

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 REPRINTS

Provide more value to your customers and prospects with unbiased Gartner research that supports critical IT-business decisions. Gartner Reprints allow you to use objective Gartner content in its original format to validate your messages and strengthen your relationships with decision makers. Available in both paper and electronic formats, Gartner Reprints can enhance your marketing campaigns with valuable, timely insights into the latest trends in your market space.

BECOME A TRUSTED SOURCE

In today's competitive business environment, your clients and prospects need information they can trust. Technology professionals are looking for:

- Timely, objective analysis of the issues that drive their business
- Real-world insight to counter an increasing volume of marketing and sales propaganda
- An unbiased market perspective
- Relevant information from a trusted, independent research source

LET GARTNER GIVE YOU A MARKETING ADVANTAGE

Deliver the value of trusted, proprietary Gartner content to your customers and prospects.

- Reach key decision makers by providing objective, timely Gartner content in its original format.
- Generate demand by validating trends and technologies with unbiased documentation.
- Enhance credibility by partnering with Gartner, the most trusted name in technology research and analysis.
- Strengthen relationships by offering the information clients need to make critical business decisions.



“Gartner Reprints helped us convert prospects to clients by supporting the value of our products with objective analysis of the market.”

Director of Sales, Data Security Firm

LEAVE THE LOGISTICS TO GARTNER

Choose the content that meets your organization’s needs and Gartner will deliver it in the format you specify.

BENEFIT FROM WORLD-CLASS RESEARCH

Gartner Reprints are research reports written by the expert analysts at Gartner.

- **Gartner is the world’s most trusted brand in IT research.** Since 1979, the Gartner name has meant expert research and advice from a trusted, independent and candid source. Gartner is quoted by the media as often as all our competitors combined.*
- Our community of **730 analysts** engages in **274,000 one-to-one client interactions** each year.
- **65% of the Fortune 1000 and 80% of the Global 500** support their key technology decisions with Gartner insight; these varied and worldwide connections produce insights that benefit all our clients.

*Source: Independent research conducted by Context Analytics

GARTNER REPRINT DELIVERY OPTIONS

Gartner Reprints are available in two convenient formats. You choose the marketing channel that best meets your needs.

Paper delivery

- Paper reprints are provided in full color on glossy paper to ensure the highest quality.
- Standard turnaround time is 15 business days.

Electronic delivery

- HTML reprints are hosted on Gartner servers and high-level traffic reporting is available.
- Standard turnaround time is five business days.

HOW TO USE GARTNER REPRINTS

- Use paper reprints as sales leave-behinds and conference giveaways.
- Include paper reprints in marketing and strategic communications mailings.
- Include links to electronic reprints in e-mail campaigns to drive traffic to your website.
- Enhance your Web presence and encourage repeat visits.
- Empower your sales force by distributing reprints that cover emerging trends in your industry.

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, visit gartner.com, contact your account executive or e-mail mediaproducts@gartner.com.