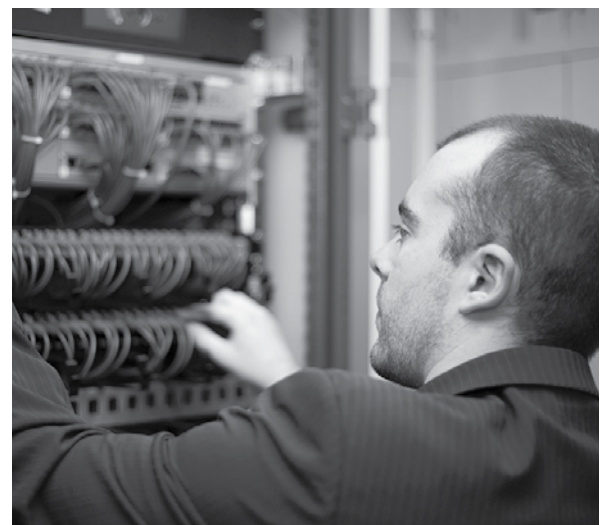
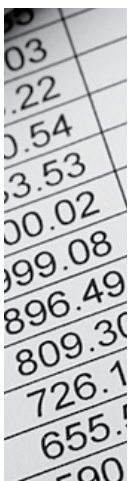


MEDIA KIT 2010





If you want to position your message at the heart of the Windows audience, go to Windows IT Pro—there's no better place to keep your finger on the pulse of the IT world.



WHO WE ARE

OUR AUDIENCE:

QUALITY: 2.5 Million IT Pro's from the most profitable segment of the B2B technology industry

POSITION OF STRENGTH: IT Decision Makers and Influencers: IT Managers, IT Administrators, Network Administrators

THEIR INFLUENCE: 15 years on average in their roles, 97% with purchase involvement with an average annual budget of 31 million

OUR CONTENT:

QUALIFIED: 14 years, 150 awards, 10 years of experience per editor covering the technology industry, paid content

POSITION OF STRENGTH: Independent, in depth, candid analysis, trust worthy content, thought leaders

OUR INFLUENCE: The power of having our fingers on the pulse of industry news makers to break stories combined with a passionate paid subscriber base

YOUR ADVERTISING OPPORTUNITIES:

YOUR INPUT AND OUR INSIGHT: Designed with your input, improved and enhanced with our insight

POSITION OF STRENGTH: Custom team, flexible to your needs, traditional options, constantly evaluating and improving

THE MARKET INFLUENCE: We use independent resources to poll our audience, obtain market data and develop our product offerings that will help you achieve increased market share, thought leadership, industry education, new business development and social media goals.

WINDOWS IT PRO PROFILE

Windows IT Pro includes

Windows IT Pro,
www.windowsitpro.com

SQL Server Magazine,
www.sqlmag.com

Supersite for Windows,
www.winsupersite.com

Windows FAQ,
www.windowsitpro.com/windowsnt-
20002003faq/

ITTV
www.ittv.net

Left-Brain
www.left-brain.com

Web
7 million total monthly page views
2.5+ million monthly unique
community members

Email
7 email newsletters
280,500 total subscribers opt-in

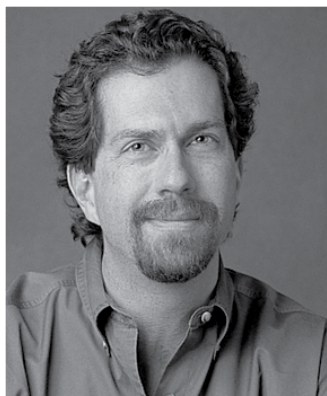
Print
130,000 + total readers per issue

AUDIENCE PROFILE DEMOGRAPHICS

Diverse INDUSTRIES

Windows IT Pro reaches a growing, divergent cross-section of customers in the following industries:

