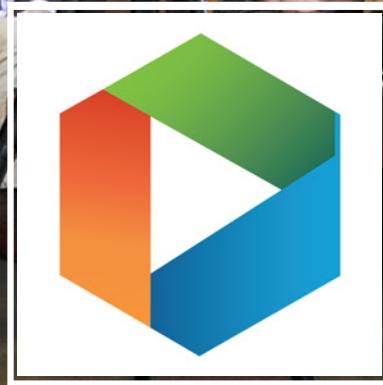




Laura Myers, CMS-Connected
advertising@cms-connected.com



CMSCONNECTED

2017 MEDIA KIT

ENTERTAINING. EDUCATIONAL. COLLABORATIVE.

CMS-Connected is the content management industry's headline news, articles and commentary source. Our audience is comprised of a diverse group of technophiles, practitioners, software consumers, vendors, analysts and many others. Our topics satisfy a wide array of interests, with a focus on content, marketing, customer experience, digital transformation, best practice digital governance solutions, commerce platforms and internal intranets as well as mobile and social business.

We don't just supply facts. We capture the conversation surrounding the latest technologies, innovations, mergers, acquisitions, platforms, products and all other CMS related news and deliver it through engaging interviews, captivating articles and first-hand experience from numerous industry events.

WHAT OTHERS ARE READING



Interview with Christopher McLaughlin of Dell EMC ECD

To get a first hand account of all the exciting recent events, we reached out to Christopher McLaughlin, Chief Marketing Officer, Enterprise Content Division at EMC.

2,365 VIEWS

Average time on page: 3:55



Enterprise Content Management (ECM) Market Growth

According to a market research report, published by MarketsandMarkets, the Enterprise Content Management Market size is expected to grow from USD 24.62 Billion in 2015 to USD 59.87 Billion by 2020.

3,049 VIEWS

Average time on page: 6:47



6 Enterprise Tech Trend Predictions for 2017

According to Gartner's latest report, Worldwide IT spending is forecast to reach \$3.5 trillion in 2017, up 2.9 percent from 2016's estimated spending of \$3.4 trillion.

2,114 VIEWS

Average time on page: 2:54



Forrester Analyst Assesses When & Why to Upgrade Your CMS

CMS vendors consistently report anywhere between 15 – 25% of their current clients are behind more than a year on upgrading their CMS, and this can lead to challenges for all parties that are assisting an organization.

3,224 VIEWS

Average time on page: 4:57

Each month we dig past the glossy brochures and websites with a review of a digital tech organization in our Vendor Spotlight segment.



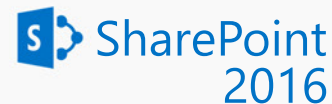
“ Audience Testimonial

I watched your presentation on Sitefinity with great interest via "CMS-Connected" on YouTube. You gave a great overview. What a fantastic resource both CMS-Connected and your reviews are!

