



**2026**  
**MEDIA KIT**

# A High-Value Audience You Can't Reach Anywhere Else

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

What This Means for Advertisers: Your message on Petri.com will reach seasoned IT managers, architects, and executives with real buying power. Petri's content is trusted in the Microsoft IT community, providing a credible context for your brand.

52%

## Enterprise Audience

Readers from large and enterprise organizations running complex, mission-critical estates.

85%

## Purchase Influence

Primary or influential authority over IT purchasing decisions across the enterprise.

# Email Performance — Last 12 Months

Engagement at a glance across Petri's 60,000+ subscriber base



# Petri.com

## Over 2.7 Million sessions in 2025

Latest | Identity Management | Microsoft 365 | Cloud & Hybrid | Windows | PowerShell | AI | Webinars | ...

Subscribe to Petri.com

### PETRI WE GET IT

Participants

Invite someone or dial a number

Share invite

In this meeting (3)

Copilot Participant

MICROSOFT 365 | ARTIFICIAL INTELLIGENCE | MICROSOFT COPILOT

#### Copilot ROI: A 90-Day Playbook That Measures Real Outcomes (Not Prompt Counts)

Russell Smith - Jan 20, 2026

#### Top headlines

- Rising AI and Regulatory Pressures Expose Critical Data Governance Gaps
- Microsoft Cracks Down on RedVDS in Major Cybercrime Marketplace Takedown
- Microsoft Deployment Toolkit Reaches End of Support – What You Need to Know
- Microsoft Sentinel Gets AI-Based UEBA Behaviors Layer to Simplify Threat Detection
- Hackers Spoof Office 365 Domains to Launch Stealthy Internal

YouTube

Search

### Windows 10: Microsoft Does U-Turn on EoL Support

This Week in IT 13.9K subscribers

Analytics Edit video 417 Share Promote Save Download

24K views 8 months ago This Week in IT

This Week in IT, Microsoft changes its support policy for Microsoft 365 Apps on Windows 10, Windows 11 version 24H2 is now broadly available – but not without issues, and I look at the May updates to Teams. So, stay tuned for all the latest. ...more

#### 70 Comments

Sort by

Add a comment...

Pinned by @ThisWeekinIT

@ThisWeekinIT 8 months ago

Thanks for watching! Will you be paying for Windows 10 Extended Security Updates or migrating to Windows 11?

3 1 9 replies

@yongcipres 8 months ago

Great news from MS. Thanks to you.

1 1 8 months ago

@Dennis-uc2gm 8 months ago

## Social Media Presence

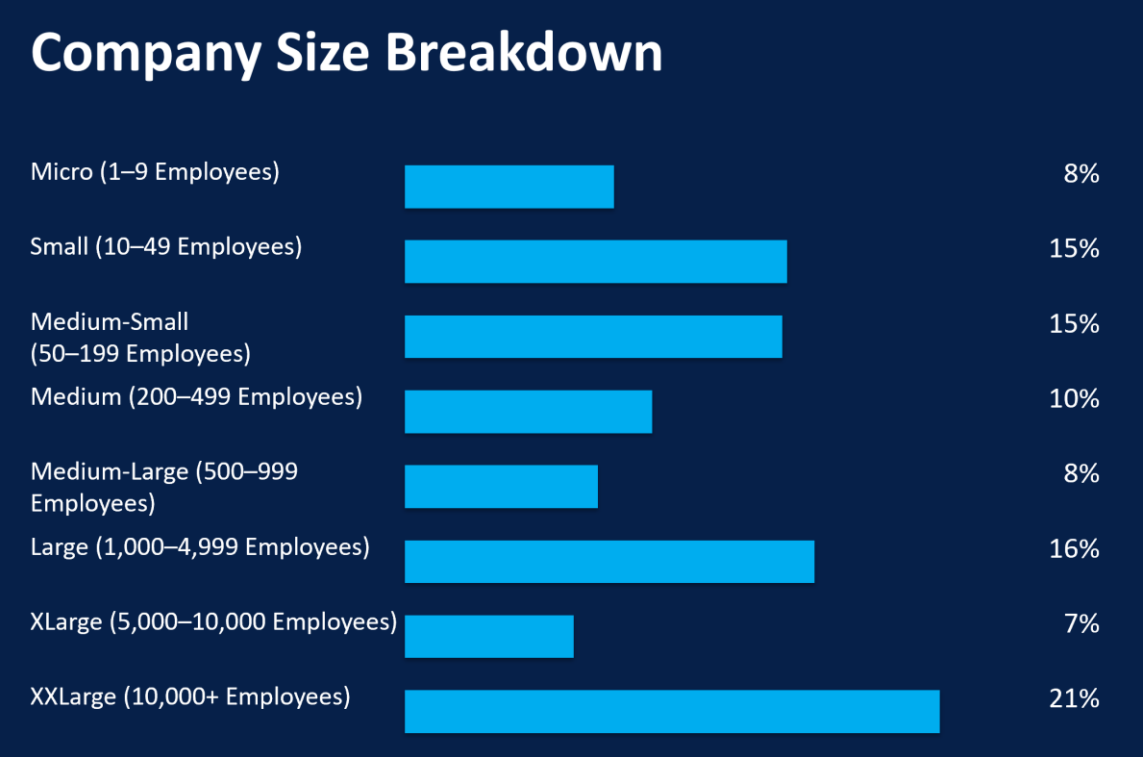
180.0K  
Followers  
Across 2 X  
Accounts

