KMWorld

Knowledge Management and Enterprise AI

2027 MEDIA KIT

CONNECT WITH THE KNOWLEDGE MANAGEMENT AND ENTERPRISE AI COMMUNITY

Advertising ▪ Content ▪ Webinars ▪ Research ▪ Events

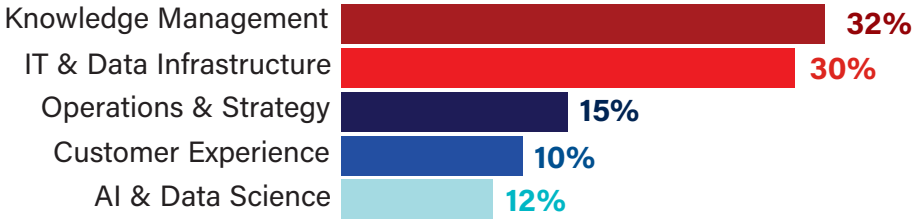
WWW.KMWORLD.COM

CONNECT WITH THE KMWORLD AUDIENCE

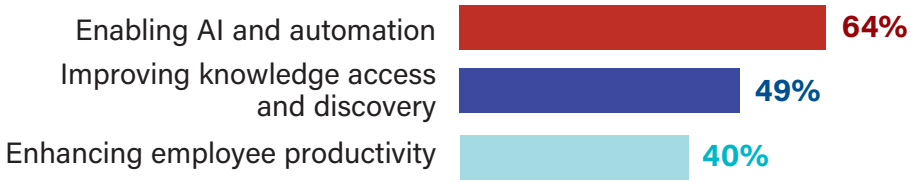
For more than 35 years, KMWorld has delivered practical insights on knowledge, content, and information management to more than 50,000 professionals across the globe. Through expert analysis, original research, case studies, webinars, and industry events, KMWorld helps organizations connect people, processes, content, and technology while preparing for an AI-driven future.

50,000+ subscribers	**43%** director-level and above	**56%** prioritize AI investment

AUDIENCE BY FUNCTION



TOP PRIORITIES FOR 2027



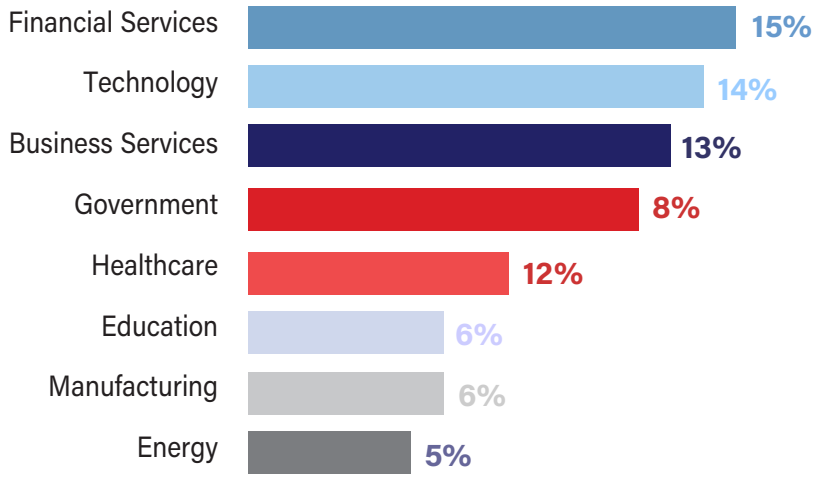
CORE COVERAGE AREAS

Knowledge, Content, and Document Management How organizations capture, organize, and use enterprise knowledge	**Enterprise Search and Knowledge Discovery** Finding trusted information across systems and repositories	**AI, Automation, and Intelligent Assistants** Applying AI to knowledge-intensive work and decisions
Knowledge Graphs, Data, and Analytics Connecting information, context, relationships, and insight	**Governance, Risk, and Compliance** Managing knowledge securely and responsibly	**Workflow, Collaboration, and Digital Experience** Helping employees access knowledge in the flow of work

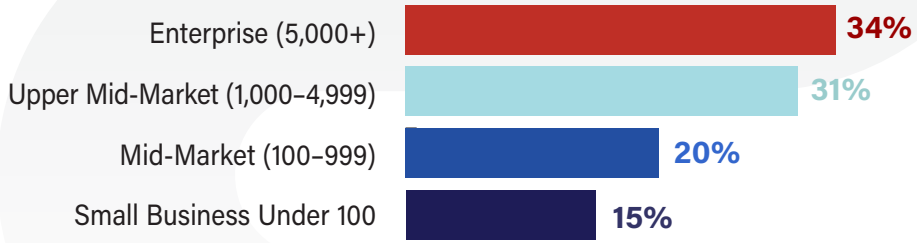
WHERE THE KMWORLD AUDIENCE WORKS

KMWorld reaches professionals across a broad range of industries and organizations, with especially strong representation in technology, financial services, business services, government, and larger enterprises.

AUDIENCE BY INDUSTRY



AUDIENCE BY COMPANY SIZE



65% work at organizations with 1,000 or more employees

BROAD REACH ACROSS INDUSTRIES AND ORGANIZATIONS

KMWorld combines strong enterprise reach with a diverse industry audience. No single industry represents more than 15% of the audience, giving sponsors access to decision makers across both public and private sectors.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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LaShawn Fugate
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KMWORLD MARKETING SOLUTIONS

KMWorld helps technology providers reach decision makers and practitioners across knowledge management, enterprise search, content management, AI, and related markets. Programs can support brand visibility, thought leadership, lead generation, or an integrated campaign combining multiple channels.

