

MEDIA KIT

Information Week

Table of Contents

[Editorial Mission](#)

[Core Editorial Themes](#)

[Audience Demographics](#)

[Marketing Solutions](#)



Editorial Mission

Our mission and reason for being

InformationWeek is a trusted source for comprehensive and authentic coverage of the constantly evolving world of technology and its impact on businesses.

Tailored to address the unique challenges that CIOs and other IT leaders face, our experienced and ethical journalists conduct in-depth examinations of crucial issues and the impact of major global events on IT operations and strategies, helping forward-thinking executives stay at the forefront of their industries.

We also provide a platform for enterprise IT leaders and leading tech companies to share their insights and experiences through exclusive interviews, opinion pieces, and events, offering firsthand accounts of strategies, trends, and innovations.

Our mission is to empower IT leaders with trustworthy information to balance all of technology's risks and opportunities. We help them make mission-critical decisions on management challenges, cybersecurity threats, emerging tech, and more.

Meet the editor:



Linda Tucci
Executive Editor

**INFORMATION
WEEK** by Informa TechTarget

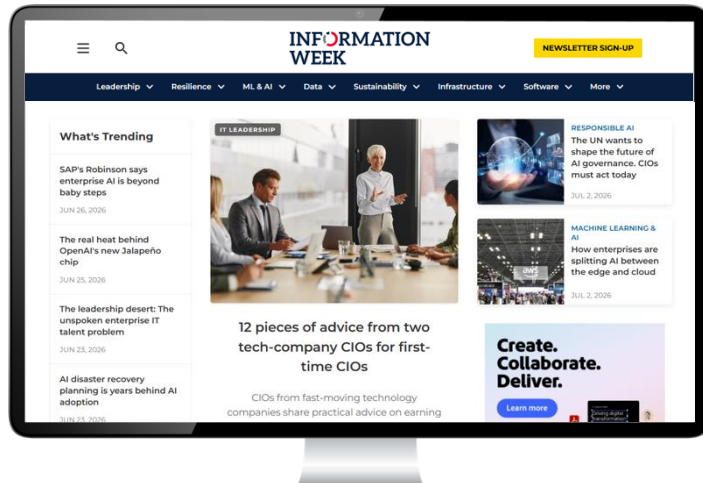
Linda is executive editor of Informa TechTarget's InformationWeek publication. Previously, she served as executive industry editor at Informa TechTarget, focusing on AI technologies and leading a team that produced comprehensive editorial packages on a wide range of technology topics for IT and business leaders.

Information Week: Connecting The IT Community

Information Week delivers in-depth coverage of the most critical topics, providing trusted insights and expert analysis for IT professionals

InformationWeek specializes in news analysis and in-depth examinations of the critical issues that IT executives face. We analyze news events across the world to assess how they affect IT operations and IT strategy, helping forward-thinking executives stay ahead. Our coverage of emerging technologies, such as agentic AI and quantum computing, is designed to help IT leaders evaluate opportunities while weighing their risks.

While InformationWeek embraces innovation, when it comes to generative AI, we have a strict policy guided by our trusted editors.



Core Editorial Themes

Digital Transformation

IT Staffing & Careers

IT Management

IT Strategy

Cybersecurity

Risk Management

Incident Response

Responsible AI

IT Automation

AI Innovations

Data Privacy

Data Governance

Green IT

ESG

Data Centers

Cloud Computing DevOps

Software Platforms

Operating Systems

Audience Demographics

76,000+

Monthly unique visitors

163,000+

Monthly page views

Example Editorial Content

[The Top Habits of High-Performing IT Development Teams](#)

[Risk Leaders: Follow These 4 Strategies When Transitioning To Continuous Risk Management](#)

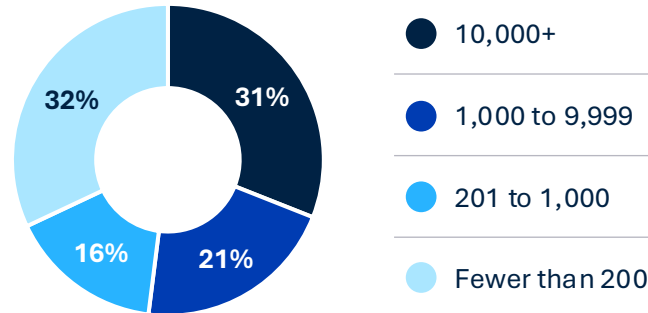
[Will Changing Expectations Lead to a Cloud Computing Reset](#)

[How to Create a Sound Data Governance Strategy](#)

[How to Make AI Projects Greener, Without the Greenwashing](#)

