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

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

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