



Media Kit & **Services** Overview



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Who We Are

TechnologyAdvice is one of the **largest tech media publishers** in the world with a global reach of 100M+ business professionals.

30+ owned and operated technology media brands.

12M+ monthly website visitors.

200+ editorial team of researchers, writers, & producers.

We've built an audience of engaged B2B buyers in specific verticals who rely on our websites and experts to keep them up-to-date on the latest trends and business technologies.

Our goal is simple: To connect leading technology providers with the right buyers within our audience ecosystem.



Tennessean.
6-TIME
AWARD WINNER

**Inc. Best
Workplaces**
2021

Forbes
AMERICA'S
BEST STARTUP
EMPLOYERS
2021

Inc. 5000
6-TIME
AWARD WINNER

2019 WINNER
next
awards



TechnologyAdvice
United States



TechnologyAdvice
Singapore



TechnologyAdvice
United Kingdom



TechnologyAdvice
Australia



TechnologyAdvice
Philippines



TechnologyAdvice
India

Why B2B Marketers Choose TechnologyAdvice

Reaching today's B2B technology buyers with the right message at the right time on the right channel is more important than ever.

But with more research now being done via trusted 3rd party media sites and content sources, this can be a challenging task for any B2B marketing team.

TechnologyAdvice is here to help.

Millions of business professionals rely on our global network of tech media brands, industry newsletters, communities, podcasts, and product review pages to learn, evaluate, and make B2B technology buying decisions.

We help you engage, influence, and convert the right ones through an integrated suite of brand building, thought leadership, demand generation, and lead generation services.

TechnologyAdvice is the modern media publisher and demand generation partner built for the new buying journey.



Key Trends Marketers Face Today

1

Buyers Seek Out Trusted Content.

Modern buyers are driving change.

60% of B2B tech buyers report that product reviews, expert articles, and industry reports were the most important sources of information during their most recent buying process.

This content is being discovered across a variety of digital channels, media sites, newsletters, influencers, and communities.

2

More Channels, More Formats.

Omnichannel marketing is a must.

Today's B2B buyers are accessing information in more ways than ever, resulting in a rise in the number of channels and content formats that B2B marketers must leverage to reach their audience.

The best marketing teams will engage their ICP via research reports, expert articles, videos, podcasts, webinars, and more.

3

Choosing the Right Partners.

Not all providers are created equal.

The rise of low-cost, high-volume lead providers has left many marketers with unqualified leads who are not actively in-market for a new solution and have little-to-no brand recall or preference.

Marketers need to understand how different lead providers actually operate to ensure they're optimizing for revenue outcomes.



The TechnologyAdvice **Advantage**

The modern media publisher built for the new buying journey.



Exclusive Owned Audience

Reach a global audience of highly engaged B2B decision makers who are actively researching products like yours.



Full-Funnel Marketing Partner

Tell the right story, build brand authority, and capture demand from technology buyers at every stage of the buying journey.



1st-Party Audience Intelligence

Reach the right buyers at the right time with our exclusive audience insights, buyer intent data, and precision targeting.



A Partner You Can Count On

Collaborative, transparent, responsive, and agile. Our global team of industry experts and marketing strategists guide and execute your programs with a focus on revenue outcomes.



Zach Riley

VP of Strategic Partnerships,
Traction Technologies

- ✓ Read 8 articles on hybrid cloud and multi-cloud services
- ✓ Subscribed to Channel Insider newsletter
- ✓ Watched 2 Partner POV videos
- ✓ Downloaded an AI research report

Top interests:

- ! Managed Services
- ! Cloud Computing
- ! Artificial Intelligence



The TechnologyAdvice Advantage

	Low-Cost Lead Providers	TechnologyAdvice	Product Review Sites
Scalable Lead Generation Programs	✓	✓	✗
Exclusive Owned Audience	✗	✓	✓
Full-Funnel Marketing Partner	✗	✓	✗
1st-Party Audience Intelligence	✗	✓	✓
Dedicated marketing partner focused on high quality leads and revenue outcomes	✗	✓	✗