LEAD GENERATION

Webinars
Turnkey single-sponsor and multi-sponsor programs combining a speaking opportunity with guaranteed leads.

Best Practices and Super Guides
Editorial reports focused on high-interest industry topics, offering sponsors thought-leadership exposure and guaranteed leads.

Exclusive Checklist Reports
Single-sponsor, co-branded reports designed to generate leads and provide a custom asset for continued promotion.

Content Syndication and CPL Programs
KMWorld hosts and promotes your content, collects and cleans registrations, and delivers qualified leads on a cost-per-lead basis.

THOUGHT LEADERSHIP

Custom Research
Unisphere Research develops proprietary research programs covering sponsor-selected topics. Programs can include report development, promotion, and lead generation.

Sponsored Contributed Articles
Share industry insights, best practices, customer success stories, or thought leadership.

KMWorld Buyer's Guide to KM and Enterprise AI
An annual resource featuring knowledge management trends, solutions, companies, and products.

Sponsored Video Interviews
Ten-minute editorial interviews highlighting your company's expertise, executives, and perspective on important market developments.

Custom Sponsored Podcasts and Videos
Build authority through a focused conversation between a KMWorld editor and a thought leader from your organization.

AUDIENCE REACH

Print and Digital Advertising
Build visibility through *KMWorld* magazine and digital advertising opportunities across KMWorld.com.

Dedicated Email Marketing
Reach approximately 34,000 opt-in subscribers with a dedicated third-party email campaign.

Newsletter Sponsorships
Place your message prominently in *KMWorld NewsLinks*, reaching more than 37,000 information management professionals.

Conference and Event Sponsorships
Connect with the KMWorld community at KMWorld Europe, April 13–14, 2027, in London, UK, and KMWorld 2027, November 15–18 in Washington, D.C., plus related events: Enterprise AI World, Enterprise Search & Discovery, Text Analytics Forum, and Taxonomy Boot Camp

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KMWORLD 2027 EDITORIAL AND SPONSORSHIP CALENDAR

A month-by-month guide to editorial coverage, sponsored content, lead-generation programs, and webinars

MONTH	EDITORIAL OPPORTUNITIES	SPONSORED CONTENT & LEAD GENERATION	WEBINARS
JANUARY	**Editorial Focus:** Building the Business Case for Modern Knowledge Management	**Market Study:** The Current State of Knowledge Management and AI 2027	**Jan. 12:** Top Trends in Knowledge Management and Enterprise AI **Jan. 26:** Building an AI-Ready Knowledge Foundation
FEBRUARY	**Editorial Focus:** Transforming Customer and Employee Self-Service With Knowledge	**Checklist Report:** Preparing Enterprise Knowledge for AI **Super Guide:** Transforming Customer Service and Self-Service With AI-Powered Knowledge	**Feb. 9:** From Enterprise Search to AI-Powered Answers **Feb. 23:** Scaling AI-Powered Knowledge Management: From Pilot to Enterprise Value
MARCH	**Special Print Issue:** 100 Companies That Matter **Editorial Focus:** Modernizing Enterprise Search and Knowledge Discovery	**Showcase:** KMWorld 100 View from the Top **Best Practices Report:** Preparing Unstructured Content for RAG and AI Agents **Drill-Down Interview:** The 2027 Knowledge Management Playbook	**March 9:** Knowledge Graphs and Semantic AI: Connecting Enterprise Context **March 30:** Agentic Knowledge Management: From Answers to Action
APRIL	**Editorial Focus:** Managing and Governing the Enterprise Content Lifecycle	**Checklist Report:** Improving Content Quality, Findability, and Trust	**April 6:** Automating the Enterprise Content Lifecycle **April 20:** Modernizing the Digital Workplace for the AI Era
MAY	**KMWorld Buyer's Guide to Knowledge Management & Enterprise AI 2027**	**Buyer's Guide Sponsorship Opportunities** **Checklist Report:** Improving the Accuracy of Enterprise AI	**May 4:** Connecting Knowledge With Enterprise Workflows **May 18:** Powering Enterprise AI Assistants With Trusted Knowledge
JUNE	**Special Print Issue: AI 100** **Editorial Focus:** Building the Knowledge Foundation for the Agentic Enterprise	**Showcase:** AI 100 Trailblazers Checklist Report: Evaluating AI-Enabled Knowledge Platforms	**June 8:** Improving the Accuracy and Reliability of Enterprise AI **June 15:** AI-Powered Employee Service: Delivering Answers in the Flow of Work

To contact the editorial offices of KMWorld magazine:
Marydee Ojala
KMWorld Magazine Editor-in-Chief | (317) 876-8100 | marydee@xmission.com

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A month-by-month guide to editorial coverage, sponsored content, lead-generation programs, and webinars

