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 comprised 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 and the costs, 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

140+
Technology-specific sites

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 along with 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, CRM, as well as technologies for the healthcare industry. Enterprise Software & Services also looks at customer experience technology, including sales and marketing software, social networking and collaboration and customer analytics. Meanwhile the group's CIO site focuses on strategy for IT executives, as well as emerging technologies such as robotics process management, voice computing and augmented intelligence.

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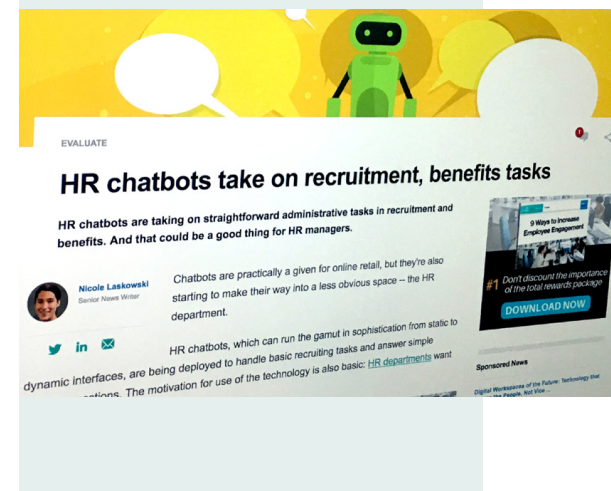data science
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SearchCIO.com

SearchContentManagement.com

SearchCustomerExperience.com

SearchDataManagement.com

SearchEnterpriseAI.com

SearchEnterpriseDesktop.com

SearchERP.com

SearchHealthIT.com

SearchHRSoftware.com

SearchMobileComputing.com

SearchOracle.com

SearchSAP.com

SearchSQLServer.com

SearchVirtualDesktop.com

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.

Nicole Laskowski
Senior News Writer

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 questions. The motivation for use of the technology is also basic: HR departments want

Storage & IT Infrastructure and Strategy

This group covers technologies such as internet of things, edge computing and on-premises data center technologies, including servers and virtualization software. Its storage team is a leader in the market, covering traditional SANs, NAS and data protection products, as well as cloud storage, converged and hyper-converged primary and secondary storage, and new flash and memory media advancements.

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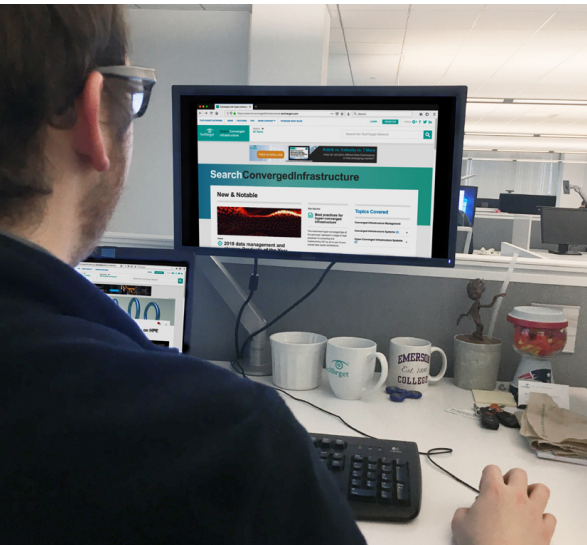
SITES

IoTAgenda.com

SearchConvergedInfrastructure.com

SearchDataBackup.com

SearchDataCenter.com

SearchDisasterRecovery.com

SearchITChannel.com

SearchServerVirtualization.com

SearchStorage.com

SearchVMware.com

SearchWindowsServer.com

Cloud & DevOps

The group of sites in this division focuses on cloud computing technologies and deployment models, including public/private and hybrid IaaS, SaaS app development and PaaS tools and strategies. In addition, the group covers serverless computing, advanced application hosting, container deployments, monitoring and management tools, and IT automation. The Cloud/DevOps team also writes for application architects, systems operations and IT infrastructure pros who develop and optimize apps as part of Agile/DevOps teams. In addition, the team covers programming languages, software architecture management, and API integration and management.

TEAM
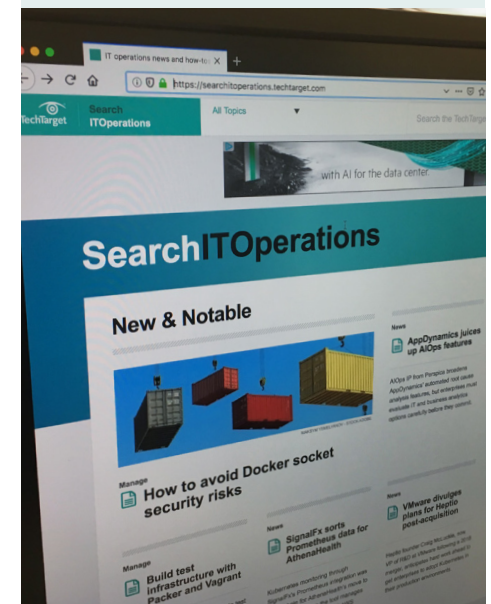**Margie Semilof:** Editorial Director
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SearchAppArchitecture

SearchAWS.com

SearchCloudComputing.com

SearchITOperations.com

SearchSoftwareQuality.com

TheServerSide.com

Networking & Security

This division covers a wide range of topics, including networking for the data center, the cloud, the campus LAN, the network edge, as well as wireless networking, network security network virtualization, application performance management and network services. The group also covers emerging technologies that include software-defined networking, software-defined WAN, network automation, intent-based networking, AI for the network, machine learning, network analytics and 5G cellular networks.

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.

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SearchCloudSecurity.com
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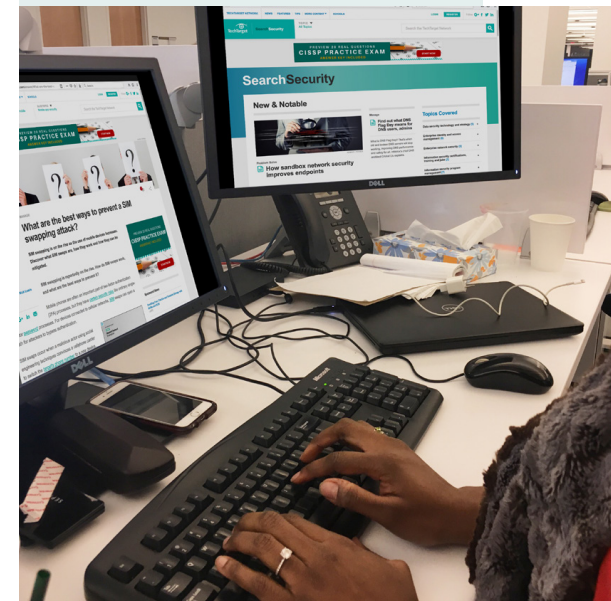snichols@techtarget.com

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 both regional audience knowledge for the German-speaking market and is 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, SearchDataCenter en Español provides technical insight for IT professionals in Latin America. The site offers 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.

SITES

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ComputerWeekly.de

LeMagIT.fr

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