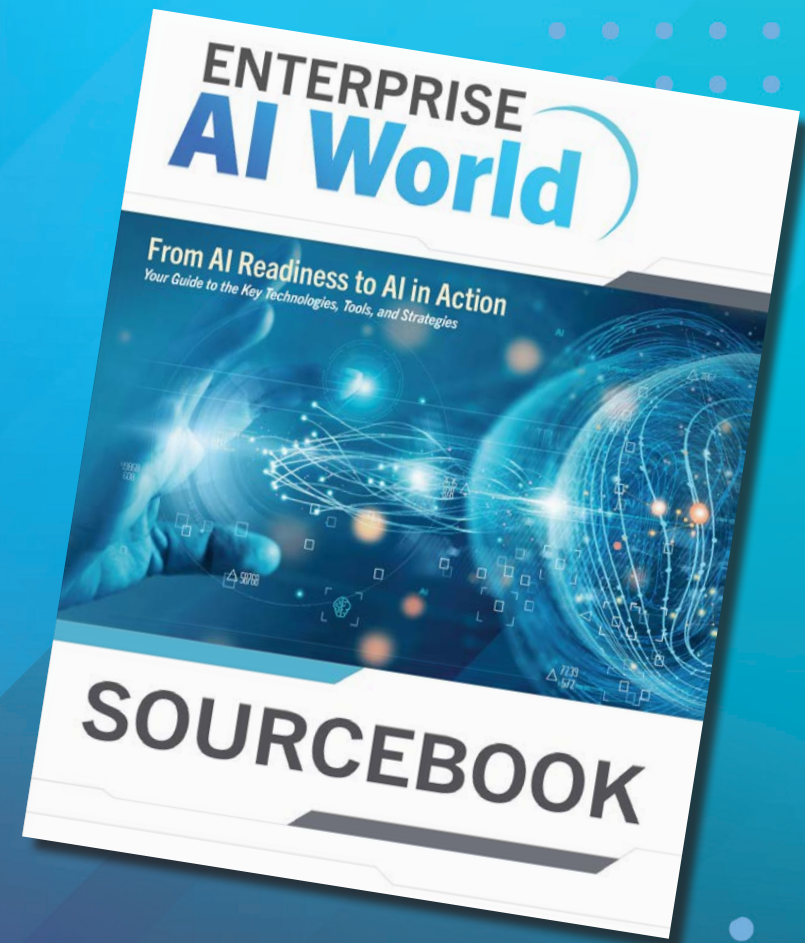# ENTERPRISE AI World

2025

MEDIA KIT

Targeted Marketing and Demand-Generation Solutions for the AI Era

WWW.ENTERPRISEAIWORLD.COM

ENTERPRISE AI World

From AI Readiness to AI in Action
Your Guide to the Key Technologies, Tools, and Strategies

SOURCEBOOK

INTRO TO ENTERPRISE AI WORLD

➡ **To succeed in today's digital economy,** the ability to turn ever-growing stores of content and data into fast, actionable insights is paramount. AI has emerged as a key enabler with an expanding universe of products and services aimed at addressing the various challenges and opportunities facing technology and business leaders. To help enterprises navigate this evolving landscape, Information Today, Inc., publisher of *Database Trends and Applications*, *KMWorld*, and *Big Data Quarterly*, has launched **Enterprise AI World** as the premier resource for actionable advice and real direction on solutions and strategies for the adoption and use of AI in the enterprise.

Published quarterly in print, monthly via email newsletter, and around-the-clock online, *Enterprise AI World* delivers industry news, trends analysis, case studies, and market research to professionals in North America who evaluate, recommend, purchase, and use enterprise technology products and services. Our website, EnterpriseAIWorld.com, also connects visitors with white papers, web events, and other learning opportunities in the field that provide real-world insights and actionable advice on essential technologies and emerging best practices.

