

Editorial brochure

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

**I**N LATE 2024, Informa and TechTarget brought together TechTarget’s targeted technology websites, Industry Dive’s vertical industry news publications and Informa Tech’s storied media brands under one house. The combined newsroom of Informa TechTarget contains over 300 world-class business journalists and many of the best publications in B2B media.

Our editorial mission is to help executives stay ahead of the curve. Whether navigating new technologies, regulations or market dynamics, senior executives need information and insight they can trust to make smart business decisions and do their jobs. Our journalism attracts and engages highly targeted professional audiences across 30+ technology segments and 45+ industry verticals.

Because of the scale and scope of our editorial organization, here are tips on how to work effectively with the Informa TechTarget team.

### **The mission: Industry brands**

The Informa TechTarget newsroom features industry publications with storied histories and powerful brands in the markets they serve. From longstanding brands that have chronicled their industries for decades—and, in the case of WardsAuto over a century—to the Dive publications that rose to the top of B2B media in the 2010s, our industry publications are trusted and relied upon by millions of loyal readers.

Our newsroom of journalists report on the most notable developments, challenges, innovations and disruptions in our markets. We tailor our coverage to the needs of senior executives in the industries and professions we serve. We report the news and trends that could significantly affect business in the future and deliver insight that helps executives make sense of the evolving business landscape.

Our journalism affects the markets we serve on a daily basis. We break news, track important trends and provide our readers with critical analysis of the storylines shaping our industries. Our reporting is regularly cited in industry reports, congressional hearings, regulatory filings and legal proceedings. Our publications have been regularly recognized with the most prestigious awards in business-to-business journalism—including the American Society of Business Publication Editors’ Website of the Year award, the Neal Awards’ Best Industry Coverage award and much more.

Our publications are steadfastly committed to accurate, fair and impartial coverage of the sectors we serve. Our publications clearly delineate news coverage from sponsored content and our journalism is free of any influence from advertising or business considerations. Readers who come to our publications trust us to provide reliable industry information that they cannot get anywhere else.

### **The mission: Technology sites**

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

Every day, millions of technology professionals rely on Informa TechTarget’s network of sites to con-

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250+  
Journalists

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20+  
Discrete industries  
and technologies

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40+  
Sites

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60,000  
Pieces of original  
content annually

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

Our reporters and editors are dedicated to delivering content that provides practical information to readers who need insights into technologies they have invested in or plan to invest in. All TechTarget editorial content is entirely vendor-neutral and the content on each site is tailored to a specific IT professional audience as well as a growing line-of-business audience. We balance our tech coverage by examining not only the benefits of technologies, but the downsides, the costs and how to innovate while supporting legacy systems, as well as how top vendor products compare.

Taken together, the valuable information we provide our readers helps them make wiser IT buying decisions over the course of the purchase and implementation process. Our “news you can use” strategy means our news content is always timely but includes comments from technology users, industry experts, consultants and analysts who provide perspective for busy IT professionals. We’ll fast-track major announcements to keep readers informed and up to date on breaking news, but we’ll add to the story and provide the necessary context. As such, Informa TechTarget’s editorial team strives to cover the technology industry in a fair and balanced manner. This means our editors com-

pare technology vendors and their products to provide our readers with unbiased information about the tools they are considering. Much of our editorial content includes the pros and cons of a technology, the various options available and feedback from analysts and technology users. Finally, because products are the foundation to any technology implementation, our team produces product comparisons, as well as keeps track of noteworthy new product announcements.

### **Our commitment to editorial integrity**

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

### **Rules of engagement**

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

## AI software and services

These sites focus on the latest trends and developments in AI, data science and quantum computing, educating executives, engineers, data scientists and product managers. They cover a wide range of topics including generative AI, machine learning, large language models, blockchain and quantum computing, as well as business applications, infrastructure and strategies. The platforms also delve into critical areas such as AI governance, regulation, cybersecurity and ethics. With content ranging from industry-specific insights to practical use cases, these sites educate readers on how to effectively implement and leverage these emerging technologies within their organizations.

