Edgar Filing: Cotoia Michael - Form 4

Cotoia Mich Form 4 January 18, 2 FORN Check th if no long subject to Section 1 Form 4 o Form 5 obligation may cont <i>See</i> Instru 1(b).	2013 4 UNITED S is box ger 5 6. r Filed purs ns inue. Section 17(a	ENT OF suant to S	Was CHAN ection 16 Public Ut	hington, GES IN I SECUR	D.C. 20 BENEFI ITIES e Securit ling Com	549 CCIA ies E	L OW xchang	COMMISSION NERSHIP OF ge Act of 1934, f 1935 or Sectio 40	OMB Number: Expires: Estimated a burden hou response	irs per	
(Print or Type I	Responses)										
1. Name and Address of Reporting Person <u>*</u> Cotoia Michael			2. Issuer Name and Ticker or Trading Symbol TechTarget Inc [TTGT]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) (First) (Middle) C/O TECHTARGET, INC., 275 GROVE STREET			3. Date of Earliest Transaction (Month/Day/Year) 01/17/2013					Director 10% Owner X Officer (give title Other (specify below) below) Chief Operating Officer			
				f Amendment, Date Original ed(Month/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person 			
(City)	(State) (Zip)	Table	e I - Non-D	erivative	Securi	ities Acc	uired, Disposed o	f, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		n Date, if	Code (Instr. 8)	4. Securi on(A) or D (D) (Instr. 3,	ispose	d of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common Stock	01/17/2013			S <u>(1)</u>	6,811	D	\$ 5.02 (2)	291,124	D		
Common Stock	01/18/2013			S <u>(1)</u>	3,312	D	\$ 5.04 (3)	287,812	D		

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

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 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)	4. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	;	Date	Amou Unde Secur	le and int of rlying ities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
Cotoia Michael C/O TECHTARGET, INC. 275 GROVE STREET NEWTON, MA 02466			Chief Operating Officer					
Signatures								
W.R. Kellegrew JR Attorney-in-Fact		01/18/2013	3					

Date

**Signature of Reporting 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 sale was 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 reported transactions were executed at sales prices ranging from \$5.00 to \$5.05. The reporting person undertakes to provide, upon (2) request by the SEC staff, TechTarget, Inc. or any security holder of TechTarget, Inc. the full information regarding the number of shares sold at each separate price.

The reported transactions were executed at sales prices ranging from \$5.00 to \$5.14. The reporting person undertakes to provide, upon(3) request by the SEC staff, TechTarget, Inc. or any security holder of TechTarget, Inc. the full information regarding the number of shares sold at each separate price.

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.