



bwwmediagroup
FUEL FOR SERIOUS TECHNOLOGISTS

2023 MEDIA OFFERINGS



For inquiries, contact: hello@bwwmediagroup.com



An independent media company with offices in New York & Chicago.

BWW Media Group is committed to providing the best content and community resources to help IT professionals be successful in their jobs and keep their end users and businesses running 24 hours per day, 365 days per year. To us, IT Professionals are business heroes.

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This Media Kit covers 2023 advertising opportunities on our technology properties:

BWW Media Group's Mission

Our mission is to provide the best content and community resources to help IT professionals and business decision-makers be successful in their jobs and keep their end users and businesses running 24 hours per day, 365 days per year.

Petri.com has been a knowledge base and educational resource for IT Pros for over 23 years and counting.

Petri.com Site Traffic – Last 90 Days:

- 1.5MM Unique Visitors
- 2.2MM Unique Pageviews
- Average Time On Page (engagement for how-to articles) 4:43
- 85% consistent new traffic from organic search
- 50% of visitors from N. America & UK

Petri.com Audience Insights & Intent – Last 90 Days:

- Top 5 Industries – Software, Manufacturing, Education, Finance, and Healthcare
- 55% company size 1-999; 45% Company Size 1,000+ (number of employees)
- 55% Companies with \$50MM+ Revenue
- 83% IT & Business Professionals
- 56% are Management, C-Suite, and IT BDMS
- Top 3 Interest Topics – PowerShell, Active Directory, Microsoft Teams/365
- 269,000 Business Domains with Intent for IT Solutions

Source: Google Analytics - Past 90 Days; Bombora Planning & Measurement Suite | Intent Fit + Index - Past 90 Days

For inquiries, contact: hello@bwwmediagroup.com



1.5M
Unique Visitors

2.2M
Unique Page Views



Social Audience
 Twitter: 184K
 Facebook: 10K
 LinkedIn: 3K

BWW Media Group Offers Advertising Programs and Sponsorship Packages that are Designed to Build Awareness, Engagement, Trust, and Loyalty with IT Pros and Drive Leads for our Marketers

ONE

Start an ongoing dialogue with an **engaged community of IT professionals**, by inserting your brand into the growing and trusted resource that is the Petri IT Knowledgebase.

TWO

Gain fans who are interested in purchasing your product and who will **recommend it to their friends or enterprises**.

THREE

Amplify and extend the buzz around **your company's new product launch or services**.

Connect with the BWW Media Group audience at every stage of the IT decision-making & purchasing journey	Brand Awareness / Recognition	Lead Generation	Thought Leadership	Customer Education	New Product Launch
Petri.com Onsite Sponsorship	X	X	X	X	X
Petri.com High Impact Ad Unit	X	X			X
Petri Dedicated Email Marketing	X	X		X	X
Petri Email Newsletter Takeover	X	X		X	X
Petri.com Sponsored Content	X		X	X	X
Petri.com Real Field Review TM	X			X	X
GET-IT Conference Sponsorship	X	X	X	X	
Fully Managed Webinar Program or How-To Tutorial Video	X	X	X	X	X
Content Syndication/Lead Gen	X	X			
Dedicated White Paper or Ebook			X	X	
Podcast Sponsorship	X			X	X
Custom Programs (i.e.: Sponsor a reader survey/results, Podcast or video miniseries creation, Challenge contest/sweepstakes, etc.)	X	X	X	X	X

A Few of Our Trusted Partners

BrightWork

red  canary®

netwrix

 AvePoint®

veeAM

 ALERT LOGIC®

ManageEngine 



semperis

 **CoreView**



BeyondTrust

smartdeploy
POWERED BY PDQ.COM

IS Decisions

Cayosoft

Devolutions

 **Microsoft**



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FUEL FOR SERIOUS TECHNOLOGISTS

GET-IT: 1-DAY Virtual Conferences

GET-IT GOLD Sponsorship:

Sponsor 1 Conference: \$13,500 each

Sponsor 2 Conferences: \$11,750 each

Sponsor 3 Conferences: \$10,500 each

Sponsor 4 Conferences: \$9,000 each

GET-IT SILVER Sponsorship:

Sponsor 1 Conference: \$8,250 each

Sponsor 2 Conferences: \$7,425 each

Sponsor 3 Conferences: \$6,683 each

Sponsor 4 Conferences: \$6,015 each

GET-IT MULTI-SPONSORSHIP SAVINGS

Participate in more than one conference throughout the year and gain significant awareness for your brand and savings.

For inquiries, contact: hello@bwwmediagroup.com



Exceptional awareness, thought leadership, and lead generating activity for brands.

GET-IT: 1 Day Virtual Conferences ONLY 4 in 2023

March 30th 2023

Identity Access & Privileged Access Management

June 22nd 2023

Threat Detection & the Role of Operational Resilience

September 21st 2023

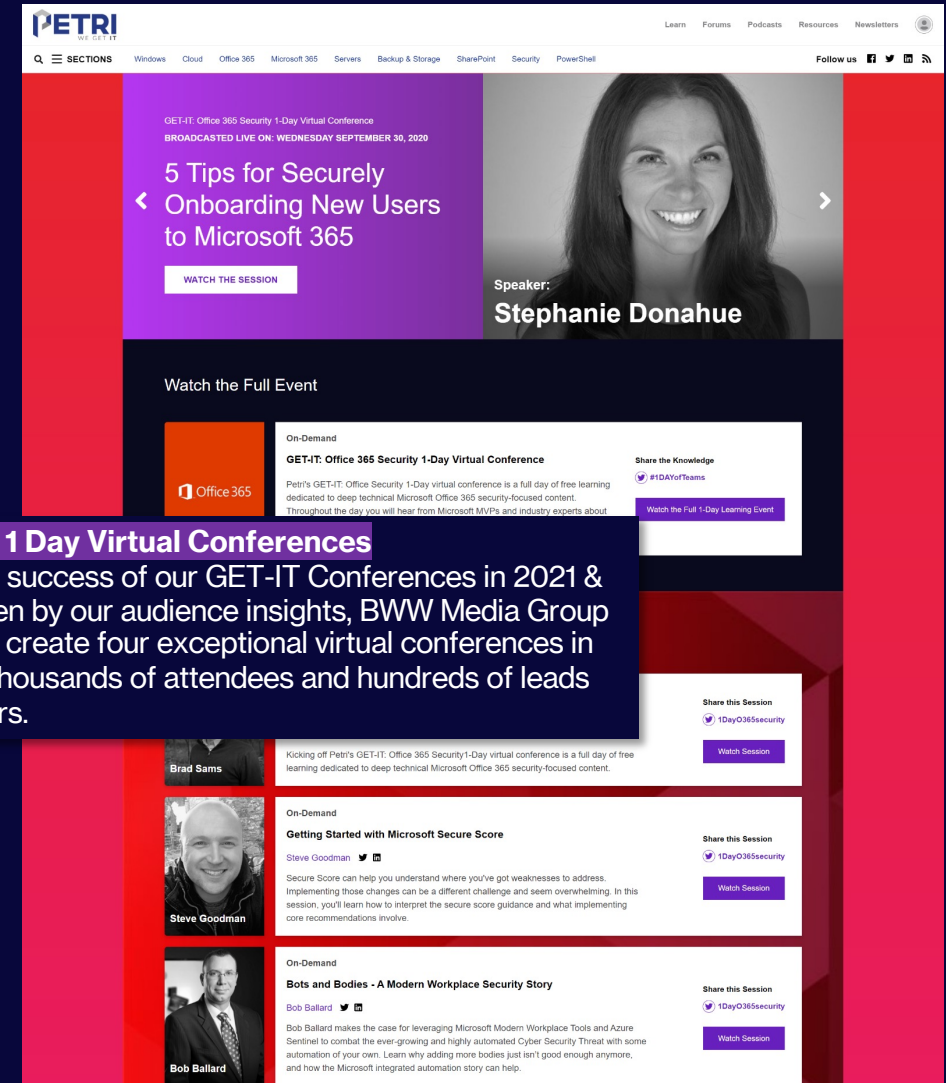
Modern Endpoint & Device Management

November 30th 2023

Microsoft Teams Day

For inquiries, contact: hello@bwwmediagroup.com

GET-IT CONFERENCES PROMOTED ON:

