

TechTarget Inc  
Form 4  
May 13, 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 \*  
Sockol Eric

(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)

05/09/2008

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

Chief Financial Officer

6. Individual or Joint/Group Filing(Check Applicable Line)

\_X\_ 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)
			Code	V	Amount	(D)	Price
Common Stock, par value \$0.001	05/09/2008		M <sup>(1)</sup>		20,022	A	\$ 0.2
Common Stock, par value \$0.001	05/09/2008		M <sup>(1)</sup>		17,075	A	\$ 1.8
Common Stock, par value \$0.001	05/09/2008		S <sup>(1)</sup>		37,097	D	\$ 13 50,343

Edgar Filing: TechTarget Inc - Form 4

Common Stock, par value \$0.001						5,000	I	owned by spouse
Common Stock, par value \$0.001	05/12/2008		M <sup>(1)</sup>	6,645	A	\$ 1.8	56,988	D
Common Stock, par value \$0.001	05/12/2008		S <sup>(1)</sup>	6,645	D	\$ 13	50,343	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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Share
Employee Stock Option (right to buy)	\$ 0.2	05/09/2008		M	20,022	08/09/2006 09/17/2009	Common Stock 20,022
Employee Stock Option (right to buy)	\$ 1.8	05/09/2008		M <sup>(1)</sup>	17,075	<sup>(2)</sup> 12/12/2010	Common Stock 17,075
Employee Stock Option (right to buy)	\$ 1.8	05/12/2008		M <sup>(1)</sup>	6,645	<sup>(2)</sup> 12/12/2010	Common Stock 6,645

# Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Sokol Eric C/O TECHTARGET, INC. 117 KENDRICK STREET, SUITE 800 NEEDHAM, MA 02494			Chief Financial Officer	

# Signatures

Rick Olin,  
Attorney-in-Fact                      05/13/2008

\*\*Signature of Reporting Person                      Date

# 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: 22,868 options vested on December 12, 2001, 5,717 options vested on March 12, 2002, 5,717 options vested on June 12, 2002, 5,717 options vested on September 12, 2002, 5,717 options vested on December 12, 2002, 5,717 options vested on March 12, 2003, 5,717 options vested on June 12, 2003, 5,717 options vested on September 12, 2003, 5,717 options vested on December 12, 2003, 5,717 options vested on March 12, 2004, 5,717 options vested on June 12, 2004, 5,717 options vested on September 12, 2004, 5,717 options vested on December 12, 2004.

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.