



25th
ANNIVERSARY

2025
MEDIA KIT



Audience Overview

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

Key demographics include:

- **Enterprise Reach:** 52% of Petri's audience comes from large to enterprise-level companies
- These readers are involved with sizable IT environments, making Petri an ideal channel for enterprise-focused marketing.
- **Decision-Making Power:** 85% of our users hold primary or influential authority over IT purchasing decisions.
- Petri's readership isn't just technical – they are **decision-makers** and **influencers** in their organizations' tech purchases.

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.

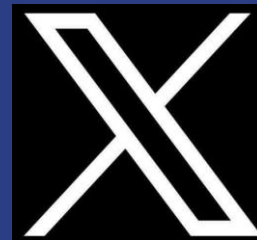
Petri.com
Over 7 Million
sessions in the
past year

Petri's Email Database

90,000 contacts

Last 12 Months

- Open Rate = 10.2%
- CTOR = 2.5%
- 19.3M Delivered
- 48,437 Clicks
- 276 sends



180.0K Followers



9.3K Members



3.0K Members



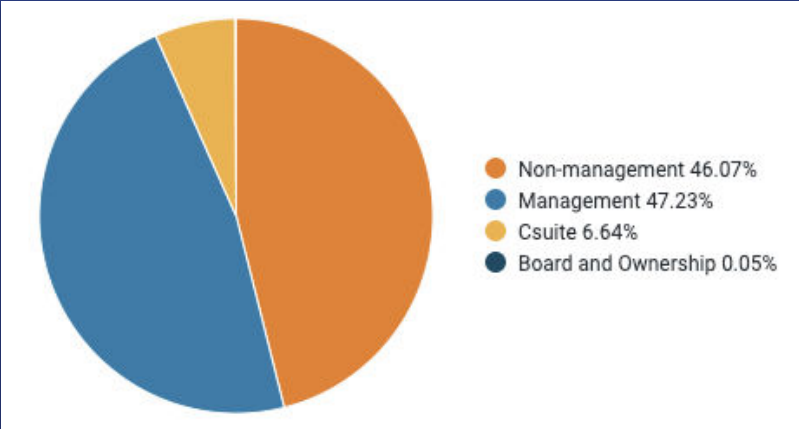
14.9K Subscribers

Petri.com - Firmographic and demographic breakdown

Company Size

Company Size	Unique Visitors	Percent of Total
Micro (1 - 9 Employees)	23,942	8%
Small (10 - 49 Employees)	43,752	15%
Medium-Small (50 - 199 Employees)	43,250	15%
Medium (200 - 499 Employees)	28,324	10%
Medium-Large (500 - 999 Employees)	22,086	8%
Large (1,000 - 4,999 Employees)	46,912	16%
XLarge (5,000 - 10,000 Employees)	19,329	7%
XXLarge (10,000+ Employees)	61,230	21%