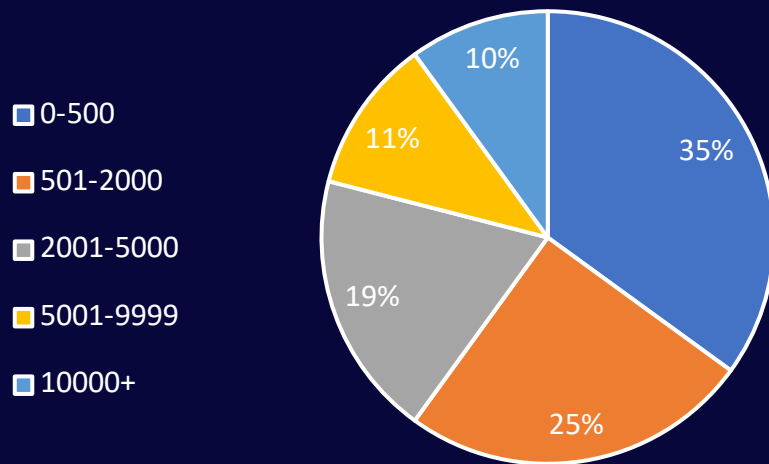


Sponsorship details on following page

Conference Attendee Insights

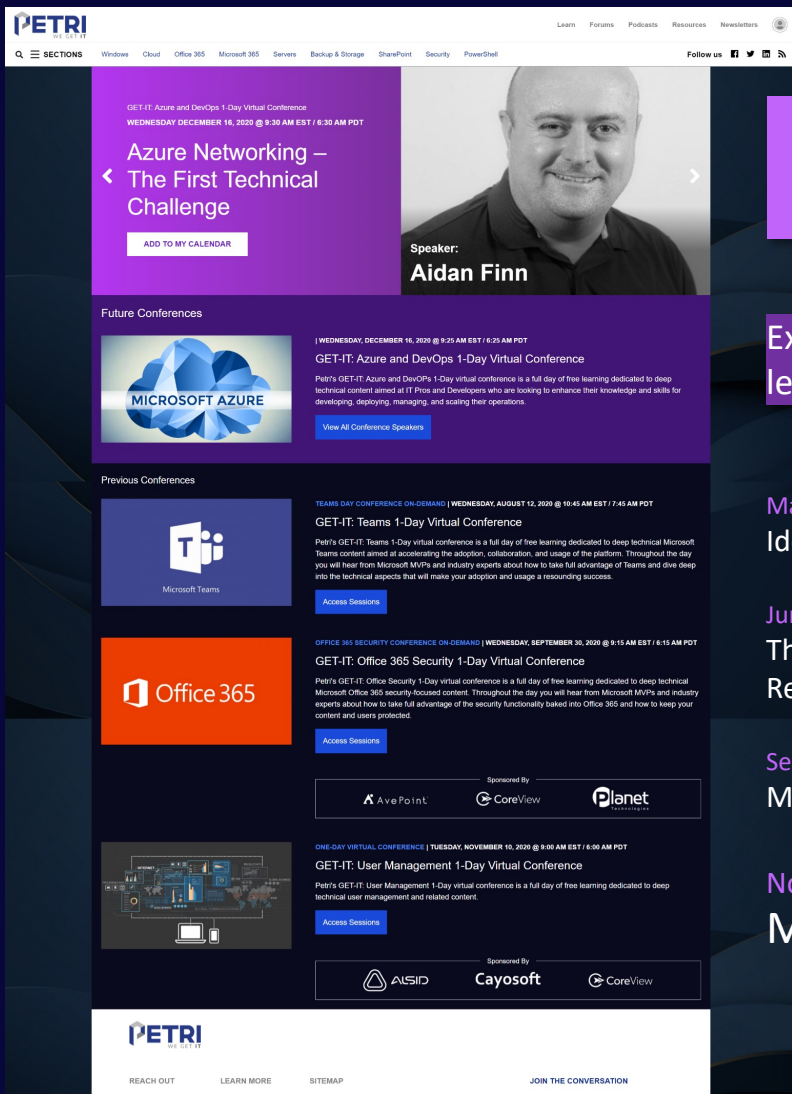
Reach a vast mix of IT Professionals from multiple industries and companies of all sizes, and across all job levels, from executive decision-makers to instrumental influencers.

Company Size



Job Level





GET-IT: Azure and DevOps 1-Day Virtual Conference
WEDNESDAY DECEMBER 16, 2020 @ 9:30 AM EST / 6:30 AM PDT

Azure Networking – The First Technical Challenge

Speaker: Aidan Finn

Future Conferences

GET-IT: Azure and DevOps 1-Day Virtual Conference
WEDNESDAY, DECEMBER 16, 2020 @ 9:25 AM EST / 6:25 AM PDT

Petri's GET-IT: Azure and DevOps 1-Day virtual conference is a full day of free learning dedicated to deep technical content aimed at IT Pros and Developers who are looking to enhance their knowledge and skills for developing, deploying, managing, and scaling their operations.

Previous Conferences

GET-IT: Teams 1-Day Virtual Conference
TEAMS DAY CONFERENCE ON-DEMAND | WEDNESDAY, AUGUST 12, 2020 @ 10:45 AM EST / 7:45 AM PDT

Petri's GET-IT: Teams 1-Day virtual conference is a full day of free learning dedicated to deep technical Microsoft Teams content aimed at accelerating the adoption, collaboration, and usage of the platform. Throughout the day you will hear from Microsoft MVPs and industry experts about how to take full advantage of Teams and dive deep into the technical aspects that will make your adoption and usage a resounding success.

GET-IT: Office 365 Security 1-Day Virtual Conference
OFFICE 365 SECURITY CONFERENCE ON-DEMAND | WEDNESDAY, SEPTEMBER 30, 2020 @ 9:15 AM EST / 6:15 AM PDT

Petri's GET-IT: Office 365 Security 1-Day virtual conference is a full day of free learning dedicated to deep technical Microsoft Office 365 security-focused content. Throughout the day you will hear from Microsoft MVPs and industry experts about how to take full advantage of the security functionality baked into Office 365 and how to keep your content and users protected.

GET-IT: User Management 1-Day Virtual Conference
ONE-DAY VIRTUAL CONFERENCE | TUESDAY, NOVEMBER 10, 2020 @ 9:00 AM EST / 6:00 AM PDT

Petri's GET-IT: User Management 1-Day virtual conference is a full day of free learning dedicated to deep technical user management and related content.

PETRI WE GET IT

REACH OUT | LEARN MORE | SITEMAP | JOIN THE CONVERSATION

GET-IT: 1 Day Virtual Conferences ONLY 4 in 2023

Exceptional awareness, thought leadership and lead generating activity

March 30th 2023
Identity & Privileged Access Management

June 22nd 2023
Threat Detection & the Role of Operational Resilience

September 21st 2023
Modern Endpoint & Device Management

November 30th 2023
Microsoft Teams Day

GET-IT: 1-DAY VIRTUAL CONFERENCE SPONSORSHIP DETAILS

GOLD Conference Sponsorship Includes:

1. Your company is listed with logo and backlink to your company site on all conference pages, emails & promotional materials, and post-conference follow-up. Sponsors are also added to all social media posts regarding conference to our social audience of 200K strong.
2. Opportunity to host a 30 to 45-minute educational session during the conference with live chat Q&A, managed by conference host & Petri.com Editorial Director, Russell Smith.
3. Event is highly promoted, and sessions are given by Microsoft MVPs and recognized industry experts.
4. All conference leads registered prior, day of, and 2-weeks post-event are shared with Sponsor.
5. 250 lead minimum guarantee - Leads gathered through conference registration. Event is simulcasted on multiple channels – Twitter, Facebook, Petri.com, and YouTube – to draw as many users as possible on day of event for maximum brand exposure for our sponsors.
6. On-demand promotions continue for 2-weeks post-event.
7. Sponsor recognition throughout the conference day.
8. Content is available on-demand on Petri.com and will be promoted as a 1-Day training bundle post-conference.



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FUEL FOR SERIOUS TECHNOLOGISTS

Fully Managed Webinars

Fully Managed Webinar: \$15,000

Webinar + Techbrief: \$18,000

Lead Filters:

starting at \$5 per lead, per filter

The screenshot shows the Petri.com website with a navigation bar at the top. The main content area features a large banner for a webinar titled "Securing Active Directory - Proactively Detecting Attacks and Attack Pathways | Dec. 08 at 2 PM GMT". Below this, there are sections for "Our Upcoming Webinars" and "Previous Webinars". The "Upcoming Webinars" section includes a "Register" button and a "Watch Video" button. The "Previous Webinars" section lists several past webinars with their titles, dates, and sponsors. The bottom of the page features a "REACH OUT" section with contact information and a "LEARN MORE" section with a "SITEMAP" link.

A favorite lead generation tactic for our clients.

HOST A WEBINAR ON PETRI.COM

Fully managed webinar program includes:

- 250 minimum lead guarantee (no cap on maximum)
 - General IT Pro Audience
 - Leads with filters:
 - Adjusted by less Minimum Lead Guarantee, or additional fee per lead, per filter (starting at \$5)
- Leads generated from registrations prior to the live webinar event or from on-demand promotion after the live webinar date
- Every effort is made to guarantee 70% of leads prior to the live webinar date
- Fully managed, multi-touch marketing program to drive audience awareness & consideration
 - Promoted through our channels to our BWW Media Group audiences
 - Full nurture tactics used to drive attendance post registration
 - Co-hosted with a Petri / Thurrott expert or hosted solely by your subject matter expert(s)
- Post-webinar follow-up with registered and attended participants
 - Thank you email sent immediately (with optional offer)
 - On-demand webinar available via Petri.com
 - Tech brief ready for download (optional)

The screenshot shows the Petri.com website with a navigation bar at the top. The main content area features a large banner for a webinar titled "Securing Active Directory - Proactively Detecting Attacks and Attack Pathways | Dec. 08 at 2 PM GMT". Below this, there are sections for "Our Upcoming Webinars" and "Previous Webinars". The "Upcoming Webinars" section includes a "Register" button and a "Watch Video" button. The "Previous Webinars" section lists several past webinars with their titles, dates, and sponsors. The bottom of the page features a "REACH OUT" section with contact information and a "LEARN MORE" section with a "SITEMAP" link.

- Full campaign reporting to client on registrants and attendees

Fully Managed Webinar:	\$15,000
Webinar + Techbrief:	\$18,000
Lead Filters:	starting at \$5 per lead, per filter



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FUEL FOR SERIOUS TECHNOLOGISTS

Custom Content Services

Petri.com Guest Post:	\$1,000
Custom Article Sponsor:	\$4,000
Petri Dish Real Field Story:	\$5,000 (starting at)
White Paper Creation:	\$10,000
Podcast Series Creation:	\$5,000 per episode (minimum 5-episode series)
Fully Managed Webinar:	\$15,000

Petri is a knowledge base and educational resource for IT Pros for over 22 years. You will be in good company with a team that has maintained a strong editorial voice and built a trust with our audience. Besides having your unique and original content align with ours, there are some added benefits to sponsoring a guest post.

