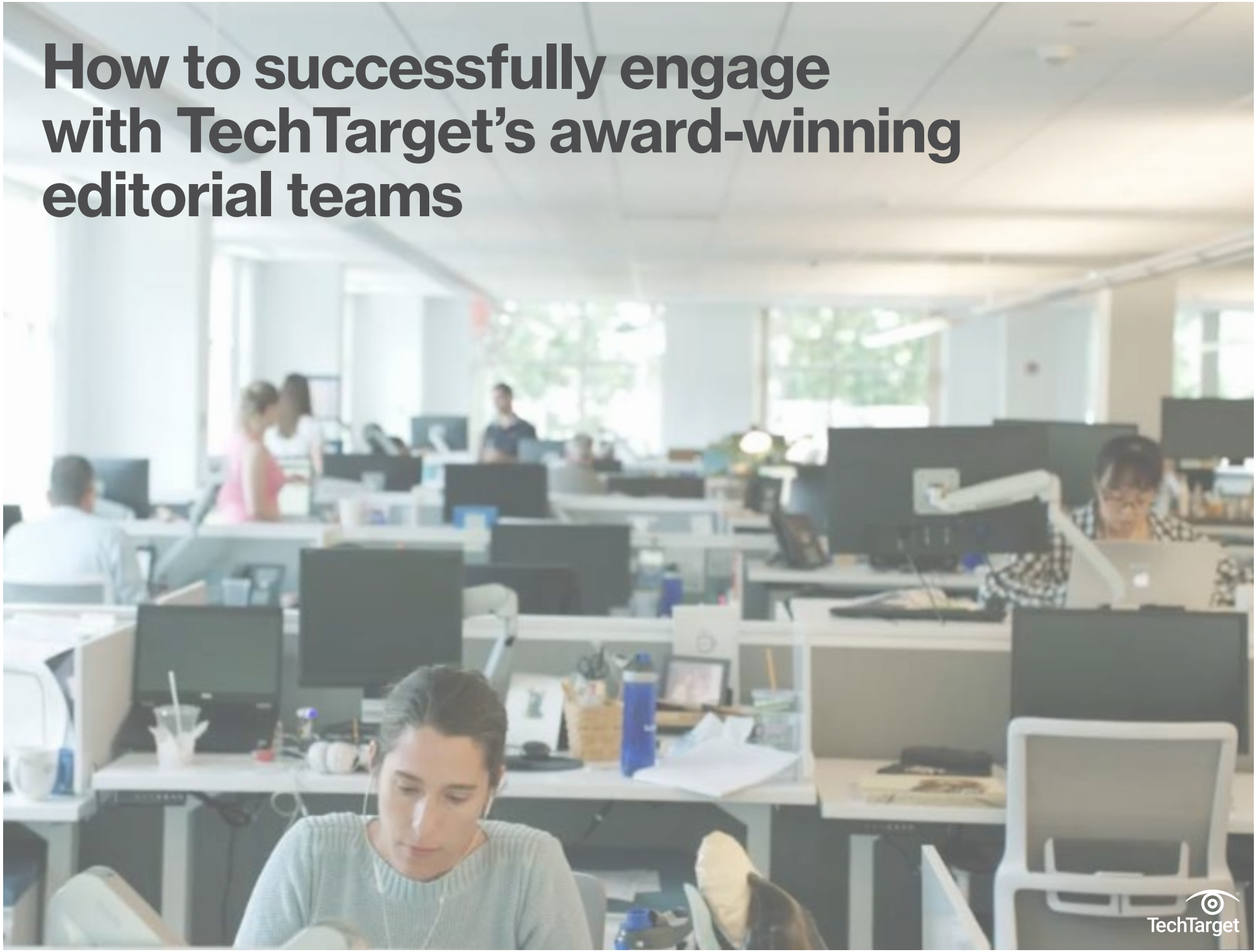
How to successfully engage with TechTarget's award-winning editorial teams



SINCE 1999, TechTarget's editorial staff has built a network of technology-specific websites to provide valuable problem-solving and decision-support content to IT professionals and line-of-business managers. The company's editorial mission was founded on the premise that enterprise tech buyers need definitive practical guidance and insight when implementing, researching and managing technology. We were among the first media companies in the B2B technology space that took the unique approach to build sites dedicated to targeted topical areas. These sites are run by veteran editors and journalists who create thousands of articles each year.

