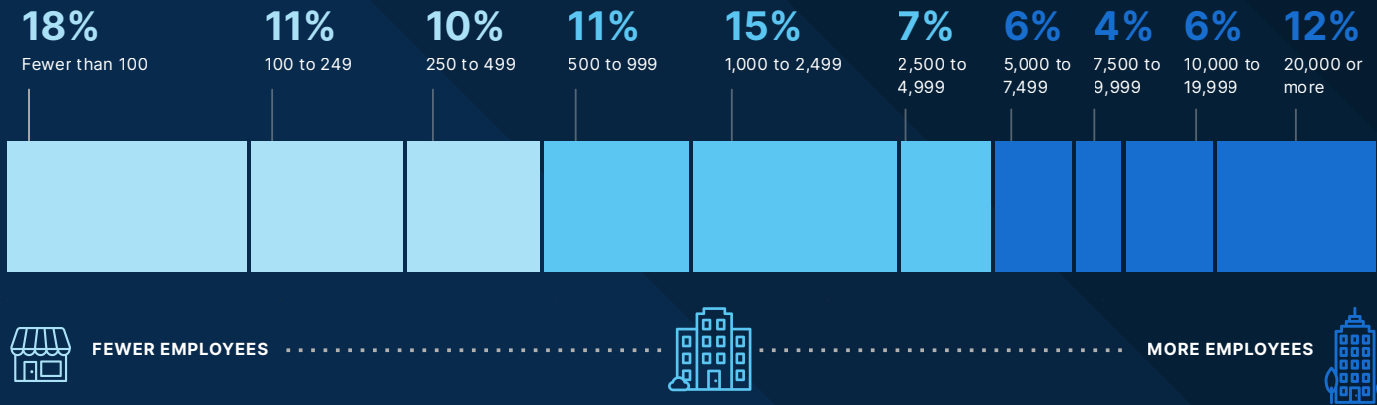


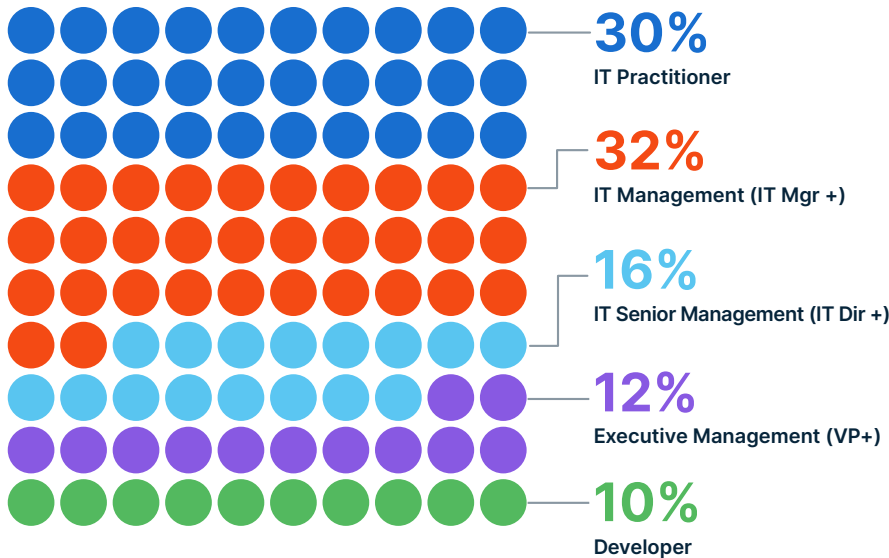
# Audience Demographics

“Our audience is comprised of core IT and cloud executives, managers and practitioners from organizations of all sizes and verticals across the United States. These are the people who make or heavily influence the purchase and deployment of new technologies.” —Scott D. Lowe, CEO, ActualTech Media