- COST PER POST: \$1,000**

PETRI.COM SPONSORED POST PACKAGE

All the benefits of a Guest Post, and more, but with a dedicated writer and SME and a traffic guarantee.

The Petri.com Editorial team will work with the sponsor to create and write a custom article for Petri.com that is no less than 1,200 words and will address an industry issue or trend and name the sponsor as a solution.

- Opportunity to showcase your company's solutions while helping to solve a problem - a "how-to" tutorial, a demonstration of how a highlighted product solves a challenge or complex issue that IT Pros might face, or as a product showcase
- New eyeballs on your article every day. Nearly 80% of unique visitors in the last 90 days came via organic search
- Continuous SEO value as all articles are well indexed. The Petri audience looks for answers and solutions to questions and problems and keeps up with trends in IT and Enterprise Technology.
- Opportunity to turn visitors into leads with up to 3 backlinks in the article
- Sponsor receives exclusive on-article page sponsorship ad units for 12 months, with an option to extend, leveraging Petri's premium sponsor presence, a rich engaging onsite presence built into the page, avoiding typical "banner blindness".
- BWW will promote the article and guarantees that the post will receive a minimum of 1,000 page views in the first 12 months. We estimate that 75% of the pageviews to occur within the first 4 months.
- Examples:
 - <https://petri.com/immutable-storage-ransomware-backups/>
 - <https://petri.com/manageengine-adservice-plus-mfa/>
 - <https://petri.com/top-microsoft-365-tools-for-simplified-project-management/>

COST PER POST: \$4,000

Sponsor header

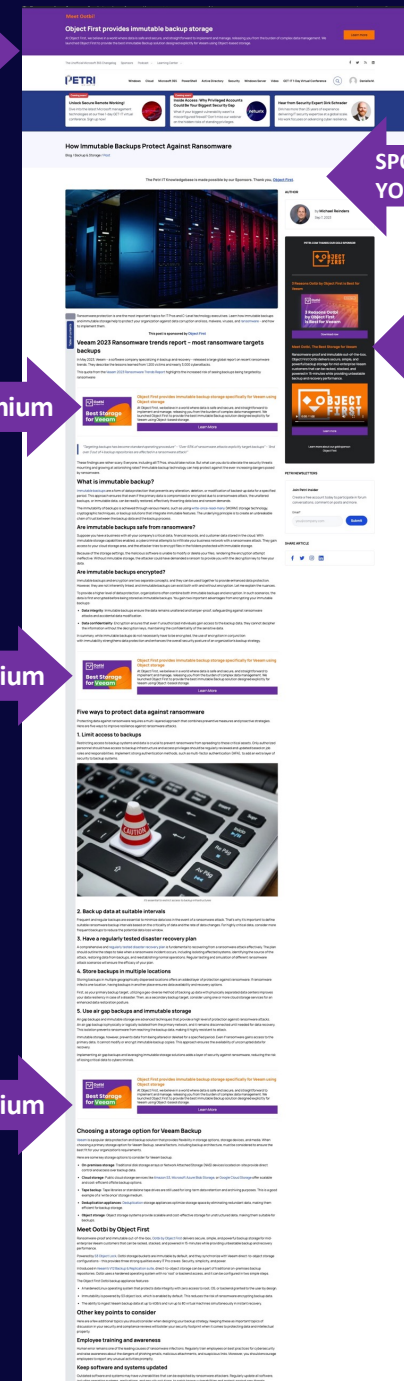
SPONSOR THANK YOU

RIGHT RAIL SPONSOR BLOCK

In Content Premium

In Content Premium

In Content Premium



PETRI DISH REAL FIELD STORY

It is extremely important to Petri.com that our point of view on products and platforms remains trustworthy and the person delivering them is an SME in that particular area of IT.

We do not sell paid articles as reviews on Petri.com as we believe that our Editorial team's integrity must live up to the trust that the Petri brand has built and maintained with its audience for over 23 years. Building up trust and expectations with brands is necessary so that our audience continues to associate us with quality content and recommended software.

The Petri Dish Real Field Story is designed to be more than a traditional product review. It is a story that transparently takes our readers through a “how-to” or review process (if applicable) with a Petri.com contributor, in partnership with the client and your customer or SME (if you choose to include).

Petri Dish Real Field Story will be presented as a video interview and discussion on Petri.com accompanied by a strategy article written by Petri.com and promoted across all our channels - Petri.com onsite & high-impact units, Petri dedicated email and newsletters, and social media (300K+ followers strong) to drive traffic and continuous SEO value for our clients.

See Petri Dish Real Field Story Requirements on the next slide.

COST: STARTING AT \$7,500

For inquiries, contact: hello@bwwmediagroup.com

The screenshot shows a Petri.com article titled "SmartDeploy: PC Deployment Made Simple" by Paul Thurrott, posted on October 23, 2017. The article is categorized under "Windows" and "SmartDeploy". The content discusses the challenges of PC deployment and how SmartDeploy offers a simple and scalable solution. It mentions that SmartDeploy is sponsoring the First Ring Daily podcast and has purchased a webinar. The article also includes a disclosure statement and a link to the SmartDeploy website.

SmartDeploy: PC Deployment Made Simple

by PAUL THURROTT Posted on OCTOBER 23, 2017

SmartDeploy offers a simple and scalable image-based PC deployment solution for organizations of all sizes.

Disclosure: SmartDeploy is sponsoring the First Ring Daily podcast for a three-month period and has purchased a webinar, and the company asked me to write an honest review of its flagship product. But my opinions about SmartDeploy are my own and the company's sponsorship played no role in this review. I have no qualms—moral or otherwise—recommending this solution to readers of this site. —Paul

PC deployment is arguably among the least glamorous tasks facing both new and established IT departments. And as businesses grow and become more managed, it's also among the least well-served.

Today, enterprises can take advantage of expensive solutions, such as Microsoft System Center Configuration Manager (SCCM), which are powerful but complex. And smaller organizations—future enterprises—can look forward to a slog of free but complex environments like Microsoft Deployment Toolkit (MDT). If only there were something simpler. Something that could serve both audiences equally well.

SmartDeploy aims to be that solution. Thanks to its simple, user-friendly interface, even the smallest and least experienced of IT departments should be able to get up and running with this tool in an afternoon. And for those with larger and more diverse environments, SmartDeploy scales with you, and offers more advanced tools to meet your evolving needs.

SmartDeploy is also versatile because PC deployment spans many areas: It's not just about outfitting an employee with a new PC. Some other common scenarios involve getting an employee back up and running when a PC isn't working properly, and migrating from one Windows version to another. For example, from Windows 7 to Windows 10. But whatever the reason, SmartDeploy can help you get up and running again in a matter of minutes.

So I put SmartDeploy to the test.

Getting Started

Because SmartDeploy is a basic Windows reference machine, you know that and often via a virtual machine. I was initially told that SmartDeploy was a PC-specific driver of physical refresh. Using VMs also makes sense.

Real Field Review: Brian Wherry tells his SmartDeploy Story (Sponsored)

by Brian Wherry NOV 16, 2017 13

About author

Brian Wherry

View Articles

HP ENVY Inspire 7255e Wireless...