9.3K Facebook  
Members

3.0K  
LinkedIn  
Members

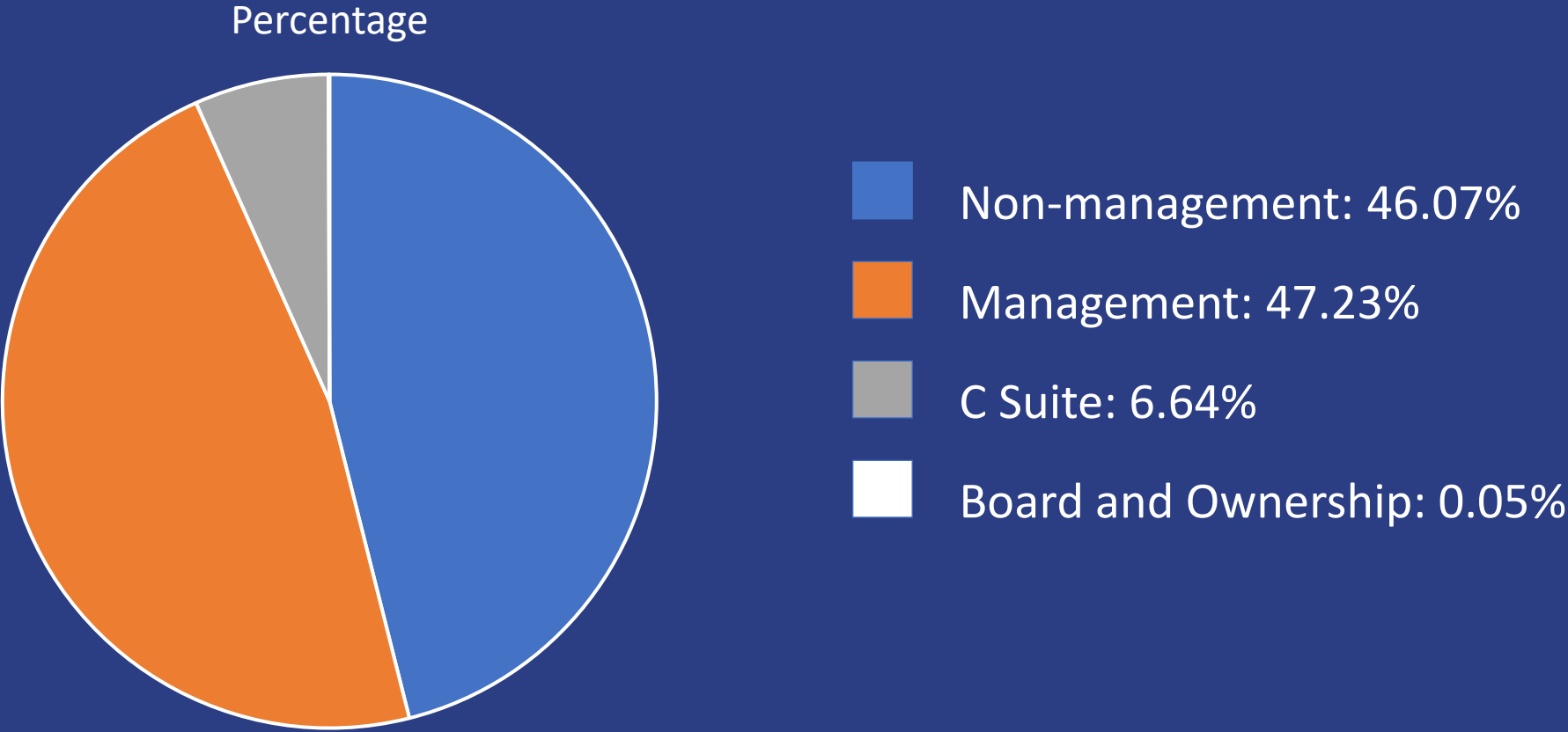
14.9K YouTube  
Subscribers Across 2  
Channels