[Power Struggles in Data Center Alley: Balancing Growth, Sustainability and Costs](#)

Company Size (# of employees)



Job Level and Sample Titles

21%

C-Level/VP

31%

Director/Manager

48%

IT Staff/Other

CISO

Risk Manager

Chief Security Officer

VP of IT Infrastructure

Cloud Security Architect

Head of Operations

Director of Cybersecurity

Software Developer

Sample Companies



MassMutual

SKECHERS



Industries Served

Higher Education

Government

Banking

Hospital

Retail

Financial Services

Management Consulting

Insurance

Executive Office

Machinery

Business Services

Human Resources

Utilities

Consumer Services

Aviation & Aerospace

Oil & Energy

Investment Banking

Legal Services

Construction

Automotive

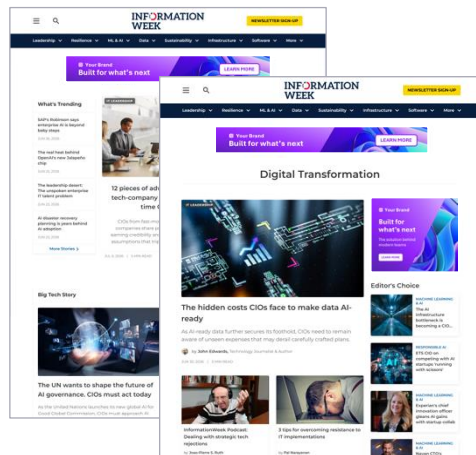
Information Week Brand Products

Build instant credibility when you leverage the “halo effect” of our trusted brands

Web Advertising

Drive awareness and engagement by integrating your branded content into Informa TechTarget's trusted editorial network

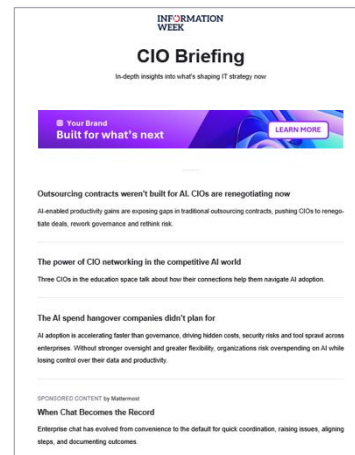
Products Include: Display Ads (on and off network), Native Ads



Email Advertising

Gain direct access to buyers' inboxes by aligning with editorial coverage on key industry challenges

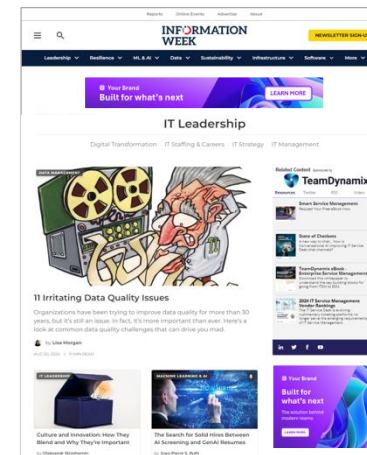
Products Include: List Rentals, Newsletters



Editorial Sponsorships

Align your brand with premium, trusted content to reach our engaged audience while building credibility in your market

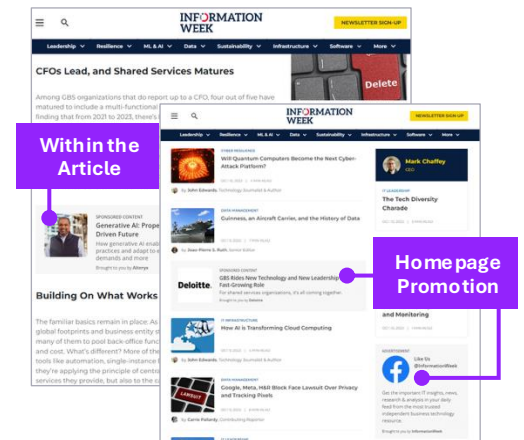
Products Include: TAPs Package



Custom Sites

Create branded, immersive digital experiences that showcase your expertise and engage target audiences with relevant content via a dedicated online destination

