

Marketing & Branding

– To Reach Women –

“According to Nielsen NetRatings, the number of at-home female Internet users in the US increased more rapidly than the number of male users in 2001... Women now account for 52 percent of home Internet users, or 55 million people.”

– *Nua.com, January 21, 2002*

“Women’s increasing power – leadership skills and purchasing power – is the strongest and most dynamic force at work in the American economy today... even bigger than the Internet.”

– *Tom Peters, Re-Imagine!
Business Excellence
in a Disruptive Age*

Corporate Programs

Top management, business development, marketing and PR are faced with branding, marketing, and growing, despite formidable challenges such as:

- ▶ Increasing market share in the face of tough competition
- ▶ Finding the markets with the purchasing power
- ▶ Branding that stands apart in a cluttered marketplace

WITI’s marketing initiatives have the 2020 vision to bring you solutions that are not only a good investment for your business, but impact bottom line and ROI. WITI reaches an untapped market – Women! You can now reach women and watch your market share grow.

WITI FASTTRACK MAGAZINE: Reach over 100,000 professional, tech savvy women on a quarterly basis

WITI WEB: WITI operates the premiere web site for tech savvy women that reaches 50,000+ unique visitors every month

WITI STRATEGIST: With a distribution of 80,000+ readers every two weeks, our eNewsletter targets this very lucrative market

CONFERENCE SPONSORSHIPS: Get YOUR name in front of the people that sign 80% of all checks in the U.S.!

AD CAMPAIGNS: WITI advertises and co-brands with industry giants such as Information Week, Network Computing, Women Engineer, and more

WITI ALLIANCES: Through strategic alliances, we reach professional women within every industry. Partnerships include:

Advanstar, CeBIT America, CMP Media,
The Gartner Group, IDG Executive Forums,
InfoWeek 500 Conference, MediaLive International,
NAFE, NAWBO, Princeton Review,
Streaming Media, SIIA, SuperCOMM,
SVASE, Telecommunications Industry Association,
and more.

Contact WITI today!
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