Every day, millions of technology professionals rely on TechTarget's network of sites to consume news analysis; read useful tutorials, how-tos and tips; and consume in-depth features and vendor product comparisons. Our sites feature various multimedia formats, including webcasts, podcasts, videos and screencasts, as well as opportunities to interact with experts and their peers. Our unique editorial formula provides readers with independent analysis, original reporting, access to a network of industry experts and links to numerous useful resources across an editorial taxonomy of over 10,000 technology topics.

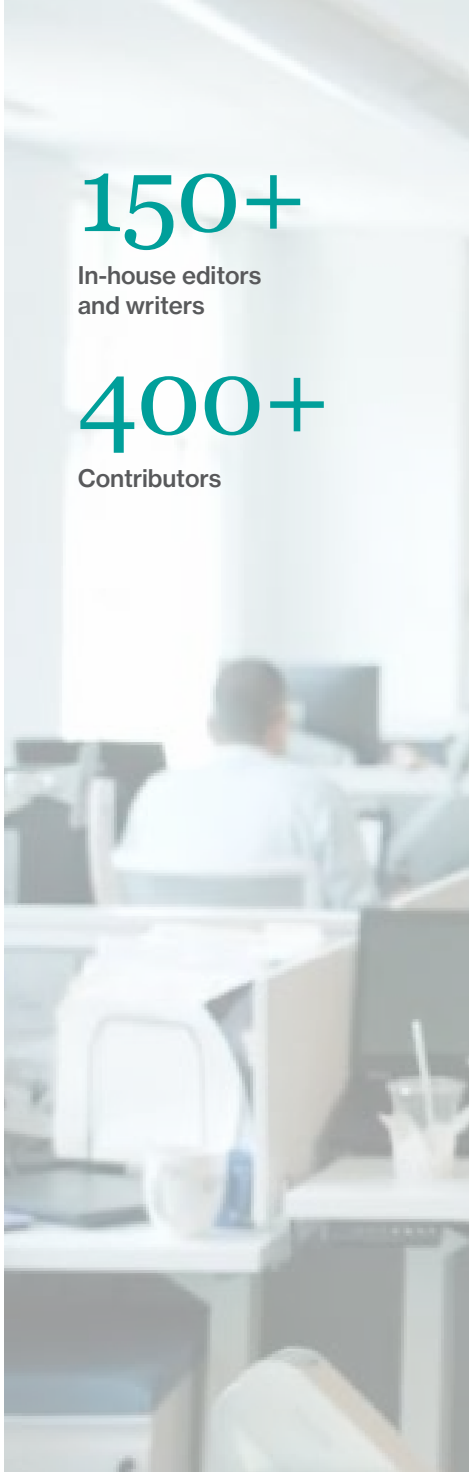
Today, TechTarget's editorial team is composed of more than 150 in-house editors and writers, as well as hundreds of contributors, who cover myriad topics on more than 140 sites. Because of the scale and scope of our editorial organization, here are tips on how to work effectively with the TechTarget content team.

Understand the editorial mission

TechTarget was founded on the concept that buyers conduct prepurchase research on the web through organic search to navigate to the most useful and relevant source to deliver on their information need. Our reporters and editors are dedicated to delivering content that provides practical information to readers who need insights into technologies they have invested in or plan to invest in.

All TechTarget editorial content is entirely vendor-neutral, and the content on each site is tailored to a specific IT professional audience, as well as a growing line-of-business audience. We balance our tech coverage by examining not only the benefits of technologies, but the downsides, the costs and how to innovate while supporting legacy systems, as well as how top vendor products compare. Taken together, the valuable information we provide our readers helps them make wiser IT buying decisions over the course of the purchase and implementation process.