Trusted by the World's Leading Technology Brands

ORACLE®



workday



slack



Hewlett Packard
Enterprise

DELL Technologies

CROWDSTRIKE

Microsoft



sas

Trusted by
850+
Vendors



paloalto
NETWORKS

NICE

Dropbox

FORTINET

veeam

DocuSign

SIEMENS

N-ABLE

intel

ERICSSON

Diligent

neo4j

FUJITSU

TREND MICRO

aws

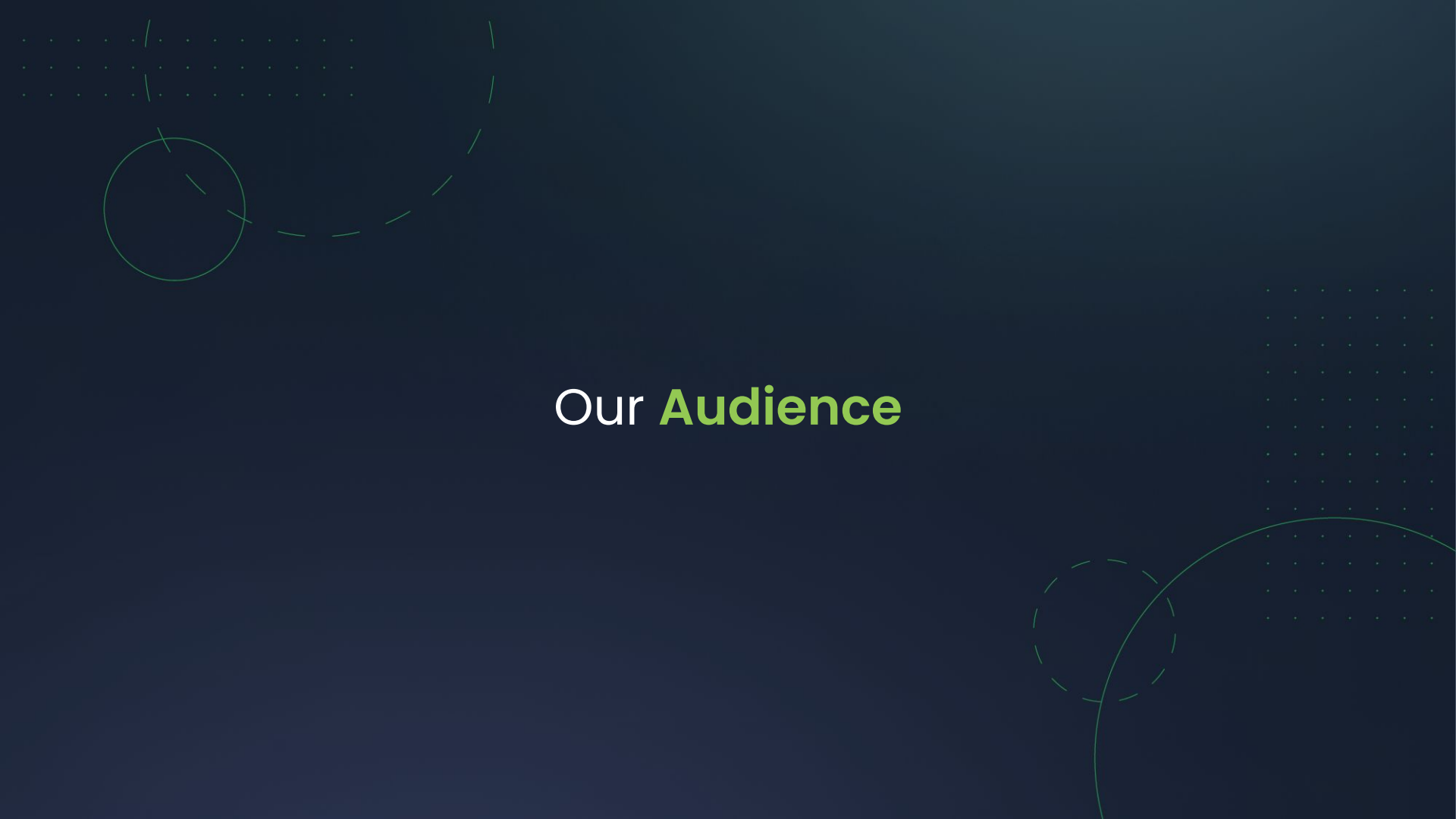
amazonbusiness

zscaler™

Lenovo

monday.com





Our **Audience**

Where We Engage Your Buyers

With **30+ tech media brands**, each with its own highly engaged audience, we connect you directly to your ideal buyers within their unique verticals.

