

# Network World Print = Awareness

## IT Professionals Value and Use Print

### IT Professionals take the time to read print

- Readers spend an average of 61 minutes with the publication.
- 59% of readers pass an issue along to someone else.
- 75% read it away from their desk.

Reader comments illustrate that this is quality time spent – they absorb print information.

- *“I can disconnect and concentrate on reading.”*  
— Kevin, Executive Level IT, Healthcare industry
- *“I can take my time and devote my concentration to specific issues.”*  
— John, Executive Level IT, Financial Services industry
- *“It is available to me when I can focus on it.”*  
— IT Manager, Telecommunications industry



### Print helps IT Professionals gain industry awareness

- 93% said the publication helps them stay up-to-date with the latest technologies.
- 92% trust the writers/editors at Network World to expose them to pertinent technology information.
- 89% read *Network World* to learn about new products and solutions that they might not otherwise know about.

#### Reader comments

- *“I get information about new technologies that I might not think to search for otherwise.”*  
— IT Management, Process industry
- *“I trust Network World to deliver up-to-date trustworthy information.”*  
— Charles, IT Management, Utilities
- *“The knowledge that the columnists bring to the articles that they write keep me informed about things that I might otherwise not know about.”*  
— Greg, Network Manager, Process industry

### Print helps with vendor awareness

- 84% use print to gain awareness of new products from vendors they already know about.
- 76% use print to gain awareness of new vendors.
- 57% use print to learn more about a specific vendor.

### Print advertising gets noticed

- 73% notice the vendors who are spending on print advertising in *Network World*.
- 68% find the information in *Network World* print ads useful in understanding vendors and their products.

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## Network World Print and Online Work Together

### Seeing information in *Network World* print encourages online actions

- 89% agree that the articles they read in *Network World* encourage them to do further research online.
- 84% of readers visited a vendor Website after reading *Network World* print.
- 68% went to Networkworld.com.

#### Reader comments

- *"I find it easier to read most things in print, but on the other hand, it is easier to search for keyword information online."*  
— Agward, Executive Level IT, Web hosting industry
- *"It is easier to read a print edition that is flat on a table than reading information online. I use a computer mostly for writing and researching and cannot read entire issues of magazines online."*  
— Jackie M., E-Commerce Management, ASP

### Print advertising helps the effectiveness of online advertising

- 76% agree that seeing a product in the print edition of *Network World* makes them more likely to notice the product online.
- 53% agree that they are more likely to click on an online ad from an unfamiliar company when they see the ad in the *Network World* print edition first.



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