PETRI



2026 Q3
MEDIA KIT

A High-Value IT Pro Audience You Can’t Reach Anywhere Else

Petri.com is a leading Microsoft-centric technology website reaching a highly-qualified IT professional audience.

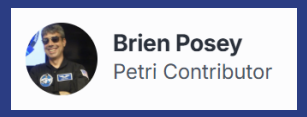
Petri.com is a community-driven website for IT professionals, dedicated to helping technology teams make smarter decisions, solve complex challenges, and stay ahead in a rapidly changing Microsoft ecosystem. For more than 25 years, Petri has been a trusted voice for enterprise IT, delivering practical insights, expert guidance, and independent analysis to a global audience of IT practitioners, architects, administrators, managers, and decision-makers.

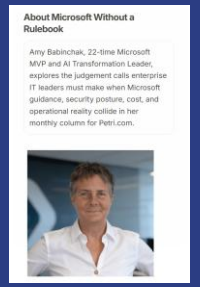
What sets Petri.com apart is its **editorial-led approach**. Our content is created and curated by experienced technology writers, industry practitioners, and respected subject matter experts, including Microsoft MVPs and other recognized leaders from across the IT community. The result is trusted, practitioner-focused content that prioritizes real-world value over marketing hype.

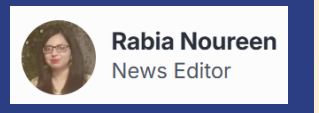
Our content portfolio includes:

- Practical how-to guides and tutorials
- Product comparisons and buying guides
- IT strategy and leadership insights
- Security and identity management coverage
- Enterprise technology news and analysis
- Webinars and expert-led events
- The *This Week in IT* podcast series
- Interviews with industry leaders, innovators, and subject matter experts through the *Petri Dish* podcast
- Newsletters for IT professionals including This Week in IT and Tech Tuesday

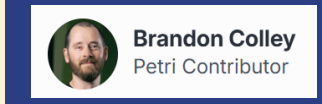












Petri.com's mission is simple: *help IT professionals make better technology decisions through trusted, independent, and actionable content.*

Petri.com website reach and content visibility

Last 90 days

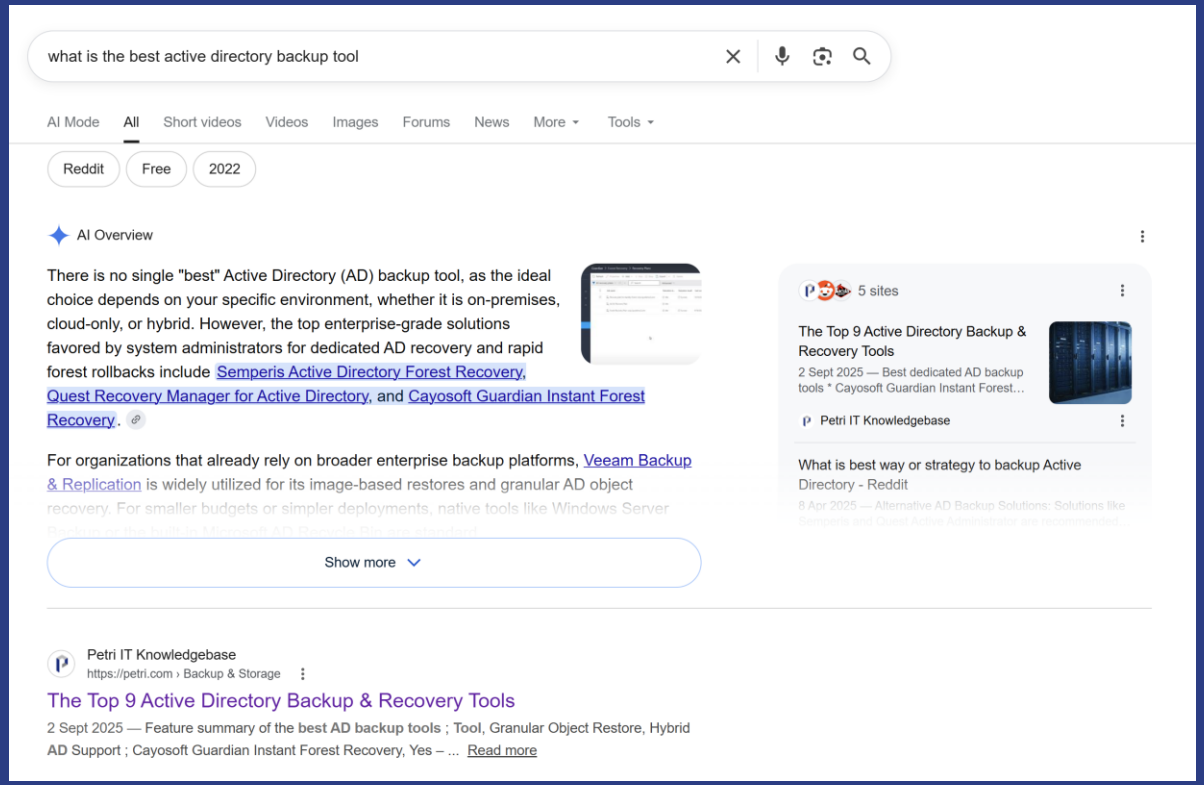
21.9M
Google Search and AI Overview impressions

196K
Organic website views

264K
Direct and referral website views

23K
Podcast streams

Petri.com generated more than 10,900 AI citations over the past **6 months**, which is **nearly 3x** the citation volume of a peer group of enterprise IT publishers measured by SEMrush AI Visibility.



Petri.com website reach and content visibility

Last 90 days

Region	% of visitors
Europe	35.4%
Asia	32.8%
Americas	29.2%
Oceania	1.4%
Africa	1.2%



