



SoftwareCEO Media Kit 2012

<http://www.softwareceo.com>

About SoftwareCEO

SoftwareCEO is the largest premier online community for software CEOs, executives, and professionals. Reaching a sharply-targeted, large audience of software company leaders, SoftwareCEO focuses on providing practical, and actionable advice—as well as specific solutions to problems unique to the industry.

The screenshot shows the SoftwareCEO website interface. At the top, there's a navigation bar with links for Home, Articles, Forums, Downloads, Resources, Blogs, FAQ, Members, Site Info, and Join. Below this is a search bar and a 'Community Admin' section. The main content area is divided into several sections: 'Welcome to the new softwareCEO The #1 resource for Software Executives.', 'RECENT ARTICLES' with a list of articles including '9 Tips On Software Startup, Funding, and Software Sales from 3-Time Winner Linda Hayes', 'LATEST BLOG ENTRIES' with 'The Single Greatest Challenge for CEOs/Managers in the Current Economy', 'RECENT DISCUSSIONS' with a table of forum topics, 'FEATURED DOWNLOADS', and 'EDITOR'S PICKS'. There are also social media links for LinkedIn, Facebook, and Twitter.

SoftwareCEO reaches top-level decision makers at software companies – Chief Executives, Vice Presidents and Managers. Thru offers of business advice, discussion forums, research, news, online seminars and links to software-specific resources, SoftwareCEO has created a qualified, well engaged demographic. There is no better way on the web to reach top-level decision makers at b2b software companies.

Reader Engagement

- 48,000 members
- Twice monthly distribution of electronic newsletter to an opt-in list of over 18,000 software company executives.
- 6,000 unique visitors per month
- 10,000 visits per month
- 35,000 page views per month

Why Advertise With Us?

SoftwareCEO's audience includes software company executives, entrepreneurs, and professionals from software companies of all sizes, with a focus on small to medium-sized businesses. Our audience is sophisticated, many of which are familiar with major social media sites such as LinkedIn, Facebook, and Twitter. Several of our users are also bloggers on SoftwareCEO.

Advertising Benefits

- Deliver your message directly to software company leaders engaged in solutions-oriented content.
- Align your messaging, brand, and content offers with SoftwareCEO's targeted, independent editorial content.
- Propose your solution with subscribers who have proven interest in focused and credible solutions that work for other software companies.
- Educate prospects and influence decision makers with your messaging.

Situational awareness

SoftwareCEO readership is at a high percentage of targets in terms of populating a community with software vendors. Solution seeking participants are likely at a later stage in the buy cycle.

Job Level titles

Most members are C-level executives, followed by VP, Director and Manager titles.

