How to successfully engage with TechTarget's award-winning editorial teams

SINCE 1999, TechTarget's editorial staff has built a network of technology-specific websites to provide valuable problem-solving and decision-support content to IT professionals and line-of-business managers. The company's editorial mission was founded on the premise that enterprise tech buyers need definitive practical guidance and insight when implementing, researching and managing technology. We were among the first media companies in the B2B technology space that took the unique approach to build sites dedicated to targeted topical areas. These sites are run by veteran editors and journalists who create thousands of articles each year.

Every day, millions of technology professionals rely on TechTarget's network of sites to consume news analysis; read useful tutorials, how-tos and tips; and consume in-depth features and vendor product comparisons. Our sites feature various multimedia formats, including webcasts, podcasts, videos and screencasts, as well as opportunities to interact with experts and their peers. Our unique editorial formula provides readers with independent analysis, original reporting, access to a network of industry experts and links to numerous useful resources across an editorial taxonomy of over 10,000 technology topics.

Today, TechTarget's editorial team is composed of more than 150 in-house editors and writers, as well as hundreds of contributors, who cover myriad topics on more than 140 sites. Because of the scale and scope of our editorial organization, here are tips on how to work effectively with the TechTarget content team.

Understand the editorial mission

TechTarget was founded on the concept that buyers conduct prepurchase research on the web through organic search to navigate to the most useful and relevant source to deliver on their information need. Our reporters and editors are dedicated to delivering content that provides practical information to readers who need insights into technologies they have invested in or plan to invest in.

All TechTarget editorial content is entirely vendor-neutral, and the content on each site is tailored to a specific IT professional audience, as well as a growing line-of-business audience. We balance our tech coverage by examining not only the benefits of technologies, but the downsides, the costs and how to innovate while supporting legacy systems, as well as how top vendor products compare. Taken together, the valuable information we provide our readers helps them make wiser IT buying decisions over the course of the purchase and implementation process.

Our "news you can use" strategy means our news content is always timely but includes comments from technology users, industry experts,

150+

In-house editors
and writers

400+

Contributors

consultants and analysts who provide perspective for busy IT professionals. We'll fast-track major announcements to keep readers informed and up to date on breaking news, but we'll add to the story and provide the necessary context. As such, TechTarget's editorial team strives to cover the technology industry in a fair and balanced manner. This means our editors compare technology vendors and their products to provide our readers with unbiased information about the tools they are considering. Much of our editorial content includes the pros and cons of a technology, the various options available and feedback from analysts and technology users.

Finally, because products are the foundation to any technology implementation, our team produces product comparisons, as well as keeps track of noteworthy new product announcements.

Our commitment to editorial integrity

First and foremost, our commitment is to fulfill the information needs of today's technology buyer in an unbiased and vendor-neutral way. It is also our mission to partner with technology vendors for fair, balanced and accurate coverage that is not tied to any business relationship that TechTarget may or may not have. We pride ourselves in this separation of church and state.

Rules of engagement

To pitch a member of our editorial staff, it's important to understand the site you are pitching to and the intended audience of that site. Reporters receive hundreds of press releases each day. Pitches that are more specifically tailored to that site's audience and their IT pain points will generally catch the attention of a reporter over a blast email. In addition, try to establish a relationship with the reporter and offer customer and analyst references as part of any announcement. Understand that the reporter always needs to judge your news against other news happening within a given industry. An interview does not guarantee published content. Lastly, pitches sent under "embargo" with no prior agreement regarding that embargo will not be honored. ■

300m+
Page views annually

9,000+
Original content pieces published each year

10k+
Unique topics

End-User Computing & Enterprise Software and Services

This group covers end-user computing, as well as a wide range of applications and software platforms that enterprises use both on premises and in the cloud. These include AI and machine learning, data governance and integration, business analytics, ERP and CRM, as well as technologies for the healthcare industry. Enterprise Software and Services also looks at customer experience technology, including sales and marketing software, social networking and collaboration, and customer analytics.

TEAM

Bridget Botelho: Editorial Director, News
bbotelho@techtarget.com

Ben Cole: Executive Editor,
DataScienceCentral.com
bjcole@techtarget.com

Nicole Laskowski: Senior News Director,
Business Applications
nlaskowski@techtarget.com