# Petri.com - Firmographic and demographic breakdown



Source: Bombora

# Petri.com – Seniority breakdown



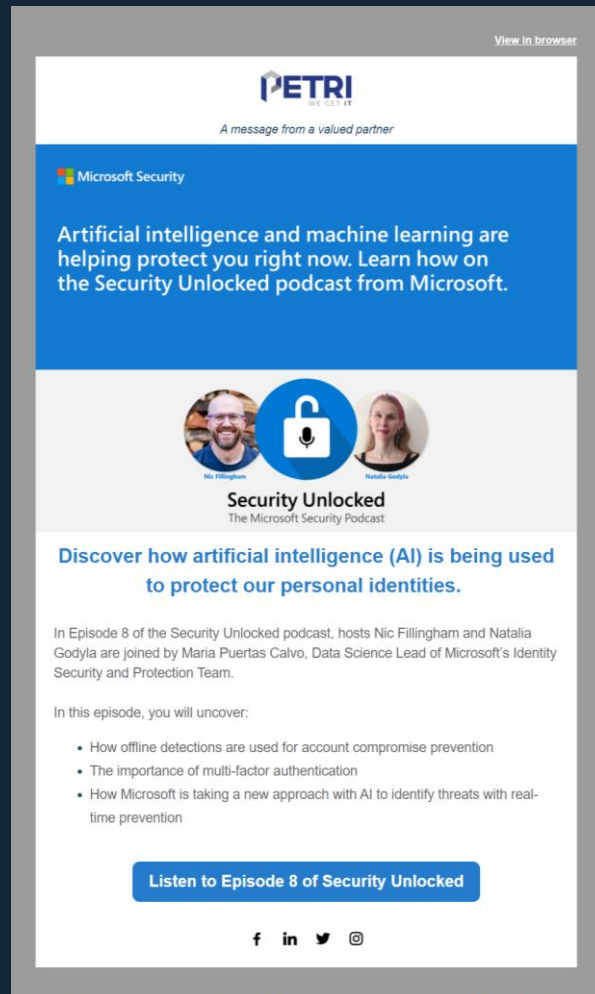
Source: Bombora

A man with a beard and glasses is looking at a computer screen. The background is a blurred office setting. A dark blue semi-transparent banner is overlaid on the image, containing text.

# 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**



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

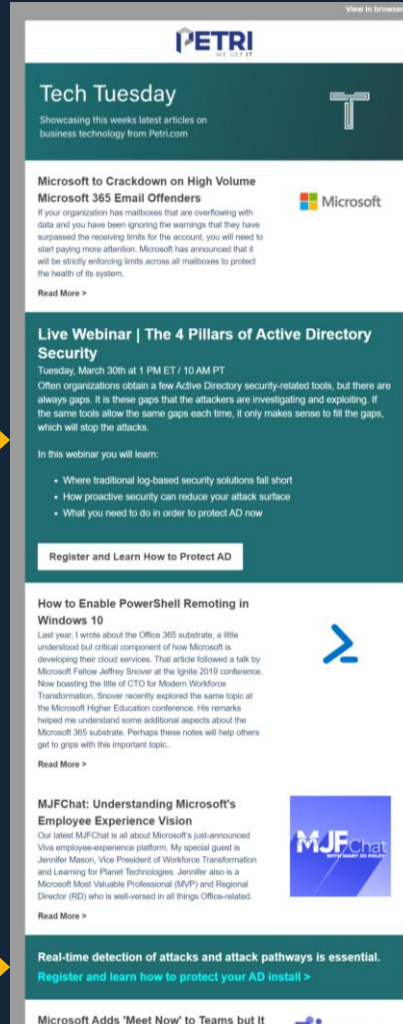
- ✓ List Size: 60,000 send
- ✓ Audience: IT Professionals (all levels)
- ✓ Avg Open rate: 34.5%

A woman with dark hair in a ponytail, wearing glasses and a white shirt, is looking at a device in a server room. The background is filled with server racks and blue lighting.

