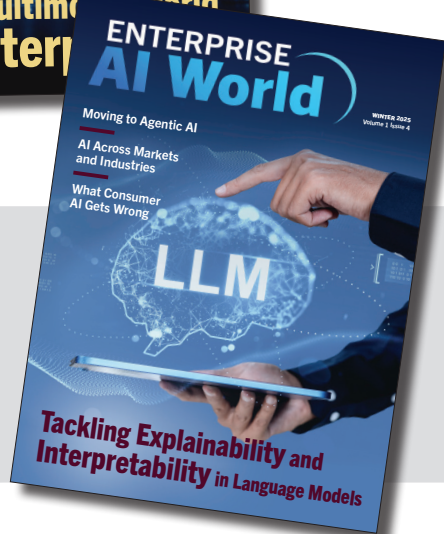
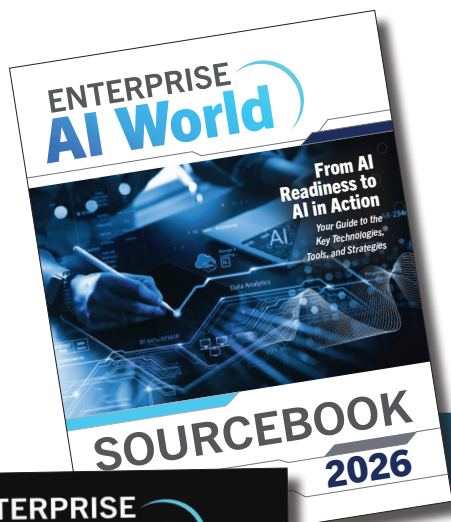


ENTERPRISE AI World

MEDIA KIT

*Align your enterprise
AI goals with trusted
commentary, recent
news, and real-life
success strategies*

ENTERPRISEAIWORLD.COM



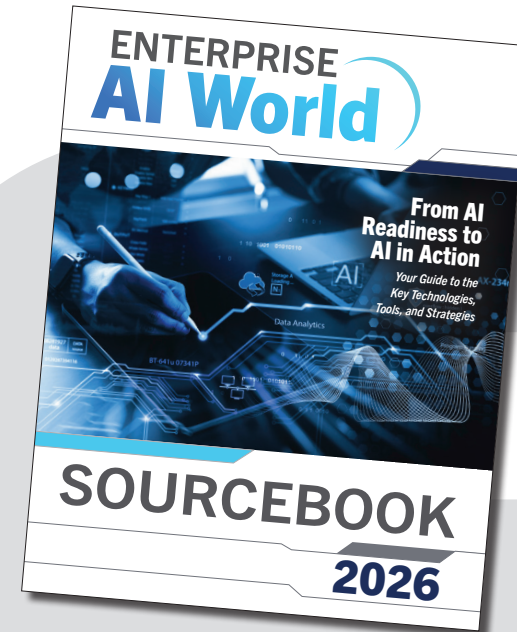
INTRO TO *ENTERPRISE AI WORLD*

Enterprise AI World connects technology providers with the professionals putting AI to work across the enterprise. Published by Information Today, Inc., the team behind *Database Trends and Applications*, *KMWorld*, and *Data & AI Quarterly*, it helps readers evaluate the technologies, strategies, and practices needed to move AI initiatives forward.

Through its digital magazine, monthly email newsletter, website, webinars, and research, **Enterprise AI World** covers topics including AI agents, data foundations, knowledge management, analytics, and AI governance. Its content reaches North American professionals who evaluate, recommend, purchase, and use enterprise technology.

Who Is Enterprise AI World's Target Audience?

- › Senior leaders: CIOs, CDOs, CTOs, and business executives
- › Technology and business decision makers: Managers, directors, and VPs responsible for AI, data, analytics, knowledge management, digital transformation, innovation, operations, and customer experience
- › Practitioners: Data architects, data engineers, data scientists, machine learning engineers, AI developers, analysts, data stewards, and knowledge management specialists



For marketers: Build visibility and generate leads through digital advertising, email marketing, webinars, content syndication, research, and custom content.