Alyssa Provazza: Editorial Director
aprovazza@techtarget.com

Shaun Sutner: News Director,
Information Management
ssutner@techtarget.com

BEAT REPORTERS

Esther Ajao: AI, NLP, machine learning,
data science
eajao@techtarget.com

Eric Avidon: Business intelligence,
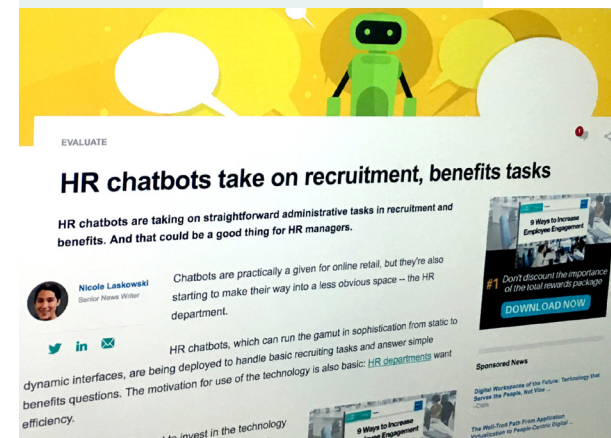augmented analytics, data visualization
eavidon@techtarget.com

Makenzie Holland: Emerging tech, regulations
mholland@techtarget.com

Jim O'Donnell: SAP/ERP (manufacturing),
sustainability and ESG
jimodonnell@techtarget.com

Pat Thibodeau: ERP, HCM, HR software
pthibodeau@techtarget.com

SITES

Business Analytics

Content Management

Customer Experience

Data Backup

Data Management

Data Science Central

Disaster Recovery

Enterprise AI

Enterprise Desktop

ERP

Health IT

HR Software

Mobile Computing

SearchOracle

SearchSAP

Sustainability and ESG

Virtual Desktop

EVALUATE

HR chatbots take on recruitment, benefits tasks

HR chatbots are taking on straightforward administrative tasks in recruitment and benefits. And that could be a good thing for HR managers.

Chatbots are practically a given for online retail, but they're also starting to make their way into a less obvious space — the HR department.

HR chatbots, which can run the gamut in sophistication from static to dynamic interfaces, are being deployed to handle basic recruiting tasks and answer simple benefits questions. The motivation for use of the technology is also basic: HR departments want efficiency.

Cloud and DevOps

The group of sites in this division focuses on cloud computing deployment models, including public, private, hybrid and multi-cloud IaaS. It also covers SaaS app development and management, as well as PaaS tools and strategies. In addition, the group's coverage includes serverless computing; cloud-native applications; microservices; container deployments; and IT monitoring, management and automation tools. The Cloud and DevOps team also writes for application architects and IT operations pros who develop, test or optimize apps as part of Agile/DevOps teams. In addition, the team covers programming languages, citizen development, and API integration and management. This group also covers technologies such as internet of things, edge computing and more traditional on-premises data center technologies, including servers and virtualization software. Its Storage team is a leader in the market, covering SANs, NAS, cloud storage, converged and hyper-converged infrastructure, primary and secondary storage, and new flash and memory media advancements.

TEAM
Bridget Botelho: Editorial Director, News
bbotelho@techtarget.com

Kristin Knapp: Editorial Director
kknapp@techtarget.com

Nicole Laskowski: Senior News Director
nlaskowski@techtarget.com

BEAT REPORTERS
Adam Armstrong: Flash technology
aarmstrong@techtarget.com

Stephanie Glen: Software development
sducasse@techtarget.com

Antone Gonsalves: Cloud computing
agonsalves@techtarget.com

**Tim McCarthy:** Cloud storage
tmccarthy@techtarget.com

Beth Pariseau: DevOps
bpariseau@techtarget.com

Ed Scannell: Microsoft Server/Windows, Hyper-V, VMware, IBM systems
escannell@techtarget.com

SITES
App Architecture
Cloud Computing
Data Center
IoT Agenda
IT Operations
SearchAWS
SearchVMware
SearchWindowsServer
Software Quality
Storage
TheServerSide
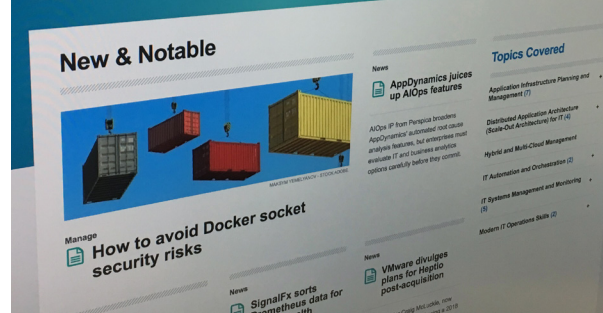
Networking, Security and UC

The Networking and UC teams cover a wide range of topics, including networking in the data center, cloud and network edge. Other coverage areas include wireless networking, network security, network virtualization and network training, as well as network infrastructure, management, strategies and planning. The group also covers other areas, such as software-defined networking, automation, networking AI and 5G. The team's unified communications coverage encompasses a variety of business communications topics, including video conferencing, cloud-based communications, team collaboration, VoIP, UCaaS, communications infrastructure and architecture, CPaaS and communications APIs, and unified communications management and security.

