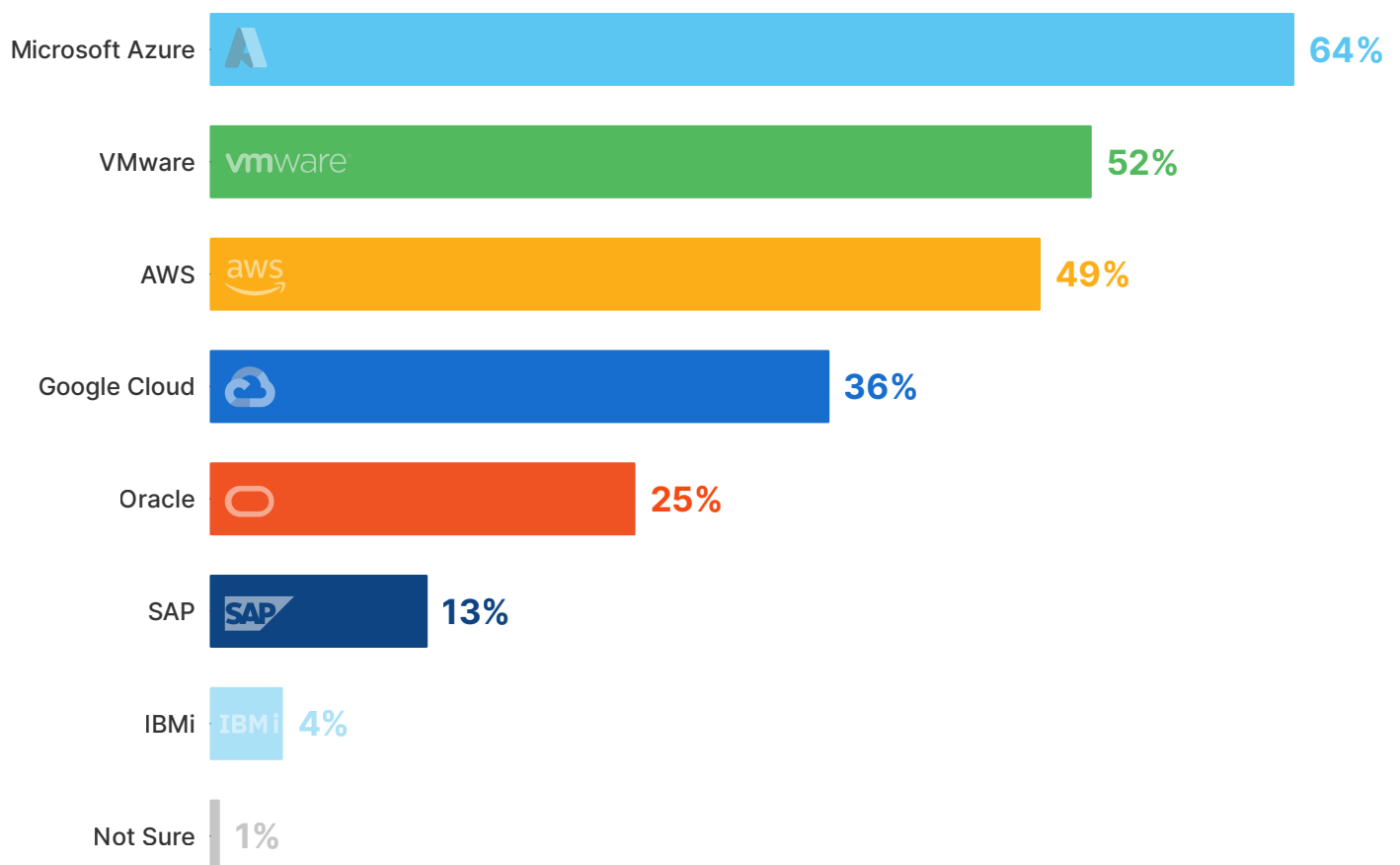
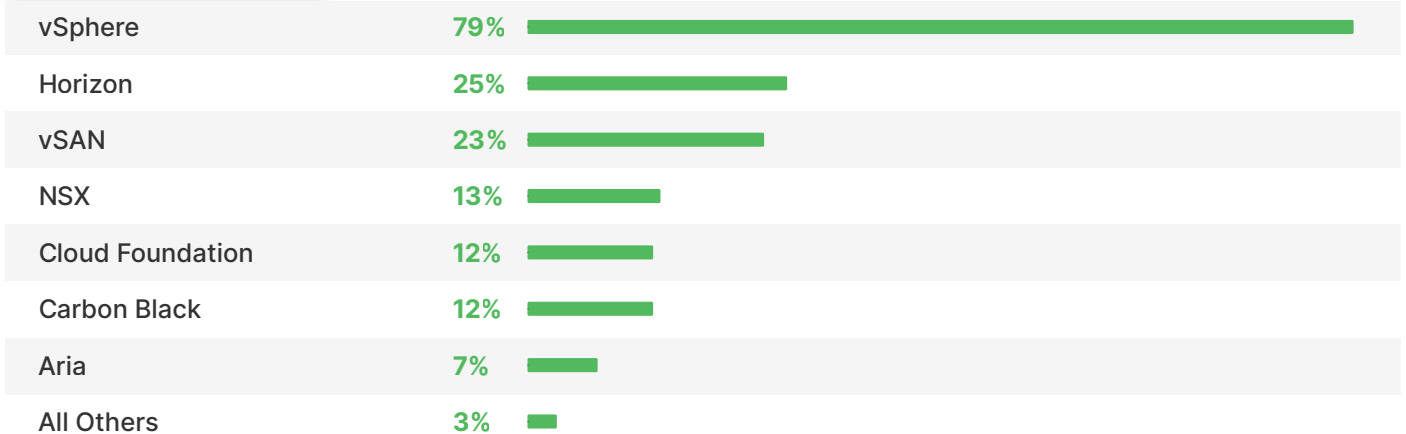