➡ *Who Is Enterprise AI's Target Audience?*

❯ CIOs, CDOs, CTOs, and Senior Business Stakeholders

❯ Managers/Directors/VPs of Data/ECM/KM, Data Architecture, Data Engineering, Data Science, ML, AI, Advanced Analytics, Digital Transformation, Emerging Technology, Tech Strategy, Innovation, and Engineering, as well as Business Department Leaders (i.e., R&D, Operations, Customer Service, CX)

❯ Data Architects, Data Engineers, Data Scientists, ML Engineers, AI Architects, AI Developers, Data Analysts, Data Stewards, KM Specialists, Project Managers, Business Users

➡ *Enterprise AI World* magazine is free to qualified subscribers. **Subscribe here.**

For marketers, *Enterprise AI World* offers both branding and lead-generation opportunities, including print and online advertising, email marketing, webinars, and content syndication, as well as market research and custom content development services

ENTERPRISE AI World
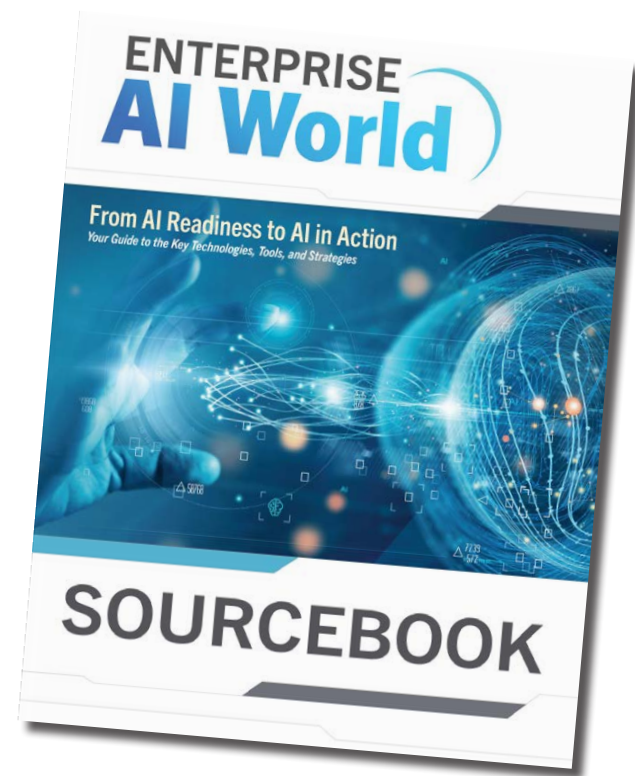
2025 EDITORIAL CALENDAR

AI has been present in the enterprise for a number of years. The arrival of generative AI (GenAI) has focused even more attention on AI technologies. GenAI takes AI beyond machine learning (ML), natural language processing (NLP), natural language understanding (NLU), deep learning, algorithmic search results, and computer vision. It adds more acronyms to our lexicon—LLMs (large language models), SLMs (small language models), and GPT (generative pre-trained transformers). Enterprise AI has the potential to change how work is done. *Enterprise AI World* aims to reach the people who are building, deploying, and managing AI systems and applications as well as AI users. *Enterprise AI World* follows the rapidly changing technologies and keeps readers up to date with how AI will affect them.

Spring
February
- ❯ FEATURE: Accelerating AI Development With Synthetic Data
- ❯ FEATURE: Measuring ROI and Business Impact of GenAI
- ❯ FEATURE: AI Enhancements for Customer Service
- * **Best Practices Report:** Building the Next Generation of AI Applications

Summer
May
- ❯ FEATURE: Building and Training Language Models
- ❯ FEATURE: Establishing Trust in AI Systems
- ❯ FEATURE: AI Techniques for Productivity Gains
- * **Best Practices Report:** Unlocking AI-Powered Analytics: Enabling Technologies and Strategies

Fall
August
- ❯ FEATURE: Skill Sets Needed to Introduce and Maintain AI Systems
- ❯ FEATURE: Guarding Against Bias When Training Language Models
- ❯ FEATURE: AI-Driven Search Engines and Reasoning Engines
- * **Best Practices Report:** Choosing the Right AI Platform: Key Capabilities and Considerations

