



Budgets for Speech-Related Products and Services

16.2% – more than \$1 million
30% – more than \$100,000



Revenue of Readers' Companies

20% – more than \$5 billion
36.9% – more than \$500 million



Number of Employees in Readers' Companies

46.5% have more than 1,000 employees



Engaged Readers

64.1% of subscribers have read at least the last 3 out of 4 issues
33.3% have contacted advertiser or visited their site
25% have used information to make a buying decision
51.2% have given an article to a coworker
61% have saved an issue for future referral

Who Makes Buying Decisions for Speech-Related Products and Services?

(more than one answer allowed)

	Makes Final Decision	On Decision-Making Team
Sr. Corporate Executive/Manager	49.7%	35.5%
Customer Service Executive/Manager	29%	60%
IT Executive/Manager	22%	61%
Integrator/VAR/Consultant	6.6%	47.7%
Line of Business Executive/Manager	12.2%	60%

Source: *Speech Technology Reader Survey August 2009*

“Excellent source of information on speech technology and products.”
— **Chief Technology Officer, SYSNET International, Inc.**

“It is a good source of information and allows us to be aware of what is going on with technology and help us make better decisions on behalf of our customers.”
— **Owner, Datasync Co.**

“Very useful when it's time to make a decision.”
— **Contact Center Specialist, ECOMSA**

“Cégep de Sherbrooke”
— **Directrice du Centre des médias**

Speech Technology 2010

ANNUAL REFERENCE GUIDE

January/February 2010

Reservations 11/13/2009 | Copy Due 12/4/2009

2010 Annual Reference Guide With PRINT and ONLINE EXPOSURE

All the Power of the Buyers Guide, Vertical Markets Guide, and European Markets Guide in ONE ISSUE. This year we are also adding our New European Markets Section to this complete resource tool

Here's What You Get

- Available online 24/7 at www.speechtechmag.com
- White paper or case study posting for one month for premium levels and above. Discounted rates for additional months
- Reach more than 18,000 *Speech Technology* magazine readers AND 25,000 SpeechTechMag.com visitors per month
- Promotion in every newsletter for the entire year
- Promotion on the homepage and under every article where your company is mentioned
- Full integration with online content – turn editorial mentions into actionable leads
- Up to five customizable links within your profile directing visitors to your site
- Tracking links added to your online profile
- All of your editorial mentions pulled into your profile
- Opportunity to drive lead generation and increase sales
- Ability to reach multiple levels of decision makers in the buying process
- Brand awareness and product identification

Buyers of speech solutions refer year-round to the print and online versions of *Speech Technology* magazine's Annual Reference Guide, a paid listing of the leading companies offering speech solutions and services.

Online Listings Completely Integrated with All Online Content



Round-Table Discussions

Due to the success of our webcasting events, we are now introducing round-table discussions designed around specific technology and solution offerings.

Now is the perfect time to participate in these turnkey events, which will be promoted in print, online, and through each of our *eWeekly* newsletters leading up to the interactive event.

Space is limited; only four vendors per category can participate (minimum of three). These are great offerings to offset any travel cutbacks that you or your customers may be experiencing. Call today and let us bring our audience to you!

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