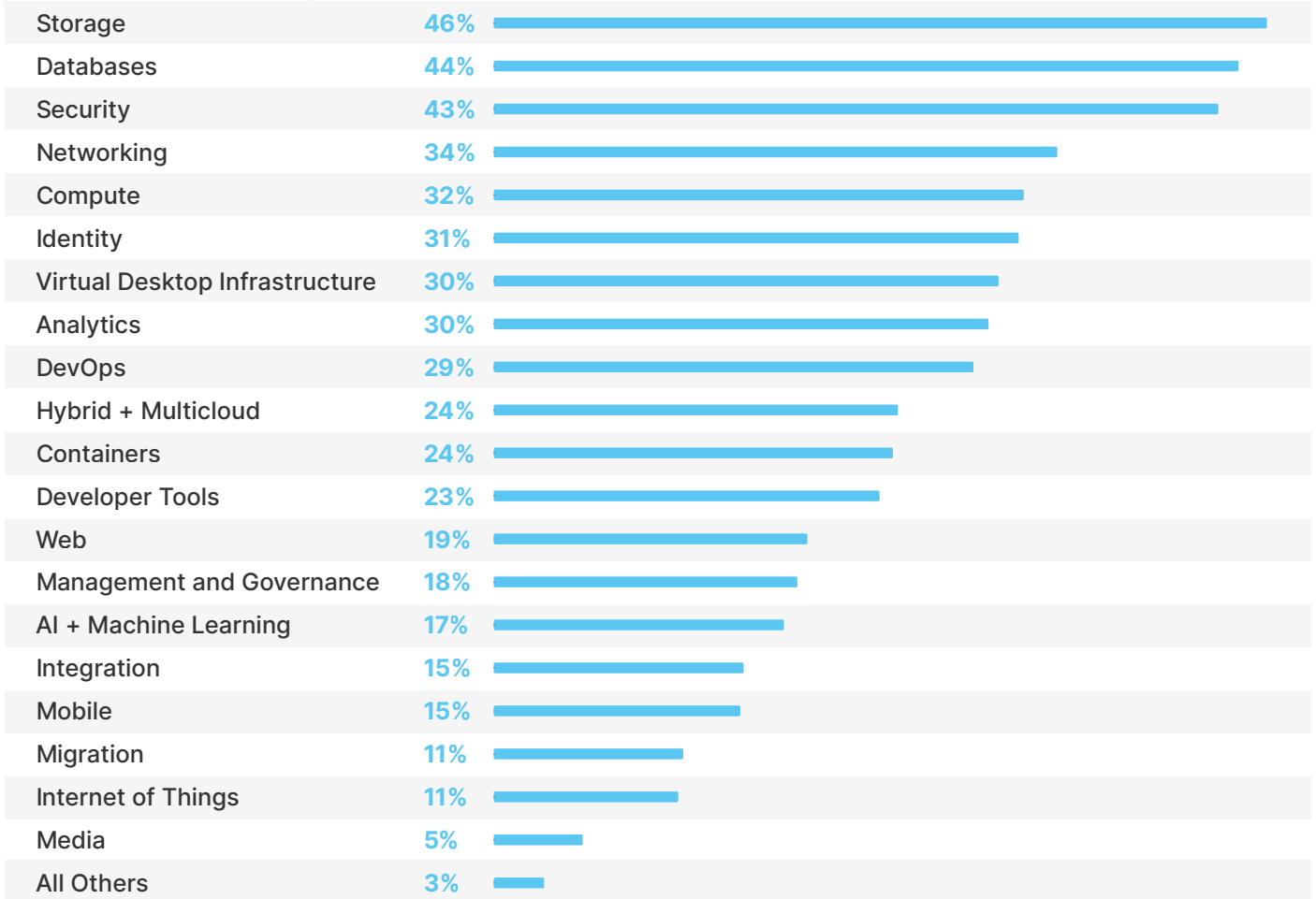