Winter
November
- ❯ FEATURE: Transparency and Explainability
- ❯ FEATURE: Moving to Agentic AI
- ❯ FEATURE: Setting Up a Governance Structure
- * **Best Practices Report:** Advancing GenAI: Game-Changing Technologies and Trends

WEBINARS

- ❯ February 27 — Top Trends in GenAI for 2025

- ❯ April 24 — Establishing a Strong Data and Knowledge Foundation for AI Success

- ❯ June 5 — Explainability and Interpretability - Building Trustworthy AI Models

- ❯ August 21 — Building and Managing an Effective AI Governance Strategy

- ❯ October 23 — MLOps Best Practices for Efficient, Scalable and Reliable AI Deployment

- ❯ December 11 — Bridging the Gap - Integrating AI into Existing Systems and Workflows

PRINT ADVERTISING OPPORTUNITIES

➔ 2025 Advertising Opportunities

ISSUE	RESERVATION	AD MATERIALS DUE
FEBRUARY	1/22/25	2/13/25
MAY	4/22/25	5/14/25
AUGUST	7/23/25	8/14/25
NOVEMBER	10/23/25	11/14/25

➔ 2025 Advertising Rates

AD SIZE	1X	4X
FULL PAGE	$2,500	$2,250
1/2-PAGE ISLAND	$1,500	$1,250
1/2 PAGE	$1,000	$750
1/3 PAGE	$750	$500
1/4 PAGE	$500	$250
FULL PAGE SPREAD	$3,750	$3,500

› **Black-and-White advertisements:** 25% discount from gross rate
› **Back Cover & Inside Front Cover:** Add 20%.
› **Center Spread, Inside Back Cover, and other guaranteed positions:** Add 10%.

Payment Terms
Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

Commissions
All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

FULL PAGE
Trim size: 8"x10.75"
Live Area: 7.5"x10.25"
Bleed: add .125" safety margin beyond trim size

FULL-PAGE SPREAD
Trim size: 16"x10.75"
Live Area: 15.5"x10.25"
Bleed: add .25" safety margin beyond trim size

1/2-PAGE ISLAND
4.6"x7"

1/2 PAGE (Horizontal)
7"x4.75"

1/4 PAGE
4.6"x3.75"

1/3 PAGE (Vertical)
2.22" x 9.75"

➔ Contact Information

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ENTERPRISE
AI World

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

➔ Ad production requirements — downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

➔ We accept the following formats:

› **Press-quality PDF files are preferred.**
  › Fonts must be embedded
  › Set black to overprint
  › Convert PMS to CMYK
  › Images must be in CMYK
  › 300 dpi images only
  › Flattened transparencies
  › Page dimensions and bleeds according to pub specs

› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**
  › Flattened layers
  › CMYK color
  › 300 dpi
  › Page dimensions and bleeds according to pub specs

➔ File submission instructions:

› **To upload files via the web:**
  › Using your web browser, log onto **http://files.infotoday.com**.
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email.

If there are any problems with your file, you will be contacted.

PLEASE NOTE:

› **Files submitted as RGB will be converted to CMYK.**

› **Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.**

› **All graphics must be at least 300 dpi resolution.**

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 6.

For production questions contact:
Jackie Crawford · Ad Trafficking Coordinator
jcrawford@infotoday.com

COST-PER-LEAD (CPL) PROGRAMS

⮕ For more than a decade, Information Today, Inc. (ITI) has helped B2B tech marketers generate high-quality leads for their products via content syndication to qualified audiences within its media properties. With access to more than 150,000 active IT and business professionals in North America via our subscription products, ITI has served hundreds of campaigns over the years for premier tech companies, including Accenture, AWS, Oracle, SAP, Salesforce, IBM, Dell, Qlik, and Informatica. We are now bringing this winning program to Enterprise AI World.

