
WORKING WITH CIOPAGES

Writing for CIOPages

Who we publish, what makes a piece work, what you get for it, and how to put yourself forward — in about five minutes of reading.

SECTION ONE

Writing for CIOPages

132

live Buyer Guides

1,700+

vendors in the Directory

96

in-depth articles

102

glossary definitions

SECTION TWO

Why we keep the bar there

Everything here lives online and stays current: <https://www.ciopages.com/work-with-us>

Version 1.0 · Updated August 2026 · Latest PDF: <https://www.ciopages.com/downloads/ciopages-contributor-guide.pdf>

What's inside

For technology executives and practitioners who'd like to write for us.

<https://www.ciopages.com/work-with-us>

We publish guest bylines, and the ones that land are always the same shape: a senior operator writing about something they were personally on the hook for. We keep the bar high and the process short — a few paragraphs of pitch, not a finished draft. This is everything you'd want to know before sending one.

ONE

Writing for CIOPages

- Who we publish
- What doesn't work here
- What a contributor gets
- How to put yourself forward

TWO

Why we keep the bar there

- What money can and can't influence
- Why we neither pay for nor sell bylines

A note on how this is written

We've tried to say what's possible first and what isn't second, with the reasoning attached. Where the answer is "not for sale", it's a principle rather than an opening bid — usually because selling that particular thing would quietly ruin the reason our readers trust the site.

One thing worth stating up front, because it saves awkwardness later: we neither pay for bylines nor accept payment for them. If a piece is a fit, it runs on its merits.

Read by CIOs, CTOs, enterprise architects and their teams at mid-market and enterprise organizations — people comparing platforms, not browsing.

Writing for CIOPages

Who we publish, what makes a piece work, what you get, and how to put yourself forward.

<https://www.ciopages.com/editorial-policy#contributions>

WHAT PEOPLE ASK

OUR ANSWER

Write a guest article for CIOPages

◆ Selectively

Yes, by invitation, when it's a senior operator writing about work they were accountable for. Send a short pitch rather than a finished draft and we'll tell you quickly.

<https://www.ciopages.com/editorial-policy#contributions>

Place an article written by our agency or ghost-writer

◆ Not for sale

Our bylines belong to the person who lived the story — that's the whole value to a reader. If the goal is visibility for the brand rather than the author, a guide placement does that job honestly.

<https://www.ciopages.com/directory/for-vendors#spotlight>

Offer expert commentary, data or a briefing

◆ Selectively

Genuinely welcome when it's relevant to a guide we're working on. Lead with the substance — original data and hard-won specifics get our attention.

<https://www.ciopages.com/contact>

Pay to have an article published

◆ Not for sale

We don't take payment for editorial in any form — it's the one thing that would make the byline worthless to the reader. Advertising is sold openly and labeled as such.

<https://www.ciopages.com/directory/spotlight-policy>

Who we publish

- ✓ Sitting or recent CIOs, CTOs, CDOs, CISOs, chief architects and equivalent senior operators
- ✓ Writing under their own name, about work they were personally accountable for
- ✓ On something our readers already come here for: IT strategy, enterprise architecture, AI governance and adoption, technology cost and FinOps, sourcing, and the organizational side of all four
- ✓ With something specific to say — a decision, a number, a thing that didn't work — rather than a tour of the obvious

What doesn't work here

- Unsolicited finished drafts, and articles placed on a client's behalf by an agency
- Bylines where the named executive didn't write it and the argument isn't theirs
- Pieces conditional on a link to a product, client or campaign
- Anything already published elsewhere, or syndicated across several sites
- AI-generated drafts sent as original work
- A vendor pitch in thought-leadership clothing — if the conclusion is the product, it's advertising, and we sell that separately and honestly

What a contributor gets

- ✓ Your byline, your title, and a two-line bio
- ✓ One link in the bio — your company or your LinkedIn, your call
- ✓ Editing for clarity and house style, with the final text back to you before it runs
- ✓ Promotion through our newsletter and social channels

How to put yourself forward

A few paragraphs is genuinely enough for us to tell whether it's a fit — and it saves you writing on spec:

1. Your role, your organization, and what you were accountable for
2. A three-sentence thesis: the argument, not the topic
3. Three to five bullets of what the piece would cover
4. Anything you've published before, if you have

If it fits what we're working on we'll come back to you. No reply within two weeks means it wasn't a fit this time — do try again with another angle.