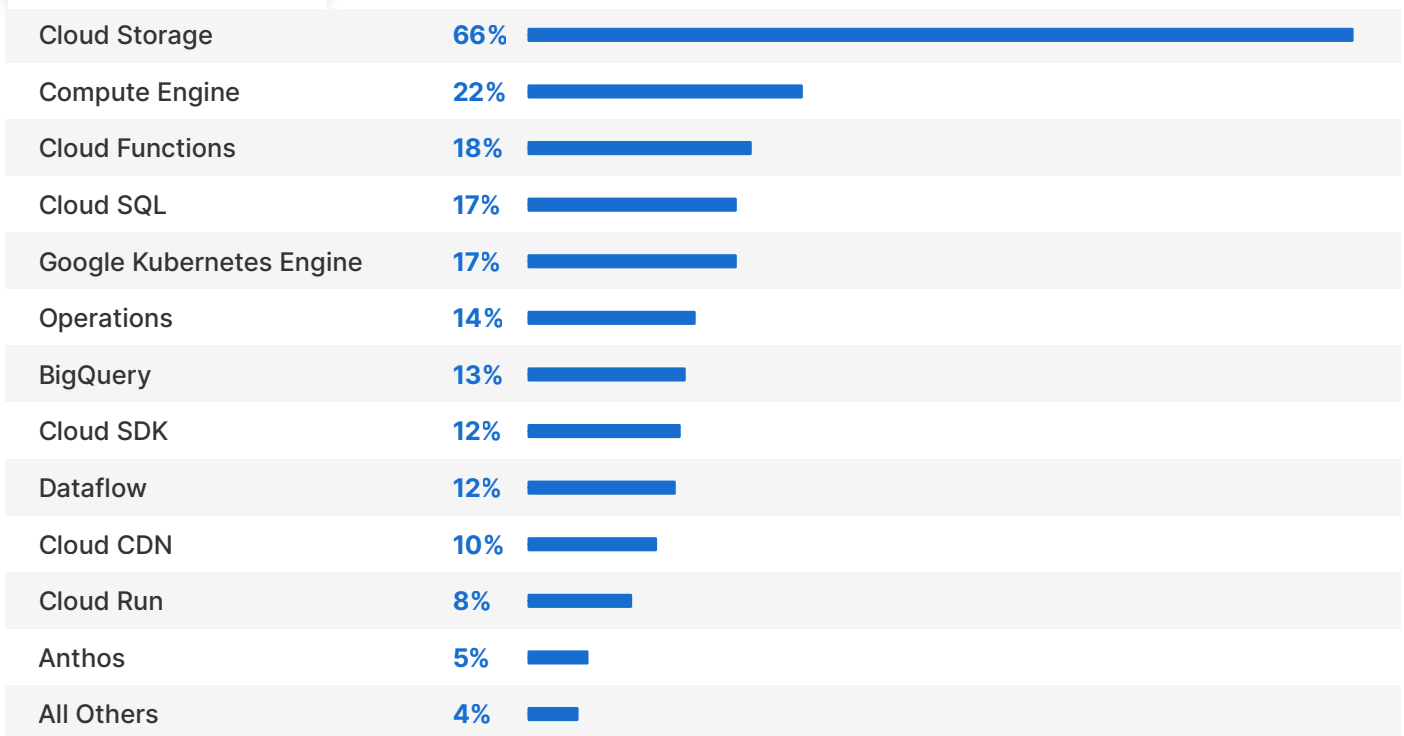
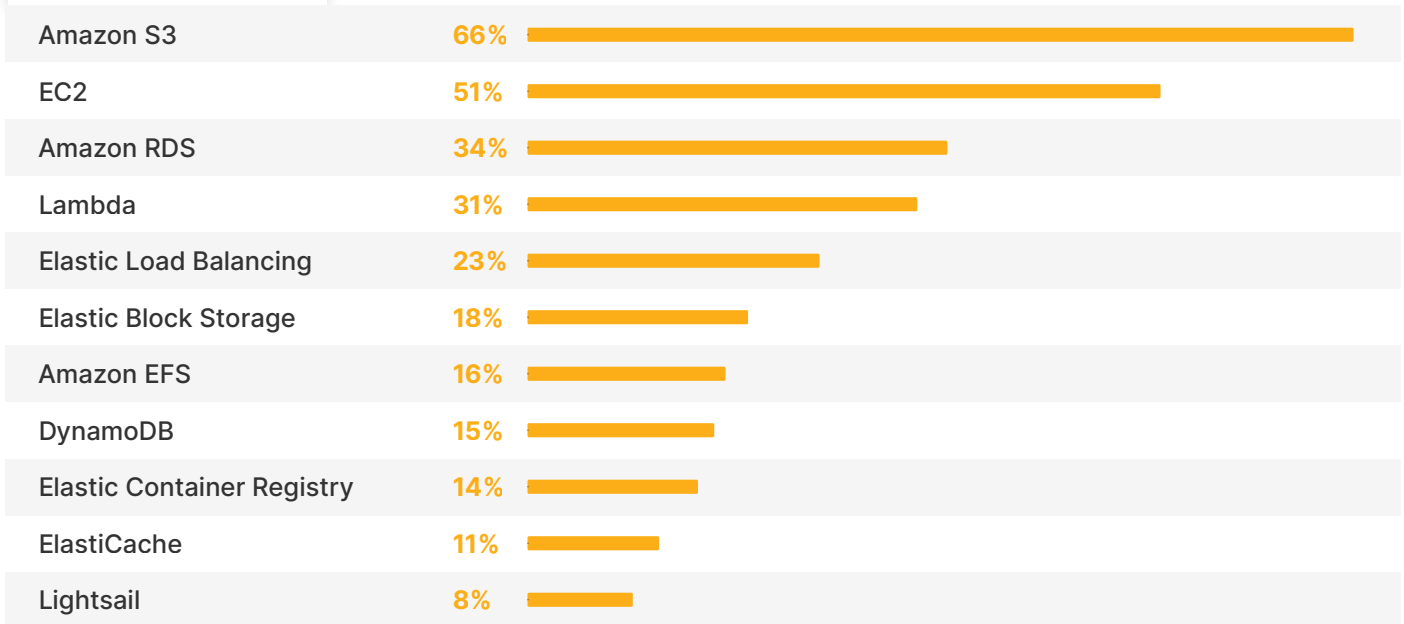
# Audience Technology Install Base Breakdown