⮕ **How does it work?**

Your white papers/case studies/ebooks are posted in a special section on the EnterpriseAIWorld.com website and marketed to qualified candidates in our11 subscriber and affiliate network of more than 150,000 IT and business professionals at organizations across North America via online, email, and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts are delivered to your team.

❯ Standard contact capture fields include full name, job title, company name, postal address, phone numbers, and email address. Custom fields are available too.

❯ Basic screening eliminates false entries, incomplete forms, students, and leads outside of North America. Global leads can be delivered as well to companies that choose to take advantage of *Enterprise AI World*'s unique international positioning, at no additional charge.

⮕ **Why try this program?**

❯ The *Enterprise AI World* syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your content and that match your campaign criteria..

❯ The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.

❯ Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to *Enterprise AI World* for relevant content.

❯ You only need a logo, headline, 75-word description, and PDF to get started.

⮕ **Contact us**

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ENTERPRISE AI WORLD SINGLE-SPONSORED WEBINARS

❯ *Enterprise AI World* **Web Events** are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and PowerPoint presentations. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

Enterprise AI World will produce, market, and broadcast your 1-hour Web Event.

> ❯ Aggressive online advertising campaign
> ❯ Expert moderator
> ❯ Speakers can participate from their own offices.
> ❯ Real-time polling and Q&A
> ❯ Attendee registration, monitoring, and reporting
> ❯ Event archiving and online posting on the EnterpriseAIWorld.com website for anytime, on-demand viewing for 1 year
> ❯ Live Screen Share Demos
> ❯ Video Clips

Enterprise AI World provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.

Event Marketing

Enterprise AI World **will design and produce:**

> ❯ An online text invitation with your company logo and session content summary to be placed on EnterpriseAIWorld.com
> ❯ Event will be promoted in the *Enterprise AI World* enewsletter
> ❯ A banner to run on EnterpriseAIWorld.com website
> ❯ A reminder phone call and email blast to all registrants prior to the event

Moderators/Industry Experts

> ❯ *Enterprise AI World* will provide a moderator/industry expert to facilitate your event.

Web Event Program & Highlights

> ❯ 1-hour event, complete with streaming audio, broadcast live over the internet

> ❯ Producer for staging of content and online rehearsal services at each event
> ❯ PowerPoint slide synchronization
> ❯ Browser-based Q&A capabilities and polling and survey questions
> ❯ Detailed monitoring and reporting
> ❯ Complete registration management, including final list of all registrants and participants
> ❯ Event archiving on EnterpriseAIWorld.com for 1 year, for anytime, on-demand viewing
> ❯ MP4 files of your event for local playback (trade shows, sales presentations, etc.)
> ❯ Event presentation (PowerPoint slides) available online postevent for viewing and downloading.
> ❯ Minimum of 250-lead guarantee

❯ The entire event will be created (with the assistance of the sponsor), managed, and executed by *Enterprise AI World*. Our production personnel will assist all participants.

❯ **Cost:** **$15,000 net**

Examples of archived Enterprise AI World Web Events, plus upcoming opportunities, can be viewed at EnterpriseAIWorld.com/Webinars.

Contact us to discuss your EnterpriseAIWorld.com marketing program:

Stephen Faig	**LaShawn Fugate**	**Adam Shepherd**
Group Sales Director	Account Executive	Advertising & Sales Coordinator
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ENTERPRISE AI WORLD

published by Information Today, Inc.

ENTERPRISE AI WORLD ROUNDTABLE WEBINARS

⮕ The *Enterprise AI World* Expert Panel Series

BUILD YOUR AUTHORITY IN THE AI MARKET

Please join us for *Enterprise AI World*'s series of online, interactive Web Events. These single-topic, live educational events are promoted, hosted and moderated by *Enterprise AI World* to dive into key technology and strategy areas of interest to AI practitioners and users.

Attendees learn from the leading experts in the industry.

Attendees simply log on and turn up their computer speakers. Audio is streaming, the speakers are on the air live, and the visuals are content-rich. PLUS the events are archived for "on-demand" viewing.