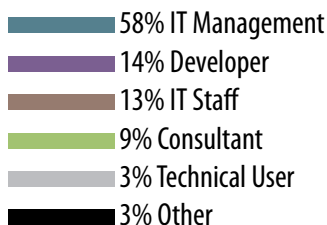
- 11% government
- 10% education
- 9% information technology
- 8% manufacturing
- 5% financial, banking/investment
- 5% healthcare/pharmaceutical



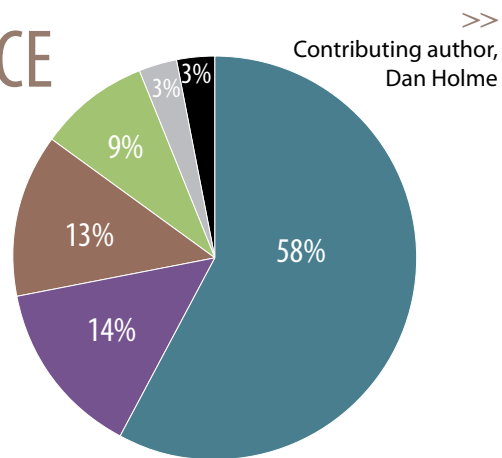
>>
Contributing author,
Sean Deuby



Experienced INFLUENTIAL AUDIENCE

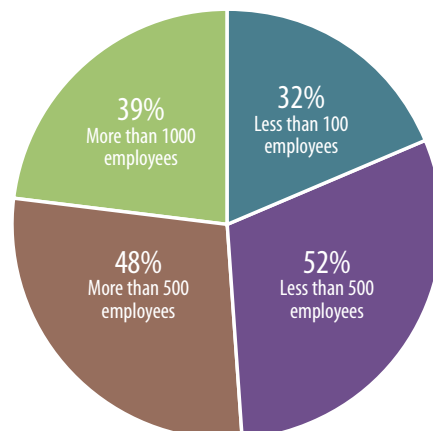


(Source: Readex Reader Survey, June 2009)



Reach ALL BUSINESS SIZES

Average
organization
size: **5,887
PEOPLE**



Invest in Windows IT Pro to maximize your advertising reach and attract highly-qualified prospects.

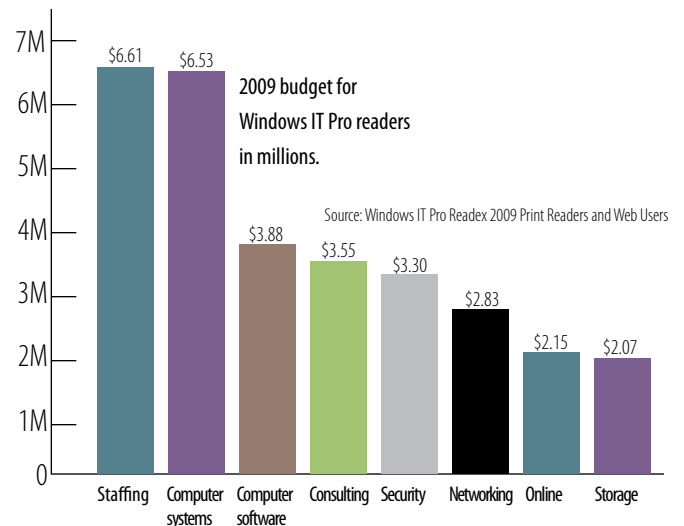
"In my humble opinion, the best Windows environment magazine around—BAR NONE!"