Twitter Reaction

orchestra **OrchestraCMS**
CMS @OrchestraCMS

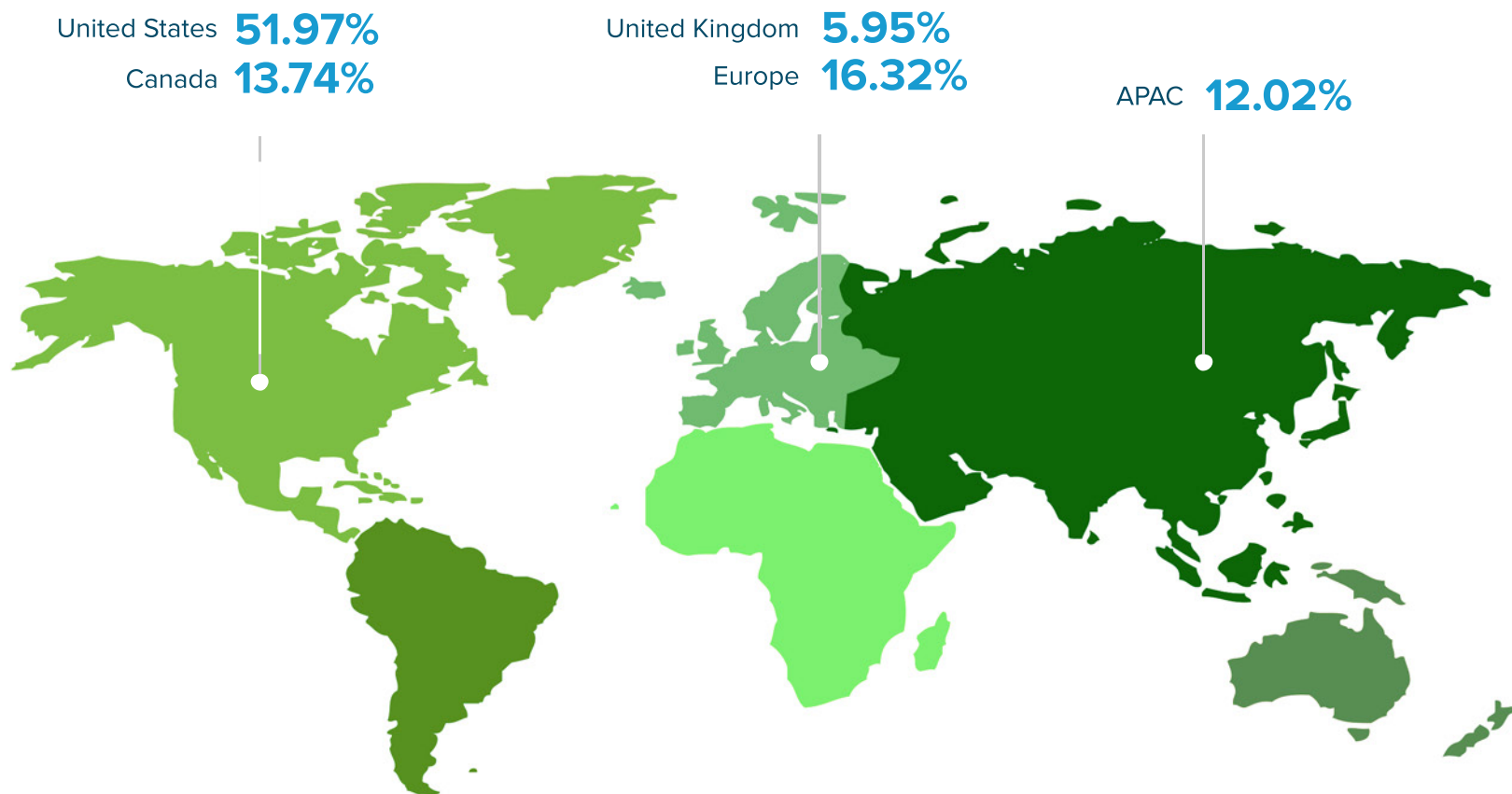
RT @cmsconnected: Great spotlight on @OrchestraCMS.
Great job and well informed presentation from
@amymartyn111 of @FalconSoftware ^TC



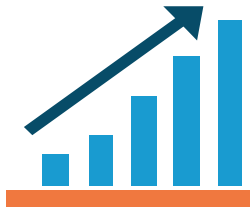
There is always a consistent, overarching conversation resonating within an industry event and our tech-reporter will take to the event floor to capture it. We engage with attendees one-on-one to discuss the themes, platforms and vendors as well as their thoughts on the event itself. We not only share these videos with our audience on cms-connected.com and social media channels, but we also provide you with the footage to use for further event promotion.



CMS-Connected has individuals checking in on the latest breaking CMS news & commentary from all over the world.



ENGAGED



1,435%
TOTAL SESSION
INCREASE
JAN-DEC 2016

CAPTURE



1:20
AVERAGE TIME
SPENT PER PAGE

USERS



37%
SENIOR LEVEL
C-SUITE

12%
MANAGER

11%
DIRECTOR

10%
ENTRY LEVEL

INFLUENCERS

70%
BETWEEN
25-45
YEARS OLD

VIEWERSHIP

93,023
TO CMS-CONNECTED
WEBSITE

37,492
SESSIONS

2.48
PAGES PER SESSION

VISITORS

78%
NEW VISITORS
PER MONTH

SOCIAL


48%
DIRECT FROM LINKEDIN


39%
DIRECT FROM TWITTER


12%
DIRECT FROM FACEBOOK

NAVIGATION

42%
ORGANIC SEARCH

28%
DIRECT TO WEBSITE

25%
SOCIAL

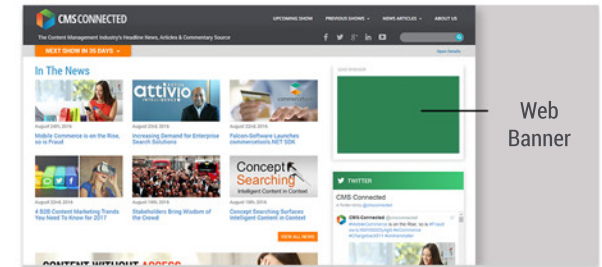
LEAD SPONSOR PACKAGE



As a lead sponsor, you would engage in an exciting partnership with CMS-Connected. What makes this different from your average media campaign? Not only do your ads get featured with top of the line content, you have the chance to bring persona to your brand by having a member of your organization engage in an interview with our media reporters. The best part? Even after your campaign ends, all video content remains on our site.