# Petri.com Email Newsletter Advertising Takeover

[Tech Tuesday Newsletter](#)

[This Week in IT Newsletter](#)



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**

**This Week in IT**  
Your Friday coverage of the most impactful Petri.com articles from the week.

**Microsoft has new Clouds for Financial Services, Manufacturing, and Nonprofit**

When you hear the word cloud, you likely think of a data center off in some magical place that (hopefully) has five 9s or more levels of reliability. But the reality is that the "cloud" is a grouping of hardware and software that comes together to offer a solution for business customers.

During the past year, Microsoft has announced two clouds for specific industries, Retail, and Healthcare. These clouds are a package of solutions that are targeted at specific scenarios with the goal of reducing the challenges of onboarded while improving the customer experience as they adopt the technology.

**Read more >**

**Brad Barr,**  
Executive Editor  
@bbarr, Petri.com

**Live Webinar | The 4 Pillars of Active Directory Security**  
Tuesday, March 30th, 1 PM ET

Other organizations claim a few Active Directory security-related tools, but there are always gaps. It is these gaps that the attackers are investigating and exploiting. If the same tools allow the same gaps each time, it only makes sense to fill the gaps, which will stop the attacks.

You will learn:

- When traditional log-based security solutions fall short
- How proactive security can reduce your attack surface
- Why real-time detection of attacks and attack pathways is essential
- When threat hunting is important to perform

**Learn How to Reduce Your Attack Surface in AD**

**Must-reads on Petri.com this week**

**How To Select the Correct Azure Storage Service for Your Operation**  
Selecting an Azure Storage Service doesn't have to be difficult, yet you can take some steps to make sure you make good decisions. In this blog post, Microsoft's Brian Vanover provides some of his perspectives and tips to allow you to make the right choice upfront.  
**Read more >**

**Veeam adds 150 new Features to its Backup and Recovery Suite with v11**  
When it comes to securing your corporate data, backup and recovery is a critical component of your operation. And when it comes to solutions in this segment, Veeam is always near, or at the top, of performance metrics.  
**Read more >**

**How to Access Planner and To Do Content in Teams**  
Microsoft launched its latest powerhouse application, Teams, on March 14, 2017, a somewhat surprising 4 years ago. In my small bubble, marketing penetration, Microsoft has been designing and developing Teams to be the end-all, be-all of productivity applications, smelt apps in the center of the Microsoft 365 solution stack.  
**Read more >**

**SPONSORED BY ANISO**

**LIVE WEBINAR**  
**THE 4 PILLARS OF ACTIVE DIRECTORY SECURITY**  
TUESDAY, MARCH 30TH - 1:00PM EST

**Register Now**

## Newsletter Takeover includes a solution spotlight and a newsletter ad unit

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

A photograph of a server room with two people walking down a long aisle of server racks. The racks are dark and filled with equipment. The floor is light-colored. The ceiling has recessed lighting. The image is overlaid with a dark blue semi-transparent banner containing text.