Joe Ansal,
Chief, Technical Section,
SNI

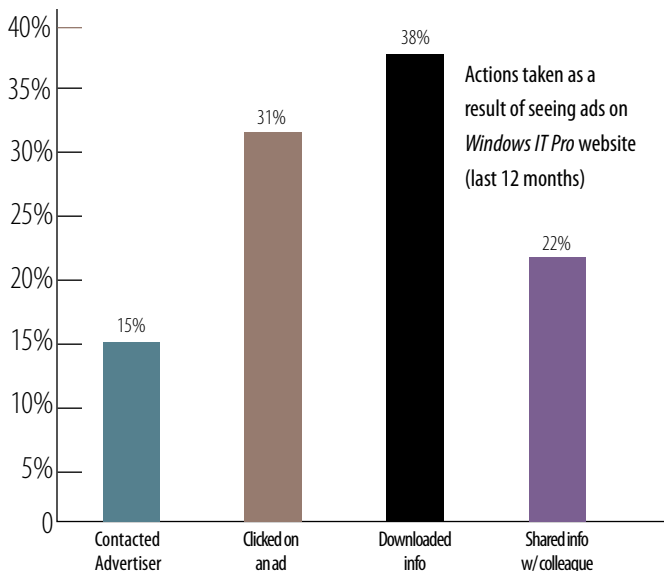
AUDIENCE PROFILE PURCHASING PLANS

Nearly 100% of our influential, empowered audience plans to purchase technology products or services over the next year. 91% of our readers are involved with purchasing, with 81% who specify or recommend brands and suppliers. (Source: Readex Reader Survey, June 2009).

- 54% have downloaded information.
- 24% have contacted the advertiser directly or purchased/ordered a product as a result of seeing a web ad.



Contact sales@windowsitpro.com or call 800-621-1544



FEATURED AUTHOR

Paul Thurrott
(thurrott@windowsitpro.com)
is the news editor for Windows IT Pro. He writes a weekly editorial for Windows IT Pro UPDATE (www.windowsitpro.com/email) and a daily Windows news and information newsletter called WinInfo Daily UPDATE (www.wininformant.com).



EDITORIAL AND AUDIENCE

Mission Statement

"Windows IT Pro magazine tackles technology and career through the eyes of the people who make business computing work. This community of Windows networking users now has a voice to tell the industry and Microsoft what products and functionality they need, what doesn't help them, and what products and product directions will make their life easier. The power of this community will ignite new excitement and create opportunities for innovative products, services, and initiatives. Windows IT Pro magazine's content centers on the people who keep small, medium, and large businesses running every day. We start with a real person who has experienced a real-world situation and tell readers how that person handled it—mistakes and all. Then we take readers through the process of how to work through situations; to identify, evaluate and buy a cost-effective solution; to fix the problem; and to turn the experience into a way to help others in similar situations while growing a career."



—Michele Crockett
Editorial & Custom Strategy Director

MAGAZINE SECTION	BRIEF DESCRIPTION	SECTION & AUTHORS
Front of Book	Where Windows IT Pro subscribers go to find community driven content; opinions, industry analysis, and technical tips from high-profile experts and solutions from their peers.	<p>IT Pro Perspective:</p> <p>Letters to the Editor: Provides a forum for ongoing dialog between our expert writers and our readers.</p> <p>IT Community Forum: Shares insights from reader polls, hot topics in forums, discussions from Windows IT Pro LinkedIn group and notable tweets from Twitter.</p> <p>Need to Know: Windows IT Pro's most famous and controversial writer, Paul Thurrott, puts Microsoft products into perspective.</p> <p>Windows Power Tools: Mark Minasi gives pointers on little known or underused Microsoft tools and helps readers see the universe of resources available to them.</p> <p>Top 10: Mike Otey gives readers his insights into aspects of technology that affect the way systems administrators manage their environments and make purchasing decisions.</p> <p>What Would Microsoft Support Do? Microsoft Escalation Engineer Michael Morales shares his insights from troubleshooting customer calls to Microsoft support.</p> <p>Reader to Reader: IT Pros share tips, insights and solutions from the trenches.</p> <p>Ask The Experts: FAQs answered by a variety of experts covering Windows OS, messaging, security and more.</p>
Middle of Book	In-depth technical feature articles and interviews that cover the latest releases of Windows Server and client OSSs and the earlier releases that companies are using now.	<p>Cover Story and Features: Technical articles that showcase the real world insights of our expert authors who share solutions and lessons learned in the trenches of IT. Cover stories and feature articles cover topics such as Windows OS, Active Directory and Group Policy, Security, networking, Exchange and Outlooks, SharePoint, Office, Systems management, Scripting, and PowerShell.</p>
Back of Book	Where readers turn for information on third-party products and trends. Find new product announcements, hands-on reviews, buyer's guides and market trend articles. This is where we cover the market and specific vendors and solutions.	<p>New & Improved: Announcements for new and updated products.</p> <p>Comparative Reviews: Side-by-side comparison of multiple products in a market segment.</p> <p>Buyers Guides: Feature comparison of products in a particular market segment. Feature lists are supplied by vendors.</p> <p>Market Watch: Analysis of an emerging market segment. Includes discussions of major third-party players.</p> <p>Industry Bytes: Editor insights from vendor briefings and reader reviews. Our editors stay on top of the industry by staying in touch with the products available to IT Pros.</p>

