

TechTarget Inc  
 Form 4  
 May 15, 2008

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**Beam Kevin**

(Last) (First) (Middle)

**C/O TECHTARGET, INC., 117  
 KENDRICK STREET, SUITE 800**

(Street)

**NEEDHAM, MA 02494**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**TechTarget Inc [TTGT]**

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**05/13/2008**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

**Executive Vice President**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock, par value \$0.001	05/13/2008		M <sup>(1)</sup>	5,800	A \$ 0.2	5,800	D
Common Stock, par value \$0.001	05/13/2008		S <sup>(1)</sup>	100	D \$ 13.09	5,700	D
Common Stock, par value \$0.001	05/13/2008		S <sup>(1)</sup>	100	D \$ 13.06	5,600	D

Edgar Filing: TechTarget Inc - Form 4

Common Stock, par value \$0.001	05/13/2008	<u>S<sup>(1)</sup></u>	5,600	D	\$ 13	0	D
Common Stock, par value \$0.001	05/14/2008	<u>M<sup>(1)</sup></u>	6,110	A	\$ 0.2	6,110	D
Common Stock, par value \$0.001	05/14/2008	<u>S<sup>(1)</sup></u>	6,110	D	\$ 13	0	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V	(A)	(D)		
Employee Stock Option (right to buy)	\$ 0.2	05/13/2008		<u>M<sup>(1)</sup></u>	5,800	<u>(2)</u>	09/17/2009	Common Stock	5,800
Employee Stock Option (right to buy)	\$ 0.2	05/14/2008		<u>M<sup>(1)</sup></u>	6,110	<u>(2)</u>	09/17/2009	Common Stock	6,110

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Beam Kevin C/O TECHTARGET, INC. 117 KENDRICK STREET, SUITE 800 NEEDHAM, MA 02494			Executive Vice President	

## Signatures

Rick Olin,  
 Attorney-in-fact                      05/15/2008

    \*\*Signature of Reporting                      Date  
 Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The reported sales were made automatically pursuant to a trading plan entered into by the reporting person pursuant to Rule 10b5-1 under the Securities Exchange Act of 1934.
- The option vested in the following installments: 125,000 options vested on July 1, 2000, 31,250 options vested on October 1, 2000, 31,250 options vested on January 1, 2001, 31,250 options vested on April 1, 2001, 31,250 options vested on July 1, 2001, 31,250 options vested on October 1, 2001, 31,250 options vested on January 1, 2002, 31,250 options vested on April 1, 2002, 31,250 options vested on July 1, 2002.
- (2)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.