MONTH	EDITORIAL OPPORTUNITIES	SPONSORED CONTENT & LEAD GENERATION	WEBINARS
JULY	**Editorial Focus:** Knowledge Graphs, Semantics, and Enterprise Context	**Super Guide:** Modernizing Enterprise Search and Discovery for Faster Knowledge Access	**July 13:** Beyond Traditional RAG: Agentic, Graph, and Hybrid Retrieval for Enterprise Knowledge **July 27:** Transforming Customer Support With Trusted Knowledge
AUGUST	**Editorial Focus:** Creating Intelligent Digital Workplaces and Employee Experiences	**Best Practices Report:** Building Context-Rich AI With Knowledge Graphs and Semantic Technologies	**Aug. 17:** Finding and Connecting Enterprise Expertise With AI **Aug. 31:** Using Analytics to Improve Knowledge Quality and Adoption
SEPTEMBER	**Special Print Issue:** Trend-Setting Products **Editorial Focus:** Modernizing Knowledge Management Platforms	**Showcase:** KMWorld Product Spotlights **Best Practices Report:** Knowledge Automation: Powering AI-Driven Workflows	**Sept. 14:** Context Engineering: Connecting AI With Enterprise Knowledge **Sept. 28:** Governing AI Agents and Enterprise Knowledge
OCTOBER	**Editorial Focus:** Securing Enterprise Knowledge and Controlling Access	**Checklist Report:** Making Enterprise Content AI-Ready	**Oct. 5:** Personalizing Knowledge Delivery With AI **Oct. 19:** Breaking Down Knowledge Silos Across the Enterprise
NOVEMBER	**Special Print Issue:** KMWorld Winners' Circle and Leaders Group **Editorial Focus:** The Next Generation of Knowledge Leadership	**Showcase:** KMWorld Winners' Circle and Leaders Group **Best Practices Report:** Boosting Employee Productivity With Faster Access to Trusted Knowledge **Drill-Down Interview:** Measuring the ROI of Knowledge Management and AI	**Nov. 9:** Unlocking Unstructured Content for Enterprise AI **Nov. 30:** Selecting the Right Knowledge Management Platform
DECEMBER	**Editorial Focus:** Driving Knowledge Adoption and Organizational Change	**Checklist Report:** Planning Your 2028 Knowledge and AI Strategy	**Dec. 7:** What's Next in Knowledge Management and Enterprise AI **Dec. 14:** Proving the Business Value of Knowledge Management and AI

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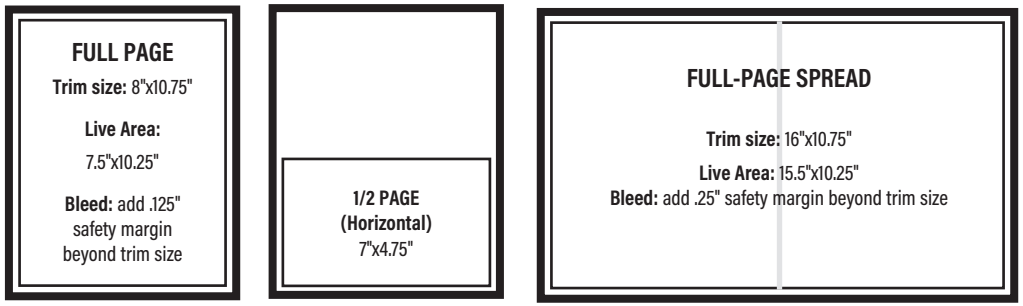
PRINT ADVERTISING

2027 ADVERTISING OPPORTUNITIES

ISSUE	RESERVATION	AD MATERIALS DUE
MARCH/APRIL	2/1/27	2/9/27
MAY/JUNE	4/1/27	4/9/27
SEPTEMBER/OCTOBER	8/2/27	8/10/27
NOVEMBER/DECEMBER	9/30/27	10/8/27

2027 ADVERTISING RATES

AD SIZE	1X	3X	6X
FULL PAGE	$3,950	$3,750	$3,650
1/2-PAGE ISLAND	$2,950	$2,750	$2,650
1/2 PAGE	$1,950	$1,750	$1,650
FULL PAGE SPREAD	$6,000	$5,750	$5,500



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PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

Ad production requirements—downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

We accept the following formats:

Press-quality PDF files are preferred.

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300 dpi images only
- Flattened transparencies
- Page dimensions and bleeds according to pub specs

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- Flattened layers
- CMYK color
- 300 dpi
- Page dimensions and bleeds according to pub specs

PLESAE NOTE:

Files submitted as RGB will be converted to CMYK.

Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.

All graphics must be at least 300 dpi resolution.

For proper sizing of your ad, please refer to the publication's rate card *(on page 7).*

File submission instructions:

To upload files via the web:

- Using your web browser, log onto **http://files.infotoday.com**.
- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

For production questions contact:

Jackie Crawford
Ad Trafficking Coordinator
jcrawford@infotoday.com

Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.

DIGITAL ADVERTISING AND NEWSLETTER SPONSORSHIPS

Reach knowledge management, enterprise search, content, and AI professionals through high-visibility advertising on KMWorld.com and exclusive sponsorship of *KMWorld NewsLinks*.

50,000+ unique visitors

80,000+ monthly page views

KMWORLD.COM DIGITAL ADVERTISING

Connect with professionals researching the technologies and strategies shaping knowledge management and enterprise AI.

