

RULE #1: Listen to Your Customers

Research company Readex asked SD Times readers how they want to be marketed to by YOU.

Listen to what they said!

- 62%** Print Advertising
- 44% Vendor White Papers
- 42% Presentations at Trade Shows
- 32% Webinars
- 28% Analyst Reports
- 17% Ads in E-newsletters
- 15% Direct Mail
- 12% Banners on Websites
- 11% Demo CD-ROMs Sent by Vendor
- 0%** Phone Call from Salesperson



Source: Readex Research Study of SD Times audience August, 2008

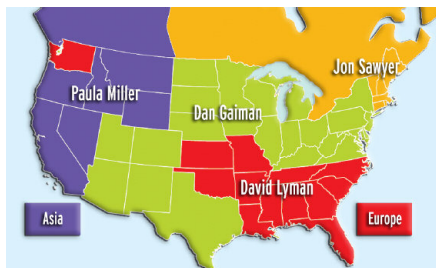
Answer to Question:

How do you prefer to receive marketing information from software and hardware companies?

Multiple choices, respondents were allowed to select 3.

Base: 100

For more information on advertising in SD Times, please contact:



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