Introducing MODERN INFRASTRUCTURE E-ZINE

Guiding IT managers making strategic infrastructure decisions, keeping an eye toward macro trends such as cloud computing and consumerization.

Launching October 9, 2012
Introducing MODERN INFRASTRUCTURE E-ZINE

MODERN INFRASTRUCTURE E-ZINE

Online publication focused on delivering the insight to create the data center of tomorrow

As cloud computing, consumerization and virtualization trends converge, IT departments have been forced to re-think their strategy and tactics. Technologies such as virtualization and the bring-your-own device trend have introduced new efficiencies but also increased risks. IT shops juggling these trends face new challenges in delivering IT services without hiking up costs or boosting complexity.

The Modern Infrastructure E-Zine was launched to provide enterprise IT pros with steps to creating the data center of tomorrow. It covers a wide swath of today’s IT trends, all through the lens of the modern data center. This monthly online magazine provides long-form articles on the true challenges and successes of IT groups adopting:

- Cloud computing, hosting and outsourcing and management
- Storage and storage networking considerations
- Hardware purchasing and considerations
- Server virtualization, its uses and its management
- Endpoint, consumerization and bring-your-own device trends
- Desktop and application virtualization

This E-Zine will feature a variety of entry points for readers, with a mix of short pieces such as tips and Q&As and longer features and service pieces. Packed with news analysis, expert how-to advice and emerging technology trends, Modern Infrastructure addresses the problems that IT managers have to solve today and the trends they need to consider for the future.
CORE AUDIENCE

Engaging senior strategists & forward-thinking staff responsible for aligning business goals & evolving IT

CIOs and IT decision makers who need to understand the alignment of business and IT and guide their staff when making technology purchasing decisions. They are working to guide their data centers through important technology transitions. Specifically, this may include:

- IT team members who manage virtual data centers
- IT managers grappling with how to incorporate mobile devices and policies into their environment
- IT managers guiding teams on supporting new devices and applications
- IT managers considering and using cloud services
- IT purchasers dealing with hardware and cloud budgets and cost considerations
- IT decision makers creating, interpreting and enforcing corporate policies and IT mandates
Unparalleled editorial expertise and leadership and monthly contributions from notable, 3rd party experts

Modern Infrastructure’s experienced editorial staff and knowledgeable industry experts provide perspectives from across the infrastructure technology landscape:

Brian Madden, a widely recognized expert in end-user computing, application delivery and desktop virtualization, talks about how trends such as BYOD, consumerization, and social networking are changing the way end users work, and how IT can help meet their needs.

Jonathan Eunice is a computer scientist and principal IT adviser at the boutique analyst firm Illuminata. He consults with forward-looking IT organizations and technology startups about strategic IT directions and how to improve business outcomes. In ‘Are We There Yet?’ Eunice will lean on his considerable historical perspective and explore the tensions inherent in moving to a cloud operational model.

Bob Plankers is a virtualization and cloud architect at a major Midwestern university with more than 20 years of experience in large-scale data center technologies. He is also creator of TheLoneSysAdmin blog. In his column, he’ll bring that real-world experience to bear, giving voice to the concerns and interests of experienced IT architects and operators.
Introducing MODERN INFRASTRUCTURE E-ZINE

SPONSOR VALUE

Accentuate mission-critical market alignment while building mindshare with new & existing prospects

TechTarget’s coveted E-Zines detail timely, top-of-mind, independent information delivered by trusted editorial leaders. Attracting business and technology professionals tasked with monitoring the infrastructure technology landscape, the Modern Infrastructure E-Zine offers sponsors access to a regular readership devoted to setting and evolving the strategy and investment planning for their organization’s technology backbone. Because of this orchestrated approach to market coverage, each sponsor receives:

- **Market Alignment**—The top-of-mind, independent coverage across hardware, virtualization, cloud, hosting, management, endpoints, desktop, networking and storage ensures key alignment on a consistent basis.
- **Reputability**—Our experienced editorial team works with well-known third party experts ensuring your brand is aligned with trusted content.
- **Maximized Audience Reach**—This regular readership, focused on all facets of the data center, ensures that your brand is reaching both the prospects who know you, and those who may not, or further, those who may not know about your solutions in a particular space.
- **Demand Generation**—Each E-Zine delivers sponsors with quality leads, actively researching the infrastructure landscape.
- **Lead Engagement**—Through our unique Demand Engage unit, embedded within each issue of the E-Zine, each sponsor provides immediate next steps for the user to engage with their content specifically—creating a self-nurturing dynamic to accelerate adoption.

Over 70% of our audience researching cloud computing technologies have cloud computing budgeted for in the upcoming year.

Over 40% of our audience researching data center hardware topics selected “enhancing server virtualization capabilities” as a driving factor for server purchases.

38% of our audience researching virtualization technologies indicated that they have already deployed or plan to deploy desktop virtualization within the next year.

40% of our audience researching Consumerization of IT have large projects for 2012 that will be justified as enabling, securing, or managing consumerization of IT.

78% of our audience researching Consumerization believe that the Consumerization of IT will change their company overall.

Contact your TechTarget sales representative today for more advertising information.
EDITORIAL CALENDAR

Focused coverage on the topics that matter to the teams responsible for evolving the infrastructure

OCTOBER

Cover story: Cloud Computing and Its Alternatives. There’s no denying that cloud computing, data center hosting and outsourcing trends are changing the face of modern data centers. Given the high cost to build and maintain data center facilities, when does it make sense to manage an internal data center, and when do alternatives such as migrating to the cloud or hosting make more sense? And how can skilled IT professionals brace for these changes—and protect their jobs?

Additional features:
- VMworld wrap-up: Virtualization State of the Nation
- Standards wars in the cloud
- VMworld news and notes
- The Numbers Game: A snapshot of IT purchasing priorities

NOVEMBER

- Cover: Software-defined networking
- Cloud disaster recovery
- Modernizing legacy infrastructure and applications

DECEMBER & JANUARY

- Cover: Data center of the future/DC today and 10 years from now
- The new IT Ops
- AWS show—Re: Invent award case studies

FEBRUARY

- Cover: Consumerization/BYOD
- Linux: the free OS that wouldn’t die. OR: Where Linux fits in today’s data center
- Curing cancer in the cloud OR using cloud for HPC

Advertising Contact
Sean Matthews
Director of Sales, TechTarget
275 Grove Street
Newton, MA 02466
Phone: 617-431-9414
smatthews@techtarget.com
About TechTarget

TechTarget (NASDAQ: TTGT) is the online intersection of serious technology buyers, targeted technical content and technology providers worldwide. Our extensive network of online and social media, powered by TechTarget's Activity Intelligence™ platform, redefines how technology marketers view and engage technology buyers based on their active projects, specific technical priorities and business needs. With more than 100 technology-specific websites and a wide selection of custom advertising, branding, and lead generation solutions, TechTarget delivers unparalleled reach and innovative opportunities to drive technology marketing success around the world.

TechTarget has offices in Atlanta, Beijing, Boston, Cincinnati, London, Mumbai, San Francisco, Singapore and Sydney.

To learn how you can engage with serious technology buyers worldwide, visit techtarget.com and follow us @TechTarget.