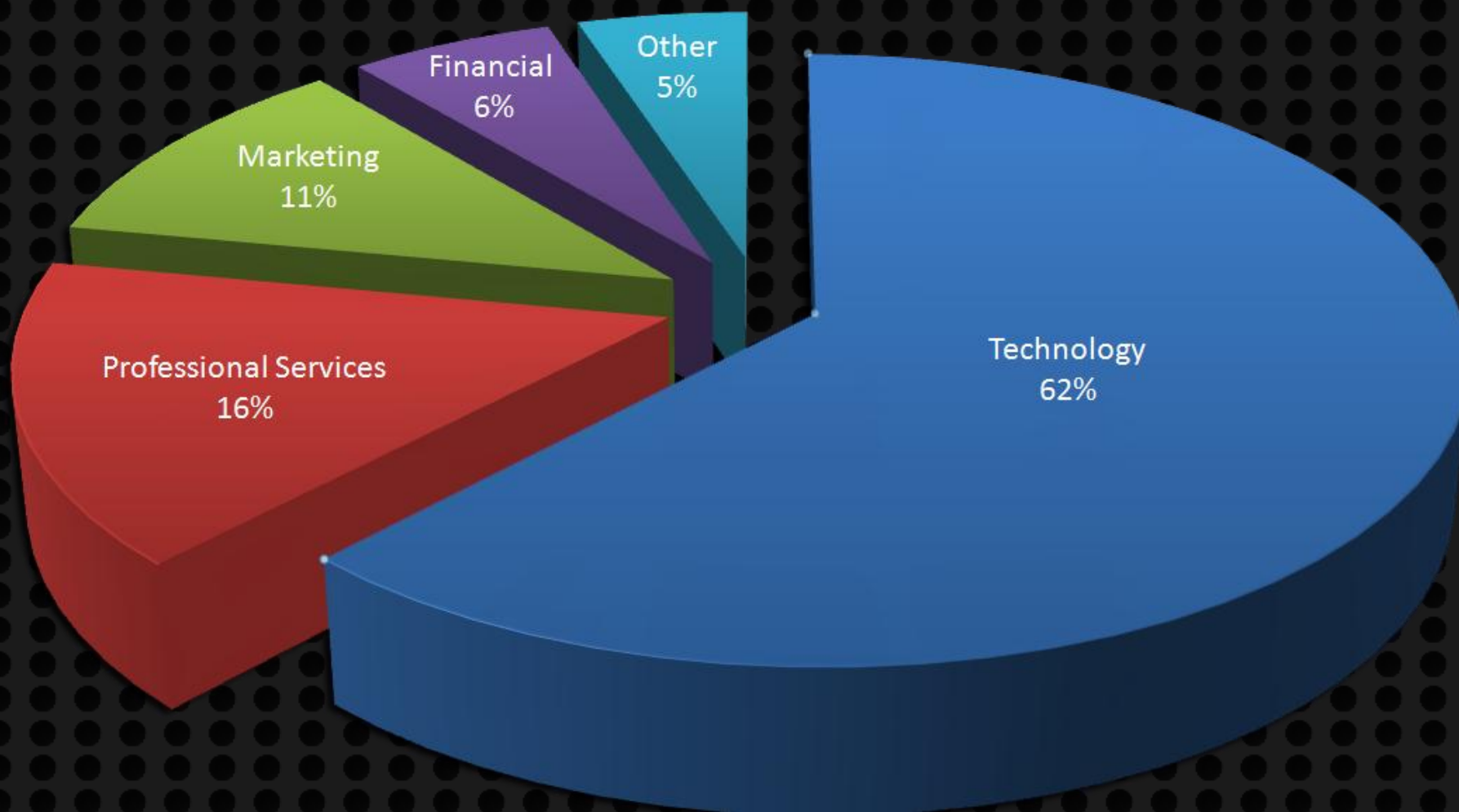
Industries served

Our members evenly represent just about every kind of industry possible, from Marketing Services, Professional Services, Technology, to Educational Services, Banking and Financial Services and Healthcare to Consumer Goods, Travel, Leisure, and Hospitality.

Demographics: Industry Type

SoftwareCEO members represent a diverse range of software companies, serving a number of key industries, including technology, professional services, marketing services, financial & banking related fields, and more.