As part of its ongoing security coverage, the team also focuses on security threats and the technologies used to thwart attacks. These include identity and access management; security management; software security; network and cloud security; security certifications and careers; risk and threat management; cryptography; security protocols; malware and other attacker tools or techniques; and security regulations, laws, industry standards and policies.

SITES

Networking

Security

Unified Communications

TEAM

Bridget Botelho: Editorial Director, News
bbotelho@techtarget.com

Kate Gerwig: Editorial Director
kgerwig@techtarget.com

Antone Gonsalves: News Director, Networking
agonsalves@techtarget.com

Rob Wright: Senior News Director, Security
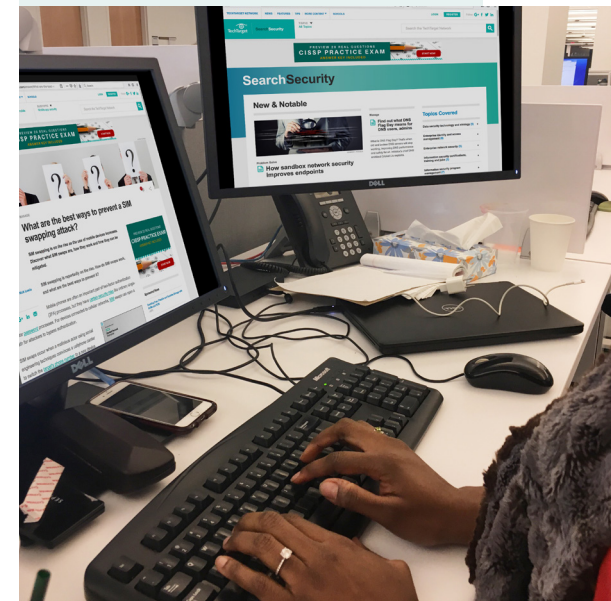rwright@techtarget.com

BEAT REPORTERS

Alex Culafi: Cybersecurity, blockchain, AI in security
aculafi@techtarget.com

Mary Reines: Networking, UC
mreines@techtarget.com

Arielle Waldman: Cybersecurity
awaldman@techtarget.com

CIO and IT Channel

This group takes a higher-level view of market trends and technologies for IT leaders and channel partners. The group's CIO site focuses on strategy for IT executives, as well as emerging technologies, such as robotic process management, augmented intelligence, digital twins and quantum computing. The group's IT Channel site covers the latest trends, news and business advice for a channel partner and managed service provider audience. It covers updates to channel mergers and acquisitions, as well as business advice for service providers.

TEAM

Diann Daniel: Executive Editor
ddaniel@techtarget.com

John Moore: Industry Editor
jmoore@techtarget.com

Linda Tucci: Editor at Large, Strategic Initiatives
ltucci@techtarget.com

SITES

CIO

IT Channel

International

TechTarget's growing international editorial network brings a local focus to the biggest IT issues in key technology buying markets. Based out of London, Computer Weekly is one of the leading English-language tech publications in Europe, with an unparalleled legacy and brand recognition — it was the world's first weekly IT newspaper, launched in 1966. Now a digital brand, Computer Weekly's in-depth coverage of the challenges and trends facing today's IT leaders produces content and e-zines focused on the U.K., the Nordics, Benelux, Europe, the Middle East, Southeast Asia, Australia and New Zealand. Based out of Munich, ComputerWeekly.de brings regional audience knowledge for the German-speaking market and was the first local language website under the Computer Weekly brand. Based out of Paris, LeMagIT.fr brings the same regional focus for France and is one of the most successful B2B technology sites in the country. Meanwhile, ComputerWeekly.es and ComputerWeekly.com.br provide technical insight for IT professionals in Latin America. The sites offer news and expert advice on enterprise IT management topics, including data management, mobility, virtualization, storage, networks, information security, analytics, app development and CIO strategies, among other topics.

TEAM

Michael Eckert: ComputerWeekly.de,
Editorial Director
meckert@techtarget.com

Bryan Glick: Computer Weekly,
Editor in Chief and VP of International Editorial
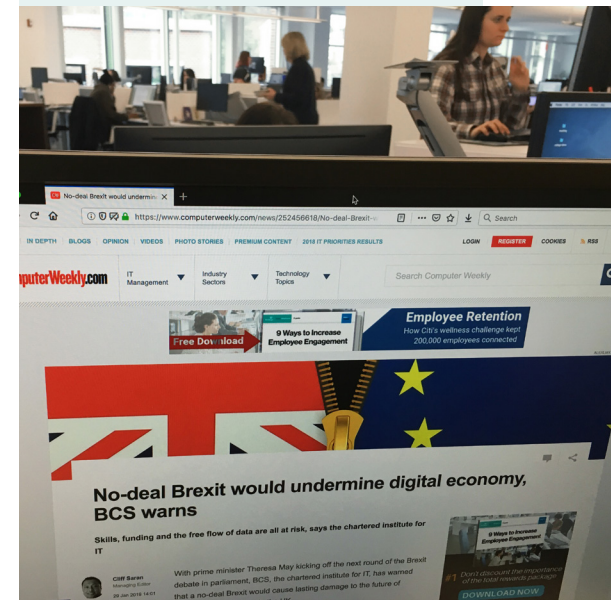bglick@techtarget.com