207K

Monthly website views (excluding bots)*

* Source: Cloudflare

Email performance

Last 90 days

Engagement at a glance across Petri’s 71,000+ subscriber base



1.3M

DELIVERED

Total emails delivered

2.1%

CTR

% of recipients who clicked a link from those who opened it

37.7%

OPEN RATE

Average opens across all sends

Social media presence

Last 90 days

Engagement across Petri.com's social media accounts

X

163,000 Followers

@PetriFeed

@EverythingMS

LinkedIn

3,339 Followers

7,800 impressions

80 reposts

Facebook

9,300 Followers

14,000 views

YouTube

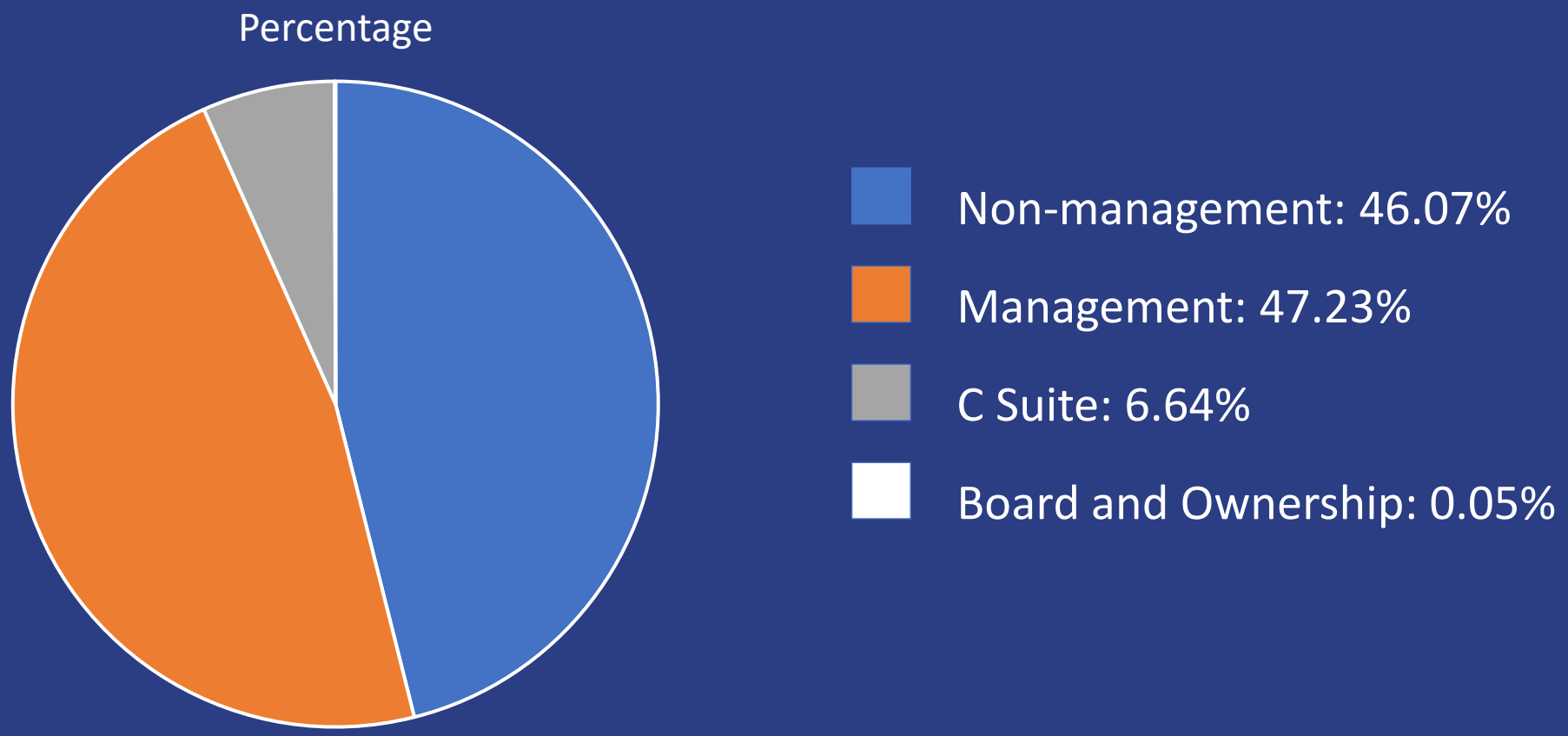
18,073 Subs

17,500 views

995 hours watch time

Seniority breakdown

Petri.com



Source: Bombora

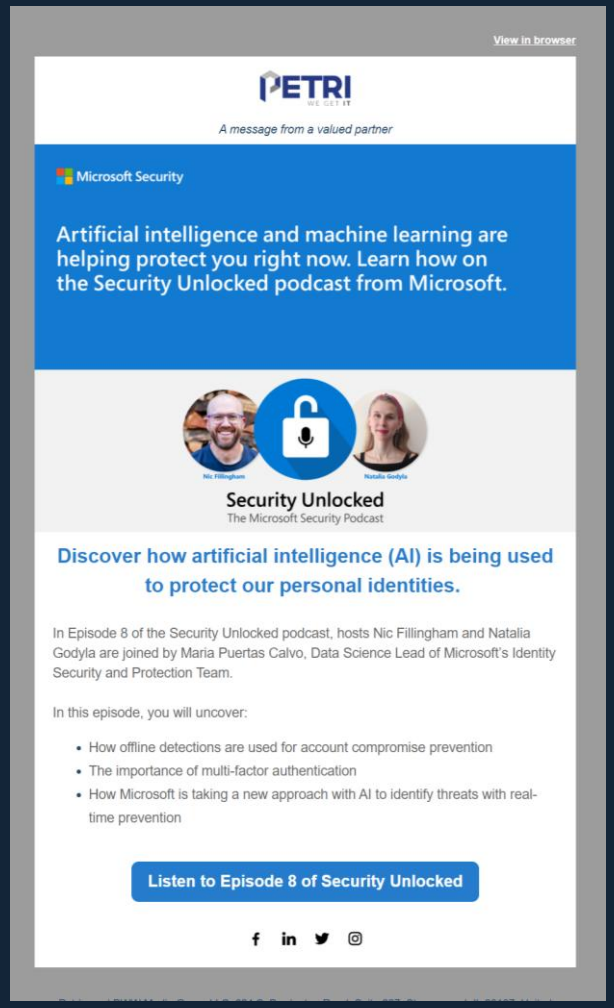


Petri.com Dedicated Email

Deliver your message directly to tens of thousands of IT Pros through a channel they trust and engage with week after week.

Petri Dedicated Email

Petri.com Dedicated Email Sends



Send your email to our database as a valued Petri.com partner message.

- ✓ **List Size: 60,000 send**
- ✓ **Audience: IT Professionals (all levels)**
- ✓ **Avg Open rate: 34.5%**



Petri.com Email Newsletter
Advertising Takeover

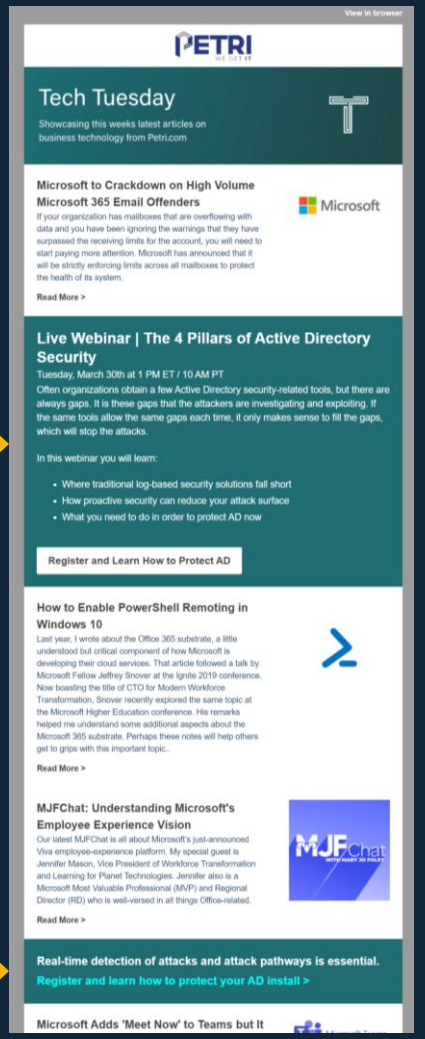
Tech Tuesday Newsletter

This Week in IT Newsletter

Petri.com Tech Tuesday Newsletter Advertising Takeover

SOLUTION SPOTLIGHT

AD UNIT



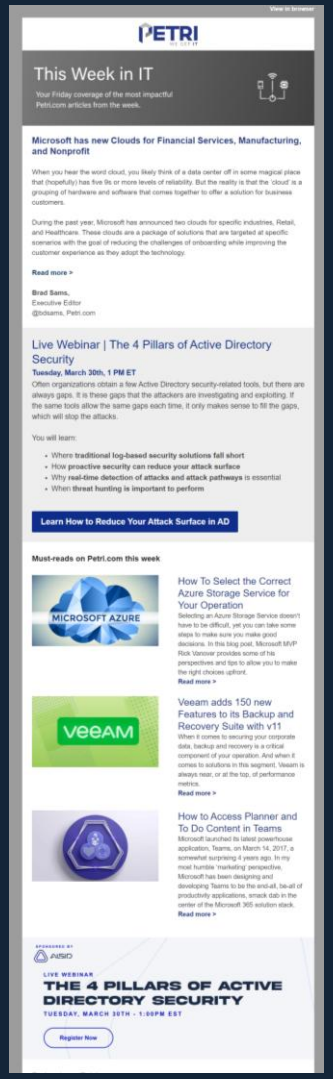
Newsletter Takeover includes a solution spotlight and a newsletter ad unit