Decision-makers trust our brands for insights and solution recommendations, making them the perfect platforms to deliver your message to the right buyers at the right time.

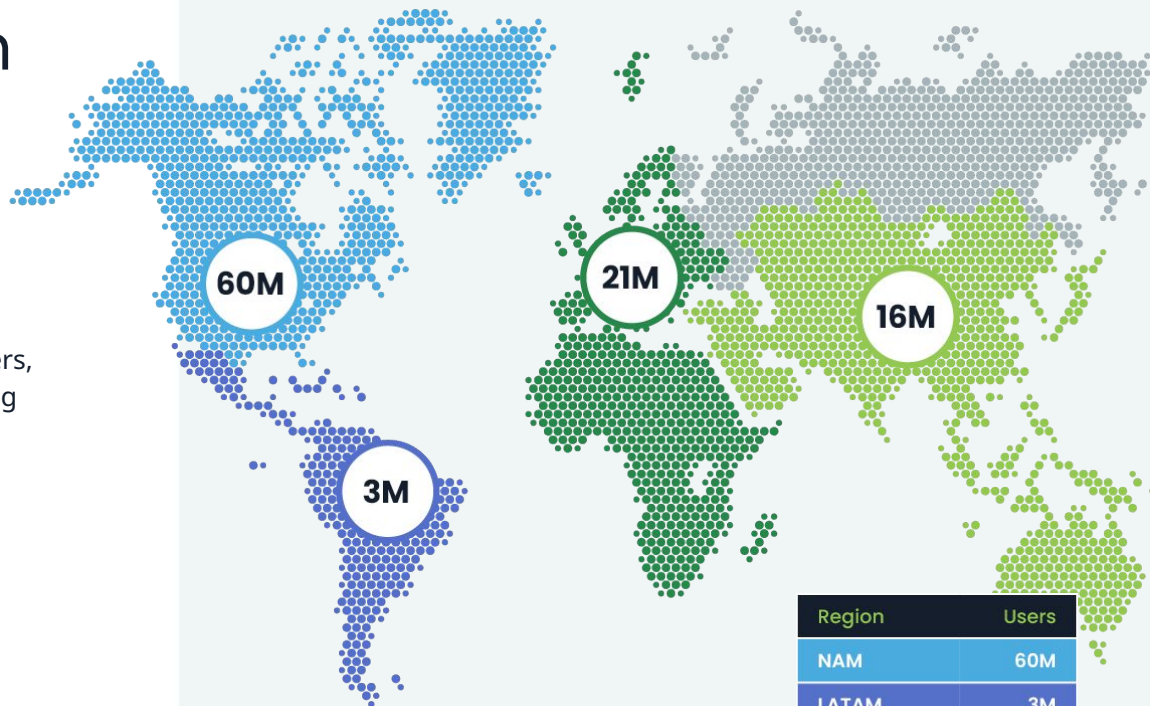
Powered by nine first-party data points, our ecosystem provides exclusive insights into the interests and buying stages of individuals and accounts—giving you unparalleled targeting precision.



Audience Breadth to Reach Your ICP

With a global reach of over 100M business professionals, our audience is at the heart of everything we do.

Powered by 200+ industry experts, researchers, writers, and producers, we invest in delivering trusted, high-quality content that keeps our audience engaged—creating more opportunities for our customers to reach, influence, and convert the right buyers.



12M+
monthly
page **views**

5M+
newsletter
subscribers

7M+
social media
followers

250k
monthly
conversations

Region	Users
NAM	60M
LATAM	3M
EMEA	21M
APAC	16M

Audience Depth to Accelerate Pipeline

Reach highly targeted business professionals who trust our niche, role-specific media brands and editorial content to stay in-the-know and discover new solutions. We use first-party insights into the topics, newsletters, and product reviews they engage with to connect you to the most relevant buyers.



