Business & Competitive Intelligence

March 2006

Reservations: 12/16
Materials: 1/6
Mail Date: 2/16

• **ECM • EDMS • Search •**

- › Enterprise Content Management
- › Collaboration
- › Digital Asset Management
- › Expertise Location
- › Enterprise Search
- › Web Search
- › Taxonomy/Classification
- › Content Management
- › Document Management

Financial Services

September 2006

Reservations: 6/16
Materials: 7/7
Mail Date: 8/17

• **Banking • Insurance • Investments •**

- › Digital Document Transactions
- › Customer Relationship Management
- › Regulatory Compliance
- › Forms Processing
- › Contract Management
- › Security/Privacy
- › Lockbox
- › Online Archival
- › Scan and Destroy

Enterprise Search

April 2006

Reservations: 1/13
Materials: 2/3
Mail Date: 3/16

• **Classification • Taxonomies • Categorization •**

- › Text Mining
- › Federated Search
- › Web Search
- › Content Management Systems
- › Autocategorization
- › XML/Authoring
- › Internal/External Search Strategies
- › eCommerce/Business to Consumer
- › Litigation Support/Discovery Support

Records Mgmt. & Regulatory Compliance

October 2006

Reservations: 7/14
Materials: 8/4
Mail Date: 9/14

• **ERM • RIM • E-mail • EDMS •**

- › Electronic Records Management (ERM)
- › Regulatory Compliance—HIPAA, SOX, DoD, etc.
- › E-mail Management
- › Integrated Document Management
- › Retention/Risk Management
- › Document Lifecycle Management
- › Classification/Taxonomy
- › Security/Privacy
- › Storage/Archive Solutions

Enterprise Content Management

May 2006

Reservations: 2/10
Materials: 3/3
Mail Date: 4/13

• **ECM • EDMS • DRM/KM •**

- › Web Content Management
- › Document/Image/Forms Management
- › Electronic Document Lifecycle
- › Taxonomy/Classification
- › Digital Rights Management
- › E-Content
- › Regulatory Compliance
- › Storage/Archive
- › Records Management

Knowledge Management

November 2006

Reservations: 8/18
Materials: 9/8
Mail Date: 11/2

• **EDMS • ECM • BI/CI • E-learning •**

- › Content Management
- › Document Management
- › Classification/Taxonomy
- › Collaboration
- › Library/Records Management
- › Expertise Location
- › Document Lifecycle Management
- › Project Management/Modeling
- › Enterprise Search

Digital Asset Management

December 2006

Reservations: 9/1
Materials: 9/22
Mail Date: 11/2

• **Rights Management • Digital Media/Rich Media • ECM • Workflow •**

- › Unstructured Data Management
- › Enterprise Search/Classification/Taxonomy
- › Archive/Storage
- › Enterprise Content Management
- › Security
- › Business Process Management
- › Authoring/Workflow

CONTENT, DOCUMENT and
KMWorld
KNOWLEDGE
Management

The Elements of Your Article

Title, deck and author's byline

Use this area to highlight your CEO's, author's or other high-level management team member's biography.

Optional: 100 words plus a headshot.

There's room in a single-page article for 850 words (700 if you choose to include a CEO or author profile and headshot).

Subsequent pages hold 1,150 words each (deduct 300 words for each image or graphic).

You supply the article, we copyedit, style, create pull quotes and sub-heads—returning to you a PDF proof for changes or corrections.

The **front cover** is also the White Paper's index and table of contents, listing the articles (in page order) and a "teaser" for your article. Title and author are cited here. Premium sponsors get their color logo featured on the front cover.

The **back cover** contains your color logo and corporate contact information; participants are listed in alphabetical order.

KMWorld Best Practices White Papers

The Whys and Wherefores of a Business Solutions Series

By the KMWorld Specialty Publishing Group

The *KMWorld* Best Practice White Paper series serves sometimes as a filter, sometimes as an amplifier and sometimes as a simple communications link between those who have business goals to reach, and those who have the solutions to help achieve those goals.

As a **filter**, *KMWorld* White Papers narrow down to specific subject areas with each issue—see below. You can focus on one subject at a time, and immerse yourself in the best solutions available to you from the larger "technology" marketplace. No distractions, no off-the-point content ... just a high-impact source for useful information.

As an **amplifier**, *KMWorld* White Papers can add volume to the message of a smaller, specialized vendor that you may not have heard from yet. Many of the sponsors of *KMWorld* White Papers don't have the clout or the resources to run massive PR campaigns and marketing programs.

What they **DO** have, however, are solutions that can be deployed in your organization that will bring competitive advantage and process improvement ... if only you could hear them.

And as a **communications link**, there just isn't any other publication that brings together buyers and sellers of information management tools such as these.

How It Works

The *KMWorld* Specialty Publishing group has created an editorial calendar (see below) for a full calendar year. Sponsors are able to pinpoint specific issues where their message will be in the proper context to reach an audience in search of their kind of solution, and their kind of solution only.

Our editors review all submissions for adherence to strict editorial guidelines. We do not allow "hype." We **DO** allow rea-

The Specialty Publishing Group

The Specialty Publishing Group, creators of the *KMWorld* White Paper Series, consists of Kathy Rogals, Paul Rosenlund and Andy Moore. This team of long-time publishing, sales and editorial professionals is dedicated to creating the best possible educational and marketing venue for the information- and knowledge-centric technology marketplace. The team pairs extremely personalized customer service with in-depth market knowledge to create a unique partnership experience. Expect a thoughtful, creative and professional relationship.

soned explanations of their solutions, and how they can help. As a "business solutions" paper, we have every desire for our sponsors' messages to come through loud and clear.

"Immerse yourself in the best solutions—no distractions, no off-the-point content..."

Our editorial calendar is not immovable. If you have a suggestion for a new topic, vertical market or technology space to explore, please contact us. ■

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TYPICAL FRONT COVER



TYPICAL BACK COVER