Reach the people shaping enterprise AI strategy and implementation.
[Subscribe here.](#)

2027 EDITORIAL CALENDAR

› JANUARY

FOCUS: The Rise of the Agentic Enterprise and Agent Autonomy

ENTERPRISE AI STARTUPS TO WATCH:

Emerging companies bringing new approaches to the market

› FEBRUARY

FOCUS: Choosing Among the Many Models

WHY IT MATTERS:

The Economics of Enterprise AI

BEST PRACTICES: Governing Enterprise AI: Risk, Compliance, and Control

› MARCH

FOCUS: It's the Context, Not the Content

ENTERPRISE AI MARKET MAP: A visual taxonomy of the enterprise AI ecosystem

› APRIL

FOCUS: The Importance of Memory for AI

ENTERPRISE AI PRODUCTS TO WATCH:

Standout technologies and solutions shaping enterprise AI

› MAY

FOCUS: The Trust Factor in AI Adoption

BEST PRACTICES:

Building the Enterprise AI Stack

› JUNE

FOCUS: Human-AI Collaboration

WHY IT MATTERS: Easing AI Anxiety

› JULY

FOCUS: Measuring the Business Value of AI

ENTERPRISE AI LEADERS TO WATCH:

Executives and innovators shaping enterprise AI

› AUGUST

ENTERPRISE AI SOURCEBOOK (*Digital Issue*)

ENTERPRISE AI WORLD TOP 100 COMPANIES
(as part of Sourcebook digital issue)

› SEPTEMBER

FOCUS: Risk Management for Enterprise AI

WHY IT MATTERS: Who's Accountable When AI Gets It Wrong?

STATE OF ENTERPRISE AI REPORT

› OCTOBER

FOCUS: Reinventing Business Processes With AI

AI IN ACTION: Real-world enterprise AI deployments, use cases, and results

› NOVEMBER

FOCUS: Connecting the Agentic Enterprise: MCP and Beyond

BEST PRACTICES: Scaling AI Across the Enterprise

› DECEMBER

FOCUS: What's Next for Enterprise AI

WHY IT MATTERS: Preparing the Workforce for the AI Era

ENTERPRISE AI PREDICTIONS:

A year-end package featuring predictions from industry executives, analysts, practitioners, and *EAIW* editors

For editorial questions, contact:

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ENTERPRISE AI WORLD SOURCEBOOK

The annual *Enterprise AI World* Sourcebook explores the technologies, strategies, and practices shaping enterprise AI. The digital edition is available as a registered PDF download on EnterpriseAIWorld.com and promoted through Enterprise AI World's email and digital channels. Sponsors can contribute content, build visibility, and receive leads according to their sponsorship level.

SPONSORSHIP OPTIONS	PLATINUM \$3,950	GOLD \$1,950	SILVER \$950
Sourcebook Content	One 650-word sponsored article and one full-page display ad	One full-page display ad or one page of sponsored content	100-word company listing
Leads	All screened leads from Sourcebook downloads; 400 minimum guaranteed	First 100 screened leads from Sourcebook downloads	No lead allocation
Directory Listing	100 words with logo and contact information	100 words with logo and contact information	100 words with logo and contact information

All directory listings appear in the digital Sourcebook and on EnterpriseAIWorld.com for one year.

2027 PRODUCTION DATES

AD SPACE DEADLINE
July 30, 2027

AD MATERIALS DUE
August 13, 2027

PUBLISHING DATE
August 20, 2027

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PRODUCTION REQUIREMENTS AND SUBMISSION INSTRUCTIONS

➤ AD SPECIFICATIONS:

- › **Trim Size:** 8.5"w x10.875"h
- › **Live Area:** 7.25"w x10"h (*centered*)
- › **Bleed:** Need an additional .125 on all sides for bleed

➤ 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 production questions contact:

Jackie Crawford
Ad Trafficking Coordinator
[jcrawford@
infotoday.com](mailto:jcrawford@infotoday.com)

DIGITAL ADVERTISING & EMAIL MARKETING

Reach professionals researching and implementing enterprise AI through dedicated email, newsletter, and website advertising.

