



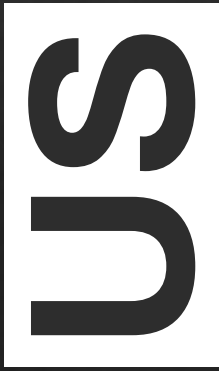
# CIO TECH WORLD

GATEWAY TO THE  
WORLD OF ENTERPRISE IT



MEDIA KIT  
2023

# STARTUPS



CIO TechWorld is on a mission to help businesses make well-informed and conscious decisions when it comes to technology purchasing. The market is flooded with innovative technologies that have the potential to solve current business challenges, introduce business innovation, and propel business growth. However, how can CIOs discover these solutions? CIO TechWorld could be the answer. The company presents a carefully selected list of the best solution/service providers, including trailblazing startups and well-established enterprises, in insightful technology and business magazines. This simplifies CIOs' search for technology partners.

Moreover, the magazine also features articles by and for CIOs, providing a space for them to express their experiences, insights, and challenges in their role, as well as discuss the technologies they are currently leveraging or looking to adopt to transform their organizations.

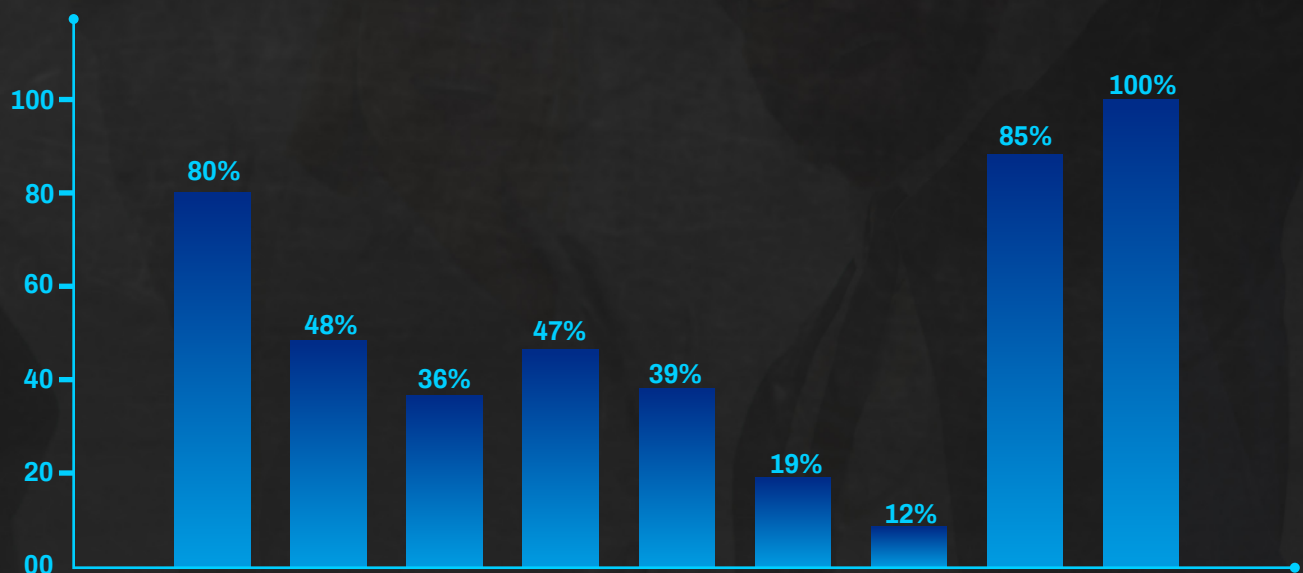
By bringing both solution providers and buyers onto the same platform, CIO TechWorld is creating an ecosystem of sharing and advancing technology knowledge that CIOs and tech leaders can always rely on when they need it.

In addition to publishing the digital version of our printed magazines, which increases participant visibility and accessibility, the CIO TechWorld website also features insightful blogs and must-read news articles so the readers gain a deeper understanding of the current market and stay on top of industry happenings.

CIO TechWorld aims to cover everything that falls under the technology umbrella, irrespective of verticals, types of technology, and use cases. Join hands with us to redefine how technology decisions are made!

# ACCESS A GLOBAL AUDIENCE WHO ARE THE TECHNOLOGY DECISION MAKERS

Our readership includes founders, presidents, chairpersons, CIOs, CEOs, CTOs, COOs, CMOs, VPs, directors, heads of IT, senior managers, technology developers, analysts, and entrepreneurs