⮕ The *Enterprise AI World* Roundtable Webinar Series

A SERIES OF MULTI-SPONSORED, SINGLE-SUBJECT, WEBINAR-STYLE ROUNDTABLE DISCUSSIONS

EVENT DETAILS

> Participating vendors will enjoy equal air-time to present
> Lively roundtable discussion and audience Q&A
> Produced and moderated by *Enterprise AI World* magazine
> Promoted by *Enterprise AI World* to more than 150,000 potential attendees via email blasts, newsletter, and banners
> Exploring the hottest topics that are top-of-mind to key decision makers

PARTICIPATION

> The *Enterprise AI World* Roundtable Webinar Series is filled on a first-come, first-served basis.
> Participating sponsors will receive the full promotional support of *Enterprise AI World*'s resources and share attendee leads in the form of name, title, company, address, email, and phone number.
> Moderated by a *Enterprise AI World* representative. Speakers are briefed in advance for assistance with content and promotional material.
> Event production is entirely turnkey; *Enterprise AI World* develops, promotes, produces, and broadcasts behind-the-scenes. Participants need only provide a speaker!

OPPORTUNITY

> Cost of the event is $6,995 per sponsor.
> Minimum 200 shared-lead guarantee, generated from the event *and* ongoing archive viewers will be provided for 90 days after the event.

TOPICS

> **February 27** Top Trends in GenAI for 2025
> **April 24** Establishing a Strong Data and Knowledge Foundation for AI Success
> **June 5** Explainability and Interpretability: Building Trustworthy AI Models
> **August 21** Building and Managing an Effective AI Governance Strategy
> **October 23** MLOps Best Practices for Efficient, Scalable, and Reliable AI Deployment
> **December 11** Bridging the Gap: Integrating AI Into Existing Systems and Workflows

⮕ **For information about these turnkey marketing opportunities, please contact:**

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ENTERPRISE AI WORLD BEST PRACTICES REPORTS

THOUGHT LEADERSHIP AND LEAD GENERATION

Enterprise AI World publishes a special "Best Practices" report each quarter on a key topic of interest to our readers. Sponsors get to place content about their solution within the report preceded by an in-depth article on the current state of the marketplace from our editorial team.

Increase awareness of your brand.

Your company logo is featured prominently on the front cover of the report along with your sponsored content inside.

Generate quality leads.

The report PDF is hosted on EnterpriseAIWorld.com and marketed to more than 150,000 IT and business professionals at organizations across North America. As a sponsor, you receive all the leads produced from downloads, fully screened and cleansed.

Build credibility.

Each "Best Practices" report topic is preselected by our editorial team as hot-button buyer topic of interest. Take advantage of the credibility of the *Enterprise AI World* brand and its built-in audience to make the case for your solution. As a sponsor, you get unrestricted hardcopy and digital reprint rights.

Your sponsored content theme and format can be wide-ranging.

> Third-party white papers and white paper abstracts
> Successful customer case studies
> Your company's unique value proposition or market position
> A behind-the-scenes look at your technology solution and why it's important

Editorial and production services are included. *Enterprise AI World* magazine will take care of all the copy editing, layout, and design. And we will send you a PDF of the final article at no extra charge.

BEST PRACTICES TOPICS INCLUDE:

> February: Building the Next Generation of AI Applications
> May: Unlocking AI-Powered Analytics: Enabling Technologies and Strategies
> August: Choosing the Right AI Platform: Key Capabilities and Considerations
> November: Advancing GenAI: Game-Changing Technologies and Trends

DISTRIBUTION

> In *Enterprise AI World* magazine
> At EnterpriseAIWorld.com, hyperlinking to sponsor homepage

FORMAT

> Standard magazine size (8"x10-1/2")

1 page (900 words)	$4,500 (net)
2 pages (2,000 words)	$7,650
3 pages (3,150 words)	$10,800
4 pages (4,300 words)	$12,600

SPONSORSHIP RATES

(includes "Who's Who" CEO profile and headshot, company contact information, optional images)

Enterprise AI World PROVIDES

> Copy editing, layout, and design
> Posting on the EnterpriseAIWorld.com website with hyperlinks to sponsor's homepage
> PDF of individual article to each sponsor for website posting

CANCELLATIONS

> In writing 30 business days prior to material deadlines.