# 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**

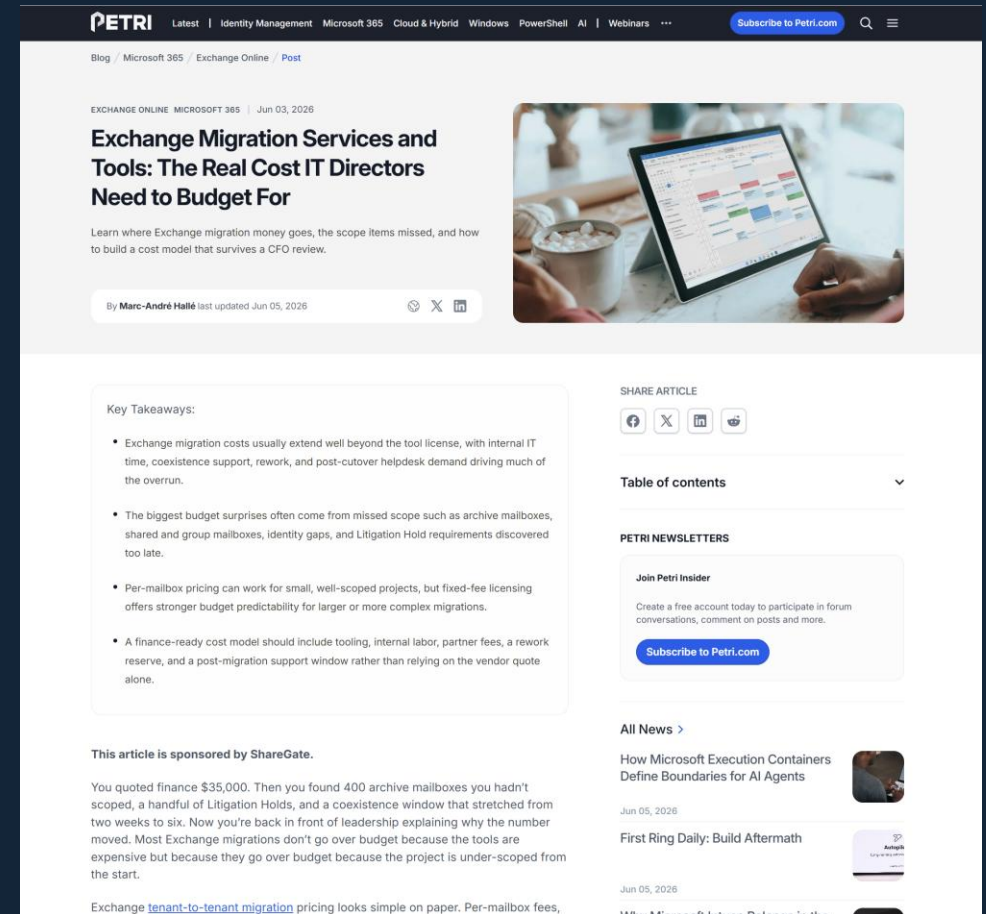
**Sponsored Article**

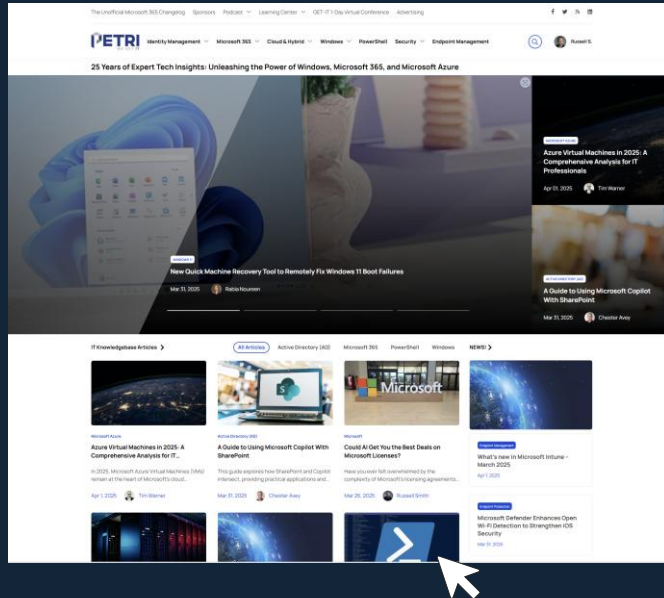
Sponsored posts tap into Petri’s influential readership – an audience where 85% are IT purchase influencers. This means your sponsored article not only drives awareness but can directly impact purchase consideration among enterprise IT teams.

- 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/>





**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/>



# 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.

The screenshot shows a website header with the Petri logo and navigation links. The main content area features a large banner for the whitepaper 'Mastering SharePoint Forms' with a sub-headline 'Download Whitepaper - Insights into managing SharePoint forms safely & securely'. Below the banner is a 'Download the SharePoint Forms Whitepaper' section with a mouse cursor pointing to a download button. To the right is a contact form with fields for First Name, Last Name, Email, Phone Number, Job Level, Job Title, Company Name, Company Size, Industry, State/Region, Postal Code, and Country. A 'Download Now!' button is at the bottom of the form. A small inset image shows a mobile phone displaying a SharePoint form.

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.

The screenshot shows the Petri Newsroom website. The navigation bar includes the Petri logo, a menu with categories like 'Latest', 'Identity Management', 'Microsoft 365', 'Cloud & Hybrid', 'Windows', 'PowerShell', 'AI', and 'Webinars', a 'Subscribe to Petri.com' button, and search and menu icons. The main content area is titled 'News Room' and contains three news items, each with a 'CAYOSOFT' label, a bold headline, and a short summary paragraph.

**News Room**  
Syndicated press releases and company announcements.

**CAYOSOFT**  
**Cayosoft Wins Global InfoSec Award at RSAC 2026 — What It Means for Microsoft 365 Security Admins**  
Cayosoft has been named a winner in the Global InfoSec Awards at RSAC 2026. The recognition underscores its capabilities in identity security and Microsoft ecosystem protection, signalling increased relevance for Microsoft 365 and Entra ID administrators managing hybrid and cloud environments.