Products Include: Sponsored Articles



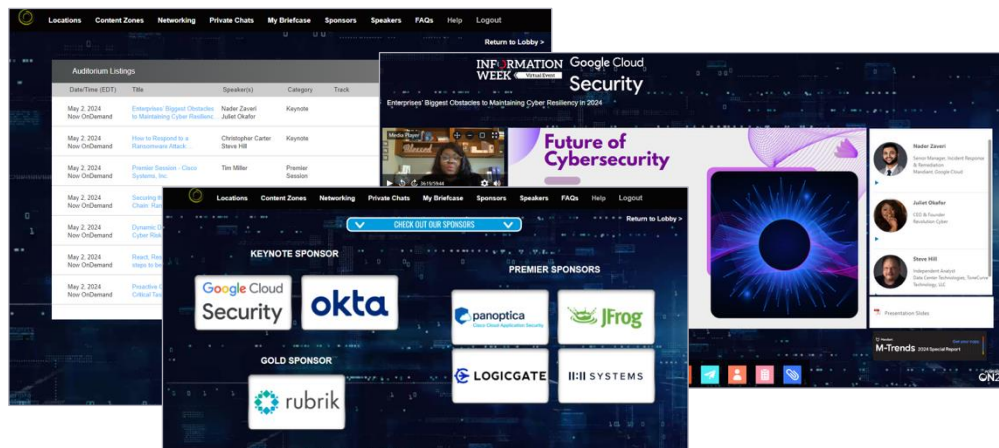
Information Week Demand Products

Sponsor our independent editorial for instant credibility and immediate pipeline impact

Editorial Sponsorships + Leads

Sponsor editorial content and events for instant credibility and immediate pipeline impact

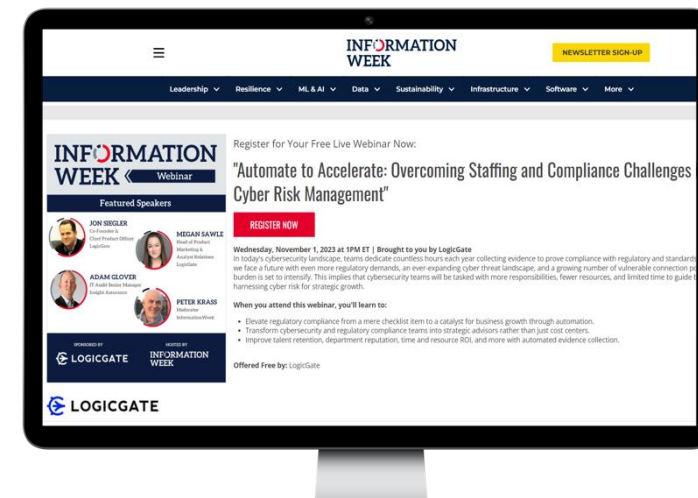
Products Include: Editorial Webinars (Live), Virtual Events (Gold, Diamond, Premier sponsorship tiers), Research Report Standard Sponsorship



Custom Content + Leads

Create co-branded content that establishes authority, builds trust and generates leads

Products Include: Custom Webinars (On-Demand), Infographics, Written Content, Playbooks



PLUS LEADS From Our Editorial Brand Audiences

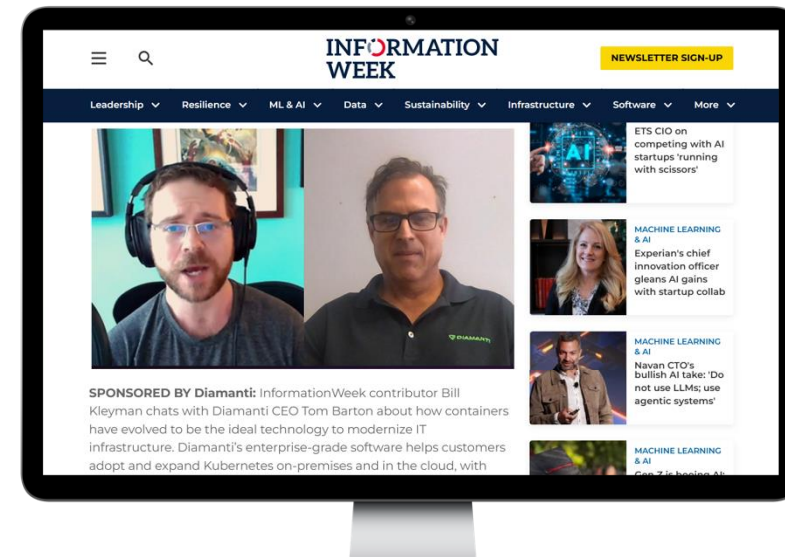
Information Week Content Products

End-to-end content solutions powered by unmatched industry and marketing expertise

Content Development

Create authoritative, relevant custom content that boosts engagement and conversion across the journey

Products Include: Custom Webinars (Live), Fast Chat Video Interview (Add-Ons available)



Agile, ongoing reporting, analysis and optimization



Let's talk

Have questions or looking for pricing?
Send us an email and we'll get back to you in less than 24 hours.
corpsales@informatechtarget.com

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