DETAILS OF THE PACKAGE:

- Top banner ad placement on all pages for lifespan of campaign.
- One vendor spotlight segment featuring your company.
- The opportunity to appear in a video interview with one of our media reporters.
- The chance to feature a maximum of three case studies from your company.
- Promotion through all our social media channels and monthly newsletter.



PACKAGE PRICE: \$2,000 PER MONTH USD
(MINIMUM TWO MONTH LIFESPAN)

EVENT PARTNERSHIP PACKAGE



We fully immerse ourselves in the buzz leading up to your event and promote it as if it were our own. From the minute we connect with you, our staff is working for you with a tailored marketing strategy and promotion on all of our social media channels before, during, and after the event date.



Event Appearance & Interviews

- Ad placement on our highest traffic pages.
- A custom promotional video about your event.
- Our tech reporter will be on location capturing interviews.
- Polished & professional video post-production.
- Your video segments on our site for months following the event.
- Promotion of all media on all our social channels.

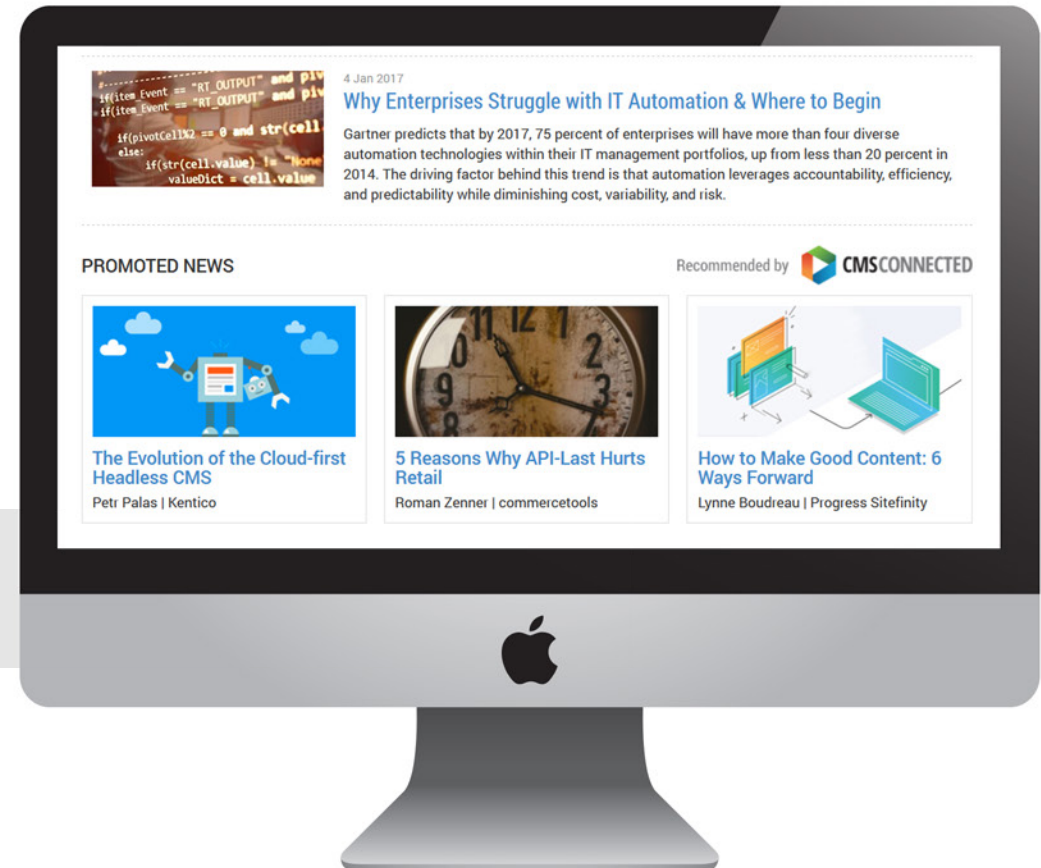
Prices may vary depending on location, inquire with CMSC Marketing staff for a detailed quote.

SYNDICATED CONTENT MARKETING



Get your content in front of our growing audience, to further extend your reach and increase engagement with a new, previously untapped network of minds. We'll showcase articles, blog posts, infographics, press releases, eBooks, whitepapers and more.

PRICE: **\$225** USD/WEEK



CONTACT INFORMATION



For all media inquiries, please contact:

Laura Myers, Marketing Manager



778-747-0259



advertising@cms-connected.com