Valery Marchive: LeMagIT.fr, Editor in Chief
vmarchive@techtarget.com

Lizzette Pérez Arbesú: Executive Editor
for Mexico and LATAM
lperez@techtarget.com

Aaron Tan: Executive Editor for Asia-Pacific
atan@techtarget.com

SITES

ComputerWeekly.com
ComputerWeekly.de
ComputerWeekly.es
ComputerWeekly.com.br
LeMagIT.fr

Xtelligent Healthcare Media

The Xtelligent Healthcare Media editorial team produces news, features, podcasts, research and virtual events aimed at providing actionable information about the intersection of healthcare and information technology. We serve an audience of more than 400,000 healthcare executives and IT professionals who support healthcare initiatives both big and small. With the industry leaning more and more on new and emerging forms of technology, we focus on topics and trends most significantly affecting the industry's daily operations and continued digital transformation. Our reporting efforts now extend to our weekly *Healthcare Strategies* podcast and quarterly *Insights* research reports. As a digital-first company, we are well suited to provide education and engagement opportunities that are widely accessible to our growing body of readers, viewers and listeners.

TEAM

Kyle S. Murphy, Ph.D.: Vice President of Editorial
kmurphy@xtelligentmedia.com

Jacqueline LaPointe: Director of Editorial
jlapointe@xtelligentmedia.com

Sara Heath: Managing Editor
sheath@xtelligentmedia.com

Kelsey Waddill: Senior Editor and Multimedia Manager
kwaddill@xtelligentmedia.com

Anuja Vaidya: Senior Editor and Special Events Lead
avaidya@xtelligentmedia.com

Alivia Kaylor: Senior Editor
akaylor@xtelligentmedia.com

Victoria Bailey: Assistant Editor
vbailey@xtelligentmedia.com

Shania Kennedy: Assistant Editor
skennedy@xtelligentmedia.com

Jill McKeon: Assistant Editor
jmckeon@xtelligentmedia.com

Mark Melchionna: News Writer
mmelchionna@xtelligentmedia.com

Hannah Nelson: Assistant Editor
hnelson@xtelligentmedia.com

Sarai Rodriguez: News Writer
srodriguez@xtelligentmedia.com

Veronia Salib: Assistant Editor
vsalib@xtelligentmedia.com

Hayden Schmidt: Associate Researcher
hschmidt@xtelligentmedia.com

SITES

EHRIntelligence.com

HealthcareExecIntelligence
.HealthITAnalytics.com

HealthITAnalytics.com

HealthITSecurity.com

HealthPayerIntelligence.com

HITInfrastructure.com

LifeSciencesIntelligence.com

mHealthIntelligence.com

PatientEngagementHIT.com

PharmaNewsIntel.com

RevCycleIntelligence.com

BrightTALK Summits

Summits are educational online events for business and technology professionals, hosted on the BrightTALK by TechTarget platform. These multiday events attract an average of 30,000 monthly viewers who attend to learn about the latest technologies, issues and trends and to further their careers by doing so. Summit topics and speakers are selected by the TechTarget editorial team. They explore the most pressing and challenging issues business and technology leaders face today and showcase the latest ideas and insights from world-class practitioners, innovators and visionaries. Summits examine a variety of themes in the areas of cybersecurity, business and data analytics, cloud computing, enterprise infrastructure, IT operations and management, financial services technology, and customer and employee experience enablement. Our editors actively seek independent expert speakers, including IT and business practitioners, consultants, analysts and researchers. These thought leaders share their knowledge and real-world perspectives in our Summit sessions to help educate the community and their peers.

TEAM

Natasha Carter: Director, Partnerships and Event Content
ncarter@techtarget.com

Alicia Landsberg: Senior Managing Editor, Summits
alandsberg@techtarget.com

Ana Salom Boira: Senior Managing Editor, Summits
aboira@techtarget.com

SUMMIT HIGHLIGHTS

Cloud-Native Modernization

Containers in the Enterprise

Data Security Risks and Challenges

Digital Transformation
for Financial Services

Employee Experience
in the Hybrid Workplace

Evolution of Endpoint Security

Implementing DataOps

Managing Distributed Clouds

Ransomware Protection
Best Practices

The Growth of IT Automation

THP CREATIVE / ADOBE STOCK