LOCATION	AD SIZE (PIXELS)	MINIMUM IMPRESSIONS	NET COST
Top of page billboard	970x250	10,000	$95 CPM
Premium Leaderboard	728x90	10,000	$75 CPM
Premium Box	300x250	10,000	$75 CPM
Leaderboard	728x90	10,000	$50 CPM
Box	300x250	10,000	$50 CPM
In article text ad	25 words	Monthly	$900/month

CREATIVE REQUIREMENTS

- Maximum file size: 200 KB
- Accepted formats: JPG, PNG, GIF, animated GIF, and approved HTML5 creative
- Flash and SWF files are not accepted
- Press-ready artwork: embedded fonts, CMYK color, 300 dpi images, and flattened transparencies

NEWSLINKS SPONSORSHIP

Put your message near the top of KMWorld's weekly news briefing

37,000+ professionals reached per send

Align your brand with KMWorld editors' selections of important industry news, customer stories, and feature articles.

YOUR SPONSORSHIP INCLUDES

- Up to 75 words of sponsor copy and one destination URL
- Optional 1200 x 630 graphic
- Prominent placement near the top of the newsletter
- Tuesday distribution date, subject to availability

$995 NET PER SPONSORSHIP

Please Note: Cancellations for all online advertising must be received 30 business days prior to material deadlines.

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DEDICATED EMAIL MARKETING

Reach knowledge management, enterprise search, content, and AI professionals through high-visibility advertising on KMWorld.com and exclusive sponsorship of *KMWorld NewsLinks*.

34,000+	FLEXIBLE	$3,995
opt-in subscribers	scheduling throughout the week	one-time dedicated send

PUT YOUR CAMPAIGN IN FRONT OF THE RIGHT AUDIENCE

KMWorld sends your proof-approved creative as a dedicated message to subscribers who have opted to receive relevant third-party communications. The format keeps the focus on your offer and drives readers directly to your chosen landing page.

POPULAR CAMPAIGN USES

- Webinar and virtual event registration
- White paper, research report, and ebook promotion
- Conference and in-person event promotion
- Product launches and other gated content

SIMPLE THREE-STEP PROCESS

1	2	3
Reserve your send date.	Submit proof-ready HTML.	Review and approve the proof.

CREATIVE REQUIREMENTS

Submit complete, proof-ready creative at least three business days before the scheduled send.

Width: 600-700 pixels

Images: JPEG or GIF with absolute image links; KMWorld can host images

Code: Inline CSS only, with font sizes specified in pixels

Not accepted: JavaScript, Flash, or background images

Characters: Copyright, trademark, em dash, and en dash characters must use properly escaped HTML code.

Additional production work: Work beyond the standard specifications is subject to a $250 design fee.

RESERVE A DEDICATED EMAIL DATE.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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CONTENT SYNDICATION AND CPL PROGRAMS

Turn your existing content into a measurable lead-generation campaign. KMWorld promotes your assets to knowledge management, content, search, and enterprise AI professionals, then delivers screened contacts that match your campaign criteria.

50,000+
subscribers.

CLEAN LEADS
screened before delivery.

CPL PRICING
pay only for qualified downloads.

HOW THE PROGRAM WORKS

1
SUBMIT
Provide your content and campaign assets.

2
BUILD
KMWorld creates a dedicated registration page.

3
PROMOTE
Your content is marketed across digital channels.

4
DELIVER
Screened leads are sent to your team.

CAMPAIGN CAPABILITIES

- Syndicate white papers, ebooks, case studies, solution briefs, analyst reports, and other downloadable assets.
- Promote campaigns through KMWorld.com, email, and newsletter placements.
- Capture standard business contact information through a dedicated registration page.
- Add custom qualifying questions to support campaign targeting and follow-up.

STANDARD CONTACT FIELDS

Full name, job title, company, postal address, phone number, and email address. Custom fields are available.

LEAD QUALITY AND TARGETING

- False entries, incomplete forms, students, and contacts outside the agreed geography are removed.
- North American targeting is standard; global leads are available on request at no additional charge.
- Each campaign can be customized to reach the audiences most relevant to your content.
- You pay only for clean leads that download your content and meet the agreed campaign criteria.

WHAT YOU NEED TO GET STARTED

Company logo, campaign headline, 75-word description, and final PDF asset.

BUILD A CPL CAMPAIGN.

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SINGLE SPONSOR WEBINAR CAMPAIGNS

Own the topic, message, and audience experience with a fully customized KMWorld webinar. KMWorld manages the campaign, from planning and promotion through live production, lead delivery, and on-demand follow-up.

60 MINUTES	200 LEADS	$16,000
live, sponsor-exclusive program	clean North American contacts	net campaign investment

YOUR CUSTOM PROGRAM

- Select a topic aligned with your campaign goals and KMWorld's audience
- Feature your executives, customers, partners, or subject-matter experts
- Use slides, live screen sharing, video clips, polls, and audience Q&A
- Shape the presentation around education, best practices, customer outcomes, or product strategy

SPONSOR DELIVERABLES

- MP4 recording with full usage rights
- Final registrant and attendee reporting
- Presentation slides available for post-event viewing when desired

KMWORLD HANDLES THE EXECUTION

- Campaign landing page, registration management, and detailed reporting
- Promotion through dedicated email blasts, *KMWorld NewsLinks*, website banners, and audience reminders
- Experienced moderator, producer, rehearsal, live broadcast, polling, and Q&A support
- One-year on-demand archive on KMWorld.com, with weekly on-demand leads delivered for 90 days
- Guaranteed delivery of 200+ clean North American leads across registrants, live attendees, and on-demand viewers

Reserve a Custom Webinar Today!