### SITES:

- AI Business
- TechTarget: AI/Emerging Tech

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## Application development

The sites provide news, features and technical articles for professionals involved in software development, application architecture and software quality. The sites cover a wide range of topics including API design, programming languages, microservices, software testing and Agile/DevOps methodologies. They also offer insights on application design, the software development lifecycle and best practices for creating and maintaining software. With a focus on both technical expertise and practical advice, these platforms help software architects, developers, testers, DevOps managers and IT leaders stay informed and improve their skills in designing, building and testing critical software applications.

### SITES:

- TechTarget: Data Technologies
- TechTarget: Enterprise Software

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## Business functions and applications

These sites provide targeted resources and insights for professionals across various business and technology sectors. They cover key topics such as content management, collaboration tools, digital media strategies and information governance for those managing digital content. For IT and business leaders, they offer in-depth coverage on enterprise resource planning (ERP) systems, including selection, implementation and supply chain management. Our HR sites focus on human resources, exploring how HR systems support talent management, employee experience and navigating workplace challenges like remote work and DEI. There are additional resources available for Oracle product users, with guidance on database administration, application management and development practices. Lastly, the sites offer original analysis and updates on social media trends and industry developments.

### SITES:

- HR Dive
- Marketing Dive
- Social Media Today

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## Channel resources

These sites offer resources and insights tailored to solution providers, managed service providers (MSPs), cloud service providers (CSPs), technology advisors and other channel partners. The sites provide news, analysis and business advice on emerging technologies, market trends and strategic developments such as mergers, acquisitions and partner programs. The sites help channel partners navigate the evolving IT services market, grow their businesses and stay informed on the latest technologies and industry changes. The sites allow IT channel partners, resellers and service providers ways to strengthen their strategies and connect with key industry players.

### SITES:

- Channel Dive

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## CIO and IT strategy

These sites provide valuable insights and resources for senior IT leaders and executives. The sites cover a broad range of topics including IT strategy, infrastructure, software, cybersecurity, big data, AI and digital transformation. The goal is to empower business leaders with the knowledge they need to navigate the complexities of IT and make informed decisions that drive their organizations forward. The content is designed to help CIOs, CTOs and other top technology decision-makers stay informed on the latest trends, business challenges and emerging technologies. Key areas of focus include IT governance, risk management, data privacy, cyber resilience and leadership strategies.

### SITES:

- CIO Dive
- InformationWeek
- TechTarget: IT Strategy

### CONTACTS:

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## Cloud and IT infrastructure

These sites offer specialized coverage for professionals involved in IT infrastructure, cloud computing and data center management. They provide in-depth insights on a range of topics including enterprise IT strategy, cloud services (IaaS, PaaS, SaaS), data center design and operations and the latest software and technologies from major companies like Amazon Web Services and VMware. The content is geared toward IT leaders, cloud architects, systems administrators, data center operators and other professionals responsible for deploying, managing and optimizing cloud and on-premises infrastructure. Key areas of focus include cloud migration, cost management, software-defined data centers, system management and optimizing enterprise IT strategies to support business growth.

### SITES:

- Data Center Knowledge
- TechTarget: Infrastructure

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## Customer experience

These sites offer specialized resources and insights for professionals in customer service, contact centers and customer experience (CX) management. They cover a range of key topics such as personalization, loyalty, AI, automation, CRM tools, data management and customer service best practices. With a focus on improving efficiency and delivering personalized, high-quality customer experiences, these sites explore the use of technology to optimize CX, boost sales and drive digital transformation in customer-facing operations. The content is designed to help businesses improve their customer service strategies, enhance employee engagement and build brand loyalty. There is also training, certifications and consulting services to support customer management professionals, from frontline agents to executives.

### SITES:

- CX Dive
- HDI
- ICMI

### CONTACTS:

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## Cybersecurity

These three cybersecurity media sites provide comprehensive coverage of cybersecurity trends, threats and best practices to help professionals stay informed and equipped to protect their organizations. They offer the latest news and insights on emerging security technologies, exploits and global threats. Articles focus on critical topics such as data security, identity and access management, risk and threat management and security policies. Aimed at cybersecurity professionals, from information security analysts to CISOs, these sites offer the knowledge and tools needed to manage and mitigate the evolving threat landscape, ensuring organizations can safeguard their systems and data effectively.

