Audience Demographics

ActualTech MEDIA
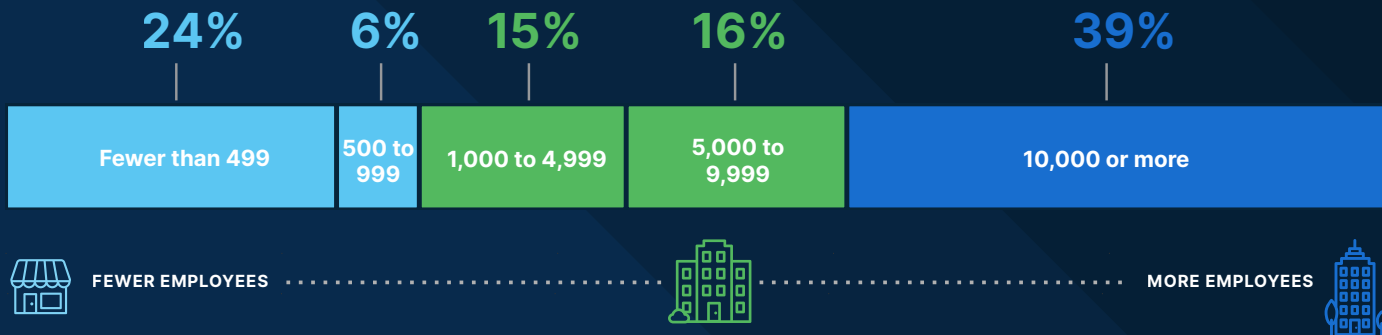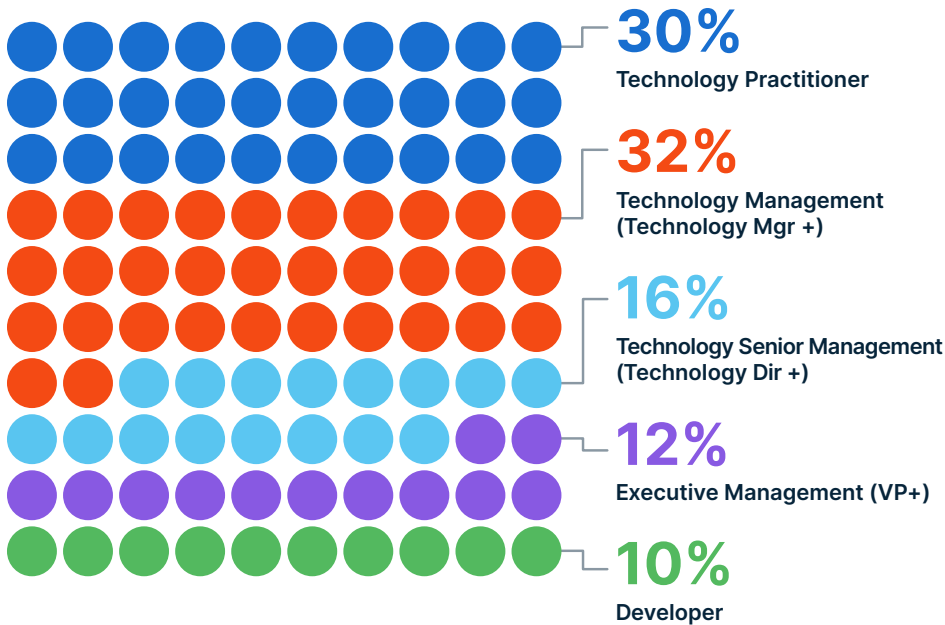
"Our audience is comprised of core technology, IT and cloud executives, managers and practitioners from organizations of all sizes and verticals across North America. These are the people who make or heavily influence the purchase and deployment of new technologies." —Scott D. Lowe, CEO, ActualTech Media
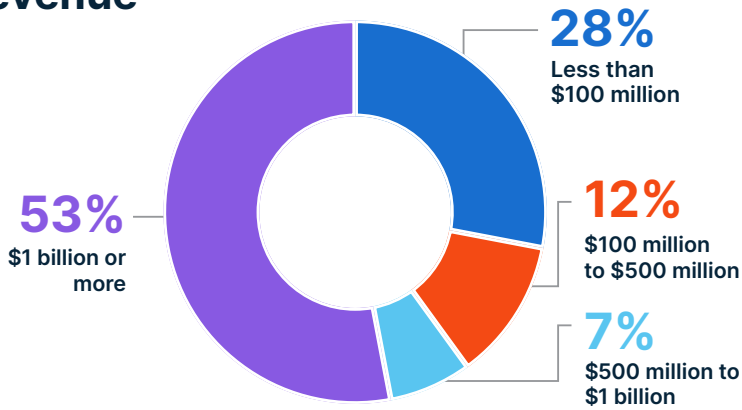
Company Size