Our "news you can use" strategy means our news content is always timely but includes comments from technology users, industry experts, consultants and analysts who provide perspective for busy IT professionals. We'll fast-track major



announcements to keep readers informed and up to date on breaking news, but we'll add to the story and provide the necessary context. As such, TechTarget's editorial team strives to cover the technology industry in a fair and balanced manner. This means our editors compare technology vendors and their products to provide our readers with unbiased information about the tools they are considering. Much of our editorial content includes the pros and cons of a technology, the various options available and feedback from analysts and technology users.

Finally, because products are the foundation to any technology implementation, our team produces product comparisons, as well as keeps track of noteworthy new product announcements.

Our commitment to editorial integrity

First and foremost, our commitment is to fulfill the information needs of today's technology buyer in an unbiased and vendor-neutral way. It is also our mission to partner with technology vendors for fair, balanced and accurate coverage that is not tied to any business relationship that TechTarget may or may not have. We pride ourselves in this separation of church and state.

Rules of engagement

To pitch a member of our editorial staff, it's important to understand the site you are pitching to and the intended audience of that site. Reporters receive hundreds of press releases each day. Pitches that are more specifically tailored to that site's audience and their IT pain points will generally catch the attention of a reporter over a blast email. In addition, try to establish a relationship with the reporter and offer customer and analyst references as part of any announcement. Understand that the reporter always needs to judge your news against other news happening within a given industry. An interview does not guarantee published content. Lastly, pitches sent under "embargo" with no prior agreement regarding that embargo will not be honored. ■

Enterprise Software and Services

This group covers a wide range of applications and software platforms that enterprises rely on. These include data backup, disaster recovery, data governance and integration, business analytics, ERP and HR software. The group's end-user computing sites offer IT professionals advice on how to manage physical and virtual desktops as well as other mobile devices in the enterprise.

This group also takes a higher-level view of market trends and technologies for IT leaders, including artificial intelligence and machine learning. The CIO site focuses on strategy for IT executives, as well as emerging technologies, such as robotic process management, digital twins and quantum computing. The Sustainability and ESG site publishes content for IT and business professionals who must work together to understand, choose and optimize technology for sustainability.

Enterprise Software and Services also covers application development topics for programmers, application architects, software testers and IT operations staff who work as part of Agile/DevOps teams. The team covers programming languages, citizen development, and API integration and management.

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Enterprise Desktop
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HR Software
IT Operations
Mobile Computing
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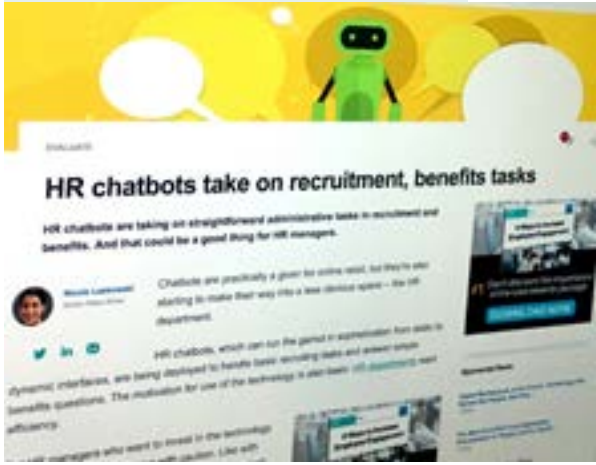
Sustainability and ESG
TheServerSide
Virtual Desktop



Networking, Security and Cloud

This group covers topics associated with public and private clouds, including servers, the Windows Server operating system, storage, flash memory, as well as public IaaS and PaaS providers.

The team's networking coverage areas include wireless networking, network security, network virtualization and network training, as well as network infrastructure, management, strategies and planning. The team's unified communications coverage encompasses a variety of business communications topics, including video conferencing, cloud-based communications, team collaboration, VoIP and UCaaS. This team also looks at customer experience technology, including sales and marketing software, social networking and collaboration and customer analytics.

As part of its ongoing security coverage, the team focuses on security threats and the technologies used to thwart attacks. These include identity and access management; security management; software security; network and cloud security; security certifications and careers; risk and threat management; cryptography; security protocols; malware and other attacker tools or techniques; and security regulations, laws, industry standards and policies.