Windows IT Pro SME List

Windows IT Pro – Landing Pages	Primary SME	Contact Info
Active Directory / GPO/ Identity	Caroline Marwitz	Caroline.Marwitz@penton.com
Business Intelligence	Megan Keller	Megan.Keller@penton.com
Cloud Computing	TBD	
Exchange and Outlook	Brian Winstead	Brian.Winstead@penton.com
Networking & Hardware	Jason Bovberg	Jason.Bovberg@penton.com
Office & SharePoint	Caroline Marwitz	Caroline.Marwitz@penton.com
Scripting	Karen Bemowski	Karen.Bemowski@penton.com
SQL Server	Megan Keller	Megan.Keller@penton.com
Storage/Backup/Recovery	Jason Bovberg	Jason.Bovberg@penton.com
Systems Management	Zac Wiggy	Zac.Wiggy@penton.com
Virtualization	Zac Wiggy	Zac.Wiggy@penton.com
Windows OS & Deployment	Zac Wiggy	Zac.Wiggy@penton.com
IT Management/Careers* (No landing page)	Brian Reinholz	Brian.Reinholz@penton.com
Security* (Part of Secure/Deploy/Manage)	Lavon Peters	Lavon.Peters@penton.com
Green Computing* (No landing page)	Karen Bemowski	Karen.Bemowski@penton.com

■ 54% of our readers have read the last four issues of **Windows IT Pro**

■ 51% of our readers spend an hour or more reading each issue, ensuring that your ad is read

(Source: Readex Reader Survey, June 2009)

Windows IT Pro 2010 Editorial Calendar

Month	Cover story	Office & SharePoint	Comparative Review	Buyer's Guide	Market Watch
January	Migrating from XP to Windows 7	Make AD LDS Your Custom Membership, Role and Profile Provider in MOSS		ISCI SANs	Netbooks and other portables
February	Windows Server 2008 R2 AD Enhancements	Enabling in Kerberos in SharePoint	AD Management Tools	Exchange Archiving/ E-Discovery	Understanding Types of Virtualization
March	SharePoint 2010	n/a	PowerShell Editors	Systems Management Products	Evolution of Networking
April	IT Annoyances	Office 2010	Third-Party Recovery Tools (alternatives to AD Recycle Bin)	Security Appliances	
May	Migrating to Exchange 2010 (from 2003 and 2007)	Administering SharePoint with PowerShell	Forefront Protection 2010 vs. Third-Party Security Suites	Group Policy Management Tools	Cloud Options
June	Enhancements to Group Policy with R2 and Windows 7	Customizing SharePoint Templates	Migration Utilities for Exchange	Virtualization Disaster Recovery/High Availability	
July	Hyper-V Live Migration	How to Federate Access to SharePoint Using ADFS	Mobile Phones in the Enterprise	Log Analyzers	Two-Factor Authentication
August	Network Performance Tuning Tips	Virtualize Sharepoint	P2V Converter Utilities	Auditing and Reporting for SharePoint	
September	Reader to Reader	Custom Workflows for SharePoint	Exchange vs. Google Apps	SSL VPNs	Tools for Migrating to Exchange Online or SharePoint Online
October	More Kerberos Fundamentals	SQL Server DBA skills for SharePoint Admins	Desktop Virtualization Products	SharePoint Site Migration Tools	
November	PowerShell 2.0 to PowerShell 2.0 to Manage AD	Integrating SharePoint with Office Apps	Network Management Tools; Single product reviews: High-End Servers	Backup Options for Exchange 2010	
December	Annual Awards Issue	SharePoint Performance	Community Choice	Editor's Best	