Seniority



Region

Region	%
North America	38%
EMEA	29%
APAC	15%

Source: Bombora Insights, Last 90 days



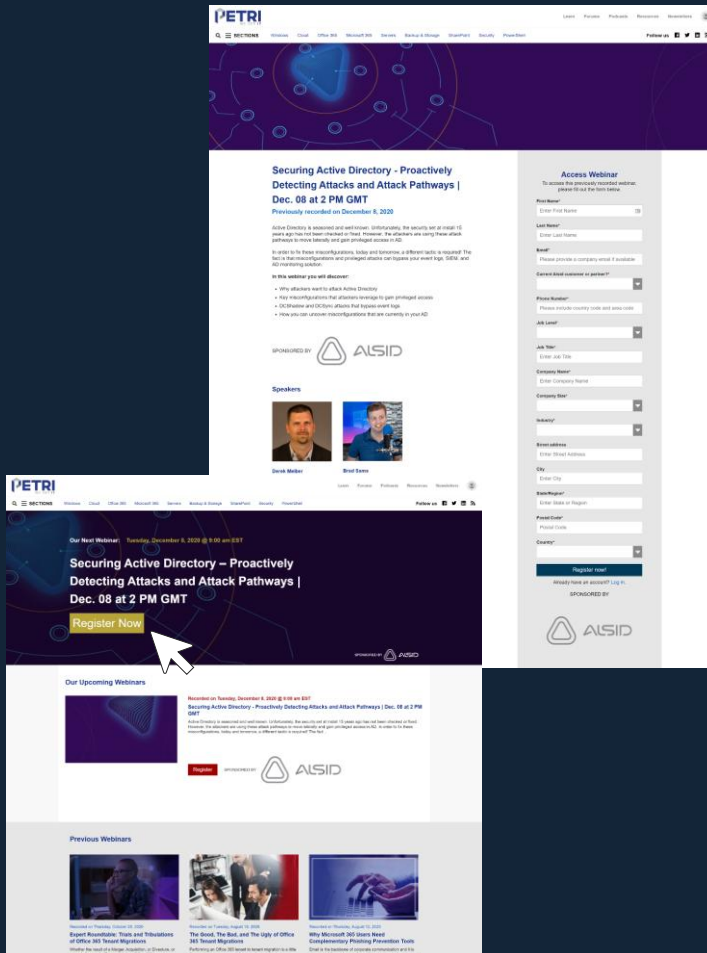
Fully Managed **Webinars**

Fully Managed Webinar

\$10,000

Lead Filters

starting at \$5 per lead/
per filter



Fully managed webinar program includes:

- 250 minimum lead guarantee (no cap on maximum)
 - General IT Pro Audience
 - Leads with filters adjusted by less Minimum Lead Guarantee, or additional fee per lead, per filter (starting at \$5)
- Leads generated from registrations prior to the live webinar event or from on-demand promotion after the live webinar date
- Every effort is made to guarantee 70% of leads prior to the live webinar date

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

- Promoted through our channels to our Petri Media LLC audiences
- 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

A photograph of a server room with two people walking down a long aisle of server racks. The racks are dark with perforated doors, and the floor is light-colored. The ceiling has recessed lighting. A blue semi-transparent banner is overlaid on the image.

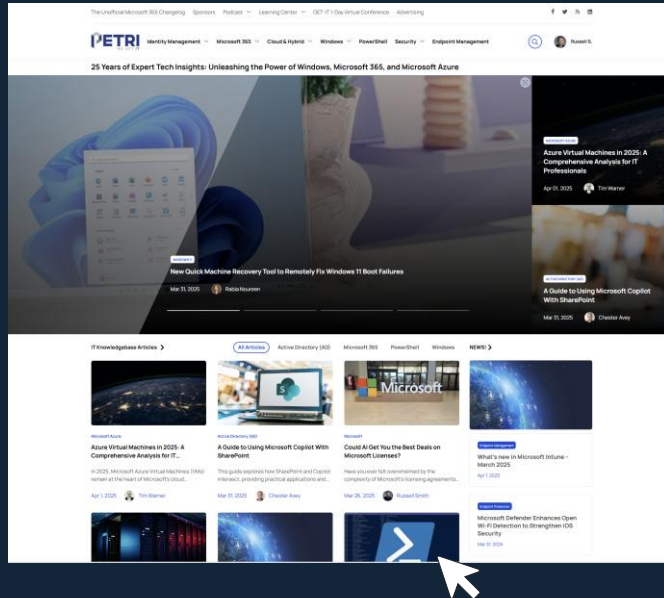
Custom Content **Services**

Guest Post on Petri.com

Free

Sponsored Article

\$2,500



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:

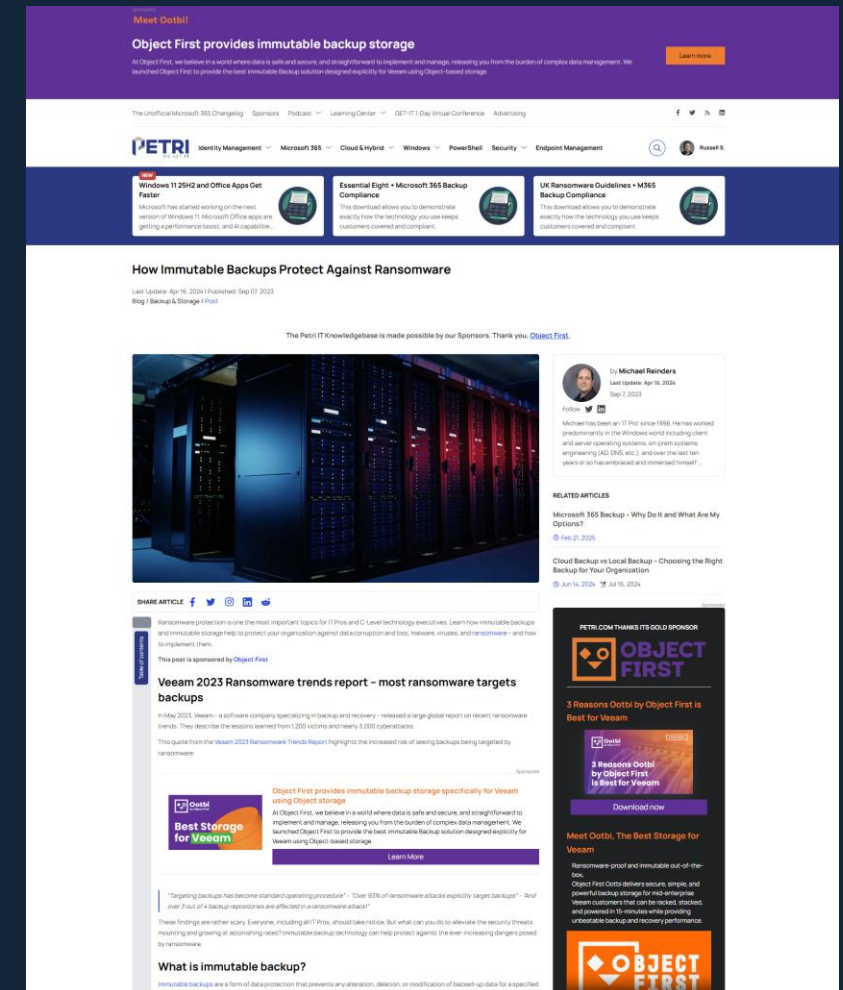
- Opportunity to help IT Pros solve a problem and provide thought leadership – whether it’s a "how-to" tutorial or solving a challenge or complex issue that IT Pros might face.
- Improve reader’s IT skills and knowledge.
- Use existing solutions more effectively.
- Help make decisions about which technology 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/>

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.

- Sponsored articles are written by a Petri.com author and solve a common IT Pro problem or provide strategic advice
- Opportunity to turn visitors into leads with up to 3 no-follow backlinks in the article
- Articles are SEO-optimized to rank in Google SERP
- Article-sponsorship lasts for one year with the option to extend



Examples:

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



Content **Syndication Pricing**

Lead Cost (no filters)

\$45 per lead

Filters

Starting at \$5 per filter,
per lead

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

The screenshot shows a website layout for a whitepaper download. At the top, there's a navigation bar with 'PETRI WE GET IT' and various menu items. The main content area is dominated by a large banner for 'Mastering SharePoint Forms' with a sub-headline 'Download Whitepaper - Insights into managing SharePoint forms safely & securely'. Below the banner, there's a section titled 'Download the SharePoint Forms Whitepaper' with a mouse cursor pointing to a button. To the right of this section is a lead capture form with fields for: First Name, Last Name, Email, Phone Number, Job Level, Job Title, Company Name, Company Size, Industry, State/Region, and Postal Code. A 'Download Now!' button is located at the bottom of the form. Below the main content, there's a 'SharePoint Forms' section with a small image and text, and a 'Microsoft Partner' logo at the bottom left.

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.

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 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 ceiling has recessed lighting. A dark blue semi-transparent banner is overlaid across the middle of the image, containing the text.