Popular Topics

- ✓ IT Solutions
- ✓ Cybersecurity
- ✓ Artificial Intelligence
- ✓ Software Development
- ✓ Project Management
- ✓ Human Resources
- ✓ Payroll & Finance
- ✓ Networking & Cloud
- ✓ Sales Strategies
- ✓ B2B Marketing

...and 150+ more niche topics



Industry Newsletters

- ✓ Daily Tech Insider
- ✓ The Neuron AI Daily
- ✓ Cloud Insider
- ✓ Cybersecurity Insider
- ✓ HR for Human
- ✓ Microsoft Weekly
- ✓ Apple Weekly
- ✓ Fit Small Business
- ✓ Selling Signals
- ✓ Tech Insider Europe

...and 30+ more newsletters



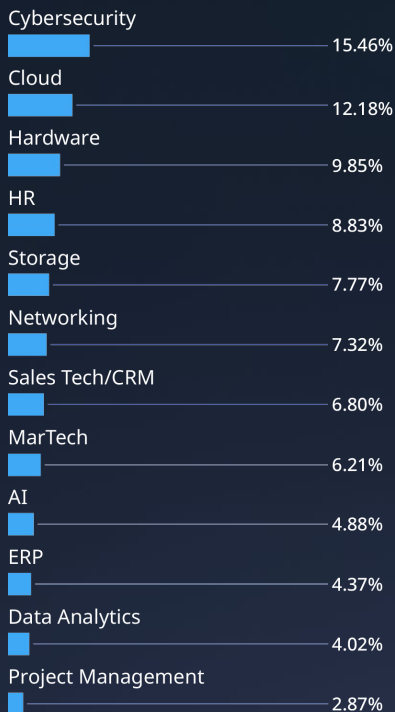
Product Reviews

- ✓ Project Management
- ✓ Cybersecurity Software
- ✓ Business Intelligence
- ✓ CRM Software
- ✓ API Management
- ✓ Network Infrastructure
- ✓ AI Software
- ✓ Marketing Automation
- ✓ HR & Applicant Tracking
- ✓ Payroll Automation

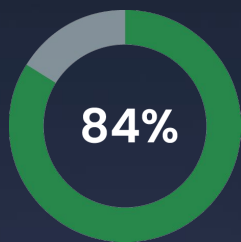
...and 100+ more categories

Diverse Audience Members

Top 12 Audiences Researching on the TA Ecosystem

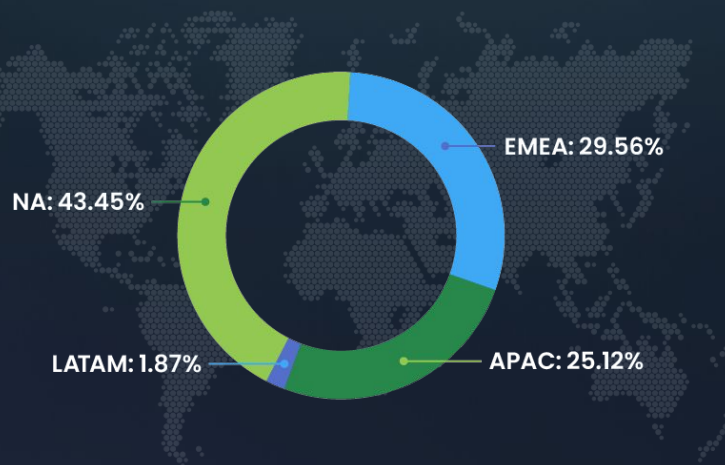


Job Function



84% of our audience across all markets are **Manager+ seniority**

Website Traffic by Region



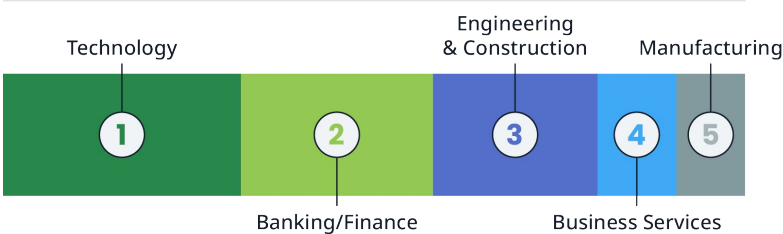
Role-specific champions & influencers rely on our niche-specific sites like [eSecurity Planet](#) & [Project-Management.com](#) for the latest trends and product comparisons.

Decision-makers, buyers, and users turn to sites like [TechnologyAdvice.com](#) and [TechRepublic](#) to explore expert reviews, evaluate options, and compare products.