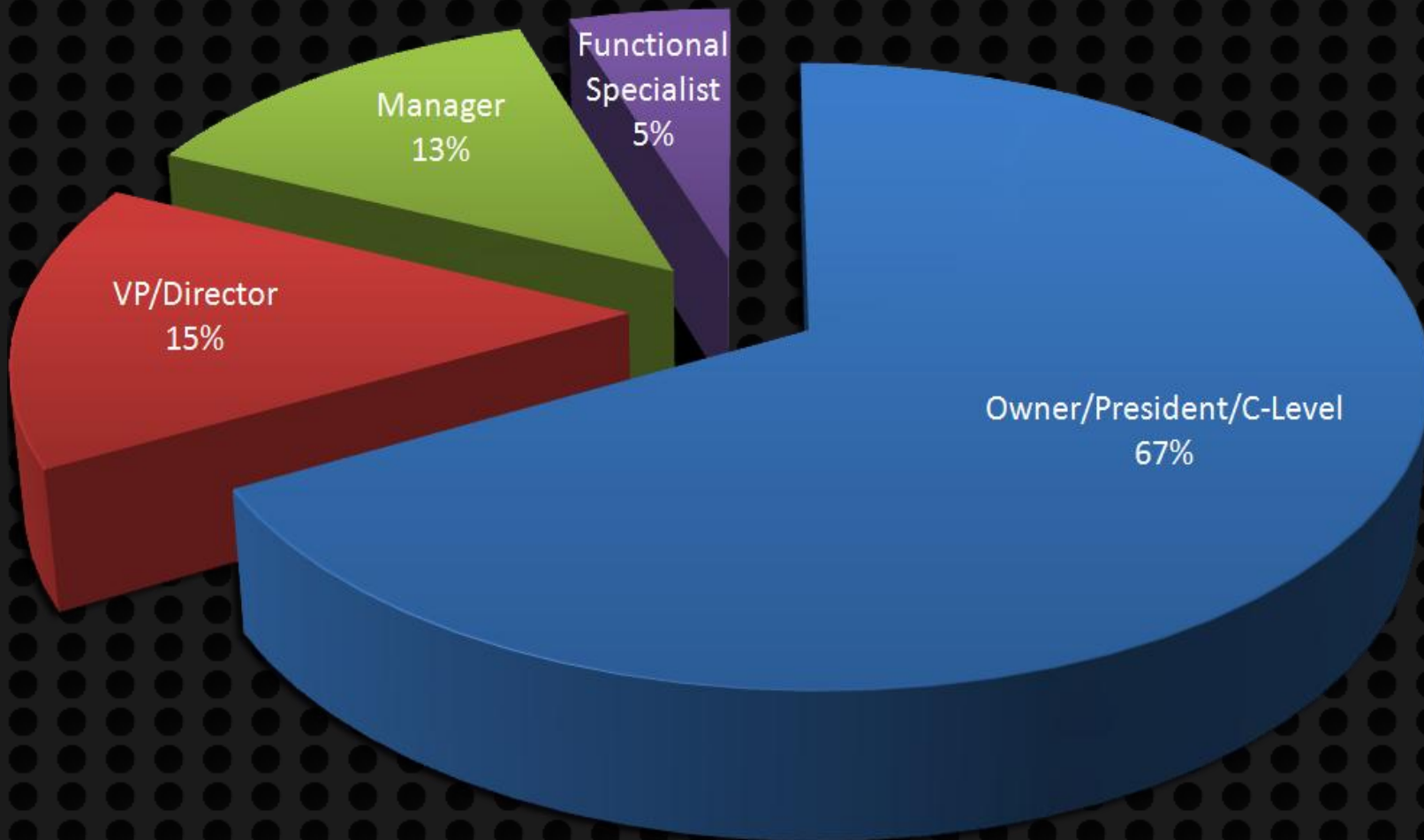
% of SoftwareCEO Members by Industry Type



Demographics: Decision Makers

The vast majority of visitors and members of SoftwareCEO are either owners, CEOs, other C-level executives, or key directors within the company—ensuring your message is being delivered to those closest to the heart of the decision making process.