For additional information or answers to specific questions, contact:

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ENTERPRISE AI WORLD SOURCEBOOK

⮕ In August 2025, *Enterprise AI World* is launching the second edition of its annual *Enterprise AI Sourcebook* to dive into the essential technologies, strategies, and success factors for the adoption and use of AI.

The *Enterprise AI Sourcebook* will bring together the leading experts from across the industry to dive into the most important trends as the "go-to" resource for real direction on the risks, obstacles, solutions, and best practices. Published in print and as a special PDF download on EnterpriseAIWorld.com for registered viewers, this unique publication will reach more than 150,000 IT and business professionals at organizations across North America via online, email, and email newsletter advertising.

We have designed a unique and affordable marketing program for vendors interested in amplifying awareness and demand for their solutions. Whether you decide to be a Platinum, Gold, or Silver sponsor, participating in the *Enterprise AI Sourcebook* will ensure you are front and center in this fast-growing marketplace. We hope you'll join us and be a part of this unique publication for 2025!

⮕ **Sponsorship Packages**
PLATINUM
Benefits Include:

❯ One page of Sponsored Content (650 words) in the *Enterprise AI Sourcebook*. Sponsors will receive all leads captured from downloads of the *Enterprise AI Sourcebook*, fully screened and cleansed (400 minimum lead guarantee)
❯ One full-page display advertisement in the *Enterprise AI Sourcebook*
❯ One 100-word listing featuring your company logo and contact information in the Enterprise AI Directory (featured in the *Enterprise AI Sourcebook* and on EnterpriseAIWorld.com for a FULL YEAR).

Total Cost: $3,950

⮕ **GOLD**
Benefits Include:

❯ One full-page display advertisement (or one page of sponsored content) in the *Enterprise AI Sourcebook*
❯ Sponsors will receive the first 100 leads (fully screened and cleansed) captured from downloads of the *Enterprise AI Sourcebook*
❯ One 100-word listing featuring your company logo and contact information in the Enterprise AI Directory (featured in the *Enterprise AI Sourcebook* and on EnterpriseAIWorld.com for a FULL YEAR)

Total Cost: $1,950

⮕ **SILVER**
Benefits Include:

❯ One 100-word listing featuring your company logo and contact information in the Enterprise AI Directory (featured in the *Enterprise AI Sourcebook* and on EnterpriseAIWorld.com for a FULL YEAR)

Total Cost: $950

Ad Space Deadline:	July 23, 2025
Ad Materials Due:	August 6, 2025
Publishing Date:	August 21, 2025

⮕ **For additional information or answers to specific questions, contact:**

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ENTERPRISE AI WORLD CUSTOM RESEARCH

➔ A MULTICHANNEL CONTENT-CREATION AND LEAD-GENERATION PLAN

Unisphere Research, *Enterprise AI World* magazine's market research arm, conducts ongoing proprietary and "for publication" research projects for tech vendors in the marketplace leveraging the subscriber bases of our publications and digital media products to identify and document key trends in technology markets. Over the past 15 years, Unisphere Research has completed more than 100 studies on the adoption of new technologies and strategies in areas such as marketing automation, customer experience, streaming media, enterprise search, knowledge management, cybersecurity, information governance, data architecture, cloud computing, and AI for a wide range of clients.

Unisphere can conduct studies across the following subscriber and member bases:

❯ *Enterprise AI World*
❯ *Big Data Quarterly*
❯ *DBTA* Magazine
❯ *5 Minute Briefing: Oracle*
❯ *KMWorld* magazine
❯ *CRM* magazine
❯ SHARE

Unisphere is a turnkey provider. Every phase of the project is managed by its analyst and project management staff, and sponsors have full input and final approval over each deliverable of the project.

