## Edgar Filing: Cotoia Michael - Form 4

Cotoia Micha Form 4											
March 11, 20								OMB A	PPROVAL		
WashinCheck this boxif no longersubject toSection 16.Form 4 orForm 5obligationsSection 17(a) of the Public Utilit				ITIES AND EXCHANGE COMMISSION nington, D.C. 20549			OMB Number:	3235-0287			
				GES IN BENEFICIAL OWNERSHIP O SECURITIES 6(a) of the Securities Exchange Act of 1934 tility Holding Company Act of 1935 or Secu				Expires: January 31, 2005 Estimated average burden hours per response 0.5			
<i>See</i> Instruction 16(a) of the Fublic Centry Holding Company Act of 1955 of Section 30(h) of the Investment Company Act of 1940 1(b).											
(Print or Type F	Responses)										
Cotoia Michael Symbol TechTar								5. Relationship of Reporting Person(s) to Issuer			
				hTarget Inc [TTGT] ate of Earliest Transaction				(Check all applicable)			
			nth/Day/Year)			Director       10% Owner         Officer (give title       Other (specify below)         below)       below)         Chief Operating Officer					
(Street) 4. If Amer				endment, Date Original			6. Individual or Joint/Group Filing(Check				
Filed(Mor NEWTON, MA 02466				d(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip) T	able I - Non-l	Derivative	Securi	ities Aco	quired, Disposed of	f, or Beneficial	ly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Code ar) (Instr. 8)	ion(A) or D (D)	ispose 4 and (A) or	d of 5) Price	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	03/07/2013		S <u>(1)</u>	5,935	D	\$ 5.01 (2)	243,334	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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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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. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	;	ate	7. Title Amoun Underl Securi (Instr.	nt of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Own 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		03/11/201	3				
**Signature of Reporting Person		Date					
Evaluation of De	~ ~ ~ ~						

## **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 \$5.07. 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.

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.