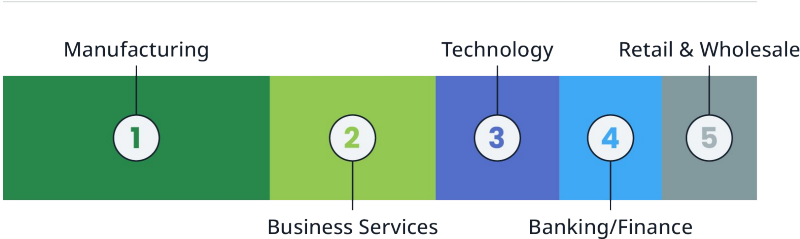
Where Our Audience Works

Top Industries

SMB: Top 5



Enterprise: Top 5



Company Size



Revenue Range



All Markets Breakout by Seniority





Solutions for B2B Brands



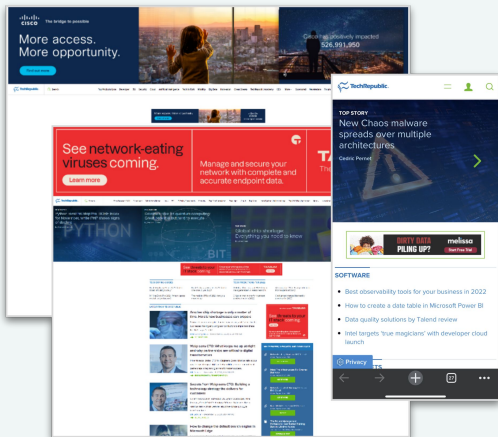
Advertising, Newsletter, & Social Media Sponsorships

Advertising & Sponsorship Solutions

Tailored advertising and sponsorship solutions to reach your ICP across our media portfolio.

Advertising

Display | Native
Rich Media | Social



Newsletters & Email

Offers | Takeovers
Dedicated Sends



40+
editorial
newsletters

35%+
average
open rate

5M
subscribers

Social & Podcasts

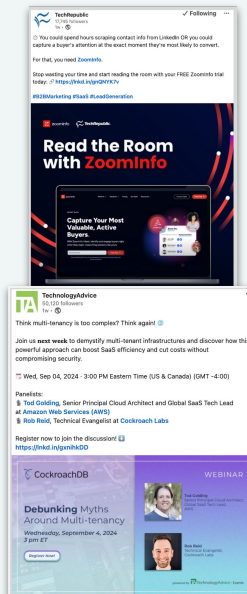
Sponsored Content
Podcast Sponsorships

7M
social media
followers

Engaged
Audiences in:

- AI
- Enterprise IT
- Cybersecurity
- Small business
- Real Estate
- Project Mgmt

and more.



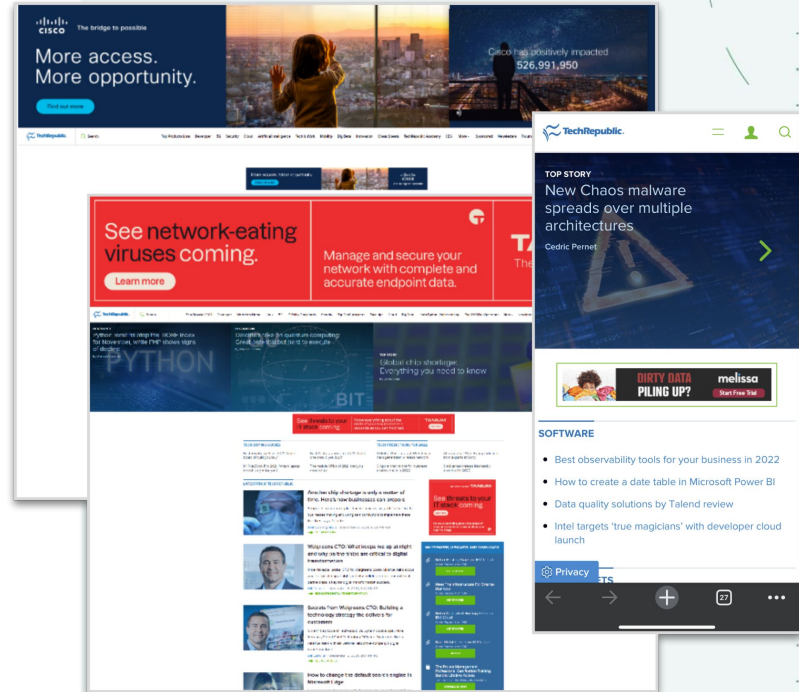
Advertising

Expand your reach, drive qualified traffic, and build brand authority by advertising to our **12M monthly visitors** across our ecosystem.