- ✓ List Size: 60,000 send
- ✓ Sent Weekly on Tuesday
- ✓ Avg Open rate: 45%

Petri.com This Week In IT Newsletter Advertising Takeover

SOLUTION SPOTLIGHT

AD UNIT



Newsletter Takeover includes a solution spotlight and a newsletter ad unit

- ✓ List Size: 60,000 send
- ✓ Sent Weekly on Friday
- ✓ Avg Open rate: 47%



Content services

Elevate your thought leadership by partnering with Petri's editors to deliver trusted, high-impact content to the Microsoft IT community.

Guest Post on Petri.com
Free

Sponsored Article

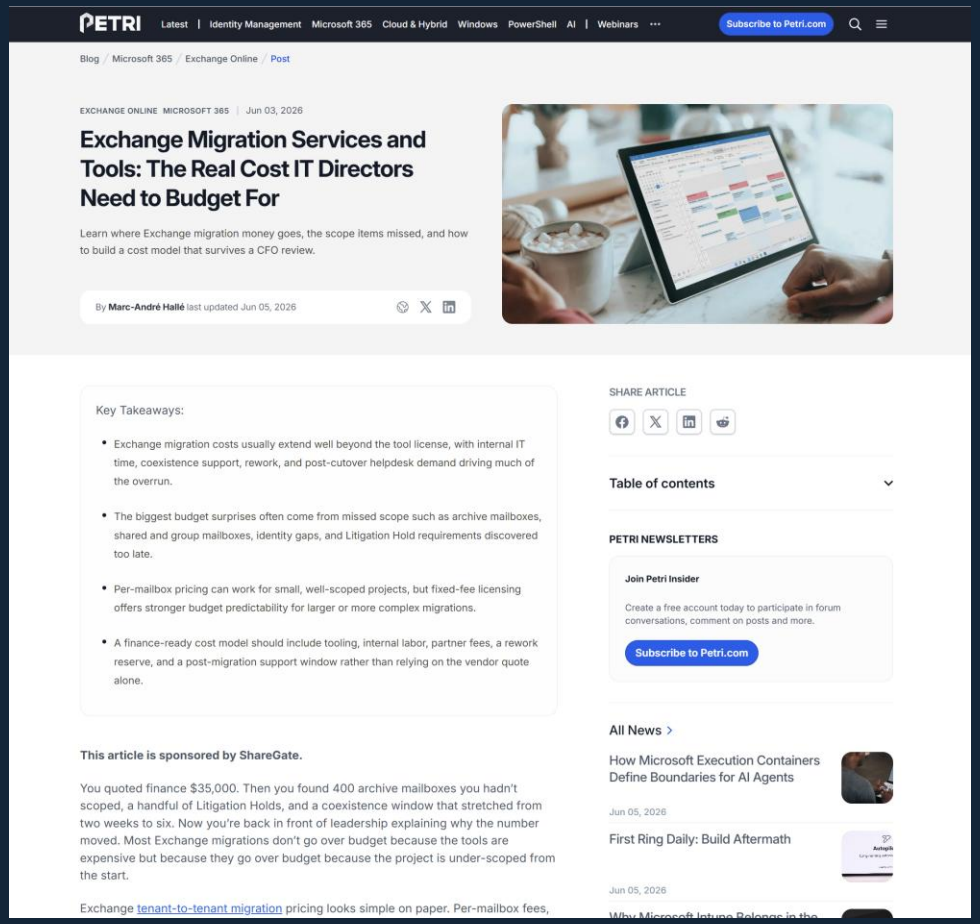
Buyers Guides

Petri.com Sponsored Post

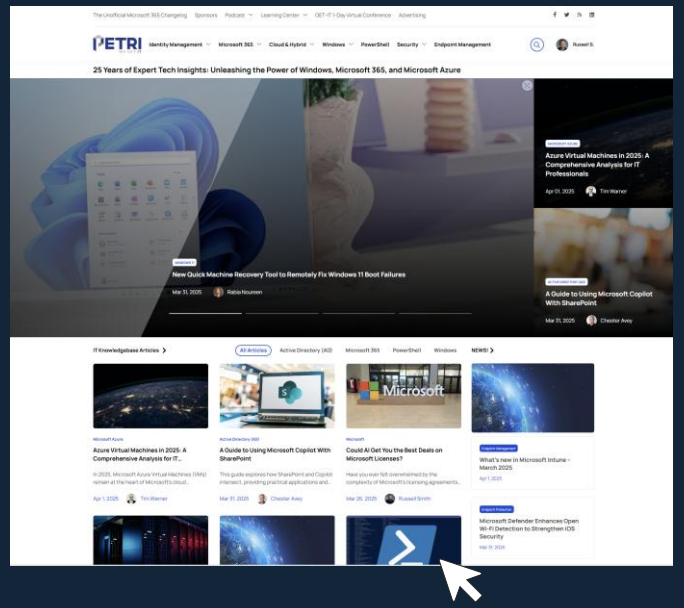
Sponsored posts tap into Petri's influential readership – an audience where 85% are IT purchase influencers. This means your sponsored article not only drives awareness but can directly impact purchase consideration among enterprise IT teams.

- Third-party tools that assess agentic readability of content suggest that most of Petri's articles have a high likelihood of influencing generative search
- Sponsored articles solve a common IT Pro problem or provide strategic advice
- Up to 3 no-follow backlinks in the article with UTMs
- Quarterly reports including views, active users, average engagement time per session
- Articles can be republished on your own site after two weeks of exclusivity on Petri.com
- Publication on Petri.com for at least 3 years
- Visibility on Petri homepage (above fold) and 'Latest articles' block on post pages for 1 year in rotation with other sponsored articles

Examples:
- https://petri.com/immutable-storage-ransomware-backups/
- https://petri.com/top-microsoft-365-tools-for-simplified-project-management/



Petri.com Guest Post Contributor Program



We are accepting articles written by guest contributors on a limited basis from some of the most reputable and innovative technology professionals across the industry.

