

## GARTNER MEDIA PRODUCTS

Gartner Media Products leverage the power of Gartner research to add credibility and impact to your marketing campaigns. Team up with Gartner to combine your marketing messages with valuable Gartner insights that rise above the market noise and deliver powerful results.



## GARTNER CUSTOM NEWSLETTER PROGRAMS

Reaching key decision makers in this age of information overload is a major marketing challenge. With Gartner Custom Newsletter Programs, you can capture their attention by combining your marketing messages with relevant, timely Gartner research. Help your customers and prospects stay on top of industry developments with the latest insights from Gartner. Customized newsletter programs from Gartner are available in paper, HTML and PDF formats, and can incorporate audio content to meet your unique marketing needs.

### VALUABLE CONTENT, NOT MARKETING FLUFF

Too many newsletters fail to achieve results because they are dismissed by recipients as “marketing fluff.”


The best way to rise above the market noise is to provide newsletter content that is truly valuable to your target audience. But that isn’t always as easy as it sounds.

- Your customers are flooded with marketing communications and have grown wary of the hype.
- Decision makers want objective analysis from credible sources to validate marketing messages.
- Marketing executives have little budget and bandwidth for developing the thought leadership content that is most effective.

### LET GARTNER GIVE YOU A MARKETING ADVANTAGE

Gartner Custom Newsletter Programs are co-branded newsletters that combine your marketing messages with valuable Gartner insights customized for your target audience.

- Reach key decision makers with timely Gartner research framed by your own marketing content.
- Add credibility to your messages by partnering with Gartner, the most trusted name in technology research and analysis.
- Improve efficiency by outsourcing newsletter setup to an experienced Gartner newsletter program manager.



“The Gartner Custom Newsletter Program helped increase our open rate by more than 100%, compared with our own newsletter.”

Vice President of Marketing, Storage Provider

## CHOOSE YOUR CONTENT AND FREQUENCY

Gartner Custom Newsletter Programs allow you to choose your publication frequency and the number of research pieces to be included in each issue.

Setup of your first newsletter program will take between six and eight weeks (less for rush requests).

## BENEFIT FROM WORLD-CLASS RESEARCH

Select your newsletter content from hundreds of reports generated each month by Gartner analysts.

- Gartner analysts average 15 years of experience in their respective fields and are in constant contact with thousands of IT professionals.
- The Gartner brand is recognized and trusted at board and executive levels around the globe.

## CHOOSE YOUR MARKETING CHANNEL

Gartner Custom Newsletter Programs are available in many convenient formats. You choose the marketing channels that best meet your needs.

- **Paper:** The classic printed newsletter is a tangible piece of collateral that works well as a direct mail campaign, sales leave-behind or handout for event attendees.
- **HTML:** Leverage the power of online marketing with our Web-based newsletter option.
- **PDF:** Create your newsletter as a PDF file for easy e-mailing, a crisper look and more marketing flexibility.
- **Combined:** Develop both paper and electronic versions of your newsletter for maximum impact.
- **Audio:** Add a custom audio interview with a Gartner analyst to your newsletter. These newsletters are formatted in HTML for use in your e-marketing initiatives.

## LEAVE THE LOGISTICS TO GARTNER

Let Gartner handle the time-consuming set-up process while you focus on strategy. A dedicated Gartner program manager will work closely with you to:

- Select the right Gartner research to complement your campaign
- Incorporate your editorial content to work seamlessly with your chosen Gartner research
- Design the newsletter layout, using your masthead design or any of four pre-designed options
- Keep the production schedule on track to ensure your deadlines are met
- Deliver your approved newsletter to you in your chosen format(s)

## TAKE YOUR MARKETING TO THE NEXT LEVEL

Leverage the power of Gartner research to reach key decision makers and maximize your marketing results.

For more information, contact your account executive or e-mail [mediaproducts@gartner.com](mailto:mediaproducts@gartner.com).