Reach the right audience with targeting by media site, topic, geography, and more.

Run display advertising campaigns across one or more of our tech media sites, including:

- ✓ TechRepublic, eWEEK, Datamation
- ✓ eSecurity Planet, Enterprise Networking Planet
- ✓ Fit Small Business, Small Business Computing
- ✓ DZone, Project-Management.com
- ✓ TechnologyAdvice.com, and more!



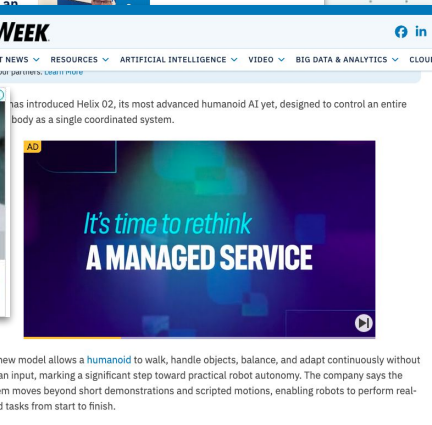
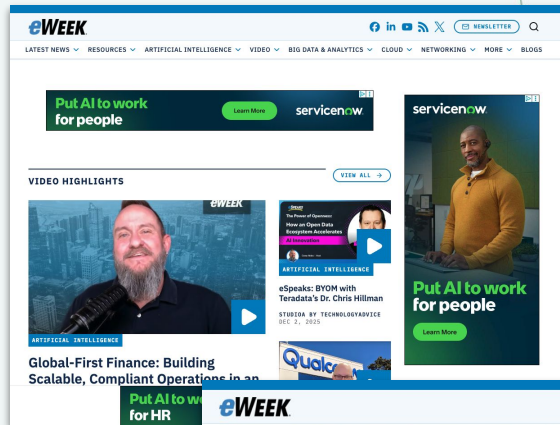
Advertising Formats

Leverage various ad formats across our network to optimize for impressions, engagement, clicks, and brand recall.

Use Homepage and Topic Takeovers for 100% share-of-voice across key media sites and/or pages discussing topics most relevant to your buyers.

Leverage different ad formats, including:

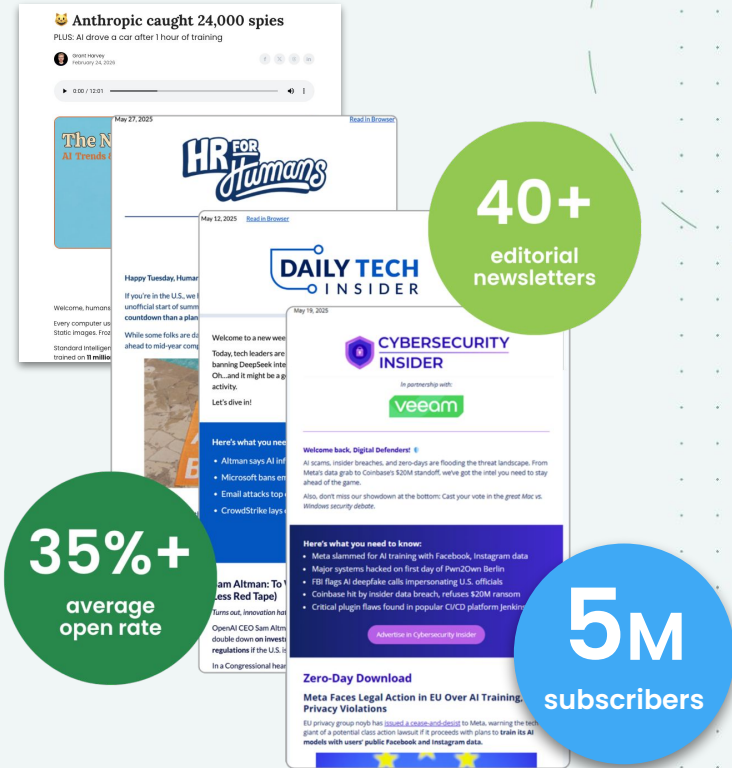
- ✓ Display and Banner Ads
- ✓ Rich Media SkyBox Ads
- ✓ Video Advertisements
- ✓ Native Advertisements
- ✓ *Homepage and Topic Takeovers*



Newsletters & Sponsored Email Sends

Our **40+ newsletters** with over **5M subscribers** help get your message directly into buyers' inboxes.