❯ Questionnaire development and hosting
❯ Survey solicitation via email
❯ Data collection, cleansing, and analysis
❯ Reporting of raw data results immediately upon survey cutoff
❯ Provisioning of the survey incentive and management of the Sweepstakes
❯ Authoring and formatting of the final report

➔ Why sponsor research with Unisphere?

❯ Thought Leadership: Stake your claim as a "go-to" solution provider by educating the marketplace on key topics of interest.

❯ Creditability: Identify and validate the types of issues users are having and the breadth of that experience.

❯ Branding: Your company logo is featured prominently on the front cover of the study as the exclusive sponsor.

❯ "Must-Have" Content: Independent analyst reports are among the most sought-after content downloaded by buyers today.

❯ Lead-Acquisition: Your report is hosted online and marketed to qualified IT and business professionals across North America.

The basic cost of conducting a proprietary or "for-publication" study is $15,000, including the cost of an incentive.

➔ Contact Information

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ENTERPRISE AI WORLD 2025 CONFERENCE

Join us in Washington, D.C., on November 19–20, 2025 for Enterprise AI World 2025—offering an immersive look at AI by diving into key technologies and strategies being leveraged by top enterprises today.

The rapid adoption of AI and machine learning technologies has caught the attention of the world and is now becoming mainstream in businesses hungry for greater automation and intelligence. Innovative AI use cases continue to spread across every industry, and IT and business leaders alike are embracing the promise of greater efficiency, agility, and innovation through the ability to unlock insights from information at unprecedented speed and scale.

Enterprise AI World is also part of KMWorld 2025, which is comprised of five closely integrated events: KMWorld, Enterprise Search & Discovery, Text Analytics Forum, Enterprise AI World, and Taxonomy Boot Camp.

Sponsorship Packages
PLATINUM
Benefits Include:
- Speaking opportunity
- Tabletop Display in the Enterprise Solutions Showcase (includes a 6' draped table, two side chairs, wastebasket, ID sign, and electricity (power strip). No hard-wall booths permitted. Any object 8' tall (MAX height allowed) must be against the back drape and come out no farther than 2'. All objects in the front 4' of the booth can be no taller than 36".
- Table (optional) outside of conference sessions on November 20th (includes 6' draped table, two chairs, wastebasket, and electricity)
- Recognition from podium and logos on video screen
- Banner advertising on the Enterprise AI World website
- Company logo/link on website, promotional materials, and showcase signage for Enterprise AI World
- One-page ad in the Final Program
- Insertion of one promotional item in conference bag (insertion items are produced by sponsoring company)

- Two full-conference registrations—for internal or customer use—plus one full-conference speaker registration; unlimited tabletop personnel
- Special discount VIP registration offer for your customers and prospects
- Post-conference mailing list for each event (includes name, title, company, mailing address, phone, and email address)

Total Cost: *$9,995*

GOLD
Benefits Include:
- Tabletop Display in the Enterprise Solutions Showcase (includes a 6' draped table, two side chairs, wastebasket, ID sign, and electricity (power strip). No hard-wall booths permitted. Any object 8' tall (MAX height allowed) must be against the back drape and come out no farther than 2'. All objects in the front 4' of the booth can be no taller than 36".
- Table (optional) outside of conference sessions on November 20th (includes 6' draped table, two chairs, wastebasket, and electricity)
- Recognition from podium and logos on video screen
- Banner advertising on the Enterprise AI World website
- Company logo/link on website, promotional materials, and showcase signage for Enterprise AI World
- Two full-conference registrations—for internal or customer use—plus one full-conference speaker registration; unlimited tabletop personnel
- Special discount VIP registration offer for your customers and prospects
- One-time direct-mail usage of post-conference mailing list (postal addresses only)

Total Cost: *$6,995*

RESERVE your sponsorship today!

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