

TechTarget Inc  
 Form 4  
 September 08, 2008

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
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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 \*  
**HOAG JAY C**  
  
 (Last) (First) (Middle)  
**C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET**

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

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**09/05/2008**

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 May be part of 13(g) group

(Street)  
**PALO ALTO, CA 94301**

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

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

(City) (State) (Zip)

**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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	09/05/2008		J <sup>(1)</sup>	758 D \$ 0 0		D <sup>(2)</sup>	
Common Stock	09/05/2008		J <sup>(1)</sup>	758 A \$ 0 3,735		I	TCV Management 2004, L.L.C. <sup>(3)</sup>
Common Stock					12,150,808	I	TCV V, L.P. <sup>(4)</sup>
Common Stock					231,106	I	TCV Member Fund, L.P. <sup>(5)</sup>

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

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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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 3 and 4)
				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
HOAG JAY C C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301	X	X		May be part of 13(g) group
KIMBALL RICK C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301		X		May be part of 13(g) group
DREW JOHN C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301		X		May be part of 13(g) group
REYNOLDS JON Q JR C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301		X		May be part of 13(g) group
GRIFFITH WILLIAM C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET		X		May be part of 13(g) group

PALO ALTO, CA 94301

FEINBERG HENRY

C/O TECHNOLOGY CROSSOVER VENTURES

528 RAMONA STREET

PALO ALTO, CA 94301

X

May be part of 13(g) group

TECHNOLOGY CROSSOVER MANAGEMENT V

LLC

C/O TECHNOLOGY CROSSOVER VENTURES

528 RAMONA STREET

PALO ALTO, CA 94301

X

May be part of 13(g) group

TCV V LP

C/O TECHNOLOGY CROSSOVER VENTURES

528 RAMONA STREET

PALO ALTO, CA 94301

X

May be part of 13(g) group

TCV MEMBER FUND L P

C/O TECHNOLOGY CROSSOVER VENTURES

528 RAMONA STREET

PALO ALTO, CA 94301

X

May be part of 13(g) group

## Signatures

Carla S. Newell Authorized signatory for Jay C. Hoag

09/08/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Richard H. Kimball

09/08/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for John L. Drew

09/08/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Jon Q. Reynolds Jr.

09/08/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for William J.G. Griffith IV

09/08/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Henry J. Feinberg

09/08/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Technology Crossover Management V,  
L.L.C.

09/08/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for TCV V, L.P.

09/08/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for TCV Member Fund, L.P.

09/08/2008

\_\_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).

Jay C. Hoag ("Hoag") transferred 758 shares which were issued under the TechTarget, Inc. 2007 Stock Option and Incentive Plan to TCV Management 2004, L.L.C. ("Management"). While Hoag was the beneficial owner of these shares, Management was entitled to 100% of the pecuniary interest in such shares prior to their transfer.

(1) These shares were directly held by Hoag. Hoag had sole dispositive and voting power over the shares; however, Management owned 100% of the pecuniary interest therein. Hoag is a member of Management but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(3) These shares are directly held by Management. Hoag is a member of Management but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

These shares are directly held by TCV V, L.P. Each of Hoag, Richard H. Kimball, John L. Drew, Jon Q. Reynolds, Jr., William J.G. Griffith IV and Henry J. Feinberg (collectively the "TCM Members") are Class A Members of Technology Crossover Management V, L.L.C. ("TCM V") which is the general partner of TCV V, L.P. The TCM Members and TCM V may be deemed to beneficially own the shares held by TCV V, L.P. but the TCM Members and TCM V disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.

(5) These shares are directly held by TCV Member Fund, L.P. Each of the TCM Members are (i) Class A Members of TCM V which is a general partner of TCV Member Fund, L.P. and (ii) limited partners of TCV Member Fund, L.P. The TCM Members and TCM V may be deemed to beneficially own the shares held by TCV Member Fund, L.P. but the TCM Members and TCM V disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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