\$299.99 \$179.99

Shop now

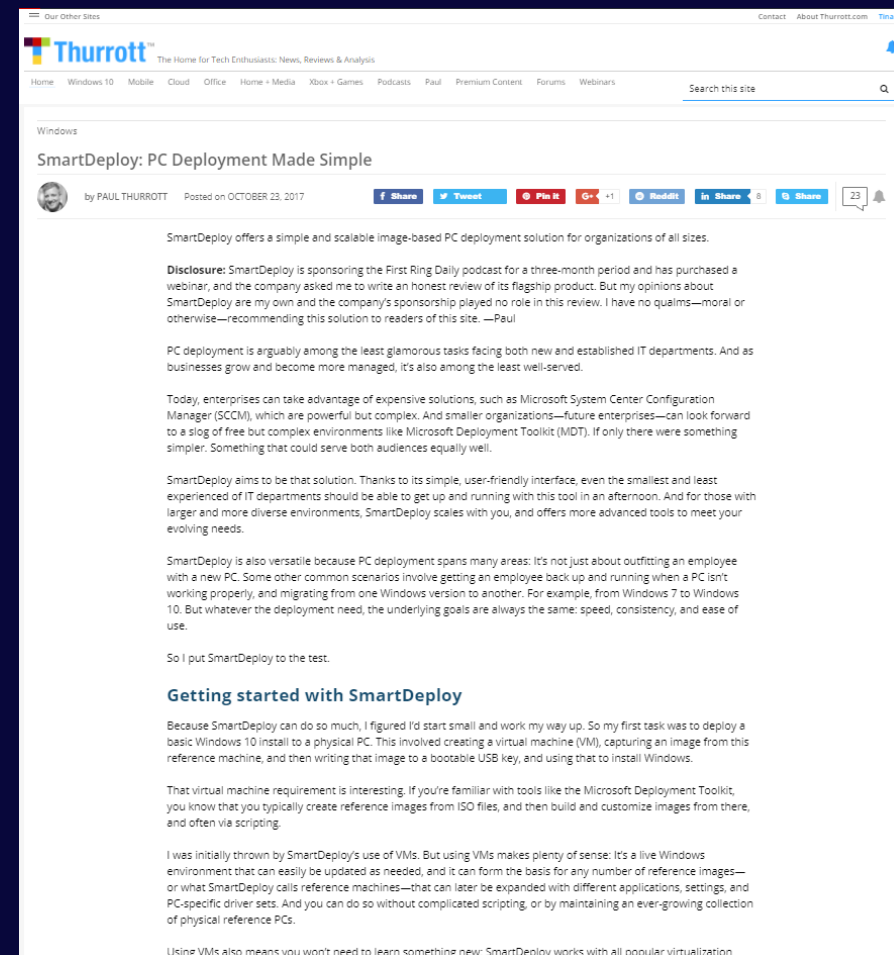
Currently on Twitter

PETRI DISH REAL FIELD STORY

- Client will provide a customer or an SME to share a case study or a success story that a Petri writer will bring to life with our audience.
- Petri writer will test, trial, and/or review the product if possible (time & cost will vary) and document the entire process.
- The Petri Dish Real Field Story will be shared in both written form as an article on Petri.com as well as a Petri Dish video interview and discussion with highlights of the case study and/or review and conversation between Petri.com Editorial Director, Russell Smith, the client, the client's customer or representative if applicable, and the author.
- All content will be shared with the client prior to video production & publishing of the article & video and the client will have an opportunity to answer all questions.
- Since this is a Real Field Story, the true perceptions of the software will be shared with the Petri.com audience. We encourage the client to answer questions about any challenges with the software and provide the audience with honest & strategic feedback.
- If the client finds the review to be unfavorable, the client can choose to not publish the review and BWW Media Group will instead provide the client with a marketing campaign on BWW Media Group channels that is equal to the cost of the review in lieu of publishing the review. There will not be any refund for reviews that are not published.
- Up to three backlinks to the client's website will be included in the article.
- Article will be featured on Petri.com home page feature block for 1-week once published. Article & video will be published on Petri.com for one year with minimum 1,000 pageviews and will be promoted across all BWW Media Group channels to continuously drive traffic and engagement.
- Client will own the on-page ad units to the article page for 1 year with an option to extend after 1 year. Client can rotate ad creative monthly to ensure freshness.
- Cost: *Starting at* \$7,500 per Petri Dish Real Field Story (cost will be determined based on the complexity of the product and editorial teams' time and resources and if we need to build a testing environment).
- Article can be updated after 1 year to address any product updates or changes and remain relevant on Petri.com for a subsequent 1-year term. Cost to update and maintain on Petri.com for a 2nd year: \$2,500.00

COST: STARTING AT \$7,500

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Examples:

- <https://www.thurrott.com/windows/142031/smartdeploy>
- <https://www.thurrott.com/windows/144196/real-field-review-brian-wherry-tells-smartdeploy-story-sponsored>

CUSTOM WHITEPAPER CREATION

The editorial team will write a 3 to a 5-page whitepaper that covers an agreed-upon topic important to your business and sponsored by you.

Whitepaper is given placement onsite at Petri.com.


Sponsor can promote the whitepaper on their own marketing channels and for lead generation campaigns.

Example:
<https://petri.com/whitepaper/choosing-an-mfa-solution-for-your-active-directory-environment-ask-these-15-questions/>

WHITEPAPER CREATION: \$10,000

Petri IT Knowledgebase Resource
A BWW Media Group Brand

PETRI
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Petri Whitepaper
May 20, 2021

Improving Security and Productivity for the MSP and IT

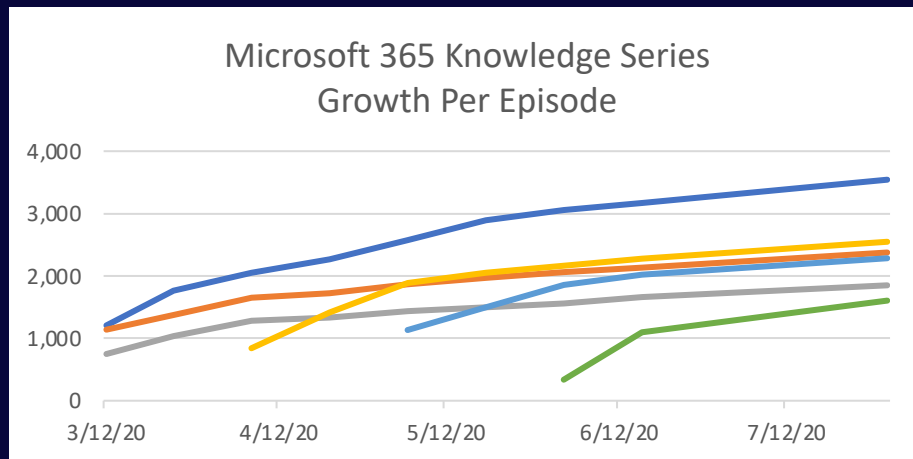
Sponsored by
Devolutions

1 of 9

CUSTOM PODCAST VIDEO SERIES CREATION

Working with you, we can develop a custom-planned podcast video series showcasing one of our experts, one of yours, or both.

The Microsoft 365 Knowledge Series is a great example of how Petri.com can help bring to life a combination of brand awareness, education & thought leadership, product promotion, and social amplification for your brand.



Example:

<https://petri.com/podcast-show/m365-knowledge/>

PODCAST CREATION: \$5,000 (5-EPISEODE MINIMUM)

The Unofficial Microsoft 365 Changelog Sponsors Podcast Learning Center

PETRI
WE GET IT

Windows Cloud Microsoft 365 PowerShell Active Directory Security Windows Server Video
GET-IT 1-Day Virtual Conference

00:00 00:00

In the final episode of the series, Stephen and Paul discuss Power Apps, Power Automate, and the Microsoft Graph, and reflect on what they've learned since the pandemic has forced us all into a new normal of working remotely.

Microsoft 365 Knowledge Series Episode 7: Power Platfor... Watch later Share

MORE VIDEOS

0:16 / 41:40 - Introduction

Transcript:

Paul Thurrott (00:06):
Welcome back everybody to the Microsoft 365 Knowledge Series. I'm **Paul Thurrott** and I'm here as always with **Stephen Rose**.

Content Syndication

General IT Pro Lead Cost:
\$45 per lead

Filters:
Starting at \$5 per filter, per
lead

Filters available on Geography,
Company size, Title, Job Function,
Job Level, and some custom filters
may be an option

Content Syndication can be on one
of your already existing assets or we
can help develop content for you to
syndicate.


BWW MEDIA GROUP CONTENT SYNDICATION

Your content on our web properties is promoted through all of our advertising mechanisms – onsite, high-impact, email, newsletters, social, podcast & video – to generate leads for your Marketing & Sales teams.

- Content syndication is a popular service that we provide many advertisers.
- Leverage your existing content or content we help you to create, and we will capture qualified leads with a monthly, quarterly, or annual lead goal.
- If you need thought leadership or other content created by one of our experts syndicated on our properties, please see our content creation section on page 37 for additional services.

Leads start at \$45 per lead

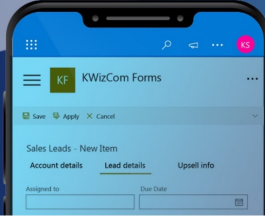
Filters start at \$5 per filter, per lead



The Unofficial M365 Changelog Sponsors Learn Forums Podcasts Resources Newsletters


SECTIONS Windows Cloud Office 365 Microsoft 365 Servers Backup & Storage SharePoint Security PowerShell

Follow us



Mastering SharePoint Forms


Download Whitepaper - Insights into managing SharePoint forms safely & securely


Whitepaper sponsored by: 

Download the SharePoint Forms Whitepaper

Download our whitepaper and learn best practices for SharePoint Forms.

An increasingly mobile, and in more recent times remote workforce, has led to a demand to interact with SharePoint from a variety of different devices. Gone are the days when a user would sit at a desktop in the office and complete a form, which challenges many of the traditional ways SharePoint was deployed. Microsoft has responded to this changing user behavior with a plethora of mobile apps and Canvas Power Apps, which is focused on mobile devices. Despite all of these changes, it is very hard to build forms of any complexity in SharePoint that behave consistently across devices.






Download this whitepaper and learn about Mastering SharePoint Forms to make your organization more efficient.

The SharePoint Forms Whitepaper covers:

- >> How the native experiences in SharePoint lack the functionality of the most needed forms
- >> The wider customization toolset of Microsoft 365 is too complicated for end-users
- >> KWizCom Forms is a solution available through your already installed SharePoint instance

About KWizCom

Since 2005, KWizCom has provided innovative solutions and services to make SharePoint even better for over 10,000 companies worldwide. KWizCom's solutions and services expand Microsoft SharePoint out-of-the-box capabilities, streamline workflow, maximize efficiency and enhance over-all productivity for hundreds of thousands of users.



Gold Collaboration and Content
Silver Collaboration and Content

First Name*

Last Name*

Email*

Please provide a company email if available

Phone Number*

Job Level*

Job Title*

Company Name*

Company Size*

Industry*

State/Region*

Postal Code*

Country*

Petri.com, a property of BWW Media Group, may use your contact information to provide updates, offers and resources that may be of interest to you. You can unsubscribe at any time. To learn more about how we manage your data, you can read our [Privacy Policy](#) and [Terms of Service](#).

Download Now!



bwwmediagroup

FUEL FOR SERIOUS TECHNOLOGISTS

Petri.com Onsite Sponsorship & High-Impact Advertising

For inquiries, contact: hello@bwwmediagroup.com

Petri.com Onsite Sponsorship

Sponsorship Premium Benefits

- Standout through multiple brand placements with content strategically built into article pages and served throughout the Petri.com experience.
- Sponsor units are built into all servable article and category pages and avoid typical “banner blindness” and ad blockers.
- Sponsorship blocks showcase your brand and serve your CTA, in-block video or audio content, and even give the user the ability to download your content assets throughout the site.
- A powerful branding and awareness tool for your technology solutions – able to reach hundreds of thousands of IT Professionals and decision-makers monthly.
- 1st party audience verification data provides insight into the business domains that were served your content, visitors’ demographics and firmographics, and top-ranking intent topics. This intel allows for more strategic targeting of impressions with precision & accuracy to reach a premium audience.
- Sponsors receive first choice of available dates for Petri.com high-impact ad units each month.