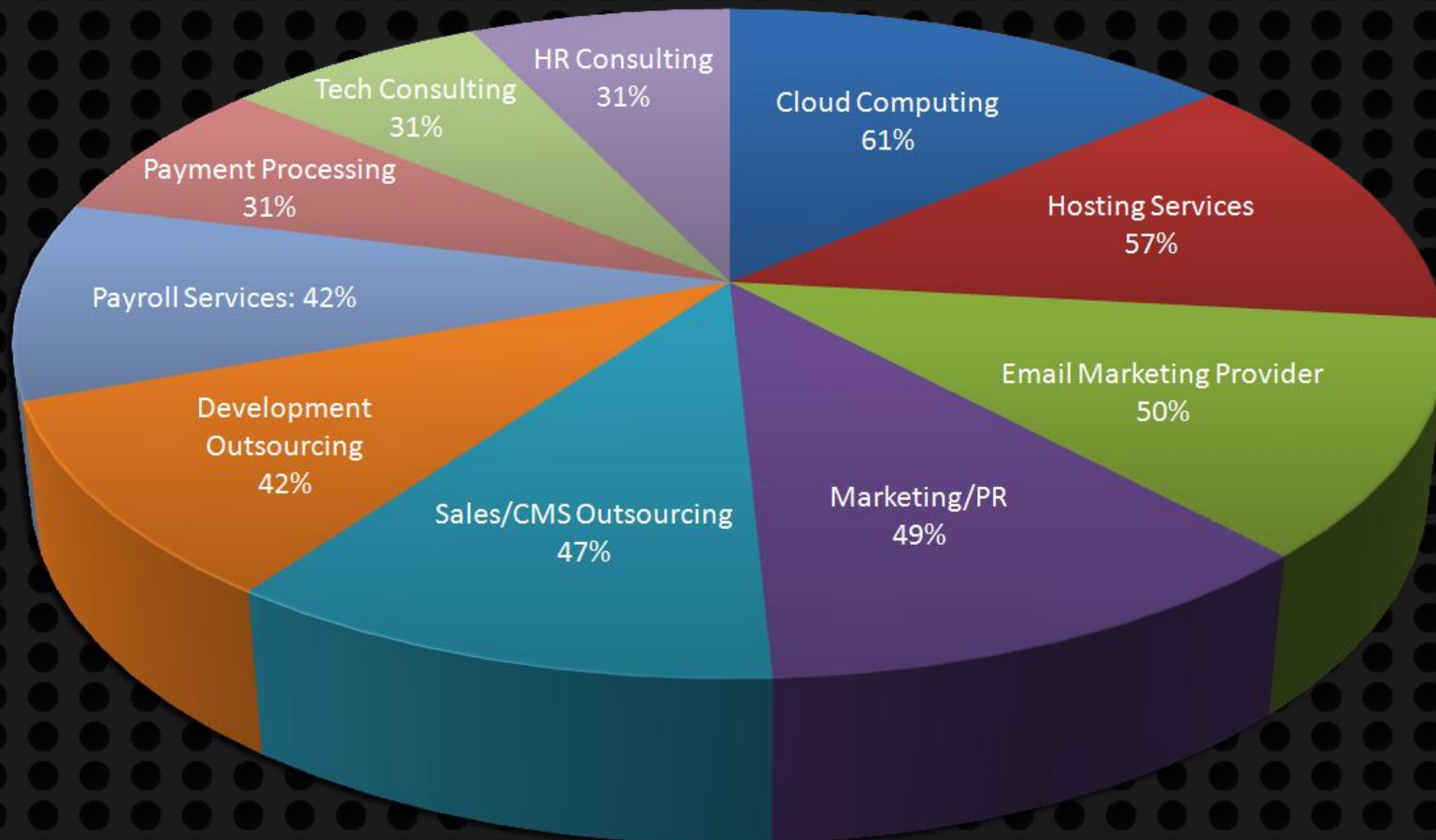
% of SoftwareCEO Members by Company Title



Demographics: Purchasing Trends

Every SoftwareCEO member polled* has indicated a need to purchase services for their software company within 12 months. Reach these companies before they make their decisions by advertising with us through lead gen and other programs.

% of Companies Planning Purchase of Services within 12 Months, By Type



*Based on a 2011 poll of SoftwareCEO members and visitors.

Sponsorship Placement

SoftwareCEO offers several optimized sponsorship locations on our site to call attention to your brand, product, or product line.

For those looking for a full, customized solution, we also offer a dedicated sponsor page. See below for the details on each option—we're sure to have something to fit your individual needs.



Homepage Logo Sidebar Box

- Available in 1/4 width (75x60), 1/2 width (150x60), and full width placements (320x60).
- Vertical placement location is flexible, can be positioned above or below any module in the sidebar.