**CAYOSOFT**  
**Cayosoft and XMS Selected to Modernise Federal ICAM for Zero Trust Resilience**  
Cayosoft and XMS Solutions have been selected by a U.S. Department of War agency to modernise ICAM capabilities. The initiative targets hybrid Microsoft environments and aligns with Zero Trust mandates, helping administrators improve identity security, recovery, and operational resilience in mission-critical systems.

**CAYOSOFT**  
**Cayosoft unveils agentic AI identity change controls and IR tooling at RSA 2026**  
Cayosoft has announced new AI-driven identity change controls alongside a dedicated incident response offering. These updates target Microsoft-centric environments, helping IT and security admins detect, manage, and recover from identity-based threats more effectively.

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)

A photograph of two men in a server room. The man on the left is Black, wearing a dark blue zip-up jacket and a red lanyard with a blue ID badge. The man on the right is Asian, wearing a grey turtleneck sweater and a blue lanyard. They are both looking at a silver laptop held by the man on the right. The background shows rows of server racks with blue lights, and the floor is a grey metal grating. The lighting is cool and blue-toned.

# 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 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.

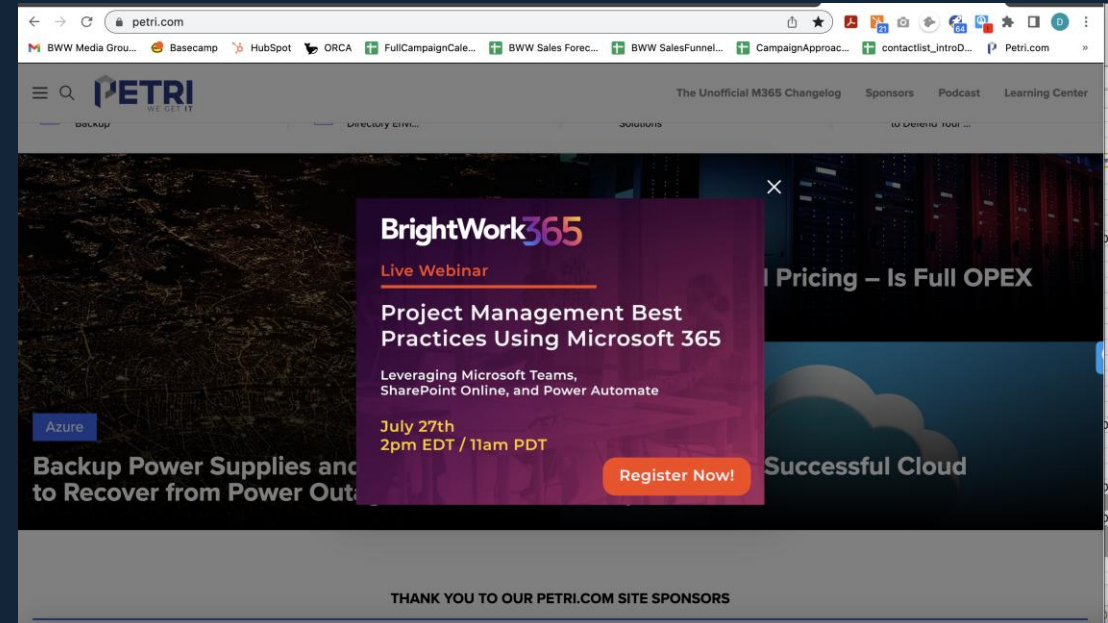
- Sponsorship blocks showcase your brand and serve your CTA, in-block video or audio content, and even give the user the ability to download your content assets throughout the site.
- A powerful branding and awareness tool for your technology solutions – able to reach hundreds of thousands of IT Professionals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

The screenshot shows a Petri.com article titled "Microsoft Loop to Become Enabled By Default for More Customers". The page layout includes a top navigation bar, a main article content area, and a right-hand sidebar with sponsored content. Three yellow callout boxes with arrows point to specific areas:

- SPONSOR HEADER:** Points to a purple banner at the top of the article area that reads "PowerApps911 Unlock Your Potential: Up Your Power Apps Skills Today".
- SPONSOR THANK YOU:** Points to a section in the article body that says "The Petri IT Knowledgebase is made possible by our Sponsors. Thank you Power Apps911, Power Platform Consulting and Training".
- RIGHT RAIL SPONSOR BLOCK:** Points to a vertical sponsored advertisement on the right side of the page for "PowerApps911".
- IN CONTENT PREMIUM:** Points to a sponsored block at the bottom of the article area titled "Want to boost your Power Platform Skills?".