Sponsor header

The screenshot shows a Petri.com article page titled "Microsoft Loop to Become Enabled By Default for More Customers". The page layout includes a header, a main article body, and a right rail. Annotations with arrows point to specific sponsorship opportunities:

- Sponsor header:** Points to a purple banner at the top of the article area with the text "Unlock Your Potential: Up Your Power Apps Skills Today" and an "Enroll Today!" button.
- Sponsor thank you:** Points to a section below the article title that reads "The Petri IT Knowledgebase is made possible by our Sponsors. Thank you **PowerApps911**, Power Platform Consulting and Training."
- Right Rail Sponsor Block:** Points to a vertical sidebar on the right side of the page. It features a "PowerApps911" logo, a "PETRI.COM THANKS OUR GOLD SPONSOR" message, and a detailed ad for "Power Apps & Power Automate 201" with a "Enroll Today!" button.
- In-Content Premium:** Points to a small "PowerApps911" ad unit at the bottom of the article, which includes the text "Want to boost your Power Platform Skills?" and a "Learn More" button.



Petri.com Onsite Sponsorship Package Details

Premium benefits that are reserved for our site sponsors

Package Details	PLATINUM Sponsor Package	GOLD Sponsor Package	SILVER Sponsor Package	BRONZE Sponsor Package	Sponsor Package
Company Logo/Link & Description on Petri.com Sponsor Page	✓	✓	✓	✓	✓
Petri.com SOV of Monthly Sponsor Impressions	500,000	400,000	300,000	200,000	100,000
Single-Month Sponsorship Cost	\$4,000	\$3,400	\$2,700	\$1,900	\$1,000
Multi-Month Sponsorship Package Discount*	3% Off 3 consecutive months	3% Off 3 consecutive months	N/A	N/A	N/A
	5% Off 6 months	5% Off 6 consecutive months	5% Off 6 consecutive months	N/A	N/A
	10% Off 12 consecutive months	10% Off 12 consecutive months	10% Off 12 consecutive months	10% Off 12 consecutive months	N/A
Onsite Sponsors have advance opportunity to buy available High-Impact ad inventory each month before any other advertisers					

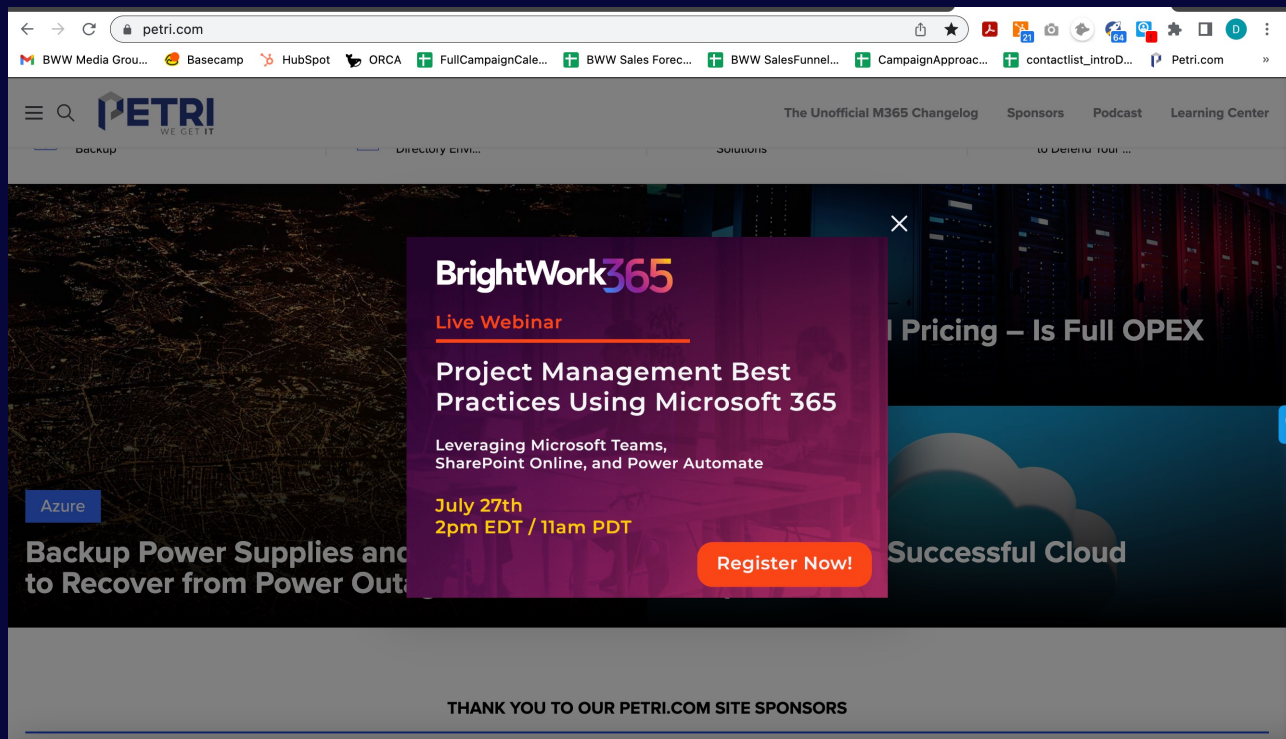
*Multi-month Sponsorship discount may not be combined with any other volume discounts.

Petri.com High-Impact Campaign

High Impact Ad Units are interactive and encourage brand engagements among our audience through strategic touchpoints and placements throughout the Petri.com site.

- High Impact Ad Unit is available to run for a minimum of 10,000 impressions campaign, based on availability, and is served on articles and category pages
- Ad is served to each unique visitor, regardless of which page they visit first. Ad is visible on screen until visitor clicks or closes
- 500x400 Ad unit is sized at 30% of screen resolution and displayed in center of screen for the user at a 4x5 or 4x3 ad sizing
- Client can provide creative or BWW Media Group's creative team can create ad unit
- Site direct only campaign dominates over programmatic ad units and ensures delivery by avoiding ad blockers
- 10,000 impressions are estimated to run in 1 day

Bonus: Petri.com Site Sponsors can buy high-impact ad unit impressions each month before any other advertisers



Min Impressions	Max Impressions	CPM
10,000	99,999	\$50.00
100,000	199,999	\$45.00
200,000	and up	\$40.00



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Petri.com Dedicated Email

DEDICATED EMAILS

Petri Dedicated: \$3,750/send
Office 365 Dedicated: \$3,100/send
Frequency discounts available

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PETRI.COM DEDICATED EMAIL SENDS

Send your email to our database as a valued Petri.com partner message.

List Size: 100,000 send

Sent Monday - Thursday


Audience: IT Professionals (all levels)


Avg Open rate: 10.49%


Petri Dedicated Email: \$3,750/send


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A message from a valued partner


Artificial intelligence and machine learning are helping protect you right now. Learn how on the Security Unlocked podcast from Microsoft.


Nic Fillingham




Natalia Godyla

Security Unlocked
The Microsoft Security Podcast





Discover how artificial intelligence (AI) is being used to protect our personal identities.

In Episode 8 of the Security Unlocked podcast, hosts Nic Fillingham and Natalia Godyla are joined by Maria Puertas Calvo, Data Science Lead of Microsoft's Identity Security and Protection Team.

In this episode, you will uncover:

- How offline detections are used for account compromise prevention
- The importance of multi-factor authentication
- How Microsoft is taking a new approach with AI to identify threats with real-time prevention

[Listen to Episode 8 of Security Unlocked](#)



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OFFICE 365 INSIDER NEWSLETTER

Exclusive newsletter advertising takeover sponsorship

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Sent twice per month on the first and third Wednesday of the month

Avg Open rate: 11.86%

Office 365 Insider: \$2,750/send

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**Office 365 Insider**

Monthly newsletter bringing you current Office 365 knowledge from leading experts.

New Crucial Audit Events Added to Office 365

By Tony Redmond

In March, Microsoft eventually released the MailItemsAccessed "crucial audit event" for accounts holding Office 365 E5 licenses (other suitable licenses include Microsoft 365 E5 or the Microsoft 365 E5 compliance). Crucial events are deemed to be of higher value to investigators or others who need to understand exactly what happened when something goes wrong, such as an attacker penetrating a user account.

Insider continues below

Webinar | Expert Roundtable: Trials and Tribulations of Office 365 Tenant Migrations

Thursday, October 29th, 11 AM ET

This live expert discussion will **help you prepare for successful tenant migrations**, outlining everything you need to know and what to avoid. Ask questions live at the roundtable! You can also **submit questions in advance** as part of your registration form.

You don't want to miss this roundtable with the following experts:

Tony Redmond, Microsoft MVP and Lead Author of *Office 365 for IT Pros*, **Gary Bent**, Global Infrastructure Architect at Omnicom, and two migration experts from Quadrotech: Chief Technology Officer, **Paul Robichaux** (Microsoft MVP for Office Servers and Services), and Director of Enterprise Migrations, **Mike Weaver**.

[Register for our Live Roundtable Discussion](#)

Insider continues from above

Microsoft has now released some additional events to allow investigators to discover information about message sending and mailbox and site searches. Based on what I see in my tenant, it appears that inflow of the message send events into the audit log began around 1 October while capture of search events started around 17 October. Due to the need to distribute updates across Office 365, the exact dates will vary from tenant to tenant. Some tenants I know who have the correct licenses see no trace of the events, including the older MailItemsAccessed event!