24%	6%	15%	16%	39%
Fewer than 499	500 to 999	1,000 to 4,999	5,000 to 9,999	10,000 or more

FEWER EMPLOYEES ········· MORE EMPLOYEES

Roles

30%
Technology Practitioner

32%
Technology Management
(Technology Mgr +)

16%
Technology Senior Management
(Technology Dir +)

12%
Executive Management (VP+)

10%
Developer

93% play a role in the purchase process

COMPANY HIGHLIGHTS

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Walmart	Pfizer
Fedex	American Airlines
UPS	Lockheed Martin
Lowe's	Northrop Grumman
Starbucks	RBC
AT&T	TD Bank
Pepsi Co.	NBC Universal
Wells Fargo	3M
Kaiser Permanente	ADP
General Motors	Metlife
Disney	Capital One
US Navy	Delta Airlines
McDonald's Corporation	All State
Bank of America	Dominos
Marriott International	Eli Lilly
Comcast	NASA
Verizon	Booz Allen Hamilton
Boeing	Paypal
	USAA

Revenue

- **28%** Less than $100 million
- **12%** $100 million to $500 million
- **7%** $500 million to $1 billion
- **53%** $1 billion or more

Industries

Industry	%
Health Care	12%
Information Technology	12%
Financial Services	9%
Education (University)	8%
Business Services	7%
Govt. (State/Local)	6%
Other	5%
Telecommunications	4%
Education (K-12)	4%
Construction/Engineering	3%
Retail/Wholesale	3%
Govt. (Federal)	3%
All Others	16%

Which areas best describe all of your functional responsibilities in IT?

Area	%
Security	48%
IT Ops or Service Mgmt.	41%
Networking	40%
Disaster Recovery	39%
Architecture/Planning	39%
Data Protection/Backup	38%
IT Project Management	38%
IT Mgmt. and Strategy	37%
Application Admin/Support	36%
Storage	35%
Service Desk/Help Desk	28%
Cloud Computing	28%
x86 Servers/Virtualization	26%
IT Generalist	26%
EUC/VDI/Endpoints	25%
Database Admin/Support	24%
Business Analyst	16%
Unified Comms/Telephony	14%
Data Science/AI/ML	9%
Mainframe/UNIX Systems	6%
All Others	1%

67% consume more than 3 pieces of vendor content per month

92% say webinars play a role in their purchase process
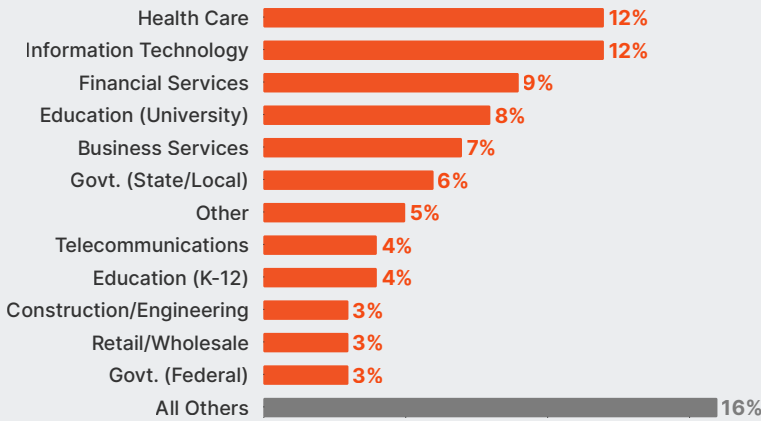
NUMBER OF HATS AUDIENCE MEMBERS WEAR

Our audience members are often responsible for more than one technology area inside their organization, wearing multiple 'hats'. We recommend widening targeting wherever possible to capture maximum demand.

- **39%** 1 role
- **29%** 2 to 4 roles
- **20%** 5 to 8 roles
- **11%** 9 or more roles