



## CMP Media is Honored with Three Media Industry Newsletter's 2005 Integrated Marketing Awards

Received the Most Awards of Any Business to Business Media Company

MANHASSET, N.Y., June 9 /PRNewswire-FirstCall/ -- Earlier this week at an awards ceremony in New York City, CMP Media (<http://www.cmp.com>), a leading integrated media company, was honored with three Integrated Marketing Awards from Media Industry Newsletter's (min's). The second annual awards program honors consumer and B2B magazines in a wide range of categories and spotlights outstanding integrated marketing programs.

More than 100 programs entered the contest. CMP received the most awards of any business to business media company in the competition and outdistanced many consumer titles.

CMP Media was honored with the following awards:

- Gold Award: Customized Web Site/Microsite -- Mobilized Software (An industry-destination community site that provided an editorial bridge from technology developers, enterprise IT and Solution Providers to increase their knowledge of implementation of better mobile software solutions.)
- Gold Award: Multiple Magazine Title Program -- HP Worldwide SMB Integrated Marketing Program (The program reached HP customers and partners around the world to evangelize HP's SMB initiatives and products and included 22 publications in eight countries with six global microsites.)
- Honorable Mention: Print/Online Bundle -- 2004 CMP BTO Excellence Awards (An industry awards program established Mercury Interactive as a category leader in business technology optimization.)

The winners were judged by a panel of distinguished agency executives, including Virginia Rowe of MindShare, Kevin McCarthy of OMD, Linda Thomas Brooks of General Motors MediaWorks, Debbie Solomon of MindShare and Robin Steinberg of MediaVest Print Services.

"Through our breadth of audience reach across the entire technology spectrum as well as our expertise and insight into these markets, CMP is the only media company that has the ability to develop first-class integrated marketing programs," said Joe Braue, publishing director, CMP Integrated Marketing Solutions. "Being honored with these awards showcases our innovative position in the marketplace and raises the bar on delivering integrated marketing."

CMP's integrated marketing solutions blend the information needs of the business technology buyer and the messaging needs of the marketer. The result is a targeted, high-impact, effective sales and marketing tool that surrounds the buyer with valuable and compelling content. By controlling the content, context and medium, an integrated marketing solutions program can deliver key messages and solidify brand identity; present a unique and fresh perspective;

establish ongoing dialogue that helps to predict future needs; create a feedback mechanism, motivate buyers to take action; and collapse the buying process cycle.

For additional information on CMP Integrated Marketing Solutions (CIMS), visit <http://www.cmp.com/custmedia.htm>

#### About CMP Media LLC

CMP Media (<http://www.cmp.com>) is the leading integrated media solutions company providing "broad and deep" access to the entire technology spectrum - the builders, sellers and buyers of technology worldwide. The company's comprehensive database of technology decision makers enables marketers to reach targeted audiences throughout the purchase process with publications, web offerings, face-to-face events, consulting and other marketing services that deliver actionable results.

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