## Company Size



## Roles

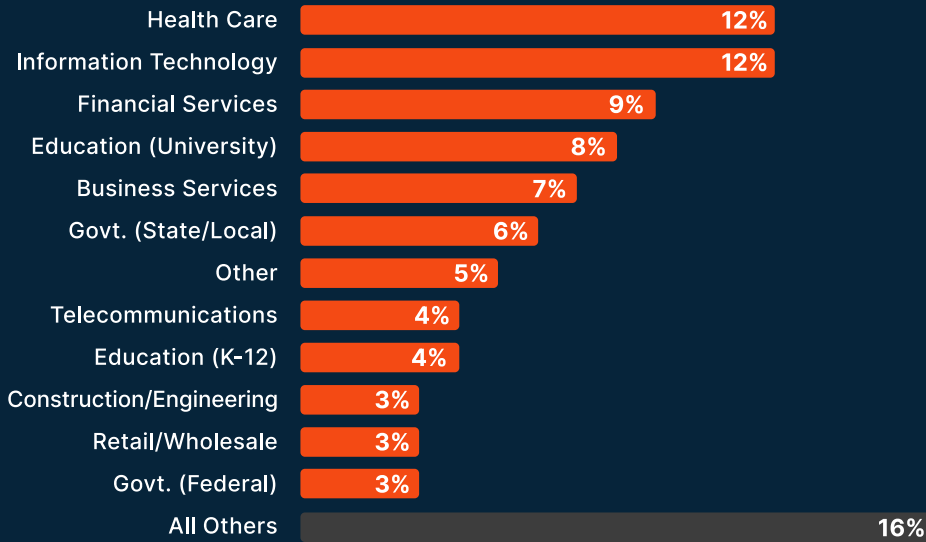


**93%** play a role in the purchase process

## COMPANY HIGHLIGHTS

- |                        |                     |
|------------------------|---------------------|
| Walmart                | Pfizer              |
| Fedex                  | American Airlines   |
| UPS                    | Lockheed Martin     |
| Lowe's                 | Northrop Grumman    |
| Starbucks              | RBC                 |
| AT&T                   | TD Bank             |
| Pepsi Co.              | NBC Universal       |
| Wells Fargo            | 3M                  |
| Kaiser Permanente      | ADP                 |
| General Motors         | Metlife             |
| Disney                 | Capital One         |
| US Navy                | Delta Airlines      |
| McDonald's Corporation | All State           |
| Bank of America        | Dominos             |
| Marriott International | Eli Lilly           |
| Comcast                | NASA                |
| Verizon                | Booz Allen Hamilton |
| Boeing                 | Paypal              |
|                        | USAA                |

## Industries



**67%**

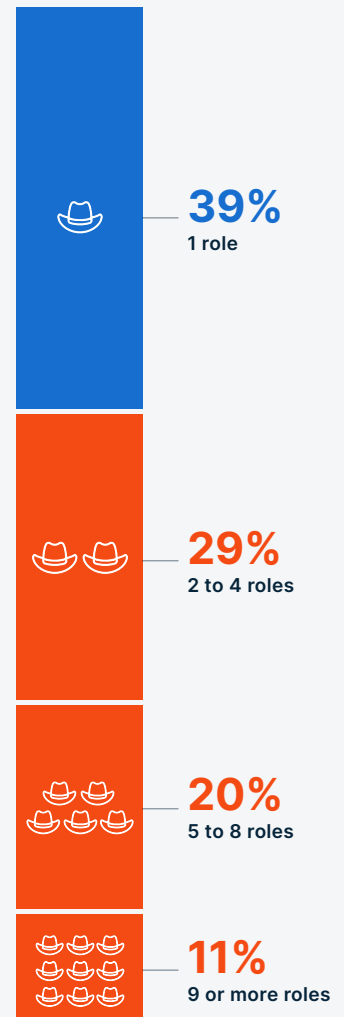
consume more than 3 pieces of vendor content per month



**92%**

say webinars play a role in their purchase process

## NUMBER OF HATS AUDIENCE MEMBERS WEAR



## Which areas best describe all of your functional responsibilities in IT?

