

# SpeechTechMag.com

is the leading source of information for the speech technology industry

**Targeted Readership**

More than 80% of our visitors view themselves as their company's champion for speech-based initiatives, and 94% cite our website as an important source of information that they cannot find anywhere else.

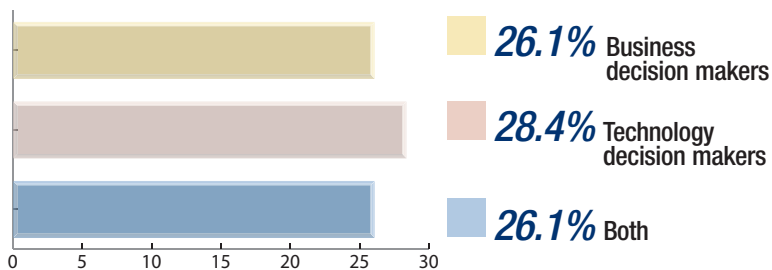
**New Features**

SpeechTechMag.com's new design allows participating annual reference guide sponsors to integrate articles that mention them into their online profiles.

SpeechTek.com is now organized with self-serve functionality, which helps potential SpeechTEK attendees search in a variety of ways for information on sessions, presenters, and exhibitors from information anywhere on either site. The results of our efforts have resulted in more traffic, longer visits, and a much more satisfying user experience.

## Vital Statistics

What type of purchasing influence do our readers have?



Budgets for Speech-Related Products and Services

**Average** – \$390,000  
 21% more than \$1 million  
 56% more than \$100,000

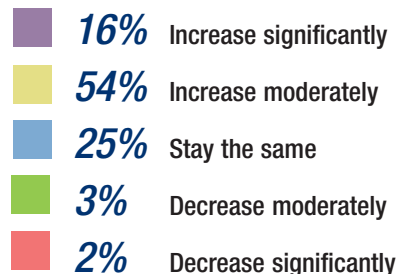
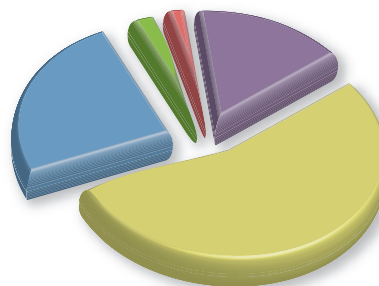
Revenue of Readers' Companies

**Average revenue** – \$1.42 billion  
 20% more than \$5 billion  
 40% more than \$500 million

Number of Employees in Readers' Companies

**Average size** – 6,413 employees  
 55% more than 1,000 employees

How do our readers expect their budgets for speech-related products and services to fare next year?



Source: SpeechTechMag.com Reader Survey August 2009