PRINT ADVERTISING

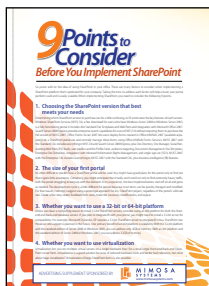
Value of Paid Subscribers

Windows IT Pro prides itself on its ability to stand alone against the competition. We are not only the leader in the Windows technology publication industry; we are the only paid publication in the business. Our readers understand the unparalleled value Windows IT Pro provides them and that is why they subscribe year after year—even passing on issues to peers. Each month our readers are anxious to dive into our magazine so they can read about the latest about technology, the industry and other IT pros. Our strong presence in the Windows IT buyer community, coupled with our laser focus on purchase activity, solidifies that Windows IT Pro is your best choice to reach your target audience and ultimately drive advertising objectives to reach your return on investment goals.



FEATURED AUTHOR

Mark Minasi
(www.minasi.com/gethelp) is a senior contributing editor for Windows IT Pro, an MCSE, and the author of 25 books, including *Administering Windows Vista Security: The Big Surprises* (Sybex). He writes and speaks around the world about Windows networking.



Print OPPORTUNITIES

Windows IT Pro is marked by its depth of editorial content and an inclusive structure that allows IT professionals to interact with colleagues, technical experts, analysts, and other thought leaders. It provides objective, “direct from the trenches” information regarding Microsoft’s latest Windows-based solutions, and offers essential insight for keeping business-critical Microsoft applications up and running.

Windows IT Pro Display Ads

Reach your target audience, build market awareness and stay at the forefront of customers’ minds by advertising with a display ad in Windows IT Pro magazine. Advertising with a display ad in the magazine ensures that your ad is reaching an active, highly-targeted readership. Full-page and fractional advertisements are available.

Essential Guides

A critical education tool for IT professionals, Essential Guides are a quick reference for crucial information IT professionals need in an easy-to-read, easy-to-follow design. Essential Guides feature a 6-page barrel-fold format and are included in full-run editions of Windows IT Pro as well as on our Web site.

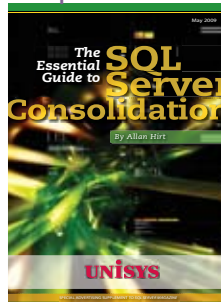
Tip-On Covers and Printed Polybags


These featured offerings help you achieve high visibility for your top-line product messaging. Reach as many as 100,000 readers each month.

Top 10 Cards

Save IT pro’s time and get their attention with our Top 10 Cards. Designed to give essential tips and information to IT Pro’s that can be put to practice immediately, our Top 10 Cards position you as a thought leader in your market space.

Sample Essential Guide:





"The only magazine I get in print. So if I'm busy I can read the issue later. This is one I never miss reading."

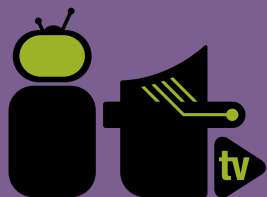
R. Zulewski
VP Microsoft Practice
L3 Communications

WEB ADVERTISING

Reach **2.5 MILLION ENGAGED**
COMMUNITY MEMBERS Online

*Web advertising positions include the following: half pages, rectangles, leaderboards, roadblocks, sponsored text links, peelbacks.

- Web Advertising*
- Microsites
- Podcasts
- Videocasts
- Screencasts
- Web Seminars
- eBooks
- Technical Advisor
- White Papers
- UPDATE Extra
- Custom email newsletters
- Email and postal list rentals
- Forums
- Blogs
- Videos
- Pop Quiz
- Treasure Hunt
- Directory
- Left-Brain
- Virtual Events
- Pocket Guides



ITTV

Be seen on our business-to-business video community by our influential and eager Windows IT Pro audience who crave technical information from their peers, industry experts, and the technologists developing the cutting-edge products and services. Premier video sponsorships give you ongoing exposure throughout the site and drive traffic to your site. www.ittv.net.