1 PLAN
Confirm topic, format, and speakers.

2 PROMOTE
Launch the registration campaign.

3 BROADCAST
Rehearse and produce the live event.

4 EXTEND
Use the recording and receive ongoing leads.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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ROUNDTABLE WEBINAR SERIES

Join a focused, multi-sponsor discussion on a timely knowledge management or enterprise AI topic. Each sponsor receives a speaking role, shared lead generation, and turnkey production at a lower investment than a custom webinar.

60 MINUTES	3-4	200 LEADS	$6,995
live educational discussion	participating sponsors	minimum shared-lead guarantee	net per sponsor

YOUR SPEAKING ROLE

- Equal airtime for each sponsor to share insights, strategies, or customer examples
- Moderated peer discussion connecting each perspective to the central topic
- Live audience Q&A
- Speaker briefing and content guidance before the event
- Full shared lead list including name, title, company, address, email, and phone number

KMWORLD HANDLES THE REST

- KMWorld develops, promotes, produces, moderates, and broadcasts the program.
- Promotion to more than 50,000 professionals through email, newsletters, and website advertising.
- Sponsors provide a qualified speaker; KMWorld manages the event infrastructure.
- Live program is archived for on-demand viewing
- Additional leads generated by archive viewers are delivered for 90 days after the event.

AVAILABILITY

Speaking positions are filled on a first-come, first-served basis.
Upcoming dates and topics appear on page 14.

HOW THE LIVE SESSION FLOWS

1	2	3
PRESENT	**DISCUSS**	**ENGAGE**
Each sponsor shares a focused point of view.	The moderator leads a peer conversation.	Speakers respond to audience questions.

RESERVE A ROUNDTABLE SPEAKING POSITION.

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2027 KMWORLD WEBINAR CALENDAR

All listed webinar topics and dates are available for exclusive sponsorship or as multi-sponsor roundtables and subject to availability.

JANUARY 12
Top Trends in Knowledge Management and Enterprise AI

JANUARY 26
Building an AI-Ready Knowledge Foundation

FEBRUARY 9
From Enterprise Search to AI-Powered Answers

FEBRUARY 23
Scaling AI-Powered Knowledge Management: From Pilot to Enterprise Value

MARCH 9
Knowledge Graphs and Semantic AI: Connecting Enterprise Context

MARCH 30
Agentic Knowledge Management: From Answers to Action

APRIL 6
Automating the Enterprise Content Lifecycle

APRIL 20
Modernizing the Digital Workplace for the AI Era

MAY 4
Connecting Knowledge With Enterprise Workflows

MAY 18
Powering Enterprise AI Assistants With Trusted Knowledge

JUNE 8
Improving the Accuracy and Reliability of Enterprise AI

JUNE 15
AI-Powered Employee Service: Delivering Answers in the Flow of Work

JULY 13
Beyond Traditional RAG: Agentic, Graph, and Hybrid Retrieval for Enterprise Knowledge

JULY 27
Transforming Customer Support With Trusted Knowledge

AUGUST 17
Finding and Connecting Enterprise Expertise With AI

AUGUST 31
Using Analytics to Improve Knowledge Quality and Adoption

SEPTEMBER 14
Context Engineering: Connecting AI With Enterprise Knowledge

SEPTEMBER 28
Governing AI Agents and Enterprise Knowledge

OCTOBER 5
Personalizing Knowledge Delivery With AI

OCTOBER 19
Breaking Down Knowledge Silos Across the Enterprise

NOVEMBER 9
Unlocking Unstructured Content for Enterprise AI

NOVEMBER 30
Selecting the Right Knowledge Management Platform

DECEMBER 7
What's Next in Knowledge Management and Enterprise AI

DECEMBER 14
Proving the Business Value of Knowledge Management and AI

Need a different topic? KMWorld can produce a custom webinar on any subject relevant to its audience.

DISCUSS THE 2027 WEBINAR CALENDAR.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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CUSTOM SPONSORED PODCASTS

Build authority through a focused conversation between a KMWorld editor and a thought leader from your organization. The prerecorded, audio-only format makes participation easy while creating an on-demand asset that your team can continue using across its own channels.

30-45 MINUTES	$4,995	1 YEAR
prerecorded editorial conversation	complete podcast package	listing in the KMWorld podcast library

A CONVERSATION BUILT AROUND YOUR EXPERTISE

- Feature an executive, subject-matter expert, customer, or industry thought leader.
- Explore a timely knowledge management or enterprise AI issue in a natural interview format.
- Agree on questions and discussion areas with KMWorld before recording.
- Review and approve the final recording before publication.
- Receive unrestricted usage rights for continued promotion through your own channels.

WHY PODCASTS WORK

The audio format supports a deeper, more personal discussion while giving busy professionals a convenient way to engage on demand.

PROMOTION INCLUDED

- Year-long listing in the KMWorld podcast library
- One dedicated email blast to KMWorld's opt-in third-party subscriber list
- One text advertisement in the weekly *KMWorld NewsLinks* newsletter
- Social promotion on LinkedIn and X

FULL SPONSOR INPUT

Your team helps shape the discussion and retains final approval over the published recording.

