

## BEST PRACTICES WHITE PAPER SERIES

- A Unique and Renowned Content Marketing and Lead Generation Program, Online and In Print.

Produced in conjunction with *KMWorld* magazine, the **KMWorld Best Practices White Paper Series** leverages your editorial message:

- **Positioning:** KMWorld White Papers' content-rich journal format offers a unique marketing opportunity to position your company as a thought leader in the market.
- **Editorial Objectivity:** Editorial guidelines ensure high-value educational content. KMWorld White Papers are marketing communications tools, offering a new venue for your marketing team and budget.
- **Reach:** The entire White Paper and individual articles are available on the web, in downloadable PDF format, for mass distribution within end-user organizations.
- **Direct Leads:** We capture registrations for the white papers, they are screened and cleansed to ensure only legitimate contacts at legitimate organizations, and are delivered to your team.
- **Long Shelf Life:** KMWorld White Papers are focused guides that readers keep and refer to for months to come.

### ➤ MISSION

To provide a publishing forum for leading vendors and consultants to educate and engage technology decision-makers about the latest strategic issues and solutions in KM technologies and markets

### ➤ EDITORIAL CONTENT

- **Introduction:** KMWorld editorial writers will prepare the state of industry article including current trends, technology developments and strategies around the reports specific topic.
- **Sponsored Content:** Sponsors, following editorial guidelines, provide feature-article-style essays designed to enlighten readers about technology-oriented and business-oriented issues, developments, trends, and challenges. They may include a user reference or case study to describe a particular implementation of their product and the problems that it solved.
- **Who's Who:** Each sponsor may provide an executive profile and headshot to be showcased as a sidebar to their feature article.

### ➤ DISTRIBUTION

- In *KMWorld* magazine
- At KMWorld.com, hyperlinking to sponsor homepage
- Best Practices appearing in the Nov/Dec issue will also be available during the KMWorld Conferences in November

### ➤ FORMAT

- Standard magazine size (8"x10-1/2")

1 page (900 words)	\$4,500 (net)
2 pages (2,000 words)	\$7,650
3 pages (3,150 words)	\$10,800
4 pages (4,300 words)	\$12,600

### ➤ SPONSORSHIP RATES

(includes "Who's Who" CEO profile and headshot, company contact information, optional images)

### ➤ KMWorld PROVIDES

- Copy editing, layout, and design
- Posting on the KMWorld.com website with hyperlinks to sponsor's homepage
- PDF of individual article to each sponsor for website posting

### ➤ CANCELLATIONS

- In writing 30 business days prior to material deadlines.

### ➤ For additional information or answers to specific questions, contact:

**Stephen Faig**  
Group Sales Director  
973-224-2930  
sfaig@infotoday.com

**LaShawn Fugate**  
Account Executive  
859-278-2223 x 104  
lashawn@infotoday.com

# 2025 WHITE PAPER CALENDAR **BEST PRACTICES IN ...**

		RESERVATIONS	MATERIALS
<b>January/February</b>	<b>White Paper:</b> What's Ahead in Knowledge Management: Top Trends, Tools, and Practices	11/13/24	11/12/24
<b>March/April</b>	<b>White Paper:</b> Unlocking AI-Driven Productivity: The Next Era of Collaborative Digital Platforms	1/17/25	1/21/25
<b>May/June</b>	<b>White Paper:</b> Supercharging Your Customer Experience Program With AI and Automation	3/19/25	3/21/25
<b>July/August</b>	<b>White Paper:</b> Harnessing Intelligent Search for Quick, Actionable Insights	5/16/25	5/21/25
<b>September/October</b>	<b>White Paper:</b> Transforming Knowledge Management With AI and Machine Learning	7/17/25	7/21/25
<b>November/December</b>	<b>White Paper:</b> Taming the Digital Deluge: Rethinking Content Management, Data Governance, and Knowledge Sharing	9/18/25	9/22/25
	<b>White Paper:</b> What's Ahead in AI and KM: Top Trends, Technologies, and Strategies	9/18/25	9/22/25

**➔ To Participate in the KMWorld Best Practices Series contact:**

**Stephen Faig**  
 Group Sales Director  
 973-224-2930  
 sfaig@infoday.com

**LaShawn Fugate**  
 Account Executive  
 859-278-2223 x 104  
 lashawn@infoday.com