Audience Demographics

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

Company Size

- Fewer than 499: 24%
- 500 to 999: 6%
- 1,000 to 4,999: 15%
- 5,000 to 9,999: 16%
- 10,000 or more: 39%

Roles

- Technology Practitioner: 30%
- Technology Management (Technology Mgr +): 32%
- Technology Senior Management (Technology Dir +): 16%
- Executive Management (VP+): 12%
- Developer: 10%

93% play a role in the purchase process

COMPANY HIGHLIGHTS

Revenue

- 28% Less than $100 million
- 53% $1 billion or more
- 12% $100 million to $500 million
- 7% $500 million to $1 billion

Industries

- Health Care: 12%
- Information Technology: 12%
- Financial Services: 9%
- Education (University): 8%
- Business Services: 7%
- Govt. (State/Local): 6%
- Other: 5%
- Telecommunications: 4%
- Education (K-12): 4%
- Construction/Engineering: 3%
- Retail/Wholesale: 3%
- Govt. (Federal): 3%
- All Others: 16%

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

- Security: 48%
- IT Ops or Service Mgmt.: 41%
- Networking: 40%
- Disaster Recovery: 39%
- Architecture/Planning: 39%
- Data Protection/Backup: 38%
- IT Project Management: 38%
- IT Mgmt. and Strategy: 37%
- Application Admin/Support: 36%
- Storage: 35%
- Service Desk/Help Desk: 28%
- Cloud Computing: 28%
- x86 Servers/Virtualization: 26%
- IT Generalist: 26%
- EUC/VDI/Endpoints: 25%
- Database Admin/Support: 24%
- Business Analyst: 16%
- Unified Comms/Telephony: 14%
- Data Science/AI/ML: 9%
- Mainframe/UNIX Systems: 6%
- All Others: 1%

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

Our audience members are often responsible for more than one technology area inside their organization, wearing multiple ‘hats’. We recommend widening targeting wherever possible to capture maximum demand.