

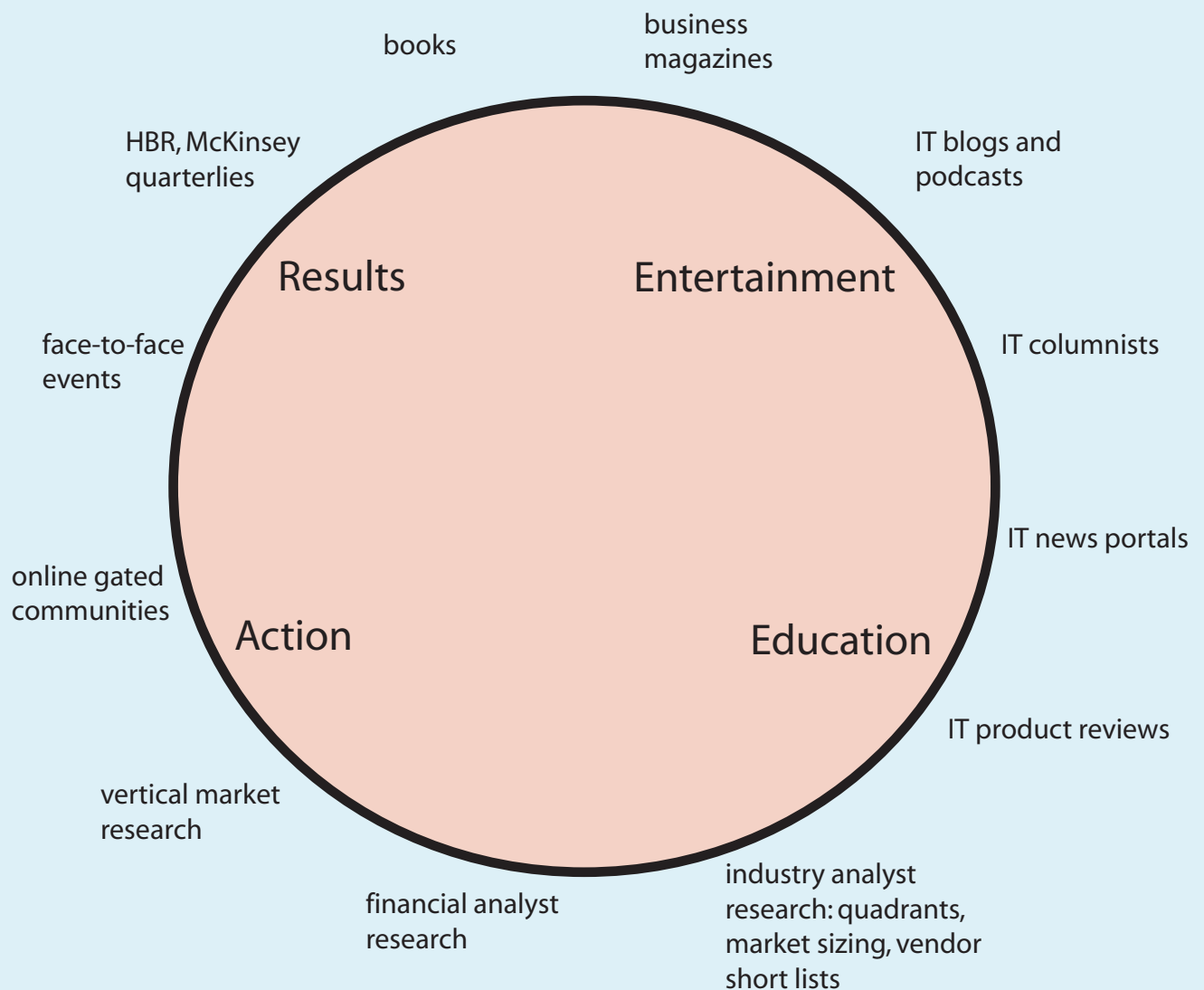
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Insight and Analysis for Tech Media

The SWMS Tech Media Continuum



As part of a recent consulting assignment, we developed this visual concept of how IT pros and senior executives relate to tech media. Humbly we submit it here for your perusal. We also thank Aberdeen Group and Bitpipe (now part of TechTarget), whose thinking inspired ours.

IT-minded readers find themselves in different states of mind at any given time. Sometimes they want to be entertained or educated. Other times they're taking action (perhaps buying or deploying new products).

Senior execs care most about achieving good results, and seek content that helps produce them. Tech PR pros should build strategies that spotlight their clients in all reader states of mind -- *entertainment, education, action and results*.

Did you notice where business magazines fall? In theory they appeal to results-minded senior execs, but journalistically they border on entertainment vehicles. Agencies, be sure to educate your clients about this.