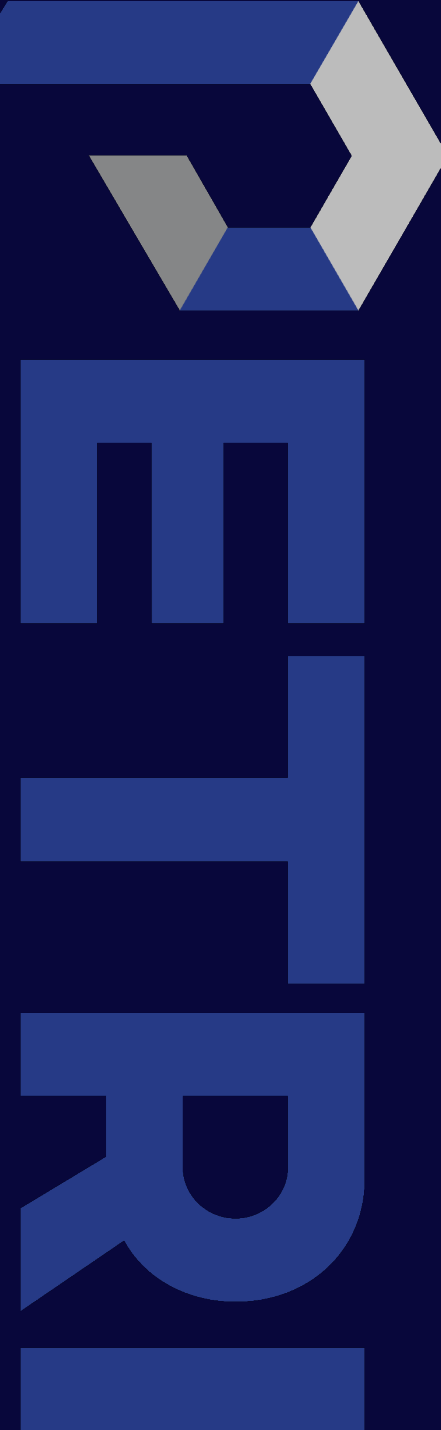
The *Send* event captures details of messages being sent from a mailbox. The event contains the internet message identifier and subject, but you'll have to check the actual message to find details of the recipients. [Continue reading here](#).

Submit Your Questions for this Live Office 365 Migration Roundtable.

[Register Now >](#)

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PETRI.COM WEBINARS & RESOURCES NEWSLETTER

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the second and fourth
Thursday of the month

Avg Open rate: 10.56%

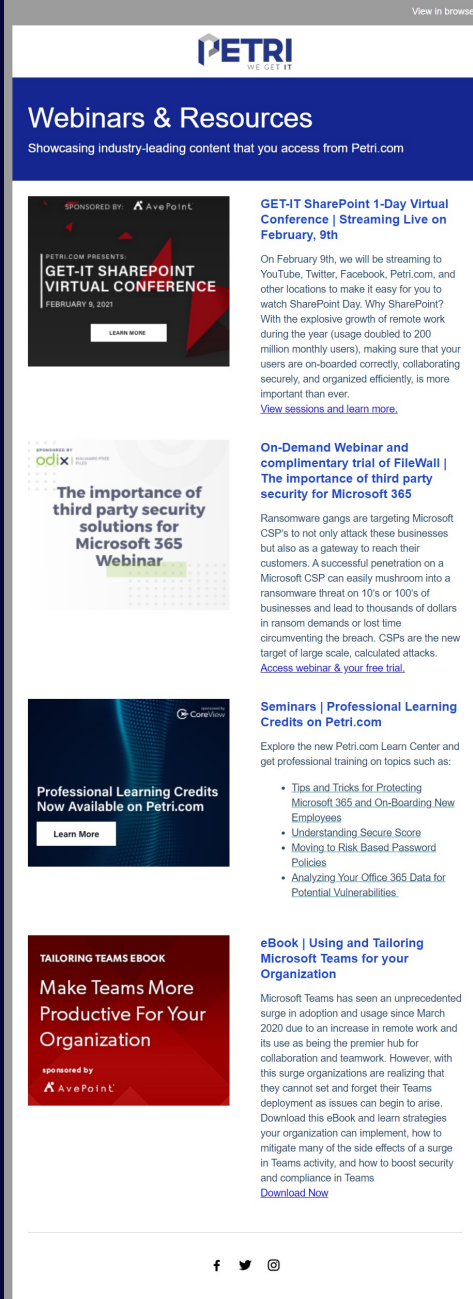
Petri – Webinars & Resources Newsletter:

Block 1: \$2,165/send

Block 2: \$1,800/send

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Block 4: \$950/send



PETRI.COM TECH TUESDAY NEWSLETTER

Newsletter Takeover includes a solution spotlight and a newsletter ad unit

List Size: 75,000 send


Sent Weekly on Tuesday

Avg Open rate: 10.84%

Petri - Tech Tuesday Newsletter: \$2,750/send

Solution Spotlight


Ad Unit



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Tech Tuesday


Showcasing this weeks latest articles on business technology from Petri.com



Microsoft to Crackdown on High Volume Microsoft 365 Email Offenders

If your organization has mailboxes that are overflowing with data and you have been ignoring the warnings that they have surpassed the receiving limits for the account, you will need to start paying more attention. Microsoft has announced that it will be strictly enforcing limits across all mailboxes to protect the health of its system.

[Read More >](#)



Live Webinar | The 4 Pillars of Active Directory Security


Tuesday, March 30th at 1 PM ET / 10 AM PT

Often organizations obtain a few Active Directory security-related tools, but there are always gaps. It is these gaps that the attackers are investigating and exploiting. If the same tools allow the same gaps each time, it only makes sense to fill the gaps, which will stop the attacks.

In this webinar you will learn:

- Where traditional log-based security solutions fall short
- How proactive security can reduce your attack surface
- What you need to do in order to protect AD now


[Register and Learn How to Protect AD](#)



How to Enable PowerShell Remoting in Windows 10

Last year, I wrote about the Office 365 substrate, a little understood but critical component of how Microsoft is developing their cloud services. That article followed a talk by Microsoft Fellow Jeffrey Snover at the Ignite 2019 conference. Now boasting the title of CTO for Modern Workforce Transformation, Snover recently explored the same topic at the Microsoft Higher Education conference. His remarks helped me understand some additional aspects about the Microsoft 365 substrate. Perhaps these notes will help others get to grips with this important topic.


[Read More >](#)



MJFChat: Understanding Microsoft's Employee Experience Vision


Our latest MJFChat is all about Microsoft's just-announced Viva employee-experience platform. My special guest is Jennifer Mason, Vice President of Workforce Transformation and Learning for Planet Technologies. Jennifer also is a Microsoft Most Valuable Professional (MVP) and Regional Director (RD) who is well-versed in all things Office-related.

[Read More >](#)



Real-time detection of attacks and attack pathways is essential.


[Register and learn how to protect your AD install >](#)




Microsoft Adds 'Meet Now' to Teams but It Needs to Go One Step Further

One of the benefits of Teams is that the platform provides a robust solution to host conference calls and to collaborate. But during the past year, the application has often been a second-class citizen for one, but very popular scenario, spontaneous meetings.

[Read More >](#)





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PETRI.COM THIS WEEK IN IT TAKEOVER

Newsletter Takeover includes a solution spotlight
and a newsletter ad unit

List Size: 75,000 send

Sent Weekly on Friday

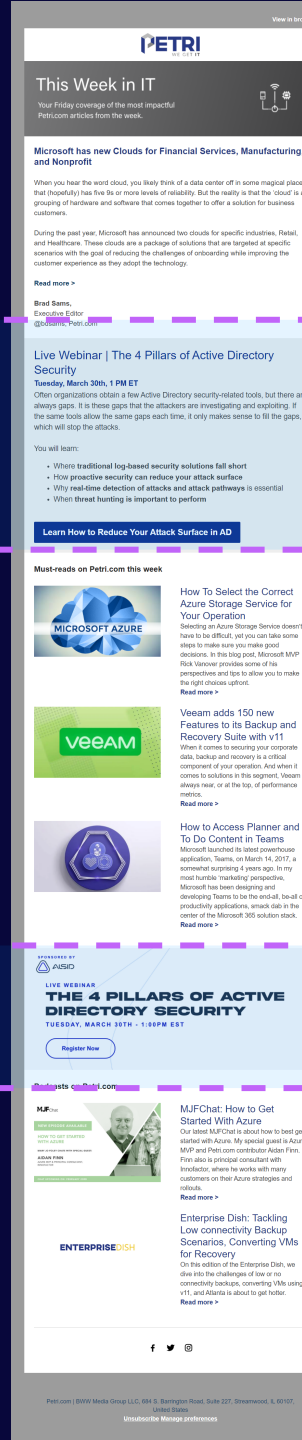
Avg Open rate: 10.33%

Petri - This Week in IT Newsletter:\$2,750/send

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Solution Spotlight

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Petri.com Micro-Campaigns

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A Petri.com Quick Strike Newsletter Campaign

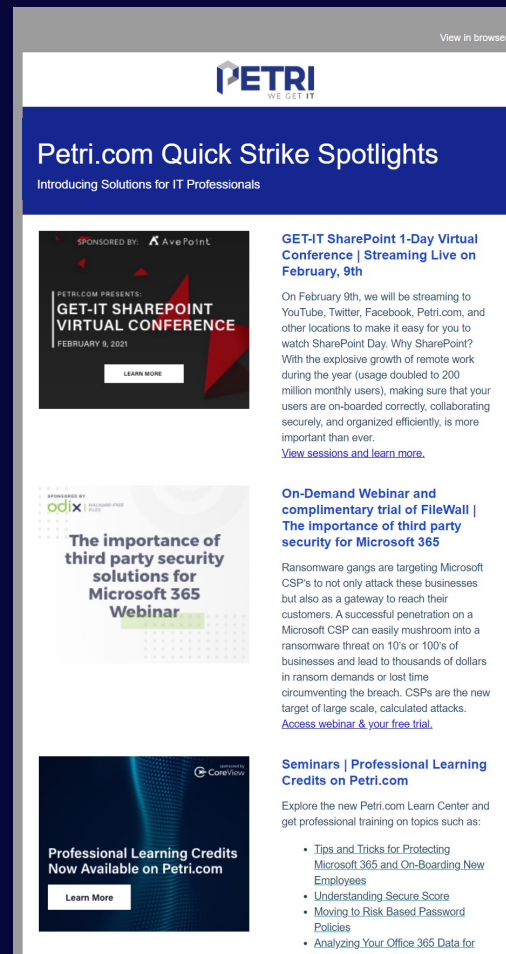
Introducing the Petri.com Quick Strike Campaign: Reach 100,000 IT Pros and Maximize Your Brand's Impact!

