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.

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
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

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

**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.
A Few of Our Trusted Partners

- BrightWork
- netwrix
- AvePoint
- VeeAM
- ALERT LOGIC
- ManageEngine
- semperis
- CoreView
- BeyondTrust
- smartdeploy
- IS Decisions
- Cayosoft
- Devolutions
- Microsoft
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

2023 GET-IT: 1 Day Virtual Conferences

Building on the success of our GET-IT Conferences in 2021 & 2022, and driven by our audience insights, BWW Media Group has decided to create four exceptional virtual conferences in 2023. Driving thousands of attendees and hundreds of leads for our sponsors.

Sponsorship details on following page

For inquiries, contact: hello@bwwmediagroup.com
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

- 0-500: 10%
- 501-2000: 19%
- 2001-5000: 35%
- 5001-9999: 25%
- 10000+: 11%

Job Level

- Executive: 13%
- Director/Sr. Director: 19%
- Supervisor/Team Lead/Manager/Sr Manager: 12%
- Senior Employee: 12%
- Individual Contributor: 9%
- Consultant/Contractor: 26%
- Student/Intern/Other: 19%

For inquiries, contact: hello@bwwmediagroup.com
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.

GET: IT: 1 DAY VIRTUAL CONFERENCE SPONSORSHIP DETAILS

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

For inquiries, contact: hello@bwmediagroup.com
Fully Managed Webinars

For inquiries, contact: hello@bwwmediagroup.com

- Fully Managed Webinar: $15,000
- Webinar + Techbrief: $18,000
- Lead Filters: starting at $5 per lead, per filter
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)
- Full campaign reporting to client on registrants and attendees

For inquiries, contact: hello@bwwmediagroup.com

A favorite lead generation tactic for our clients.

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

For inquiries, contact: hello@bwwmediagroup.com
PETRI.COM GUEST POST

In keeping with Petri.com's commitment to providing the best content and community resources for our audience - to help IT Pros be successful in their jobs and keep their end users, businesses, and clients running 24 hours per day, 365 days per year - we are accepting sponsored articles written by guest contributors on a limited basis from some of the most reputable and innovative technology companies across the industry.

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.

• 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

• Article will be posted for 1 year with an opportunity to update and extend

• Volume discounts may be available

• Examples:
  • https://petri.com/it-offboarding-automation-nudge-security/
  • https://petri.com/airdroid-business-zero-trust-security/

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-adselfservice-plus-mfa/
  • https://petri.com/top-microsoft-365-tools-for-simplified-project-management/

COST PER POST: $4,000
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@bwmediagroup.com
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 BW 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 BW 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

For inquiries, contact: hello@bwmediagroup.com

Examples:
- https://www.thurrott.com/windows/142031/smartdeploy
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

For inquiries, contact: hello@bwwmediagroup.com
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-EPISODE MINIMUM)

For inquiries, contact: hello@bwwmediagroup.com
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.

For inquiries, contact: hello@bwwmediagroup.com
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

For inquiries, contact: hello@bwwmediagroup.com
Petri.com Onsite Sponsorship & High-Impact Advertising

For inquiries, contact: hello@bwwmediagroup.com
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.
## Petri.com Onsite Sponsorship Package Details

Premium benefits that are reserved for our site sponsors

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<tr>
<th>Package Details</th>
<th>PLATINUM Sponsor Package</th>
<th>GOLD Sponsor Package</th>
<th>SILVER Sponsor Package</th>
<th>BRONZE Sponsor Package</th>
<th>Sponsor Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Logo/Link &amp; Description on Petri.com Sponsor Page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Petri.com SOV of Monthly Sponsor Impressions</td>
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<td>400,000</td>
<td>300,000</td>
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<td>100,000</td>
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<tr>
<td>Single-Month Sponsorship Cost</td>
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<td>$3,400</td>
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<td>Multi-Month Sponsorship Package Discount*</td>
<td>3% Off 3 consecutive months</td>
<td>3% Off 3 consecutive months</td>
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<tr>
<td></td>
<td>5% Off 6 months</td>
<td>5% Off 3 consecutive months</td>
<td>5% Off 3 consecutive months</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td></td>
<td>10% Off 12 consecutive months</td>
<td>10% Off 3 consecutive months</td>
<td>10% Off 3 consecutive months</td>
<td>10% Off 3 consecutive months</td>
<td>N/A</td>
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</table>

*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

<table>
<thead>
<tr>
<th>Min Impressions</th>
<th>Max Impressions</th>
<th>CPM</th>
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<tbody>
<tr>
<td>10,000</td>
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<tr>
<td>100,000</td>
<td>199,999</td>
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<tr>
<td>200,000</td>
<td>and up</td>
<td>$40.00</td>
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For inquiries, contact: hello@bwwmediagroup.com
Petri.com Dedicated Email

DEDICATED EMAILS

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

For inquiries, contact: hello@bwwmediagroup.com
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
Petri.com Email Newsletter Takeovers

PETRI.COM EMAIL NEWSLETTER TAKEOVER ADVERTISING

Petri - Tech Tuesday Newsletter: $2,750/send
Petri - This Week in IT Newsletter: $2,750/send
Petri – Webinars & Resources Newsletter:
Block 1: $2,165/send
Block 2: $1,800/send
Block 3: $1,300/send
Block 4: $950/send

For inquiries, contact: hello@bwwmediagroup.com
OFFICE 365 INSIDER NEWSLETTER

Exclusive newsletter advertising takeover sponsorship

List Size: 30,000 send

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

Avg Open rate: 11.86%

Office 365 Insider: $2,750/send
PETRI.COM WEBINARS & RESOURCES NEWSLETTER

List Size: 100,000 send
Sent twice per month on 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
Block 3: $1,300/send
Block 4: $950/send

For inquiries, contact: hello@bwwmediagroup.com
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

For inquiries, contact: hello@bwwmediagroup.com
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
Petri.com Micro-Campaigns

For inquiries, contact: hello@bwwmediagroup.com
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

For inquiries, contact: hello@bwwmediagroup.com
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.

With the Petri.com Vibe Post, your sponsored video post gains prominent visibility on our reputable platform. Reach industry professionals and enthusiasts who are eager to learn from your expertise.

We amplify your reach further through our extensive social media network, an online feature spot on Petri.com, and inclusion in a newsletter.

For just $3,500, the Petri.com Vibe Post with a How-To Reel offers a powerful marketing solution.

Available to combine with a lead-generation campaign. Reach out for more details!
Podcast Sponsorship

Unplug IT and This Week in IT

For inquiries, contact: hello@bwwmediagroup.com
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:

- Exclusive Sponsor of 4 consecutive episodes (2 months)
- Sponsor Intro & Outro by Stephen
- Live-read commercial by Stephen and/or a :30 video spot provided by the sponsor
- Petri.com episode post page mention/logo with a link back to the sponsor’s page
- 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
all about ‘TWiIT’

This Week in IT (better known as TWiIT) 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.

TWiIT 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 TWiIT 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.
‘TWiIT’ Sponsor Opportunity

4-Week Sponsor Package Includes:

- Exclusive Sponsor of 4 consecutive new episodes (1 month)
- Sponsor Intro & Outro by Russell
- Live-read commercial spot by Russell or a :30 video spot provided by the sponsor
- Petri.com episode post page sponsor logo and a link back to the sponsor’s page
- 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.

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**BWW MEDIA GROUP VOLUME DISCOUNTS**

**Bulk Discounts for Annual Commitments**

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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

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