### SITES:

- Cybersecurity Dive
- Dark Reading
- TechTarget: Cybersecurity

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## Unified communications/collaboration

The sites focus on communication and collaboration technologies to enable information sharing and enhance productivity across organizations. Key areas of coverage include unified communication platforms, network structures, contact centers and tools for hybrid work environments. In-depth analysis, how-to guides and expert advice help readers evaluate and select communication technologies, applications and platforms. The sites equip organizations with the knowledge and tools needed to improve internal and external collaboration, streamline operations and help IT and business professionals optimize their communication strategies.

### SITES:

- No Jitter

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## Vertical industry coverage: Automotive

These sites provide essential information for navigating the evolving automotive landscape. The sites cover the industry, providing insights into key trends, challenges and innovations shaping the sector. Topics include supply chain dynamics, regulations, safety, labor issues and emerging technologies such as electric vehicles. The sites are geared towards C-suite executives, engineers, designers, marketers and dealers. They offer expert analysis as well as automotive data to help readers make wise business decisions.

### SITES:

- WardsAuto

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## Construction

These sites offer comprehensive coverage of the construction and housing industries, providing valuable insights into trends and regulations. The sites cover commercial and residential building, green building initiatives, design, deals, as well as the multifamily housing sector's development, operations and regulatory changes.

### SITES:

- Construction Dive
- Multifamily Dive

### CONTACTS:

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## Education

These sites give readers context on key trends and developments in the education sector, with a focus on higher education and K-12 education. Topics include online learning, educational policy, legal issues, leadership and enrollment. The sites also focus on leadership, school models, technology integration, curriculum innovations and professional development for educators.

### SITES:

- Higher Ed Dive
- K-12 Dive

### CONTACTS:

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## Energy and sustainability

These sites cover trends in various industries related to sustainability, governance and environmental impact. Topics include sustainability, regulations, governance, risk, compliance and finance as well as smart grid technologies, demand response, energy generation and waste management. The sites also give IT and business leaders information on how sustainability practices integrate into enterprise technology and operations, with a focus on areas including cloud computing, data centers, AI and supply chain management.

### SITES:

- ESG Dive
- Utility Dive
- Waste Dive

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## Financial and financial services

These sites provide comprehensive coverage of key developments in the banking and finance industries, including news in commercial and retail banking, credit unions and other financial services. Targeted at industry executives and CFOs, the sites offer information on challenges and best practices in financial leadership as well as financial reporting, compliance, technology and risk management. The sites also offer trends and news in the payments sector, addressing issues affecting retail, banking, restaurants and more.

### SITES:

- Banking Dive
- CFO.com
- CFO Dive
- Payments Dive

### CONTACTS:

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## Food and grocery

These sites cover key developments in the food and grocery sectors. Topics include technology, manufacturing, labor issues, trade, research and development, regulation and policy, and more. The sites also cover sell-through including shopper behavior, omnichannel strategies, e-commerce, pricing, discounting and evolving store formats.

### SITES:

- Food Dive
- Grocery Dive

### CONTACTS:

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## Government

These sites cover the trends and developments affecting government operations and urban development. They offer news, policy insights and operational solutions for public servants involved in shaping government programs and projects. They also focus on the evolving landscape of cities and municipalities on topics like transportation, infrastructure, governance, technology and data. Together, these sites offer valuable resources for government officials and urban planners seeking to enhance their operations and foster innovation.

### SITES:

- Smart Cities Dive

### CONTACTS:

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## Healthcare and life sciences

These sites provide insight and analysis on various aspects of the healthcare and life sciences industries. They cover topics such as advancements in biotechnology and pharmaceuticals, clinical trials, drug pricing, FDA approvals and emerging research partnerships. The content also delves into health IT, including electronic health records, interoperability, clinical decision support and telehealth. Key areas of focus include healthcare policy, regulation, digital health, payer-provider partnerships, revenue cycle management, healthcare finance value-based care and precision medicine. From a technology perspective, these platforms explore AI, data analytics and healthcare security, focusing on data protection, HIPAA compliance and cyberthreats. The sites also cover medical technology, including medical devices and diagnostics, as well as the evolving landscape of patient engagement through virtual care, patient portals, education and remote monitoring. Together, our editors serve healthcare professionals, including administrators, providers, payers and tech leaders, offering crucial information to navigate the complexities of the healthcare and life sciences sectors.