FROM TOPIC TO PUBLISHED PODCAST

1 PLAN
Confirm the topic, guest, and discussion areas.

2 RECORD
Join a guided remote conversation.

3 APPROVE
Review the completed recording.

4 PROMOTE
Launch the podcast and supporting campaign.

PLAN A CUSTOM KMWORLD PODCAST.

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SPONSORED VIDEO INTERVIEWS

Turn one focused conversation with *KMWorld's* editor-in-chief into a video, an editorial article, and coordinated digital promotion.

FULL ARTICLE AND VIDEO PACKAGE

10-minute interview | Full-page article | 37,800+ email reach | *NewsLinks* promotion

$4,500
complete package

WHAT THE PACKAGE INCLUDES

VIDEO INTERVIEW A 10-minute conversation with *KMWorld* editor-in-chief Marydee Ojala

EDITORIAL ARTICLE A full-page KMWorld.com article with 600 words from the interview, a 100-word speaker bio, headshot, URL, and email address

DEDICATED EMAIL A dedicated HTML email promoting the video to 37,800+ KMWorld subscribers who have opted in to third-party messages

NEWSLINKS PROMOTION A 468 x 60 graphic advertisement, 50 words, and URL in a weekly edition of *KMWorld NewsLinks*

2027 FEATURED INTERVIEWS

MARCH

The 2027 Knowledge Management Playbook—
Modernizing enterprise search and knowledge discovery

NOVEMBER

Measuring the ROI of Knowledge Management and AI—
The next generation of knowledge leadership

Custom topics and timing are also available.

BRING YOUR EXPERTISE TO KMWORLD'S AUDIENCE.

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BEST PRACTICES WHITE PAPER SERIES

Pair your point of view with KMWorld's editorial authority in a premium print-and-digital thought leadership program. Each focused report helps sponsors educate decision makers, build market credibility, and generate qualified demand.

PRINT + DIGITAL
distribution across KMWorld channels

DIRECT LEADS
screened and cleansed contacts

1-4 PAGES
flexible sponsored article formats

FROM $4,500
net sponsorship investment

WHY SPONSOR

- Position your company as a trusted expert on a high-priority industry topic.
- Reach KM, AI, IT, and business professionals through the magazine, KMWorld.com, and downloadable PDF.
- Extend the value with an evergreen asset designed for internal sharing and continued reference.
- Receive direct leads from registered readers, screened to verify legitimate contacts and organizations.

WHAT YOU CONTRIBUTE

- A feature-style article that educates readers about trends, challenges, strategies, or a customer success story
- Executive profile and headshot for the report's Who's Who sidebar
- Optional images and company contact information

KMWORLD ADDS EDITORIAL VALUE

- An independent introduction from our editorial staff covering the state of the market, current developments, and strategic considerations
- Editorial guidelines and copy editing that keep the report useful, credible, and reader-focused
- Professional layout and design, web hosting, sponsor links, and an article PDF for your own channels
- Additional distribution at the KMWorld Conference for reports appearing in the November/December issue

SPONSORSHIP OPTIONS

1 PAGE	900 words	$4,500
2 PAGES	2,000 words	$7,650
3 PAGES	3,150 words	$10,800
4 PAGES	4,300 words	$12,600

TURN EXPERTISE INTO AN EDITORIAL-QUALITY LEAD GENERATION ASSET.

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2027 BEST PRACTICES EDITORIAL CALENDAR

Align your brand with the issues shaping knowledge management and enterprise AI. Reserve early to secure space in the report that best matches your expertise and campaign timing.

ISSUE	EDITORIAL TOPIC	RESERVE	MATERIALS
MARCH/APRIL	Preparing Unstructured Content for RAG and AI Agents	JAN 15	JAN 20
JULY/AUGUST	Building Context-Rich AI With Knowledge Graphs and SemanticTechnologies	MAY 18	JUN 10
SEPTEMBER/OCTOBER	Knowledge Automation: Powering AI-Driven Workflows	JUL 16	AUG 10
NOVEMBER/DECEMBER	Boosting Employee Productivity With Faster Access to Trusted Knowledge	SEP 17	OCT 8

Each report combines independent KMWorld context with practical sponsor perspectives, creating a resource readers can use and share.

RESERVE YOUR 2027 BEST PRACTICES PLACEMENT.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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KMWORLD SUPER GUIDES

Connect your solution to a timely KM or enterprise AI challenge through an expert-crafted, action-oriented guide.
Super Guides combine editorial context, practical takeaways, and guaranteed lead options in a format built for fast engagement.