FEATURED AUTHOR

Paul Robichaux
(troubleshooter@robichaux.net)
is a senior contributing editor for Windows IT Pro, a founding partner at 3Sharp, and a Microsoft Exchange MVP and MCSE. Paul is the author of Exchange Server Cookbook (O'Reilly and Associates) and blogs at www.robichaux.net/blog.



EMAIL ADVERTISING

UPDATE Newsletter Opportunities

IT professionals look forward to this weekly digest packed with insiders' analysis of industry news and key information they need to evaluate, deploy and manage their enterprise. Our most popular newsletter with 52% of our audience subscribing each week to this weekly newsletter. The only email newsletter given BtoB Magazine's Media Power 50 designation.

Helps IT security professionals stay on top of the latest security vulnerabilities and solutions and analyzes current security events and issues.

SQL Server Magazine UPDATE provides SQL Server DBAs and developers with an inside look at SQL Server industry news via commentaries by SQL Server experts Kalen Delaney and Brian Moran, as well as SQL Server resources and tips.

A reader favorite! Keeps IT professionals educated about the latest tips and techniques for managing their Windows enterprise.

A daily dose of industry news and analysis
written by industry expert Paul Thurrott. Loyal
following!

Delivered through an exclusive and targeted email newsletter, an UPDATE Extra provides valuable problem/solution content and successful case study examples to help walk IT professionals through a real-world problem and how to solve it. As the sole sponsor of a special UPDATE Extra, you gain the opportunity to provide editorial content directly to our audience of IT professionals, right into their inboxes.

■ 34% spend one or more hours reading and looking through email newsletters each month.

Exchange administrators trust Exchange & Outlook update for the in-depth practical information for getting the most out of Exchange and the latest happenings with the Microsoft messaging group.

IT professionals will stay on top of the latest scripting news and events, learn how to solve technical problems, and find useful code, tools and other resources.

Alerts are sent immediately when a new threat is discovered so no organization is caught by surprise.

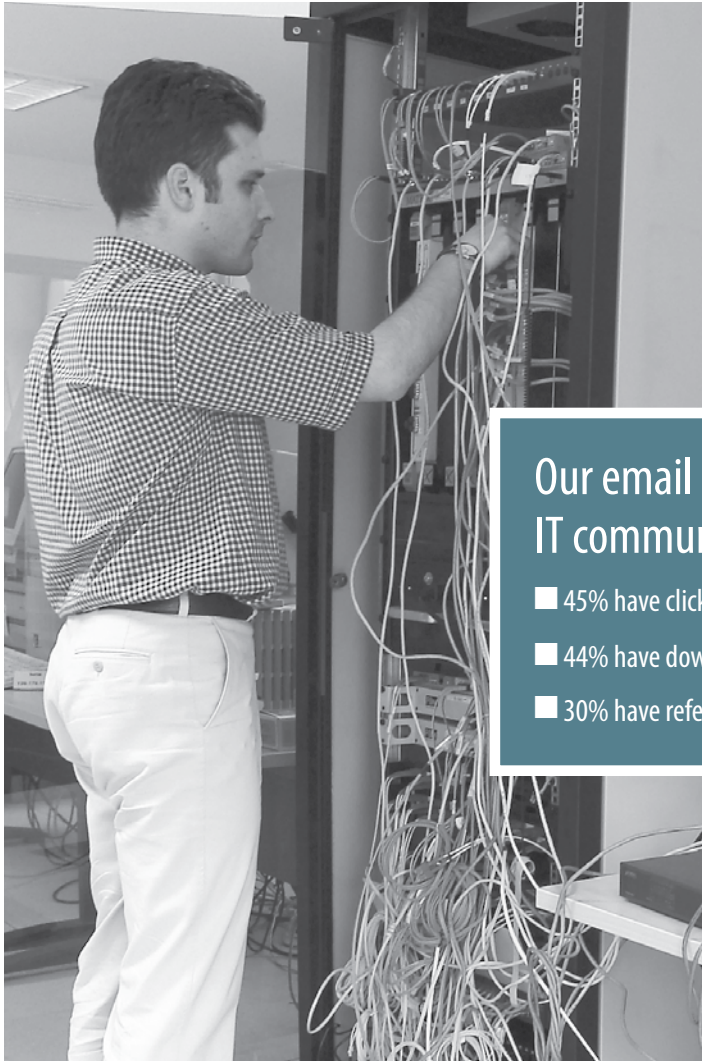
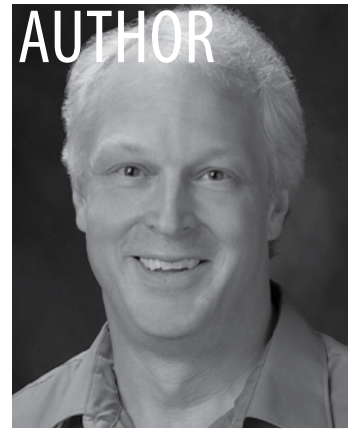
Delivery: Scheduled on demand. Top position only.