Petri.com Onsite Sponsorship & High Impact Advertising

- 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 displays the Petri.com website interface with several sponsorship blocks highlighted by yellow callout boxes:

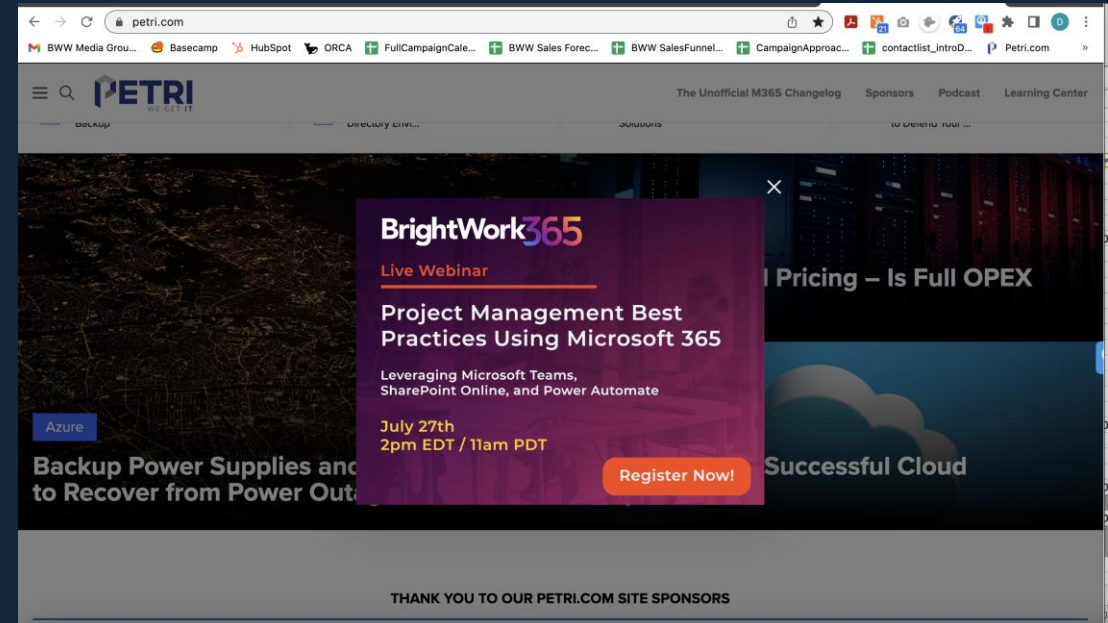
- SPONSOR HEADER:** A purple banner at the top for "PowerApps911" with the headline "Unlock Your Potential: Up Your Power Apps Skills Today".
- SPONSOR THANK YOU:** A white box on the right side of the article content that says "SPONSOR THANK YOU".
- RIGHT RAIL SPONSOR BLOCK:** A vertical sidebar on the right containing a "PowerApps911" logo and a "Power Apps & Power Automate 201" graphic.
- IN CONTENT PREMIUM:** A white box at the bottom of the article content with the heading "Want to boost your Power Platform Skills?" and a "Learn More" button.

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
Single-Month Sponsorship Cost	\$1,900	\$1,000
Onsite Sponsors have advance opportunity to buy available High-Impact ad inventory each month before any other advertisers		

