

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.

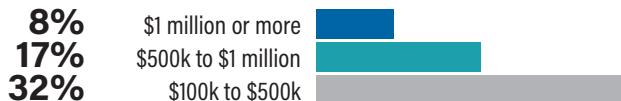


CRM magazine connects me to **fresh ideas** and **trusted voices** across every sector of customer experience. It's **essential reading**."

— DIRECTOR OF MULTIMEDIA TECHNOLOGY,
ATLANTA SYMPHONY ORCHESTRA

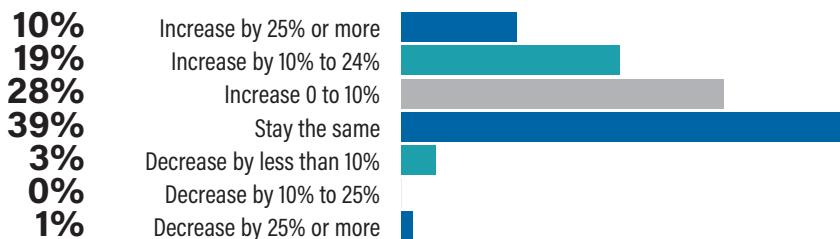
CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

CRM/CX Budgets for 2026



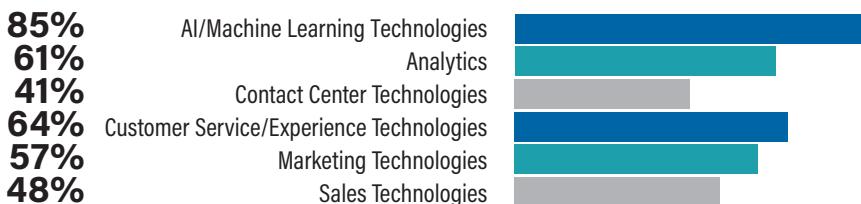
The average expected CRM budget for 2026 is \$354,000.

Expected CRM/CX Budget Changes in 2026

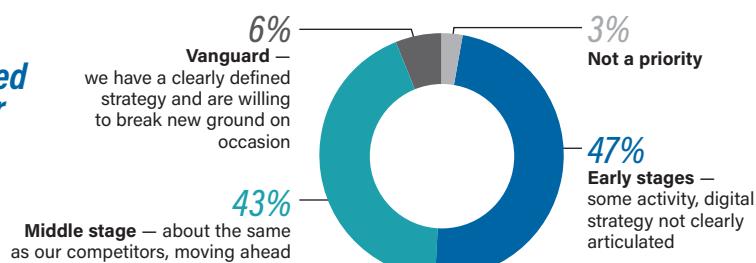


The average 2026 CRM budget is expected to be up 7% from 2025.

Our Readers' Top Priorities in the Next 12 Months



Path to AI-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 center-related solutions.

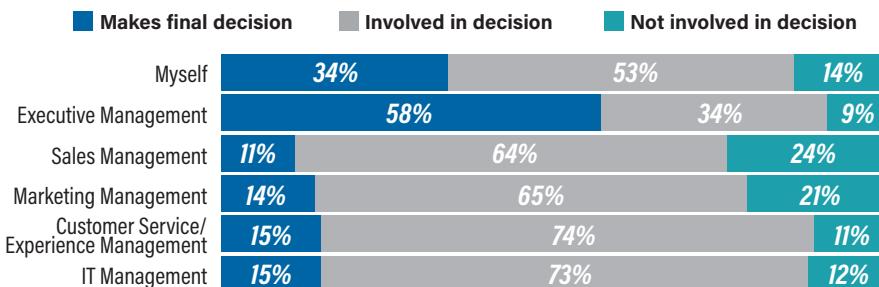
Our Subscribers' Influence

- 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 decision 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

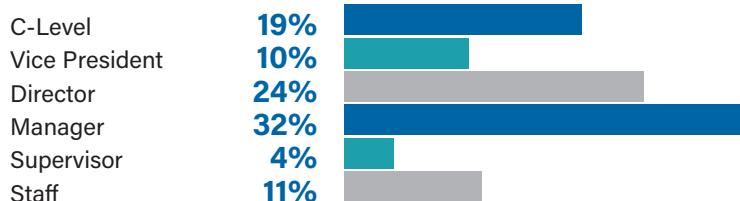


Source: August 2025 Audience Survey
Percentages may not total 100 due to rounding.

CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

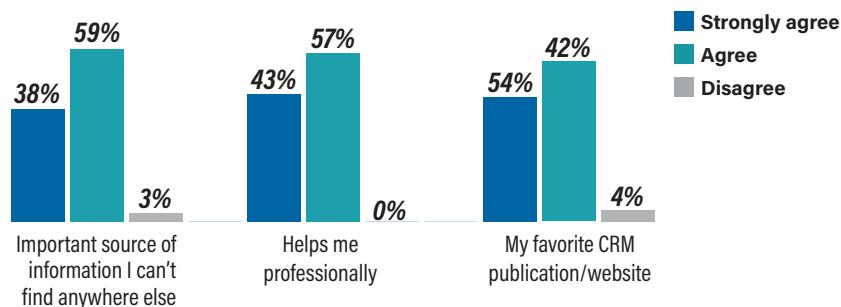
BY JOB LEVEL:



Company's Primary Industry

Advertising Agency/Public Relations	2%	Medical/Healthcare	5%
Banking/Finance	13%	Nonprofit	2%
Contact Center	4%	Professional Services	5%
Consulting/Integrator/Var	5%	Retail/Etail	9%
Consumer Product Goods	1%	Technology	13%
CRM Solution Provider	4%	Telecommunication	2%
Education/Training	8%	Travel/Hospitality	3%
Government—Federal, State, Local	4%	Utility/Energy	1%
Insurance	7%	Wholesale/Distribution	2%
Manufacturing	4%	Other	2%
Media/Publishing	1%		

Our Readers Rate Us



Company Size by Sales Revenue

18%	\$5 billion or more in revenue	
6%	\$1 billion to \$4.99 billion	
6%	\$500 million to \$999 million	
6%	\$250 million to \$499 million	
6%	\$100 million to \$249 million	

The average sales revenue is more than \$1.3 billion.

Company Size by Number of Employees

14%	20,000 or more employees	
7%	10,000 to 19,999 employees	
35%	1,000 to 9,999 employees	
12%	500 to 999 employees	
8%	250 to 499 employees	
8%	100 to 250 employees	

The average number of employees is 5,800.

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



CRM magazine is the one publication **I read cover to cover**. It blends strategy, technology, and real-world examples better than anyone else."

— PRESIDENT, ULTRAVIEW CORPORATION