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

Premium benefits that are reserved for our site sponsors

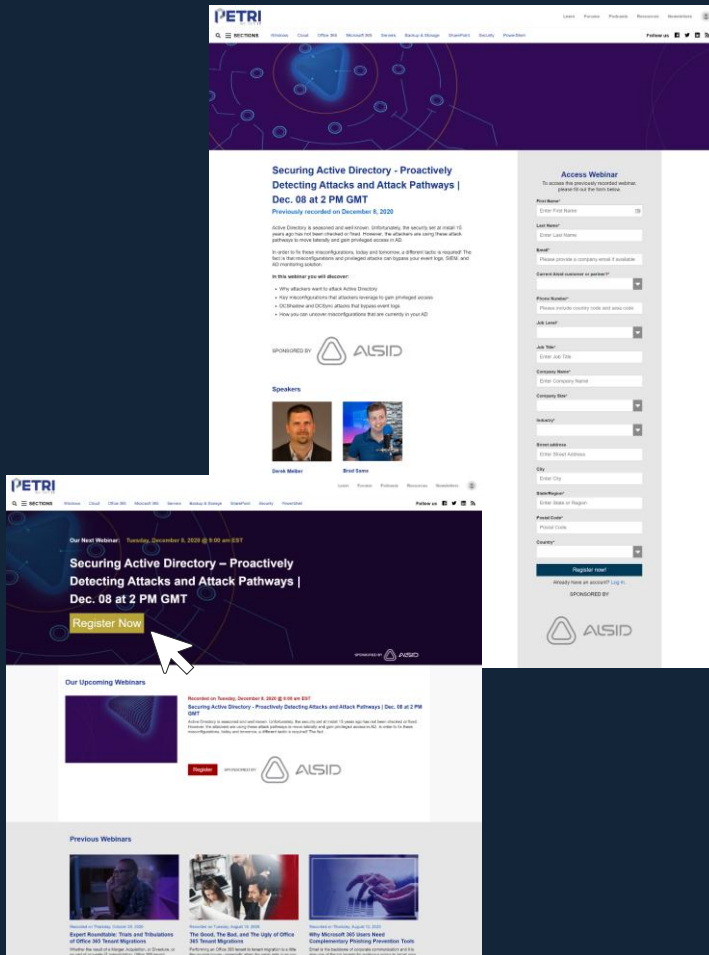
Package Details	Sponsor Package Plus	Sponsor Package
Company Logo/Link & Description on Petri.com Sponsor Page	✓	✓
Petri.com SOV of Monthly Sponsor Impressions	200,000	100,000
<b>Onsite Sponsors have advance opportunity to buy available High-Impact ad inventory each month before any other advertisers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



# Fully Managed **Webinars**

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

**Fully Managed Webinar**



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.

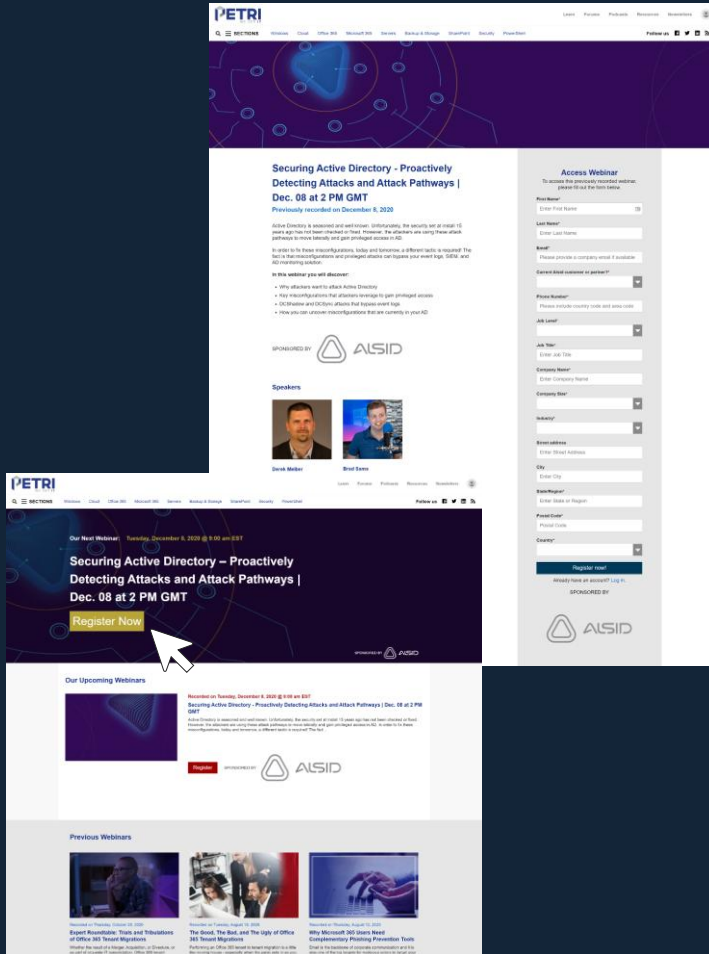
### Fully managed webinar programs includes:

