



ABOUT CRM MEDIA

CRM MEDIA EXECUTIVE SUMMARY

CRM Media

- > Founded in 1997, **CRM Media** has been at the center of the customer relationship management (CRM) and customer experience (CX) industry for more than 25 years.
- Our editorial and circulation strategy targets the five key audiences that drive CRM success: executive leadership, sales, marketing, customer service, and IT management.
- These readers are self-selected, highly engaged professionals drawn to our trusted business technology content—delivered through print, digital, webcasts, and in-person conferences.

CRM Magazine

- > CRM magazine is the publication of record for the CRM and CX industry. Written and produced by an award-winning team of journalists and designers, the magazine delivers a blend of strategic insight, case studies, and in-depth analysis for business leaders.
- Launched in 1997, CRM magazine expanded its reach with destinationCRM.com the following year, continuing to inform and connect CRM professionals worldwide.

Online Platforms

- destinationCRM.com The online hub for CRM magazine features original daily content including news, expert commentary, analysis, and case studies.
- **> SmartCustomerService.com** This site is dedicated exclusively to the evolving customer service and support landscape.
- CRM Webcasts Our Solo and Roundtable Webcast series have run every Wednesday since 1998, offering sponsors unmatched thought-leadership exposure and lead-generation opportunities.

(See the current webcast schedule on page 8.)

Information Today, Inc.

- Information Today, Inc. (ITI) is CRM Media's parent company—an independent B2B media, conference, and exhibition organization founded in 1980.
- ITI's portfolio includes leading brands spanning CRM, CX, speech technology, streaming media, and database technologies. For more than 4 decades, ITI has connected technology innovators with the decision makers who shape the future of enterprise communication and customer engagement.





CRM magazine connects me to **fresh ideas** and **trusted voices** across every sector of customer experience. It's **essential reading**."

— DIRECTOR OF MULTIMEDIA TECHNOLOGY,

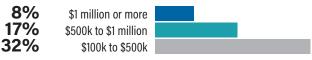
ATLANTA SYMPHONY ORCHESTRA





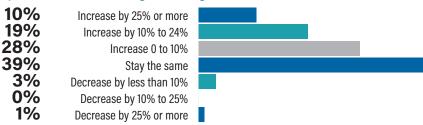
CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

CRM/CX Budgets for 2026



The average expected CRM budget for 2026 is \$354,000.

Expected CRM/CX Budget Changes in 2026

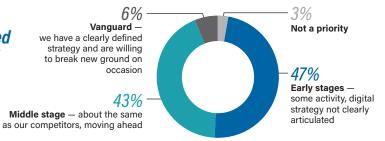


The average 2026 CRM budget is expected to be up 7% from 2025.

Our Readers' Top Priorities in the Next 12 Months

85%	Al/Machine Learning Technologies	
61%	Analytics	
41%	Contact Center Technologies	
64%	Customer Service/Experience Technologies	
57%	Marketing Technologies	
48%	Sales Technologies	

Path to
Al-Assisted
Customer
Service



Contact Center Budgets

- 66% of our readers' companies have in-house or outsourced contact centers.
- More than 28% will spend more than \$750,000 on contact center-related products and services.
- The average company will spend more than \$323,000 on contact centerrelated solutions.

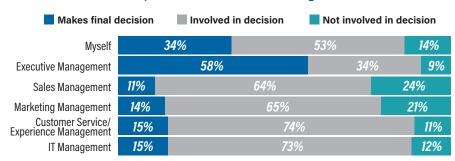
Our Subscribers' Influence

- 89% of our readers view themselves as their companies' champions/ advocates for CRM implementations.
- 93% of our readers are involved in the decision-making process.
- 45% cite themselves as their companies' final decison makers for CRM- and CX-related products and services.

How Our Readers View Their **Purchasing Role**

- 28% Business Decision Maker
- 17% Technical Decision Maker
- 45% Both
- 10% Neither

CRM or Customer Experience **Decision-Making Team**



Source: August 2025 Audience Survey
Percentages may not total 100 due to rounding.

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