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Content Management
Customer Experience
Data Center
Networking
IoT Agenda
SearchWindowsServer
Security
Storage
Unified Communications

International

TechTarget's growing international editorial network brings a local focus to the biggest IT issues in key technology buying markets. Based out of London, Computer Weekly is one of the leading English-language tech publications in Europe, with an unparalleled legacy and brand recognition – it was the world's first weekly IT newspaper, launched in 1966. Now a digital brand, Computer Weekly's in-depth coverage of the challenges and trends facing today's IT leaders produces content and e-zines focused on the U.K., the Nordics, Benelux, Europe, the Middle East, Southeast Asia, Australia and New Zealand. Based out of Munich, ComputerWeekly.de brings regional audience knowledge for the German-speaking market and was the first local language website under the Computer Weekly brand. Based out of Paris, LeMagIT.fr brings the same regional focus for France and is one of the most successful B2B technology sites in the country. Meanwhile, ComputerWeekly.es and ComputerWeekly.com.br provide technical insight for IT professionals in Latin America. The sites offer news and expert advice on enterprise IT management topics, including data management, mobility, virtualization, storage, networks, information security, analytics, app development and CIO strategies, among other topics. In addition, MicroScope is the leading UK website for coverage of the issues facing leaders in the IT channel.

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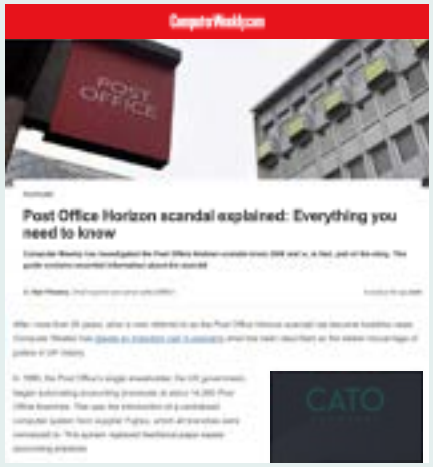

Xtelligent Healthcare Media

The Xtelligent Healthcare Media editorial team produces news, features, podcasts, research and virtual events aimed at providing actionable information about the intersection of healthcare and information technology. We serve an audience of more than 400,000 healthcare executives and IT professionals who support healthcare initiatives both big and small. With the industry leaning more and more on new and emerging forms of technology, we focus on topics and trends most significantly affecting the industry's daily operations and continued digital transformation. Our reporting efforts now extend to our weekly *Healthcare Strategies* podcast and quarterly *Insights* research reports. As a digital-first company, we are well suited to provide education and engagement opportunities that are widely accessible to our growing body of readers, viewers and listeners.

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BrightTALK Summits

Summits are educational online events for business and technology professionals, hosted on the BrightTALK by TechTarget platform. These multiday events attract an average of 30,000 monthly viewers who attend to learn about the latest technologies, issues and trends and to further their careers by doing so. Summit topics and speakers are selected by the TechTarget editorial team. They explore the most pressing and challenging issues business and technology leaders face today and showcase the latest ideas and insights from world-class practitioners, innovators and visionaries. Summits examine a variety of themes in the areas of cybersecurity, business and data analytics, cloud computing, enterprise infrastructure, IT operations and management, financial services technology, and customer and employee experience enablement. Our editors actively seek independent expert speakers, including IT and business practitioners, consultants, analysts and researchers. These thought leaders share their knowledge and real-world perspectives in our Summit sessions to help educate the community and their peers.

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SUMMIT HIGHLIGHTS

- Cloud-Native Modernization
- Containers in the Enterprise
- Data Security Risks and Challenges
- Digital Transformation for Financial Services
- Employee Experience in the Hybrid Workplace
- Evolution of Endpoint Security
- Implementing DataOps
- Leverage AI in the Enterprise
- Managing Distributed Clouds
- Ransomware Protection Best Practices
- The Growth of IT Automation
- The Impact of ESG on IT

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