## JOB TITLE % OF TOTAL

80% - reach in the Fortune 500 companies

48% - reach among CIOs & CXOs

36% - reach among startup & entrepreneurs

47% - CIOs, CEOs, CTOs, CMOs

39% - Founder, Chairman, VPs, Presidents

19% - Managers, VCs

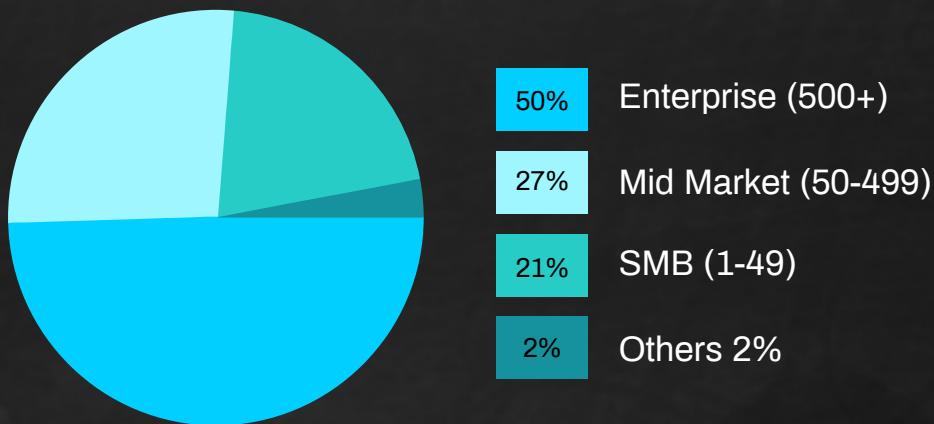
12% - Consultants & Others

85% - of those subscribers read our magazine

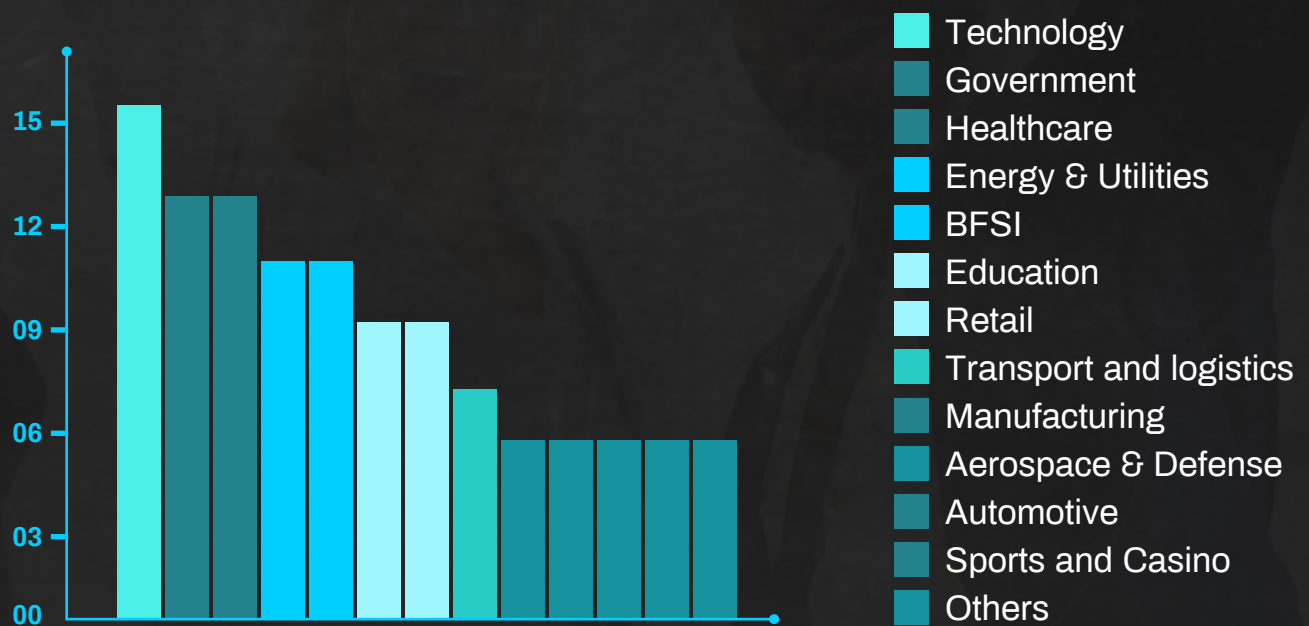
100% - personally involved in IT purchases for their organization



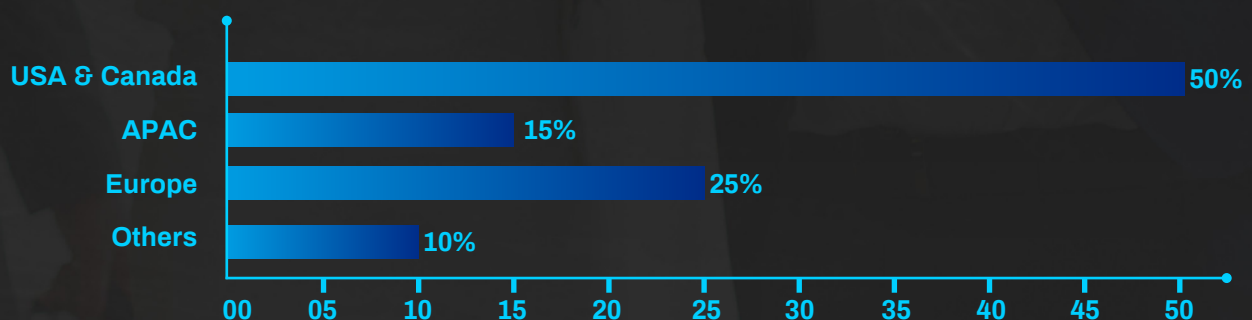
## COMPANY SIZE % OF TOTAL



## AUDIENCE % BY SECTORS



## AUDIENCE % OF LOCATIONS



# BRAND

## PILLARS

### CIO TECHWORLD MAGAZINE

The magazine, through its different editions focused on verticals, technologies, and software use cases, recognizes the best technology solution and service providers in the industry. Some upcoming editions include:

Top 20 AI Disruptors | 20 Breakthrough AR/VR Companies | 20 Leading Cybersecurity Innovators | 20 Best Healthcare IT Companies | 20 Manufacturing Technology Trailblazers | 20 Enterprise Content Management Technology Pioneers | 20 HRM Technology Transformers | 20 High-tech Supply Chain Management Excellence Drivers | 20 Outstanding Procurement Technology Providers & Many more.....

### CIO TECHWORLD WEBSITE

The website serves as a digital platform for our print magazines, thereby expanding the reach of our awarded technology solution and service providers. In addition, it showcases business and technology news, blogs, and interviews by industry experts such as CTOs, business analysts, CIOs, and analysts. Our website creates a knowledge-sharing platform that technology decision-makers can rely on.

### CIO TECHWORLD DIGITAL MARKETING

We are proud to have an outstanding digital marketing team with social media expertise, capable of taking the reach of the companies that CIO TechWorld has awarded for being the best in their field to the next level. Our team consists of the best creative designers, who develop creatives that easily grab attention on social media channels.

# PARTICIPATION

## BENEFITS

- Full-page profile (about 600 words) with the CEO/Founder's picture
- A deep exploration of your offerings, target market, challenges that you address, the culture of innovation, and other crucial information that truly defines who you are
- Easy access to the target audience (CIOs and other tech decision-makers) that can generate valuable leads for you.
- The print magazine with your featured profile will be sent to Fortune 5000 (CIOs) Companies and more than 20,000 Sr decision-makers in the U.S
- Digital version of the same magazine will be published on our website that further increases the reach
- Print-ready high-res PDF of your profile and its full reprint rights, Certificate of Honor
- 10 complimentary copies of the magazine will be sent to the Head Office
- We will provide a sample press release with a quote from our Editor-in-Chief that can be sent to news publishers or published on Social Media
- Opportunity to feature full-page AD in the magazine or upcoming magazines
- We will assist you in your digital marketing campaign on being awarded by CIO TechWorld Magazine as the Top 20 Disruptors – 2023
- Opportunity to nominate your company to the Yearbook - Dec 23/Jan 24 Edition
- Additional 35,000-50,000 technology buyers within the given industry vertical

# ADVERTISEMENT

Full Page Advertisements in CIO TechWorld Magazines: Gain the attention of potential clients by featuring your full-page advertisement in our magazine and increasing your leads.

## PRICE LIST:

Second Page and Third Page Ads: \$5000

Last Two Pages Ads: \$5000

Back Cover Ads: \$8000

Half-Page Ads: \$1500

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## BANNER ADVERTISEMENT ON CIO TECHWORLD WEBSITE

Our website has specific ad positions that are highly visible, whether on the home page or subpages.

## MONTHLY RATES:

Price List: \$3000

Home Page Ads: \$10000

Subpage Ads: \$4000

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## SPONSORED CONTENT

Sponsored content can take various forms, including articles (print/online), podcast interviews, videos, or any other content that you want our readers to see. We will publish your content piece on both our ciotechworld.com magazine and website and promote it through our digital marketing team. If you prefer, our expert editorial team is at your disposal to write the sponsored content.

**EXPERIENCE UNPRECEDENTED GROWTH BY  
PARTNERING WITH US TODAY!**

**LET US JOIN HANDS AND TAKE YOUR BUSINESS TO  
THE NEXT LEVEL.**



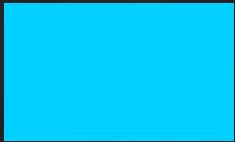

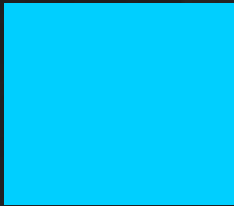
# PAGE RATES

Full Cover/B&W	1x	3x	6x
Full Page	5000	4750	4500
Half Page	2500	2250	2000
One-Third Page	1250	1100	1000
Quarter	750	725	700

Back Cover, Inside Cover (front/ back): **\$8,000**

## MAGAZINE SIZE

Width: 8" and Height: 10.5" Spreads (Width X Heights) The above rates as per insertion rates and are applicable to the term of the contract. If the ad is withdrawn before the expiration of the contract, full rates will apply to use ads retroactively. Rates are subject to change at the discretion of the publisher.

Full page bleed 8.5" x 11.0"	Full page non-bleed 8.0" x 10.5"	1/3rd Page Horizontal 8.0" x 3.3" 	1/4th page Vertical 4" x 5.25" 	Half page 8.0" x 5.25 
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FOR MORE INFORMATION VISIT

**WWW.CIOTECHWORLD.COM**