Don't miss the chance to amplify your brand's reach to a vast network of 100,000 IT professionals through our exclusive newsletter spotlight. With costs as low as \$950 per send, this powerful campaign enables you to directly reach a massive audience of 100,000 IT professionals through our targeted newsletter, ensuring your message resonates with precision and effectiveness. Don't miss this opportunity to make a significant impact, expand your reach, and forge valuable connections with IT Pros seeking innovative solutions.

Position 1 (top) Cost: \$1,800

Position 2 Cost: \$1,500

Position 3 Cost: \$950



Sponsor a Vibe Post with your “How-to Reel”

Introducing Petri.com’s Vibe Post with your own How-To Reel for our IT Pro audience. Every month we get 700,000 plus IT Pros reading our content and consuming our videos, now it can be your how-to video our audience is watching.

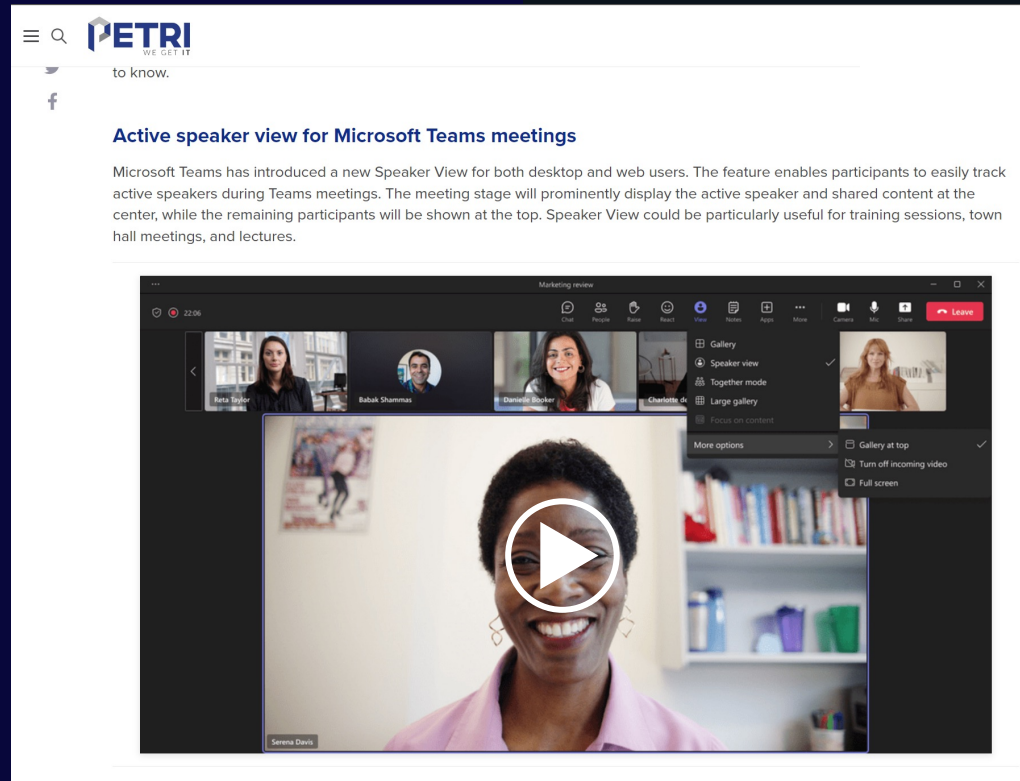
Our expert editorial team complements your video with an engaging written abstract, maximizing the impact of your how-to video.

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Podcast Sponsorship

Unplug IT and This Week in IT

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all about 'Unplug IT'

Unplug IT is a new IT Pro-focused podcast hosted by Petri.com's new Chief Technology Strategist, Stephen Rose. As a 14-year Microsoft veteran, Stephen has helped companies and IT Pros deploy, adopt, and leverage Microsoft technologies like Windows, Office, OneDrive, and Teams, including the latest Teams 2.0.

As the former host of "Inside Microsoft Teams", Stephen's webcast garnered 2 million views over 18 months. In **Unplug IT**, Stephen goes beyond Teams, sitting down with industry experts to share hands-on demonstrations and help organizations maximize their tech investments. Podcast series available on Petri.com and YouTube. The inaugural season will include 12 episodes in the second half of 2023 (2 new episodes per month).

Sponsoring **Unplug IT** will provide excellent exposure for your business around a growing audience with new listeners every episode, as Stephen and his guests delve into IT Pro-focused topics with a hands-on and how-to approach into real-world examples, demos, and expert interviews to help IT Pros get the most out of their tech investments.



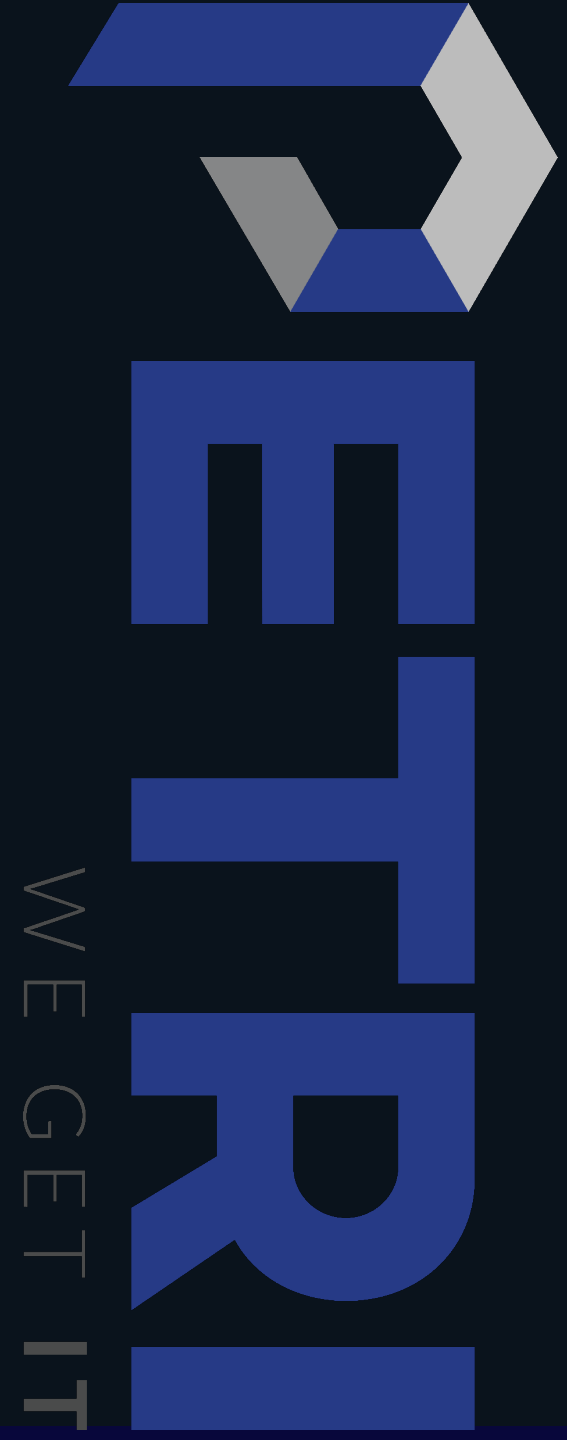
Our Inaugural Season: 'Unplug IT' Sponsor Opportunity

4-Episode Inaugural Season Sponsor Package Includes:

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 - Sponsor Intro & Outro by Stephen
 - Live-read commercial by Stephen and/or a :30 video spot provided by the sponsor
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 - Bonus: 2-month Petri.com Onsite Bronze Sponsorship (total 100,000 impressions). Premium positioning on servable pages avoids typical banner blindness and ad block technology by building sponsor blocks into article and category pages.
- **Only 2 Sponsorships Available for Season 1**
 - **Cost: \$5,000**