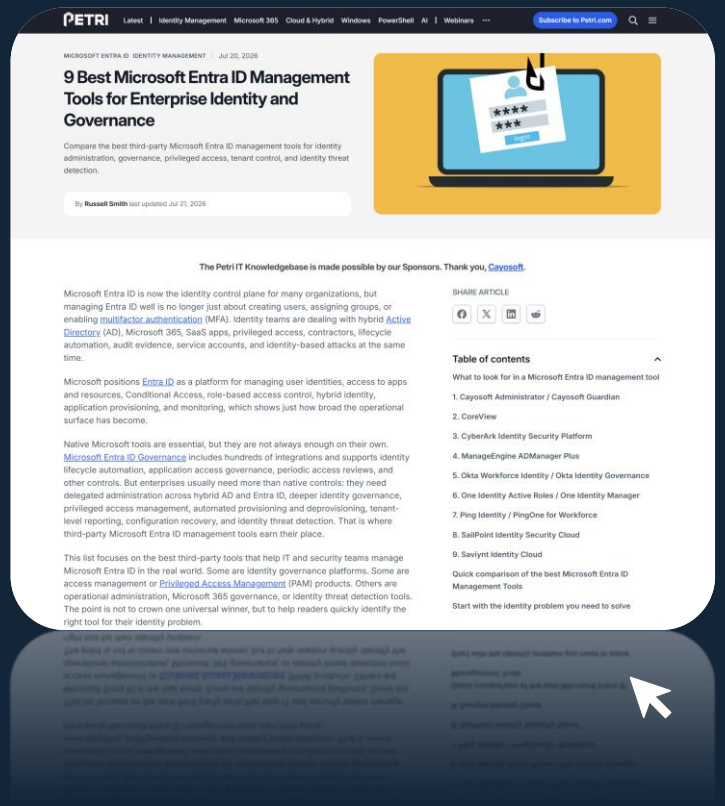
Guest posting on Petri.com provides valuable exposure for your organization, bringing thought leadership to IT Pros and building trust with the IT Pro community. Besides having your unique and original content align with ours, there are some added benefits to contributing a guest post:

- Opportunity to help IT Pros solve a problem and provide thought leadership – whether it's a "how-to" tutorial or solving a challenge or complex issue that IT Pros might face.
- Improve reader's IT skills and knowledge.
- Use existing solutions more effectively.
- Help make decisions about which technology is best for an organization's unique needs.
- Aid in making a purchasing decision.
- Provide examples using research and/or case studies.
- A link to your organization's website in the author profile.
- It's free to submit a guest post but publication is not guaranteed.
- The content must be unique to Petri.com.

You should present a balanced view of the issue being discussed, it should be vendor neutral, and it cannot contain links back to your website, social media accounts, call to actions to the author's company website, other vendors, downloadable assets, event registrations, or other material that isn't vendor neutral.

For more information, see https://petri.com/editorial/

Petri.com Buyers Guides



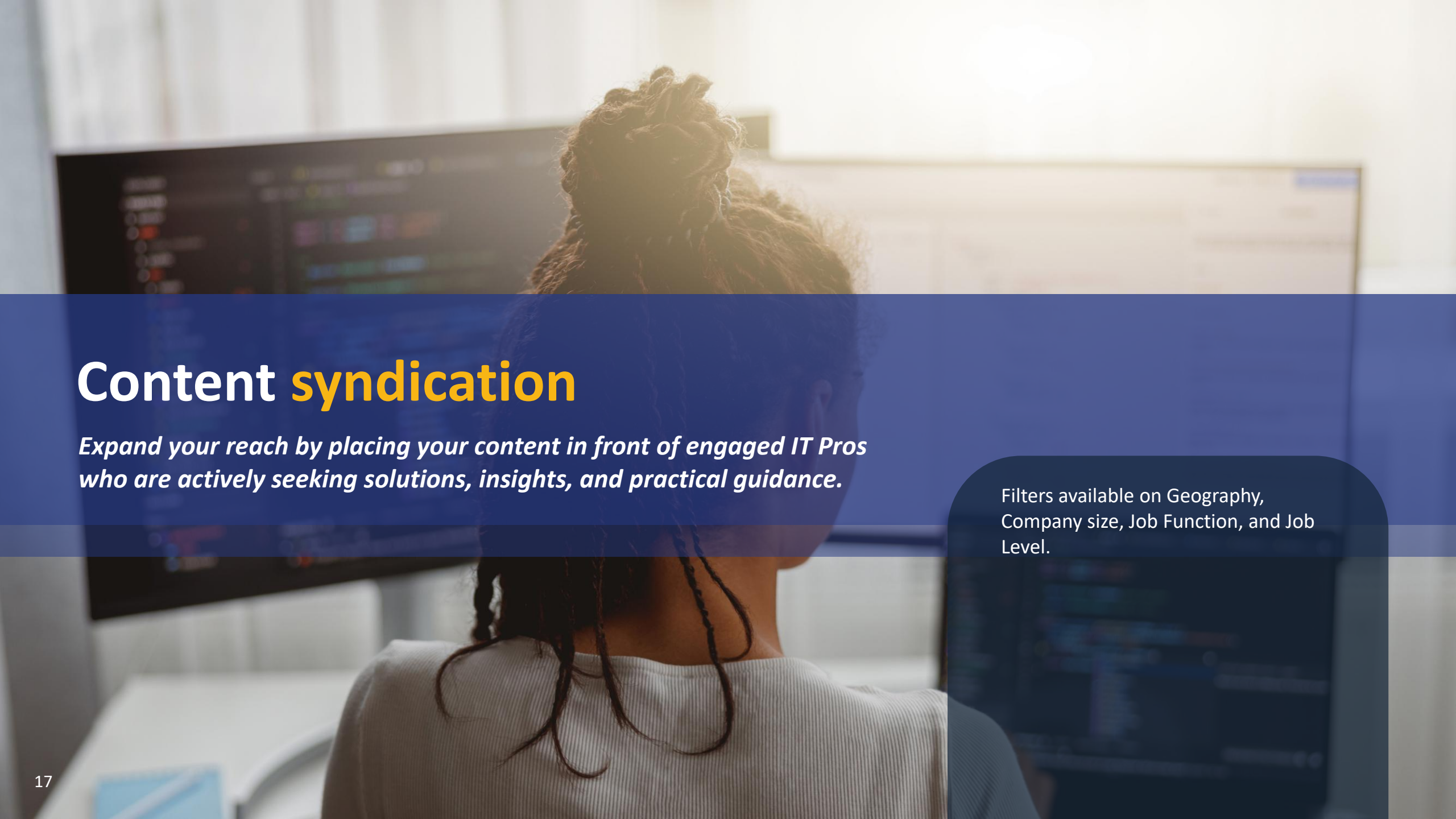
Put your solution in front of IT decision-makers when they're actively evaluating technology.

Petri.com's Buyers Guides help enterprise IT professionals compare products, evaluate features, and make informed purchasing decisions. Secure a featured position and connect with a highly engaged audience.

Benefits include:

- Reach buyers during active product evaluations
- Drive qualified traffic directly to your website
- Position your solution alongside trusted editorial content used by IT professionals worldwide
- Increase visibility among organizations actively researching technology purchases
- Benefit from Petri.com's strong performance in traditional search and AI-powered search experiences
- Build credibility through placement within independently reviewed, practitioner-focused content

See an example here.