Dedicated Sponsor Page

- Full, customized page dedicated to a product, product line, or brand.
- No height restriction, can be as long as needed.
- Custom URL, optimized for SEO (ex. /page/yourproductname)

Sponsors & Underwriters Box

- Two logo tile sizes available
- Flexible placement options
- Can be shown site wide, on specific content items, by content type, or by category.

Advertising Opportunities

SoftwareCEO also offers banner advertisements throughout the site as well as in our newsletter. Homepage advertisements are available in standard leaderboard and rectangle formats as seen below.

Our newsletter is flexible and can support various types of advertisements, including sponsorship and sidebar placement—please contact us for details.

The screenshot shows the SoftwareCEO homepage with a red-bordered leaderboard advertisement at the top. The ad features the Microsoft Dynamics CRM Online logo and the text: "Microsoft Dynamics CRM Online - REAL-TIME DATA UPDATES. DON'T GET FORCED. GET WHAT FITS. VIEW THE DEAL". Below the ad, the homepage content includes navigation links, a search bar, and several article teasers. One prominent article is titled "9 Tips On Software Startup, Funding, and Software Sales from 3-Time Winner Linda Hayes" by Bruce Hadley, dated November 15, 2010. Other articles include "6 Software Business Tips from Industry Veteran Ash Ashutosh" and "Law Tips: 5 Fatal Legal Flaws Your Software Company Startup Should Avoid".

The screenshot shows the SoftwareCEO homepage with a red-bordered rectangle advertisement on the right side. The ad is titled "Join the Community Forums" and features the text: "Software executives from around the world are asking questions and sharing success stories... are you?". Below the ad, the homepage content is visible, including the same article teasers as in the previous screenshot. The rectangle ad is positioned to the right of the main content area.

The screenshot shows the SoftwareCEO newsletter with several advertisement placements. At the top, there is a "Welcome to the SoftwareCEO Official Newsletter" header with the date "01/18/2011: 6 Business Tips from an Industry Veteran". Below this, there are several sections: "Editor's Picks" featuring "6 Software Business Tips from Industry Veteran Ash Ashutosh"; a "Project Management" sidebar ad for Harbinger Systems; a "Subscriber Exclusive" section for "9 Tips on Software Startup, Funding, and Software Sales from 3-Time Winner Linda Hayes"; a "Sponsor Message" section for "Expert Software Product Development Partner" Harbinger Systems; and a "Featured Member" section for "halimtee". On the right side, there is a large "actifio" ad with the text "Join Now for \$99" and "Exclusive Download Library".

Leaderboard Advertisements

- IAB standard 728x90 leaderboard
- Placement above the fold on the top of every page

Rectangle Advertisements

- IAB standard 300x250 IMU
- Placement above the fold on the right side of every page

Newsletter Advertisements

- Newsletter sponsorships to 16,000+ opt-in subscribers
- Email blasts to 15,000+ members

Targeted Lead Generation

SoftwareCEO offers a flexible lead generation solution designed to help you efficiently capture information directly from your target audience.

Through a variety of methods, including the promotion of related assets or white papers, we can gather and deliver the customer leads your business needs.

FREE: 5 Signs Your Business Has Outgrown QuickBooks

As your business has grown, so have your accounting and processing needs. You could be spending (read: wasting) extra money on software that isn't meeting the needs of your company, resulting in inefficient processes and lost revenue. In this white paper, you'll learn the tell-tale signs your business has outgrown QuickBooks and that it's time to switch or upgrade—as well as some advice on how to make the move. This 19-page, executive white paper is available to download for free. Simply fill in your contact information and you will be given direct access to the white paper.

