



Where serious technology buyers decide

FOR IMMEDIATE RELEASE

TechTarget Reports Second Quarter 2016 Conference Call and Webcast

Newton, MA — August 9, 2016 — Technology media company TechTarget, Inc. (NASDAQ: TTGT) today announced financial results for the three months ended June 30, 2016 by posting them to its website. Please visit TechTarget's Investor Information section of our website at <http://investor.techtarget.com> to view our Letter to Shareholders with supplemental financial information.

Conference Call and Webcast

TechTarget will discuss these financial results in a conference call at 5:00 p.m. (Eastern Time) today (August 9, 2016). Our Letter to Shareholders with supplemental financial information will be posted to the Investor Information section of our website simultaneously with this press release.

NOTE: Our Letter to Shareholders will not be read on the conference call. The conference call will include only brief remarks followed by questions and answers.

The public is invited to listen to a live webcast of TechTarget's conference call, which can be accessed on the Investor Information section of our website at <http://investor.techtarget.com>. The conference call can also be heard via telephone by dialing 1-888-339-0724 (US callers), 1-855-669-9657 (Canadian callers) or 1-412-902-4191 (International callers).

For those investors unable to participate in the live conference call, a replay of the conference call will be available via telephone beginning August 9, 2016 one (1) hour after the conference call through September 9, 2016 at 9:00 a.m. ET. To listen to the replay, US callers should dial 1-877-344-7529 and use the conference number 10089335. Canadian callers should dial 1-855-669-9658 and also use the conference number 10089335. International callers should dial 1-412-317-0088 and also use the conference number 10089335. The webcast replay will also be available on <http://investor.techtarget.com> during the same period.

About TechTarget

[TechTarget](http://www.techtarget.com) (NASDAQ: TTGT) is the Web's leading destination for serious technology buyers researching and making enterprise technology decisions. Our extensive global network of online and social media, powered by TechTarget's Activity Intelligence™ platform, allows technology sales and marketing teams to leverage real-time purchase intent data to more intelligently engage technology buyers and prioritize follow-up based on active projects, technical priorities and business needs. With more than 140 highly targeted technology-specific websites and a wide selection of custom advertising, branding, lead generation and sales enablement solutions, TechTarget delivers unparalleled reach and innovative opportunities to drive technology sales and marketing success around the world.

TechTarget has offices in Atlanta, Beijing, Boston, London, Munich, Paris, San Francisco, Singapore and Sydney.

To learn how you can engage with serious technology buyers worldwide, visit techtarget.com and follow us [@TechTarget](https://twitter.com/TechTarget).

(C) 2016 TechTarget, Inc. All rights reserved. TechTarget and the TechTarget logo are registered trademarks, and Activity Intelligence is a trademark of TechTarget. All other trademarks are the property of their respective owners.

Contacts:

Investor Inquiries

Janice O'Reilly
Chief Financial Officer
TechTarget
617-431-9449
joreilly@techtarget.com

Media Inquiries

Garrett Mann
Director of Marketing
TechTarget
617-431-9371
gmann@techtarget.com