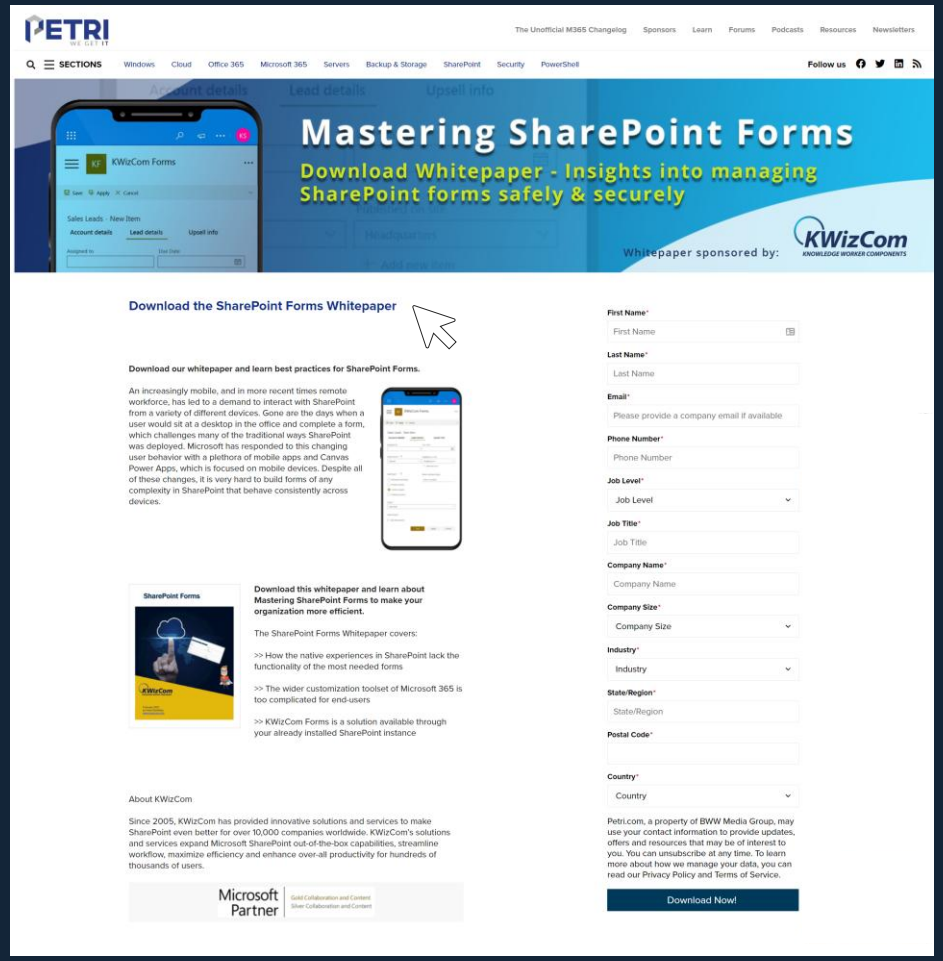


Content syndication

Expand your reach by placing your content in front of engaged IT Pros who are actively seeking solutions, insights, and practical guidance.

Filters available on Geography, Company size, Job Function, and Job Level.

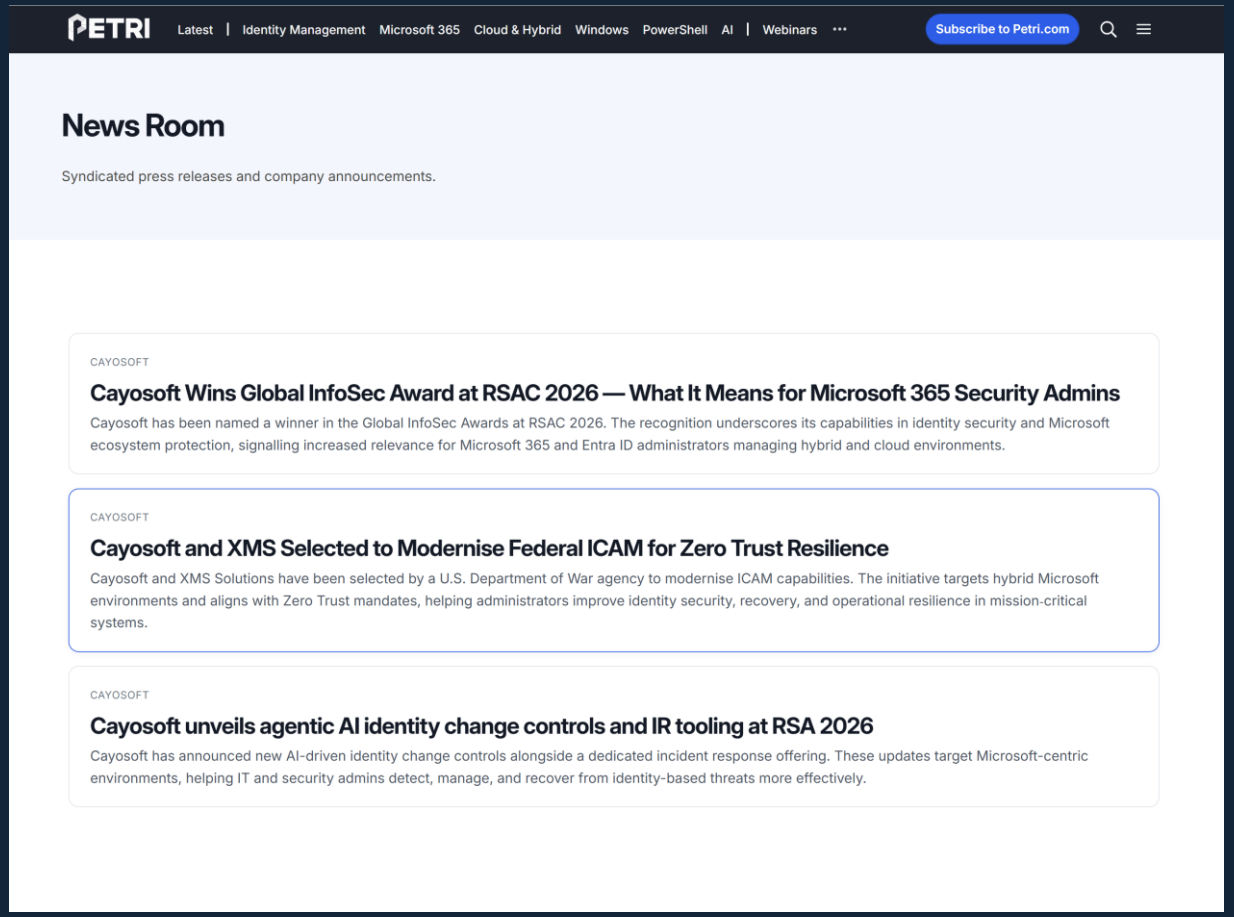
Petri Media LLC Content Syndication



Your content on our web properties is promoted through all our advertising mechanisms – onsite, high-impact, email, newsletters, and social – to generate leads for your Marketing & Sales teams.

- Content syndication is a popular service that we provide many advertisers.
- Leverage your existing content or content we help you to create, and we will capture qualified leads with a monthly, quarterly, or annual lead goal.

Petri Media LLC Newsroom



Petri Vendor Announcements reach enterprise IT professionals across the Microsoft ecosystem. Each announcement is categorised by topic, so it lands with the right technical audience, then distributed through Petri channels, including social media and newsletter placements where the package allows, pairing targeted delivery with publisher credibility.

- Announcement in Petri's Newsroom
- Social post - X/LinkedIn to a large audience
- Inclusion in weekly newsletter (1–2 lines)
- Category placement - latest vendor announcement (1 slot only)



Petri.com onsite sponsorship and high impact advertising

Petri onsite sponsorship places your brand inside a curated, professional IT environment — not just in front of their eyes, but inside their world.