➔ DEDICATED EMAIL MARKETING

Promote your webinar, report, event, or other offer with a dedicated email sent to *Enterprise AI World* subscribers who have opted in to receive third-party messages.

\$1,800 per send

Sponsor-provided HTML should be ready for review at least three business days before the scheduled send. Creative work beyond standard review may incur a \$250 production fee.



➔ NEWSLETTER SPONSORSHIP

Put your message near the top of the *Enterprise AI World* newsletter alongside editorial coverage of enterprise AI technologies, strategies, and trends.

Sponsorship includes up to 75 words of text, one link, and an optional 468 x 60 graphic.

Contact us for availability and rates.

➔ WEBSITE ADVERTISING

Build visibility with visitors to EnterpriseAIWorld.com through monthly display placements.

PLACEMENT	SIZE	MONTHLY RATE
Leaderboard	728x90	\$300/month
Tile	300x250	\$250/month
Skyscraper	120x600	\$200/month
Billboard	970x250	\$350/month
Site Sponsor	300x100	\$100/month

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CONTENT SYNDICATION & LEAD GENERATION

Turn your white paper, report, ebook, or solution brief into a lead generation campaign. Enterprise AI World promotes your content to relevant technology and business professionals, then delivers screened leads who downloaded it and meet your agreed campaign criteria.

➤ HOW IT WORKS

1. Submit your content

Provide a PDF, logo, headline, and brief description. We create a dedicated registration page for your asset.

2. Reach your target audience

We promote your content through Enterprise AI World and relevant email and digital channels. Campaign targeting can be tailored by factors such as job function, industry, company size, and geography.

3. Receive screened leads

We review registrations for completeness and validity, then deliver leads that meet the agreed criteria. You pay on a cost-per-lead basis.

➤ LEAD INFORMATION

Standard registration fields include name, job title, company, postal address, email, and phone number. Additional fields can be discussed when planning the campaign.

➤ FLEXIBLE CAMPAIGNS

Syndicate white papers, research reports, ebooks, case studies, and solution briefs. CPL pricing and lead goals are set according to your content and targeting requirements.



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SINGLE-SPONSORED **WEBINARS**

Put your expertise in front of enterprise AI decision makers with a 60-minute webinar built around your topic and speakers. Enterprise AI World manages the promotion, production, and lead reporting from start to finish.

WE PROMOTE IT

Enterprise AI World creates the registration page and promotes the webinar through its website, email newsletter, and digital advertising. Registrants receive reminders before the live event.

WE PRODUCE IT

Our team helps plan and rehearse the session, provides an expert moderator, and manages the live broadcast. The format can include presentations, demos, polls, and audience Q&A.

YOU KEEP THE MOMENTUM

Receive registration and attendance reports, plus an MP4 of the webinar for your own use. The recording remains available on EnterpriseAIWorld.com for one year, with additional on-demand leads delivered for 90 days after the live event.

COST: \$16,000 net

Minimum 250-lead guarantee

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View upcoming and archived webinars at EnterpriseAIWorld.com/Webinars.

ROUNDTABLE WEBINARS

Join an Enterprise AI World discussion focused on a timely enterprise AI challenge. Each live, 60-minute event brings together multiple sponsors for brief presentations, a moderated discussion, and audience Q&A.