### SITES:

- BioPharma Dive
- Health IT and EHR
- Healthcare Dive
- Healthcare Payers
- Healthtech Analytics
- Healthtech Security
- MedTech Dive
- Patient Engagement
- Pharma Life Sciences
- PharmaVoice
- Rev Cycle Management
- Virtual Healthcare

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**Ricky Zipp:** **MedTech Dive**—FDA regulations; cybersecurity  
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## Hospitality

These sites cover the key trends in the hospitality and restaurant industries. Topics include brand strategies, technology innovations, workforce challenges and operational trends in the hotel sector and consumer behavior, the impact of technology, food service operations and regulatory changes in the restaurant space.

### SITES:

- Hotel Dive
- Restaurant Dive

### CONTACTS:

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**Julie Littman:** [Restaurant Dive](#)—Finances and deals (M&A, IPOs, bankruptcies); franchising; real estate; menu development; Brands: Domino’s, Chipotle, Chick-Fil-A, Grubhub, DoorDash, Uber Eats, Subway  
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## Manufacturing and logistics

These sites cover news and insights when it comes to manufacturing, supply chains, trucking and facilities management. Topics include operations, technology and regulation in manufacturing; logistics, procurement and freight in supply chain management; and workforce, safety and infrastructure in the trucking industry. Meanwhile, facilities management editors provide insights into technology, sustainability, health and safety and property management.

### SITES:

- Facilities Dive
- Manufacturing Dive
- Supply Chain Dive
- Trucking Dive

### CONTACTS:

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**David Taube: [Trucking Dive](#)**—TL, AVs; supply chain overlap (i.e., rates, trends, shipper-carrier relations); M&A; technology; labor; operations; equipment  
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## Retail and consumer packaged goods

The sites cover trends and news across several industries, including convenience stores, fashion, packaging and retail. Key topics include operations, food service, branding, supply chains, sustainability, technology and e-commerce. The focus is on how these sectors are adapting to changes in consumer behavior, technological advancements, sustainability efforts and industry regulations, providing professionals with valuable insights to stay ahead in their respective fields.

### SITES:

- C-Store Dive
- Packaging Dive
- Retail Dive

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**Katie Pyzyk: [Packaging Dive](#)**—Paper; plastic; flexibles, films; innovation; CPG and e-commerce trends, including reuse/refill; compostables; manufacturing and tech; design and labeling  
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**Maria Rachal: [Packaging Dive](#)**—Regulations (state and federal), including packaging-related recycling and compostability policy, product bans, labeling, etc.; beverage containers; CPG, including reuse/refill; toxics; FDA; other rigid plastic containers, glass containers and cans/metal containers  
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**Kaarin Moore: [Retail Dive](#)**—Specialty retail: Apparel, toys, shoes, accessories (jewelry), candles; operations: COO, store concepts, new stores  
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**Dani James: [Retail Dive](#)**  
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## Telecommunications/service provider

These sites deliver news and analysis about “the telecommunications and communications industries, with the goal to provide professionals with the information they need to make informed decisions. Key topics include network transformation, service innovations, business strategies and the technological advancements.

### SITES:

- Light Reading
- Telecoms.com

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## Informa TechTarget International

Informa TechTarget’s international editorial network brings a local focus to IT issues in key technology markets. Based out of London, Computer Weekly is one of the leading English-language tech publications in Europe, with an unparalleled legacy and brand recognition—it was the world’s first weekly IT newspaper, launched in 1966. Now a digital brand, Computer Weekly’s in-depth coverage of the challenges and trends facing IT leaders produces content and e-zines focused on the UK, Nordics, Benelux, Europe, Middle East, Southeast Asia, Australia and New Zealand. Based in Munich, ComputerWeekly.de brings regional audience knowledge for German-speaking markets. Paris-based LeMagIT.fr is one of the most successful B2B technology sites in France. Meanwhile, ComputerWeekly.es and ComputerWeekly.com.br provide insight for Latin American IT professionals in Spanish and Brazilian Portuguese. In addition, MicroScope is the leading website for executives in the UK IT channel.

### SITES:

- ComputerWeekly.com
- ComputerWeekly.de
- ComputerWeekly.es
- ComputerWeekly.com.br
- LeMagIT.fr
- MicroScope.co.uk

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