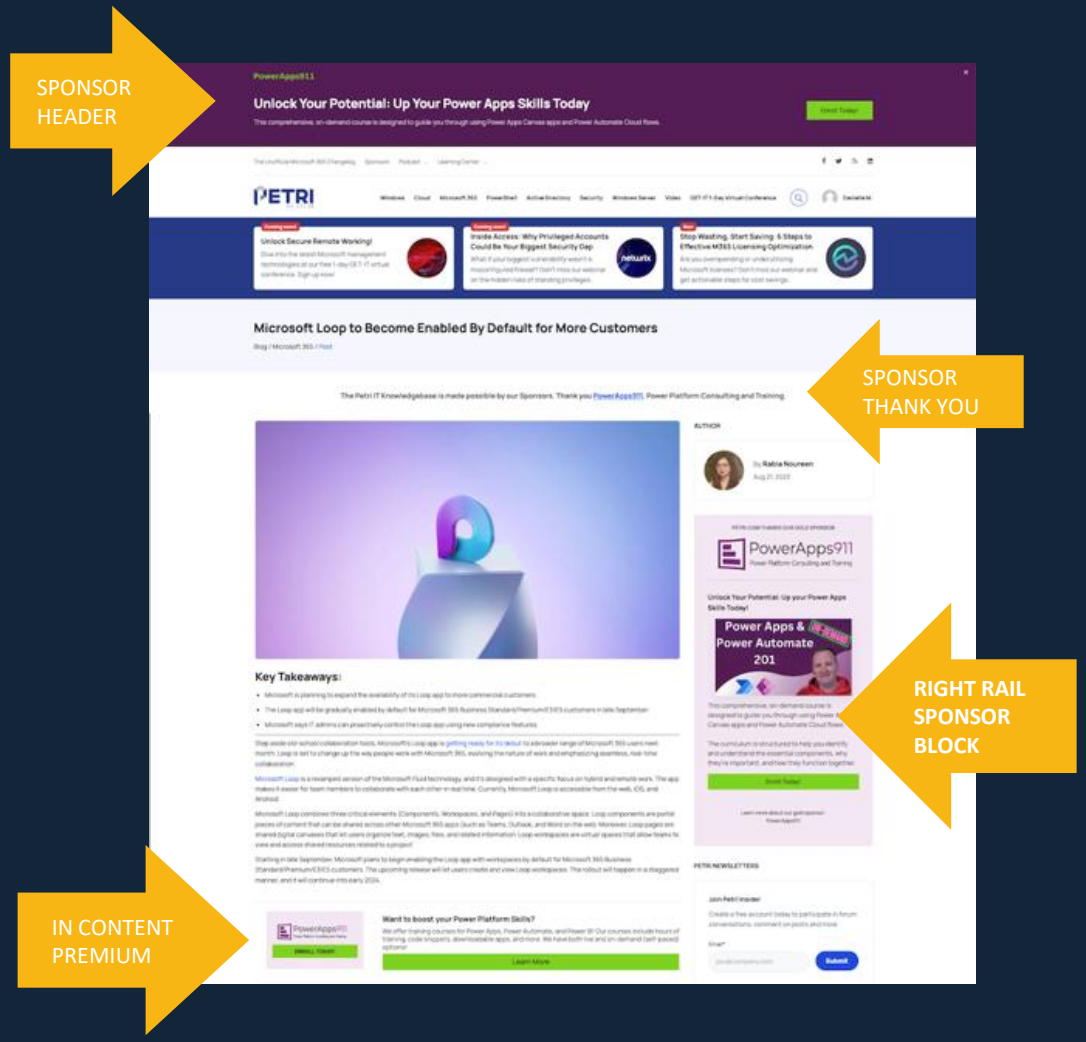
Petri.com Onsite Sponsorship Premium Benefits

Petri.com sponsorship isn't about clicks — it's about credibility and brand visibility.

Your brand becomes part of one of the most respected Microsoft IT communities online. IT Pros turn to Petri for trusted, unbiased guidance that influences real enterprise decisions. Sponsoring Petri positions your company as a champion of the community, aligning your brand with expertise, leadership, and professional integrity.

Only a select group of sponsors are featured across Petri each month, ensuring your brand shares space only with high-quality enterprise technology leaders.

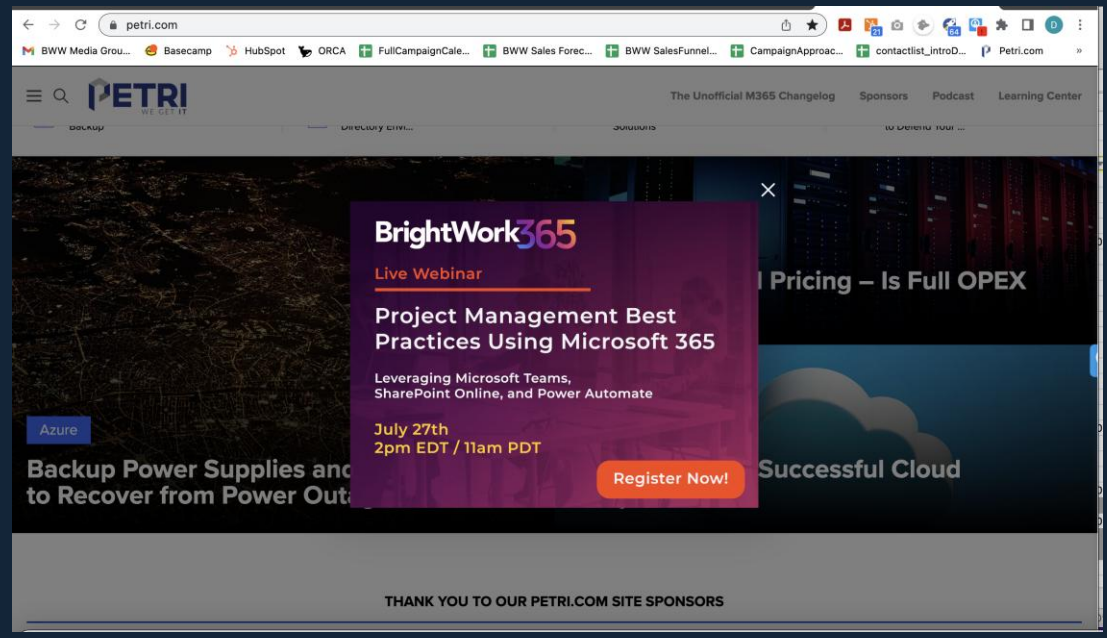
- Sponsorship blocks showcase your brand and serve your CTA, in-block video or audio content, and even give the user the ability to download your content assets throughout the site.
- A powerful branding and awareness tool for your technology solutions – able to reach hundreds of thousands of IT Professionals and decision-makers monthly.
- Sponsors receive first choice of available dates for Petri.com high-impact ad units each month.



Petri.com High-Impact Campaign

High Impact Ad Units are interactive and encourage brand engagements among our audience through strategic touchpoints and placements throughout the Petri.com site.