Product Spotlight

Highlight your product offerings through our regularly-scheduled Product Spotlight program. This targeted email showcases your featured product, in conjunction with editorial content provided by Windows IT Pro, to a receptive subscriber audience. Numerous spots available each month on various topics.

FEATURED AUTHOR

Michael Otey
(mikeo@windowsitpro.com)
is technical director for Windows IT Pro and SQL Server Magazine and author of Microsoft SQL Server 2008 New Features (Osborne/McGraw-Hill).



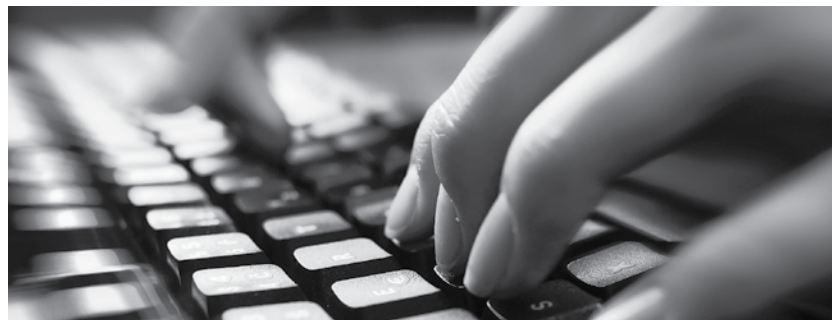
Our email newsletters help you reach an active IT community that responds to your messages:

- 45% have clicked on an ad or contacted an advertiser directly
- 44% have downloaded information or demos
- 30% have referred or shared information with a colleague

(Source: Readex Reader Survey, June 2009)

Third-Party Lists

Deliver original, credible third-party content directly to your targeted audience. Third-party emails offer the best in push marketing with timely delivery of your message to a highly targeted audience to ensure a successful campaign. Through Windows IT Pro, you can reach specialized targeted lists that generate strong click-through responses.



LEAD GENERATION PROGRAMS

NEW! Penton Media Package Programs

You spoke, we listened! Today it's not enough to simply put your message out there and sit back and wait for a response. It won't come. You have to be creative, embrace the audience, educate them, show them how to your tools can lead them to a productive environment – and all the while, you are being measured by your goals – your management.

There are buying cycles to consider, a plethora of avenues to run down to reach those buying cycles, lots of noise in the industry and smaller and smaller budgets. What is the best way to achieve your directives? How can you get involved in social media programs in a bigger way? We can help you.