50,000+
subscribers

500 WORDS
dedicated solution spotlight

6-12 MONTHS
evergreen discoverability

THE GUIDE EXPERIENCE

01	**INTRODUCTION** Frames the topic and features sponsor logos
02	**INDUSTRY SNAPSHOT** Explores current trends, challenges, and opportunities
03	**SOLUTION SPOTLIGHTS** Connects each sponsor's approach to the reader's problem
04	**ACTION CHECKLIST** Ends with practical next steps and sponsor resource links

CHOOSE YOUR LEVEL OF IMPACT

DIAMOND $4,500 | 200 leads
Premium positioning; Industry Snapshot quote; solution spotlight; promoted resource

PLATINUM $2,225 | 100 leads
Solution spotlight with brand presence throughout the guide

GOLD $1,000 | Visibility
Solution spotlight in the downloadable guide

YOUR MATERIALS

- Logo, executive headshot, and 500-word solution spotlight
- Diamond sponsors also provide an executive quote and promoted resource link

MULTI-CHANNEL PROMOTION

- Hosted as a gated PDF and article on KMWorld.com
- Promoted through targeted email, newsletters, and online channels
- Contextual leads come from professionals actively engaging with the topic

BUILD VISIBILITY AND A PIPELINE WITH A KMWORLD SUPER GUIDE.

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2027 SUPER GUIDES CALENDAR

Two focused editions create timely opportunities to place your solution in front of professionals actively evaluating new strategies and technologies.

FEBRUARY

Transforming Customer Service and Self-Service With AI-Powered Knowledge

RESERVE JANUARY 13 MATERIALS JANUARY 20

JULY

Modernizing Enterprise Search and Discovery for Faster Knowledge Access

RESERVE JUNE 9 MATERIALS JUNE 16

Choose Diamond, Platinum, or Gold sponsorship based on your positioning and lead-generation goals.

SECURE YOUR SUPER GUIDE SPONSORSHIP.

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EXCLUSIVE 'CHECKLIST' REPORTS

Own a high-priority topic with a custom, sponsor-exclusive report that combines KMWorld analysis with your company's solutions and success stories. The result is a credible lead-generation asset designed to help buyers clarify needs, evaluate approaches, and take action.

5 PAGES	200 LEADS	FULL RIGHTS	$9,500
custom co-branded report	minimum clean-lead guarantee	use across your own channels	complete program investment

A COMPLETE CONTENT ASSET

1	2-3	4-5
BRANDED COVER	KMWORLD ANALYSIS	YOUR STORY
Your company logo and report theme	The KMWorld editorial staff sets the backdrop	Solutions, customer success, conclusion, and call to action

BUILT TO PERFORM

- Full sponsor input, final approval, and unrestricted usage rights
- Gated PDF on KMWorld.com with a dedicated registration page
- Promotion through online, email, and newsletter advertising
- Complete qualifying data and clean leads delivered on a scheduled basis
- Custom topics are available for any subject relevant to the KMWorld audience

2027 TOPIC CALENDAR

FEBRUARY	Preparing Enterprise Knowledge for AI	Reserve/materials: JANUARY 13 JANUARY 20
APRIL	Improving Content Quality, Findability, and Trust	Reserve/materials: MARCH 3 MARCH 10
MAY	Improving the Accuracy of Enterprise AI	Reserve/materials: APRIL 7 APRIL 14
OCTOBER	Making Enterprise Content AI-Ready	Reserve/materials: SEPTEMBER 1 SEPTEMBER 8
DECEMBER	Planning Your 2028 Knowledge and AI Strategy	Reserve/materials: NOVEMBER 1 NOVEMBER 10

CREATE AN EXCLUSIVE CHECKLIST REPORT AROUND YOUR PRIORITY TOPIC.

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KMWORLD BUYER'S GUIDE TO KNOWLEDGE MANAGEMENT AND ENTERPRISE AI 2027

Put your solution in front of organizations building a trusted knowledge foundation for AI.

The **KMWorld Buyer's Guide** helps technology and business leaders identify the capabilities they need, understand the rapidly changing vendor landscape, and evaluate solutions across knowledge management and enterprise AI. Sponsorship connects your company with buyers actively researching how to improve knowledge access, prepare enterprise information for AI, and build more trusted AI assistants, agents, and workflows.

HELPING BUYERS MAKE BETTER TECHNOLOGY DECISIONS

DEFINING THE RIGHT REQUIREMENTS	NAVIGATING A CONVERGING MARKET	EVALUATING WITH CONFIDENCE
Connect business needs with the capabilities required to address them.	Understand how knowledge, search, content, data, governance, and AI fit together.	Identify relevant technologies and providers while comparing trust, integration, security, scalability, and cost.

HELPING BUYERS MAKE BETTER TECHNOLOGY DECISIONS

Knowledge Platforms and Enterprise Search	Taxonomy, Metadata, and Semantic Technologies	Content, Document, and Digital Workplace Solutions
Customer Service, Knowledge, and CX	Enterprise AI, Copilots, Agents, and Workflow Automation	Data intelligence and Information and AI Governance

REACH AND VISIBILITY

- Promotion to 50,000+ KMWorld professionals
- Downloadable guide hosted on KMWorld.com
- KMWorld email and digital promotion
- Year-round company profile and visibility

SPONSORSHIP OPPORTUNITIES

ENHANCED COMPANY PROFILE $995	250-word profile, logo, contact information, website and resource links, video, social channels, and year-round placement in relevant categories.
FEATURED SPONSOR $2,995	All profile benefits, plus 150 guaranteed guide-download leads and a one-year 300 x 100 banner with at least 100,000 impressions. Limited to eight sponsors.

PUT YOUR SOLUTION IN THE BUYER'S JOURNEY.

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KMWORLD CUSTOM RESEARCH SOLUTIONS

Create proprietary market intelligence your organization can use to shape strategy, support thought leadership, and engage prospective customers.