- High Impact Ad Unit is available to run for a minimum of 10,000 impressions campaign, based on availability, and is served on articles and category pages
- Ad is served to each unique visitor, regardless of which page they visit first. Ad is visible on screen until visitor clicks or closes
- ~$500/day



***BONUS Petri.com Site Sponsors can buy high-impact ad unit impressions each month before any other advertisers**

Petri.com Onsite Sponsorship Package Details

Premium benefits that are reserved for our site sponsors

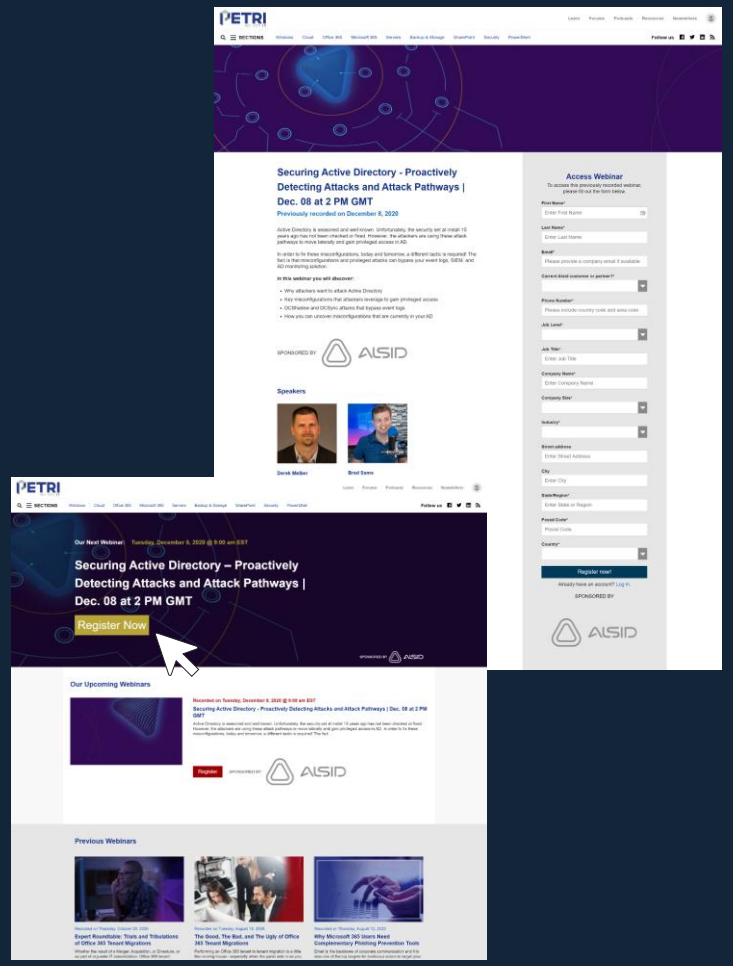
Package Details	Sponsor Package Plus	Sponsor Package
Company Logo/Link & Description on Petri.com Sponsor Page	✓	✓
Petri.com SOV of Monthly Sponsor Impressions	200,000	100,000
Onsite Sponsors have advance opportunity to buy available High-Impact ad inventory each month before any other advertisers		

Fully-managed webinars

A simple agreement. A guaranteed number of leads.
And content your audience will love.

Fully Managed Webinar

Host a Webinar on Petri.com



We deliver the topic, SME, the audience, the promotion, the editorial polish, the leads, and the follow-up engine.
One flat price. Zero extra effort.

Fully managed webinar programs includes:

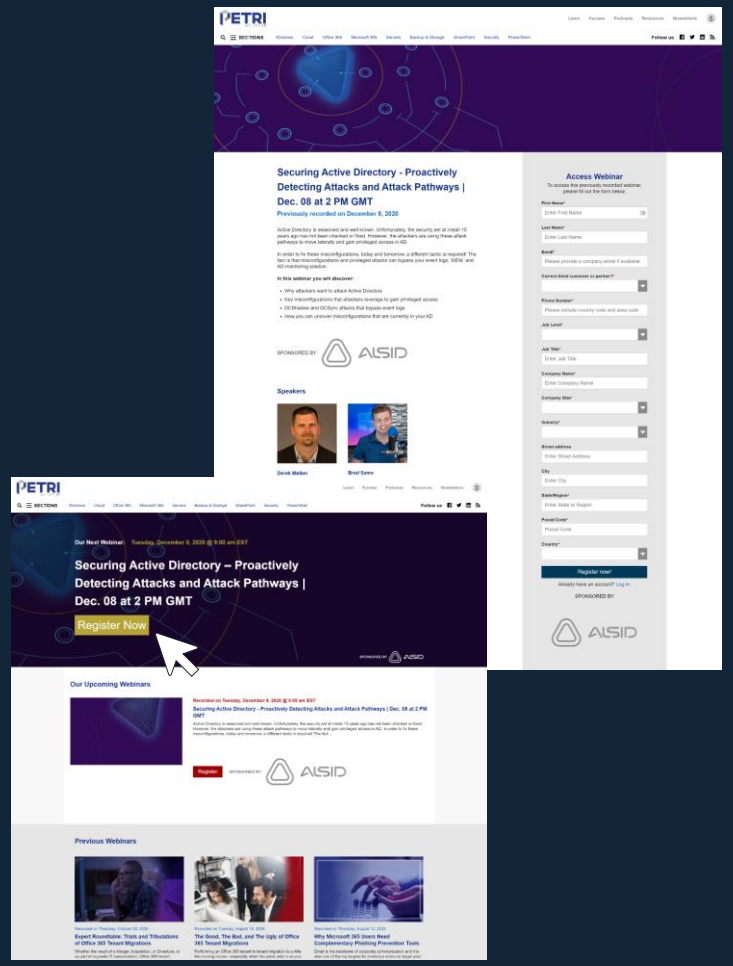
- Minimum lead guarantee (no cap on maximum) across 3 different packages
  - IT Pro Audience
- Leads generated from registrations prior to the live webinar event or from on-demand promotion after the live webinar date
- **Engagement Boost** and **Impact Series** packages include Petri's Editorial Director as host. With 25+ years' experience in IT, Russell can ask the right questions to elevate your brand's story.

Fully managed, multi-touch marketing program to drive audience awareness and consideration:

- Promoted through our channels to our Petri Media LLC audiences (200,000+ across email, web, and social media) and via our partners
- Full nurture tactics used to drive attendance post registration
- Post-webinar follow-up with registered and attended participants:
  - Thank you email sent immediately (with optional offer)
  - On-demand webinar available via Petri.com

Full campaign reporting to client on registrants and attendees

Host a Webinar on Petri.com



Feature / Deliverable	Lead Starter	Engagement Boost	Impact Series
Registration Guarantee	100 total (live + on-demand)	250 total	500 cumulative across all sessions
Subject Matter Expert	Provided by Client (or Petri for an additional fee)	Provided by Client (or Petri for an additional fee)	Session 1 - provided by Client Session 2+3 – provided by Petri.
Session Format	Single 30-minute webinar	Single enhanced 30-minute webinar w/ editorial host and 15-min live Q&A	3-part series or Supercast multi-sponsor event
Editorial Review & Optimization	✓ Included	✓ Enhanced co-creation session	✓ Enhanced for all sessions
Petri Moderator / Editorial Host	—	✓ Included	✓ Included (all sessions)
Content Development Session	—	✓ 1:1 collaboration	✓ For each session
Promotion Across Petri Channels	✓	✓	✓
Retargeting & Nurturing	✓ Standard reminder cadence	✓ Standard reminder cadence	✓ Multi-session nurture
On-Demand Promotion Window	60 days	60 days	60 days per session
Lead Delivery	Weekly + final	Weekly + final	Consolidated + per-session
Final Performance Report	✓ Standard report	✓ Enhanced engagement insights	✓ Series + per-session analytics
Best For	Efficient, single-event lead generation	Higher engagement + editorial lift	Broad reach, story-driven or multi-product campaigns



Podcast sponsorship

Align your brand with the weekly show where IT Pros turn for expert analysis, practical insights, and trusted perspectives — hosted by a voice they respect.