- 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



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
Creative Assets Produced	✓ All creative assets included	✓ All creative assets included	✓ All creative assets included (per session)
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



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

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

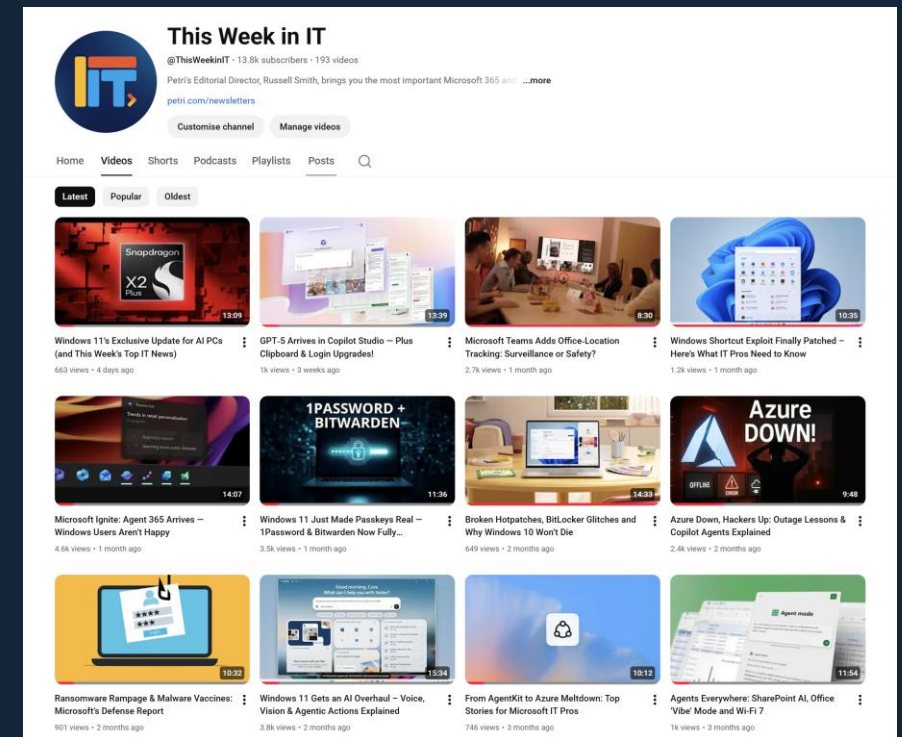
TWiIT is a leading weekly video podcast for IT Pros, hosted by Russell Smith, Petri.com’s Editorial Director. Russell delivers expert insights on the most critical IT news.

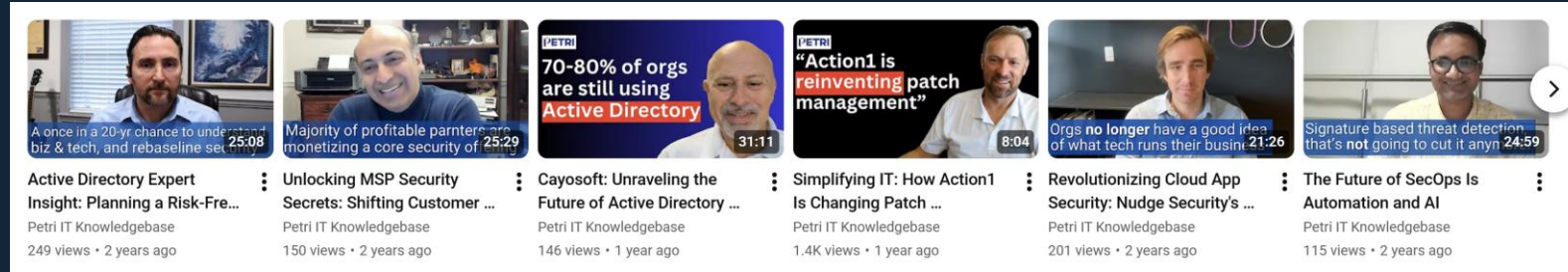
In 2025:

- 13,800 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.





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

<https://www.youtube.com/@petri>

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 - the goal here is not to just say what the product does but provide some interesting insights into how the team built it to solve customer issues