“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.” —Jennifer Bergman, Director of Demand Generation, ActualTech Media

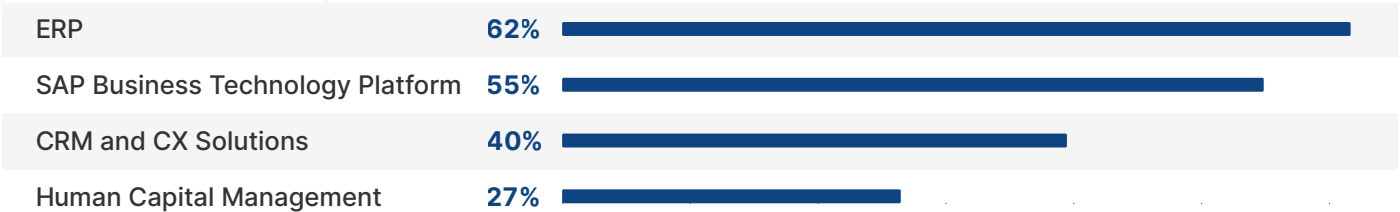
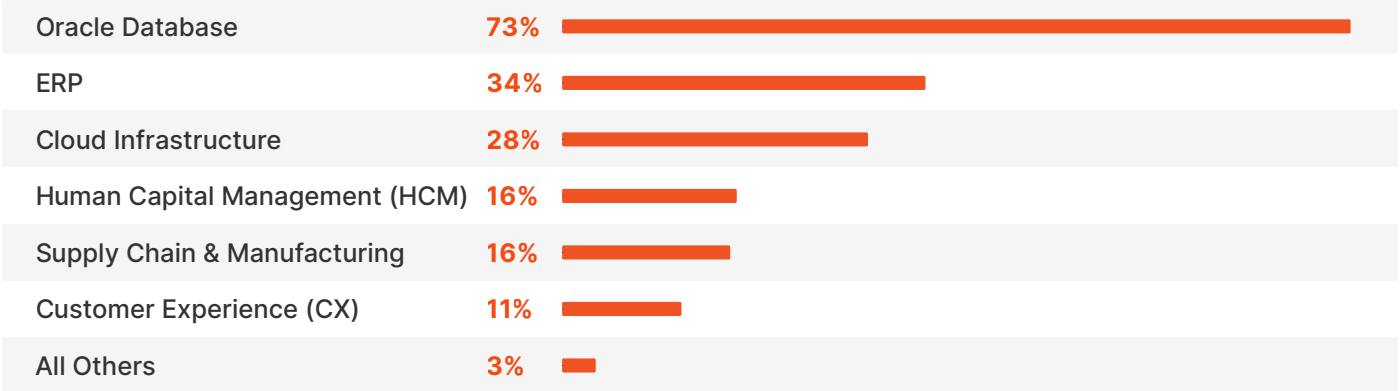
A large cross-section of ActualTech Media's audience actively runs on the industry's top technology platforms. See below for details.







# ORACLE



Download Our **Full Audience Demographics** One-Sheet

**DOWNLOAD**

### Audience Demographics

**ActualTech MEDIA**

\*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

Company Size	Percentage
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

#### COMPANY HIGHLIGHTS

Walmart	Pfizer
Fedex	American Airlines
UPS	Lockheed Martin
Lowes	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
NASA	NASA
Comcast	Booz Allen Hamilton