Season 1, Episode 1 | Unplugging What's Next for Teams 2.0



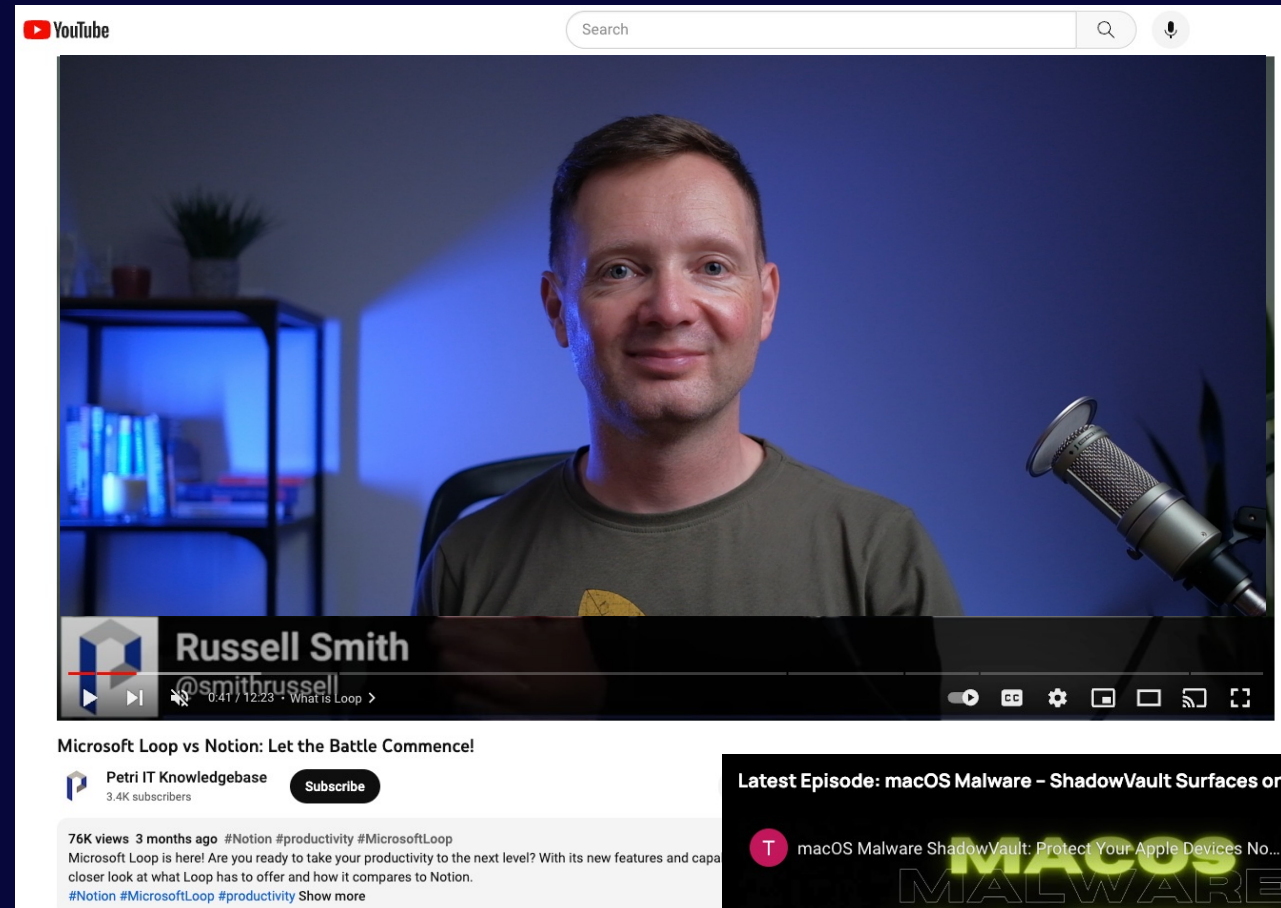
all about *'TWiT'*

This Week in IT (better known as TWiT) is a long-established IT-focused weekly video series with **214,000 views and 11,500 watch hours in the last 365 days** hosted by Petri.com's Editorial Director, Russell Smith.

TWiT provides a wrap-up of the most important news of the week for IT Pros. A complimentary newsletter accompanies the podcast each week, with a distribution of 100,000 email subscribers and is further amplified on our social channels - **300K+ followers** - and has permanent placement on Petri.com and YouTube providing continuous brand exposure and value.

With more than 20 years of experience in IT, from small business to large government IT infrastructure, Russell has contributed to a variety of publications, including Petri.com, and industry blogs since the early 2000s. Russell has also written a book on Windows Security, authored several courses for Pluralsight, and co-authored another for Microsoft's MOAC series.

Sponsoring *TWiT* will provide excellent exposure for your business around a continuously growing Petri audience as Russell and occasional special guests dive into IT Pro-focused topics of the week with hands-on experience and real-world examples to help IT Pros stay on top of industry trends and get the most out of their organization's tech investments.



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Microsoft Loop is here! Are you ready to take your productivity to the next level? With its new features and capabilities, look at what Loop has to offer and how it compares to Notion.
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Latest Episode: macOS Malware - ShadowVault Surfaces on the Dark Web

T macOS Malware ShadowVault: Protect Your Apple Devices No... Watch later Share

MALWARE ALERT

Watch on YouTube

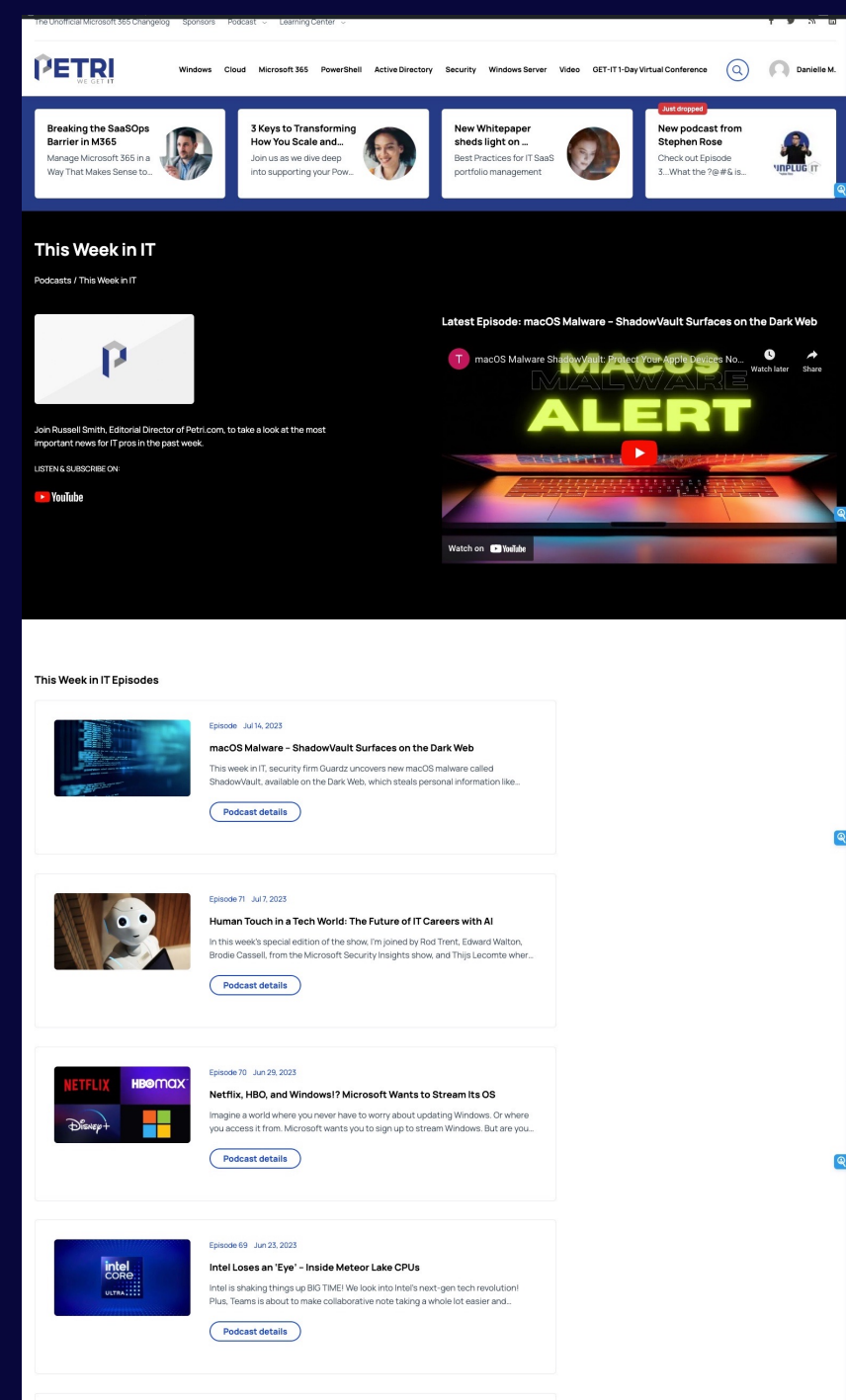
'TWiIT' Sponsor Opportunity

4-Week Sponsor Package Includes:

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- Sponsor Intro & Outro by Russell
- Live-read commercial spot by Russell or a :30 video spot provided by the sponsor
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- *This Week in IT* email newsletter exclusive sponsor block for 4-weeks
- Bonus: 1-month Petri.com Onsite Sponsorship (total 50,000 impressions) during *TWiIT* sponsorship month. Premium positioning on servable pages avoids typical banner blindness and ad block technology by building sponsor blocks into article and category pages.

Act Now! Only 5 Sponsorships left for 2023!

Cost: \$10,000



The screenshot shows the Petri.com website with a dark blue header and a white navigation bar. The navigation bar includes links for Windows, Cloud, Microsoft 365, PowerShell, Active Directory, Security, Windows Server, Video, and OET-IT 1-Day Virtual Conference. Below the navigation bar, there are four featured articles with thumbnails and titles. The main content area is titled 'This Week in IT' and features a large video player for the latest episode, 'macOS Malware - ShadowVault Surfaces on the Dark Web'. Below the video player is a section titled 'This Week in IT Episodes' listing four episodes with their respective thumbnails and titles.



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BWW Media Group Annual Volume Discounts

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*Volume discounts do not apply to Unplug IT podcast sponsorship, Petri.com Onsite Sponsorship, Content Syndication, or Micro-Campaigns as these programs are already packaged discounts, but spend will apply toward level of achievement

For inquiries, contact: hello@bwwmediagroup.com