<https://www.ciopages.com/contact?topic=contribution>

Pitch a contribution

Who Sitting or recent senior operators with something specific to say **Cost** Free — we neither pay for bylines nor charge for them

Time 15 minutes to pitch · we reply within two weeks if it's a fit

WORTH HAVING TO HAND

- ☐ Your role and organization, and what you were accountable for
- ☐ A three-sentence thesis — the argument, not the topic
- ☐ Three to five bullets on what the piece would cover
- ☐ Anything you've published before, if you have

HOW IT GOES

1. **Send the pitch, not the piece.** A few paragraphs is genuinely enough to tell whether it's a fit, and it saves you writing 1,500 words on spec.
2. **We read it against what's in flight.** Fit is partly the argument and partly timing — what we're already commissioning around that theme.
3. **If it's a yes, we agree an angle and a date.** You write; we edit for clarity and house style and send the final text back before it runs.
4. **It publishes with your byline.** Your title, a two-line bio, one link of your choosing in the bio, and promotion through our newsletter and social channels.

What tends to send one back

- A finished draft attached to a cold email — we'll ask for the pitch anyway
- A piece that concludes with the author's product
- Anything already published elsewhere, or syndicated across several sites
- Drafts generated by AI and sent as original work

Do it at <https://www.ciopages.com/contact?topic=contribution>

Independence

What money can and can't influence, stated plainly.

<https://www.ciopages.com/editorial-policy#independence>

The analysis isn't for sale — and that's what makes the advertising worth buying

Which vendors appear in a Buyer Guide's Vendor Landscape, how they're characterized and how they're ordered are editorial calls made on market relevance. If they could be bought, the guides would stop being useful to the CIOs our advertisers want to reach, and the advertising would be worth nothing.

What we sell is placement, clearly disclosed

Spotlight Listings and Featured Sponsorships are advertising: labeled as paid, bounded in their own module beside the analysis rather than inside it. That follows the FTC's guidance that paid placement should be disclosed clearly enough that no reader mistakes it for editorial judgment.

Paying changes nothing about how we cover you

A Spotlight buyer gets no softer assessment and no preferential ordering — and a vendor who has never paid us a penny is covered on exactly the same terms. We'd rather have the awkward conversation than the quiet exception.

The short version for contributors: your piece runs because it's good and because you lived it, not because of any commercial relationship — and nobody can buy their way onto the page beside you either. That's what makes the byline worth having.

APPENDIX A

Questions we're asked (6)

Every one of these has its own link online, so a colleague can be sent straight to the answer they need.

<https://www.ciopages.com/work-with-us/faq>

Editorial contributions

Do you accept guest contributions?

Selectively, and by invitation — from senior operators writing about work they were personally accountable for. We don't take unsolicited finished drafts or agency-placed articles, but a short pitch from someone who fits the bar is always read.

<https://www.ciopages.com/editorial-policy#contributions>

Who qualifies?

Sitting or recent CIOs, CTOs, CDOs, CISOs, chief architects and equivalent senior operators, writing under their own name on IT strategy, enterprise architecture, AI governance, technology cost, sourcing, or the organizational side of those.

How do we pitch?

Send your role, a three-sentence thesis, and three to five bullets on what the piece would cover — not a finished draft, and not an attachment. If it fits what we're working on we'll come back to you; if you haven't heard within two weeks, it wasn't a fit this time.

<https://www.ciopages.com/contact?topic=contribution>

Can our contribution include a link to our company?

One, in the author bio — your company or your LinkedIn, your choice. The body of the piece stays free of commercial links, because that's what makes readers trust the argument.

Do you pay contributors, or charge them?

Neither. We don't pay for bylines and we don't accept payment for them — an offer of a fee to publish is the one thing that makes the answer an immediate no.

We're not writing a piece, but we have data or commentary. Interested?

Often, yes. Original data, benchmark numbers and specifics from real deployments are genuinely useful to us when they're relevant to a guide in progress. Lead with the substance rather than the product. <https://www.ciopages.com/contact>

APPENDIX B

Every link in this document

The online versions are the current ones — if this PDF and the site ever disagree, the site wins.

<https://www.ciopages.com/work-with-us>

Contribution criteria in full	https://www.ciopages.com/editorial-policy#contributions
Pitch a contribution	https://www.ciopages.com/contact?topic=contribution
Editorial contributions, online	https://www.ciopages.com/work-with-us#contributions
Our editorial principles	https://www.ciopages.com/editorial-policy
Frequently asked questions	https://www.ciopages.com/work-with-us/faq
Send a correction	https://www.ciopages.com/contact?topic=correction
Buyer Guides	https://www.ciopages.com/buyer-guides
Contact us	https://www.ciopages.com/contact

This document, latest version	https://www.ciopages.com/downloads/ciopages-contributor-guide.pdf
The combined guide, all three parts	https://www.ciopages.com/downloads/ciopages-partner-editorial-kit.pdf

Something here didn't answer your question? Write to us at <https://www.ciopages.com/contact> and pick the closest inquiry type — it routes to the right person rather than the general queue. Questions that reach us twice tend to end up in this document, which is better for everyone.

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