The Windows IT Pro team has created a roadmap to success, taking the noise and confusion out of your way. Is your corporate goal to gain market share? Or do you need to educate the market on the power of your products and services? Is New Business Development a key to your business success? We have developed a series of programs designed specifically with your goals in mind:

The Social Media Package:

Includes 2 Blog Sponsorships, Twitter Sponsorship and Twitter Contest, Whitepaper Posting and Post Mortem Analysis

Industry Education Series:

Includes Essential Guide, Technical Advisor and E-learning Sponsorship, Whitepaper Posting and Post Mortem Analysis

Leadership Package:

Executive Interview, Custom Webcast, Guest Blogger, Whitepaper Posting and Post Mortem Analysis

Market Share Booster:

6 month Display Ad, Banner Ad Program, Cover Tip with Spread, Ad Relevancy Study, 200 Qualified Leads

New Business Development:

Web Seminar, Whitepaper, 3rd Party E-mail, Microsite/Resource Center and Post Mortem Analysis

Lead Gen Vehicles Available:

Virtual Tradeshow:

Platinum, Technical and Pavillion Sponsorships available

Web Seminars:

Produced By You, Custom Produced by Us or Custom Produced by Us with speaking slot

- Screencasts
- Videocasts
- Podcasts
- Whitepapers
- e-books
- Technical Advisors
- PocketGuides
-And More

Contact sales@windowsitpro.com
or call 800-621-1544

<<

Contributing author,
Robert Sheldon



FEATURED EDITOR

Jason Bovberg

Jason Bovberg (jbovberg@windowsitpro.com) is a senior editor for Windows IT Pro. He has 20 years of experience as a writer and editor in magazine, book, and special-interest publishing.



"Of all of the newsletters I receive on a regular basis, I have to say that your publication is my favourite. I won't go in to detail here, but the layout and topics covered are truly amazing. Please keep it coming!"

Brett Foster, Owner,
FosTech Computing

CUSTOM CONTENT DEVELOPMENT

Whether you are driving a go-to-market campaign, determining how to better education customers, or providing support materials for sales, our expert authors, editors, designers, and producers can deliver the right mix of materials to meet your needs. Our custom content development solutions can vary widely—from technical papers to web seminars to videos, and more. Choose from ala carte programs or let us turnkey your entire project—our experienced project managers keep the project on schedule and on budget. Ask today how our custom content development program can meet your needs.

Call your sales
representative
or 800-621-1554
today for details



Ready to meet
your target audience

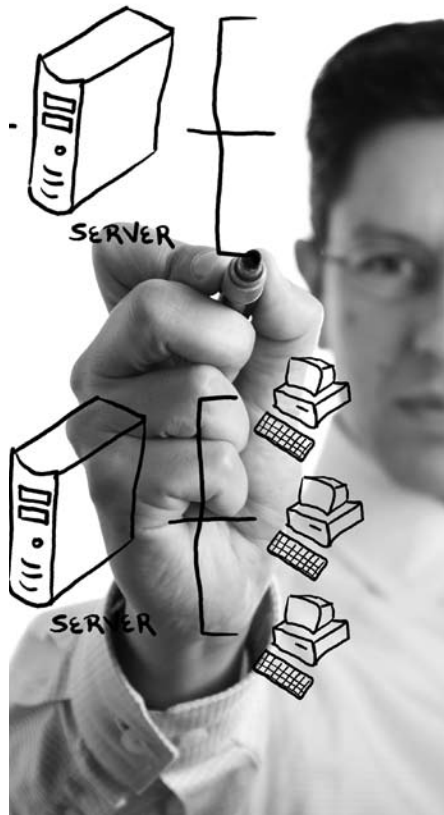
To learn more about
advertising opportunities
at **Windows IT Pro**,
call or email your sales
representative at
800-621-1544 or
sales@windowsitpro.com

About PENTON MEDIA

Penton Media, Inc. is the largest independent business-to-business media company in the U.S., serving more than six million business professionals every month. Penton's objective is to connect and enhance business communities, helping the customers we serve to grow through our market-leading media products and services.

The company's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 96 industry trade shows and conferences, and more than 500 information data products. Penton has 30 office locations and employs more than 1,600 editors, publishers, sales representatives, marketers, and other professionals.

www.penton.com



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