Unisphere Research, KMWorld's research arm, works with sponsors to develop original studies around knowledge management, enterprise AI, information strategy, and emerging technology priorities. Each program combines custom survey research, expert analysis, and a professionally produced report attributed to the sponsor.

50,000+	20-30 PAGES	3-4 MONTHS	$16,000
professionals	professionally produced report	typical program timeline	complete research program

TURN AUDIENCE INSIGHT INTO BUSINESS VALUE

- Validate market assumptions and uncover emerging needs.
- Benchmark buyer priorities, challenges, and investment plans.
- Create original data for thought leadership and content marketing.
- Develop an authoritative asset for sales and demand-generation campaigns.

FLEXIBLE USE

Keep the findings proprietary or publish the study with full sponsor attribution.

EXPAND THE RESEARCH AUDIENCE.

Selected studies may also draw from the following subscriber bases:

Database Trends and Applications	*CRM magazine*
Data & AI Quarterly	*Enterprise AI World*

1	**DEFINE** Set the topic, objectives, and questionnaire.
2	**SURVEY** Recruit qualified participants from the selected audience.
3	**ANALYZE** Aggregate responses and identify the key findings.
4	**PUBLISH** Write, edit, chart, and design the final report.

EVERY PROGRAM INCLUDES:

Questionnaire development, participant recruitment and incentive, data aggregation, expert analysis, writing, charts, design, and sponsor attribution on the report cover

BUILD A CUSTOM RESEARCH PROGRAM.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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KMWORLD 365

A full year of visibility, thought leadership, and demand generation in one integrated program:
KMWorld 365 combines a premium presence at KMWorld 2027 with a coordinated 12-month digital campaign. Sponsors stay visible before, during, and after the conference while generating qualified engagement across KMWorld's knowledge management and enterprise AI audience.

12 MONTHS	50,000+	ONE PROGRAM
of coordinated promotion	KM and AI professionals	conference and digital

THE KMWORLD 365 PROGRAM

KMWORLD 2027 Premium conference branding, exhibit presence, passes, and thought-leadership opportunities at the November 15-18, 2027 event

DIGITAL CONTENT Hosted webinars, sponsored reports, and bylined thought leadership that showcase your expertise

AUDIENCE ENGAGEMENT Dedicated email promotion, year-round website branding, guaranteed leads, and campaign reporting

Conference deliverables follow the Diamond and Platinum levels in the KMWorld 2027 sponsor prospectus.

WHY KMWORLD 365

One agreement creates a sustained market presence across live events, original content, digital promotion, and lead generation, with clear reporting throughout the year.

DIAMOND+ AND PLATINUM+

ANNUAL PROGRAM	DIAMOND+	PLATINUM+
Investment	**$39,995**	**$24,995**
KMWorld 2027 conference level	Diamond	Platinum
Sponsored webinars	2 solo or 4 roundtables	1 solo or 2 roundtables
Guaranteed webinar leads	200 per event	200 per event
Best Practices/ Super Guide	2 reports 200 leads each	1 report 200 leads
Dedicated third-party emails	4	2
12-month website branding and campaign reporting	Included	Included

RESERVE A KMWORLD 365 SPONSORSHIP.

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KMWORLD 2027

KMWorld November 15–18, 2027
JW Marriott ▪ Washington, DC

Where knowledge management meets enterprise AI

Connect with senior leaders and practitioners responsible for enterprise knowledge, content, AI, information management, and digital transformation.

A HIGH-VALUE AUDIENCE

52% manager level or above

72% influence KM technology purchases

65% from organizations with 1,000+ employees

94% have an active KM priority

WHY SPONSOR KMWORLD 2027

- Meet qualified buyers in a focused environment built around active KM and AI priorities
- Showcase your expertise through speaking, demonstrations, and thought leadership
- Build visibility before, during, and after the event through integrated promotion
- Create new relationships while strengthening connections with customers and partners

THE ENTERPRISE SOLUTIONS SHOWCASE

Put your solutions in front of attendees from KMWorld and its co-located events in one shared exhibition and networking environment.

CO-LOCATED WITH

taxonomy BOOT CAMP · Enterprise Search & Discovery · Text ANALYTICS Forum · ENTERPRISE AI World

REACH THE TEAMS SHAPING THE INTELLIGENT ENTERPRISE

KNOWLEDGE MANAGEMENT

Chief Knowledge Officers, VPs and Directors of Knowledge Management, KM Managers, Knowledge Strategists

AI & INFORMATION ARCHITECTURE

AI and ML Directors, Data Scientists, Information Architects, Ontologists, Solutions Architects

CONTENT & GOVERNANCE

Content Strategists, Taxonomists, Content Managers, Information Governance Managers, Records Managers

ENTERPRISE IT & DIGITAL WORKPLACE

CIOs, IT Directors and Managers, Digital Workplace Leaders, Platform Owners, Enterprise Architects

LEARNING, RESEARCH, & KNOWLEDGE SERVICES

Learning and Development Directors, Training Managers, Researchers, Knowledge Services Managers

BUSINESS TRANSFORMATION, PRODUCT, & CX

Transformation Leaders, Product Managers, Ops Directors, CX Managers

PUT YOUR BRAND AT THE CENTER OF KMWORLD 2027.

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