

# How to Market to Software Development Managers



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

## Listen to what they said!

### 68% Print Advertising

- 34% Trade Shows
- 26% Postal Mail
- 25% Webinars
- 23% Vendor White Papers
- 20% Analyst Reports
- 17% Ads in E-newsletters
- 9% Banners on Websites
- 11% Social Media (facebook, Twitter, etc.)
- 6% Unsolicited E-mails Sent by Vendors
- 1% Phone Calls from Salesperson



Source: Readex Research Study of SD Times audience, July 2014

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

Multiple choice, respondents were allowed to select 3. Base: 382

For more information on advertising in SD Times, contact Publisher David Lyman Today!

David Lyman  
978-465-2351  
dlyman@bzmedia.com

**SD Times** SOFTWARE DEVELOPMENT  
www.sdtimes.com