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

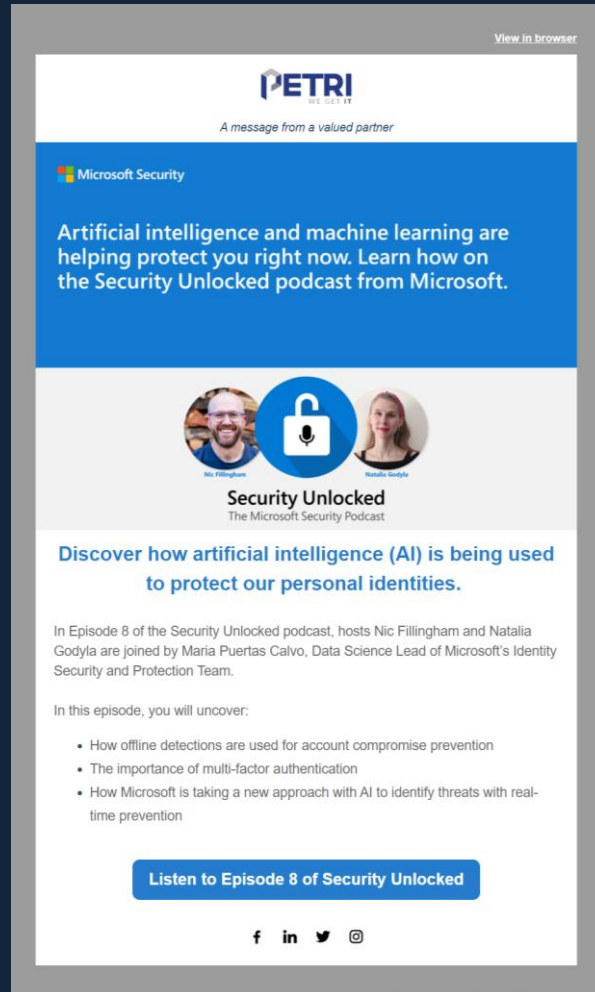


***BONUS** Petri.com Site Sponsors can buy high-impact ad unit impressions each month before any other advertisers

A man with a beard and glasses is looking at a computer screen. The image is partially obscured by a dark blue horizontal band containing text.

Petri.com **Dedicated Email**

Petri Dedicated Email
\$3,000/send



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

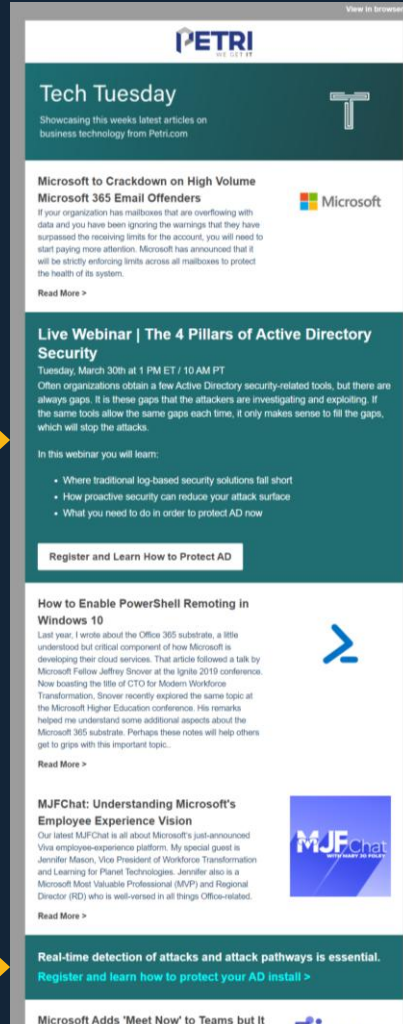
- ✓ List Size: 90,000 send
- ✓ Audience: IT Professionals (all levels)
- ✓ Avg Open rate: 10.49%

A woman with dark hair in a ponytail, wearing glasses and a white shirt, is looking at a screen in a server room. The background is filled with server racks and blue lighting. A dark blue semi-transparent banner is overlaid on the image, containing text.

Petri.com Email Newsletter Advertising Takeover

Tech Tuesday Newsletter
\$2,500/send

This Week in IT Newsletter
\$2,500/send



SOLUTION SPOTLIGHT

AD UNIT

Newsletter Takeover includes a solution spotlight and a newsletter ad unit

- ✓ List Size: 50,000 send
- ✓ Sent Weekly on Tuesday
- ✓ Avg Open rate: 10.84%



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 choosing while improving the customer experience as they adopt the technology.

Read more >

Brad Banta,
Executive Editor
@bbanta, 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 Brad Banta 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, meeting 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 >

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ANSIO

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: 50,000 send
- ✓ Sent Weekly on Friday
- ✓ Avg Open rate: 10.33%



Podcast Sponsorship

This Week in IT
\$5,000
(5) Sponsorships



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

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

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

In 2024:

- 338,368 views
- 16,100 watch hours
- 468 comments
- Added 7.9K subscribers

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.