This Week in IT
(5) Sponsorships

About *This Week in IT* Podcast



This Week in IT (TWiIT) – Your Weekly IT Rundown

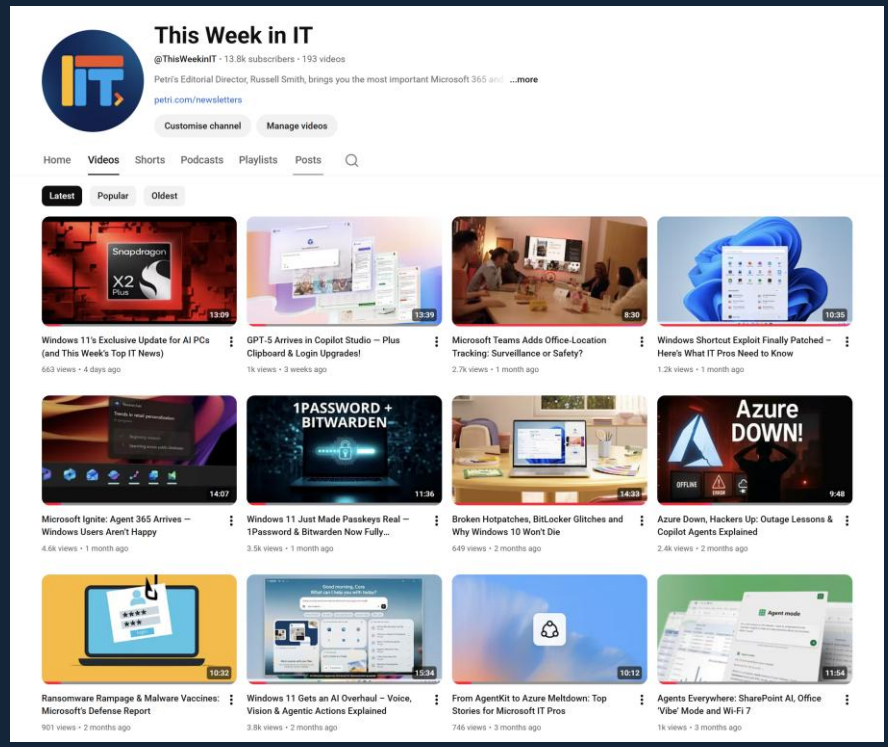
TWiIT is a leading weekly video podcast for IT Pros, hosted by Russell Smith, Petri.com's Editorial Director. Russell delivers expert insights on the most critical IT news.

In 2025:

- 14,300 subscribers
- 228,465 views
- 11,100 watch hours
- 6,600 likes
- 453 comments
- 894 shares

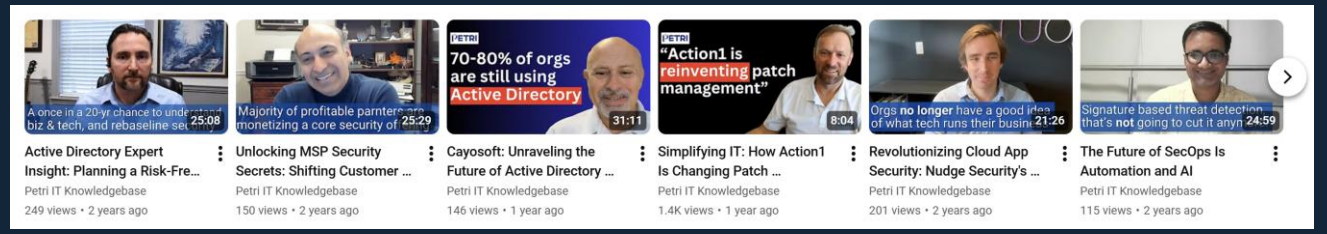
Why Sponsor TWiIT?

Russell brings 20+ years of IT expertise and deep industry knowledge. Sponsoring TWiIT connects your brand with an engaged IT audience, delivering practical insights and real-world strategies that help IT Pros stay ahead.



https://www.youtube.com/@ThisWeekinIT

About *Petri Dish*

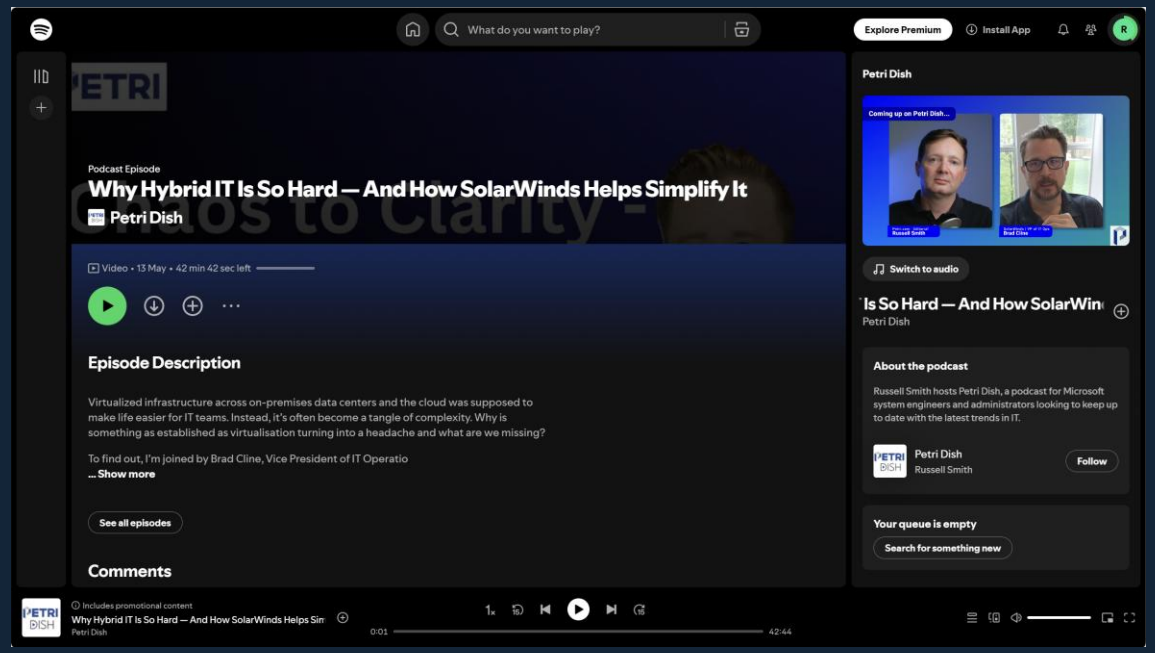


Petri Dish – Interviews with IT experts for valuable career and industry insights

Petri Dish provides an opportunity for CEOs and industry experts to provide thought leadership.

Guests can talk about:

- the history of their product/service
- what problems it solves
- and how the team that built the product/service went about solving those problems




PETRI
WE GET IT