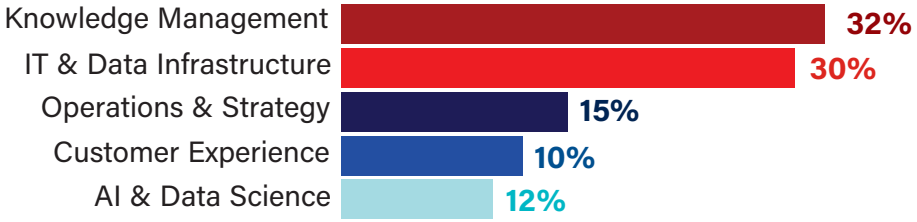
CONNECT WITH THE KMWORLD AUDIENCE

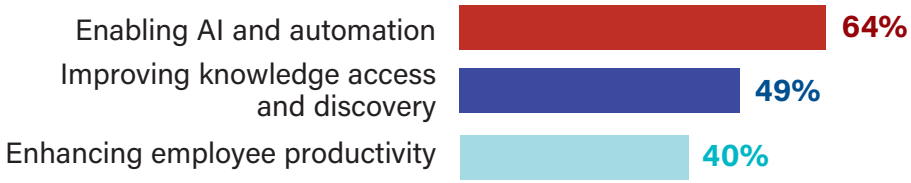
For more than 35 years, KMWorld has delivered practical insights on knowledge, content, and information management to more than 50,000 professionals across the globe. Through expert analysis, original research, case studies, webinars, and industry events, KMWorld helps organizations connect people, processes,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



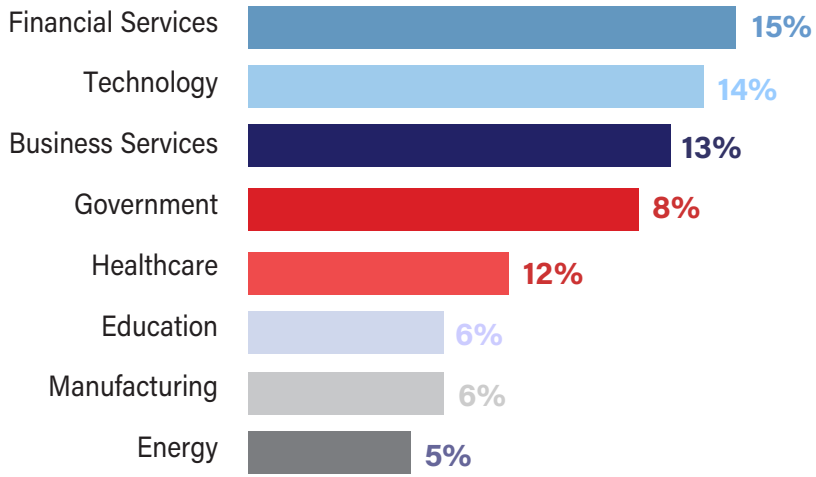
CORE COVERAGE AREAS

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

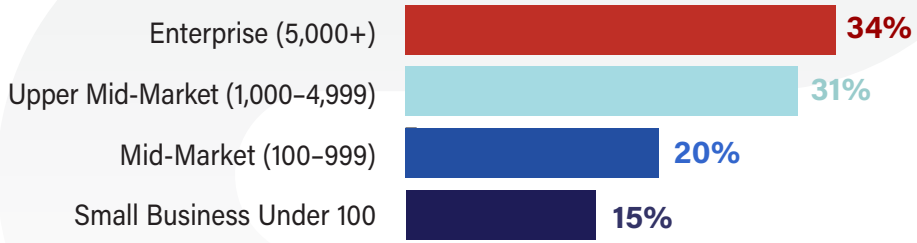
WHERE THE KMWORLD AUDIENCE WORKS

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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