1. Are you the owner or decision maker for a software company?
 Yes
 No

2. Company Name

3. Your Company Role

4. First Name

5. Last Name

6. E-mail Address

ERP & Accounting Software Switch between SaaS and on-premise web-based, no lock-in, try the demo [http://www.softwareceo.com](#)
Top 20 ERP Software 2012 Top 20 ERP Software Report. Download Report from Top IT Analyst [Business Software.com](#) See [SoftwareCEO.com](#)
Project Mgmt Software Web Project Management Services. Register Now For A Free Flash Demo! [www.softwareceo.com](#)

Home Articles Forums Downloads Resources Blogs FAQ Members Site Info Join

The Largest Online Community for Software CEOs and Executives.

Download Now
Wasting time & money on inefficient accounting?
Learn the 5 signs your business has outgrown QuickBooks.

Eric Ries, Author & Entrepreneur, Offers 10 Fat Tips for Lean Software Startups
by Bruce Hedley, Founder on January 21, 2012

Eric Ries is something of a maverick in the startup world: kind of like the brainy professor who makes learning fun, even while he's pointing out all your stupid mistakes. Ries is the creator of the Lean Startup methodology and the author of the oft-cited blog for entrepreneurs, Startup Lessons Learned. He's written a book around his method, called, of course, "The Lean Startup."

Most Software Startups Blow It In Beta; Mobile Developer Apsalar Shows Another Way
by Bruce Hedley, Founder on January 21, 2012

A few months back, San Francisco-based developer Apsalar raised \$5 million in venture capital, bringing its total funding to \$5.8 million from three investors. While it's true that Apsalar is in a hot space —... MORE »

Startup Genome Can Find Your Software Company's Failure Points
by Bruce Hedley, Founder on January 21, 2012

What makes a startup successful? We can talk until we turn blue about all the touchy-feely components: vision, leadership, focus, luck, and the like. But now, thanks to the efforts of four young entrepreneurs, you... MORE »

LATEST BLOG ENTRIES
The End User Training Arms Race

Welcome to the SoftwareCEO Official Newsletter
01/31/12: 10 Fat Tips for Lean Software Startups

Editor's Picks
Download Now
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Learn the 5 signs your business has outgrown QuickBooks.

Eric Ries, Author & Entrepreneur, Offers 10 Fat Tips for Lean Software Startups
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Eric Ries is something of a maverick in the startup world: kind of like the brainy professor who makes learning fun, even while he's pointing out all your stupid mistakes. Ries is the creator of the Lean Startup methodology and the author of the oft-cited blog for entrepreneurs, Startup Lessons Learned. He's written a book around his method, called, of course, "The Lean Startup."

ies is not just a talking head; he has a serious credentials as a software entrepreneur. He co-founded and served as CEO of IMVU, he was a senior software engineer at Yahoo.com, and he's the co-author of several books, including "The Black Art of Java Game Programming."

We recently talked with Ries to ask him what advice he'd offer to software entrepreneurs: he got an earful.

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SUBSCRIBER EXCLUSIVE! How to Build Growth Via a Partner Program:
Shipwire Marketing VP Offers 11 Tips
by Bruce Hedley, Founder

Earlier this summer, Palo Alto, Calif.-based developer Shipwire landed a significant investment stake from eBay and Kuhlmann — an impressive affirmation of Shipwire's order fulfillment platform.

In a media world dominated by headlines about iPads, Twitter, Facebook, and other consumer noise, we like stories like this one: it's a reminder that there are still huge opportunities for business-to-business software developers. We recently spoke with Nate Gilmore, Shipwire's VP for marketing and business development, to get his ideas about capturing those opportunities.

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Get access to the premier resource for software CEO's and professionals - at a special price.
Join Now for \$99
Exclusive Download Library
Practical, Actionable Advice
Full Access to Editorial Archives

Capture Information

- Customized questions
- Survey built directly into Capable platform

Website Promotion

- Custom image promoting lead generation survey
- Placement above the fold on the homepage

Newsletter Promotion

- Newsletter sponsorships to 16,000+ opt-in subscribers
- Email blasts to 15,000+ members
- Can be used to promote various assets to encourage participation