COST: \$7,000 per sponsor

250 shared leads guaranteed

WHAT'S INCLUDED

- › Equal presentation time for each sponsor
- › Promotion, production, and moderation by Enterprise AI World
- › Moderated discussion and live audience Q&A
- › Registration and attendance reporting, with additional on-demand leads delivered for 90 days after the event

2027 ROUNDTABLE TOPICS

› FEBRUARY 17

Enterprise AI in 2027:
From Pilot to Production

› APRIL 21

Building Enterprise AI Agents: From
Assistants to Autonomous Systems

› JUNE 16

Building the Enterprise AI Stack:
Models, Platforms, & Infrastructure

› AUGUST 18

Agentic AI in Action: Orchestration,
Automation, & Intelligent Workflows

› OCTOBER 20

Governing Enterprise AI:
Security, Risk, & Compliance

› DECEMBER 8

What's Next for Enterprise AI:
Technologies & Trends for 2028

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BEST PRACTICE **REPORTS**

Position your expertise alongside *Enterprise AI World* editorial coverage of a priority enterprise AI topic. Each report opens with an independent overview of the market, followed by content from participating sponsors.

➤ SPONSOR CONTENT OPTIONS

SPONSOR CONTENT <i>Standard magazine size (8.5"x10.875")</i>	WORD COUNT	RATE
1 page	Up to 900 words	\$4,500 net
2 pages	Up to 2,000 words	\$7,650 net
3 pages	Up to 3,150 words	\$10,800 net
4 pages	Up to 4,300 words	\$12,600 net

➤ WHAT'S INCLUDED

- Sponsor logo on the report cover and sponsor content within the report
- Copy editing, layout, and design
- Hosting and promotion of the report on EnterpriseAIWorld.com
- Screened leads generated from report downloads
- A PDF of your contribution for your own marketing use

2027 REPORT TOPICS

➤ FEBRUARY

Governing Enterprise AI:
Risk, Compliance, & Control

➤ MAY

Building the
Enterprise AI Stack

➤ NOVEMBER

Scaling AI Across
the Enterprise

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ENTERPRISE AI WORLD CUSTOM RESEARCH

➤ A Multi-Channel 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-plus 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*
- *5 Minute Briefing: Oracle*
- *CRM* magazine
- *Data & AI Quarterly*
- *KMWorld* magazine
- *SHARE*
- *DBTA* magazine

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
- Management of the survey incentive
- 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.
- **Credibility:** 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.

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PLATINUM SPONSORSHIP : \$9,995 (6 Available)

SPEAKING OPPORTUNITY

- 15-minute speaking opportunity (if contract is signed by May 31, 2027)
Content must be instructional and informative and will be subject to review. Scheduling of presentation is at the discretion of the conference chair who will confirm details and deadlines directly with Sponsor.

NETWORKING & BRANDING OPPORTUNITIES

- Tabletop Display in the Enterprise Solutions Showcase
Tabletop Display is 6' deep by 8' wide and includes a 6' draped table, two side chairs, wastebasket, ID sign, and 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".
- Recognition from podium and logo on video screen
- Banner advertising on the Enterprise AI World website
- Company logo/link on website, in promotional materials, and showcase signage for Enterprise AI World
- Insertion of one promotional item *(supplied by sponsoring company)* into the conference bag
- One full-page, four-color ad with premium positioning in Final Program

CONFERENCE ACCESS

- Two full-conference registrations—for internal or customer use—plus one full-conference speaker registration; unlimited tabletop personnel
- Special discount VIP registration code to share with customers and prospects
- Postconference registration list *(includes name, title, company, mailing address, phone, and email address)*

GOLD SPONSORSHIP : \$6,995

NETWORKING & BRANDING OPPORTUNITIES

- Tabletop Display in the Enterprise Solutions Showcase
Tabletop Display is 6' deep by 8' wide and includes a 6' draped table, two side chairs, wastebasket, ID sign, and 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".
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- Company logo/link on website, in promotional materials, and showcase signage for Enterprise AI World

CONFERENCE ACCESS

- Two full-conference registrations—for internal or customer use; unlimited tabletop personnel
- Special discount VIP registration code to share with customers and prospects
- One-time direct-mail usage of post-conference registration list *(postal addresses only)*

➔ Join us in Washington, D.C., on November 16–18, 2027, for **Enterprise AI World 2027**—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 2027, which is comprised of five closely integrated events: KMWorld, Enterprise Search & Discovery, Text Analytics Forum, Enterprise AI World, and Taxonomy Boot Camp.

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