- ✓ Brand sponsorships & Newsletter Takeovers
- ✓ Dedicated Email sends to newsletter subscriber lists with full control over topic
- ✓ Targeted topics like AI, Cybersecurity, Cloud, HR, Project Management, Software Development, Small Business Solutions, Sales, and more

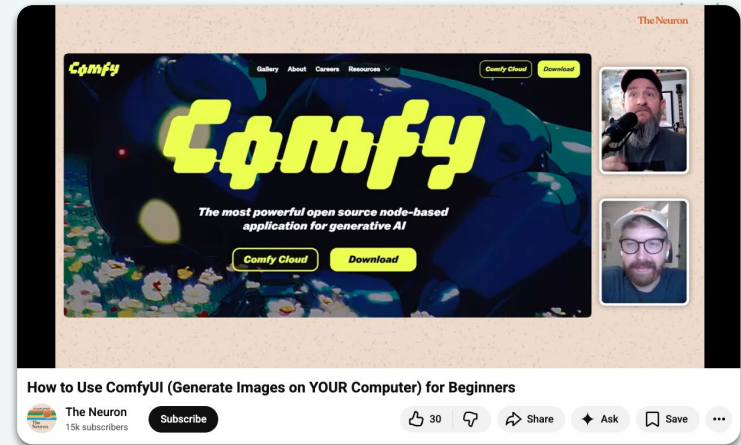
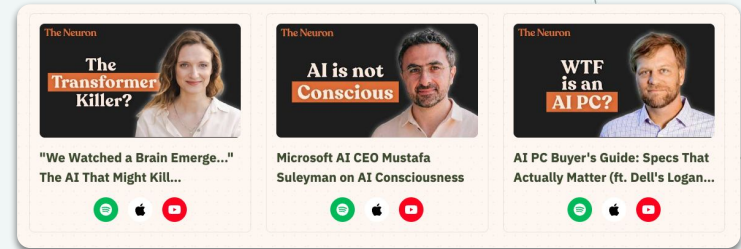


The Neuron AI

Podcast Sponsorship & YouTube Tech Talks

With **700k+ newsletter subscribers**, 14k+ LinkedIn followers, 20k+ YouTube subscribers, and a global podcast listenership, The Neuron offers a unique opportunity to reach AI technology leaders, enthusiasts, and developers.

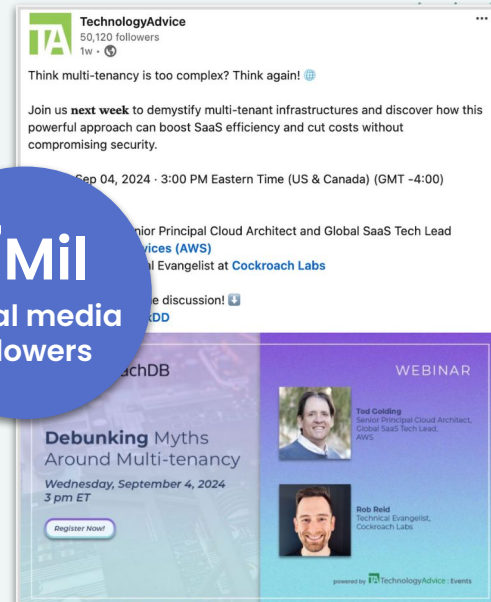
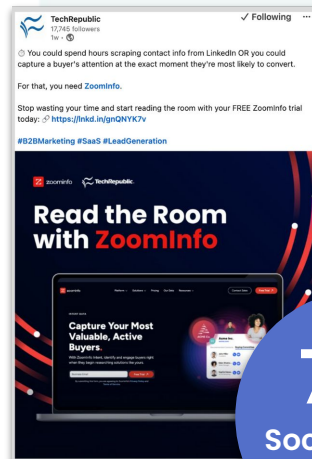
- ✓ Newsletter sponsorships and sponsored emails
- ✓ Podcast sponsorships with integrated promotion
- ✓ Dedicated YouTube Tech talk videos featuring a custom walkthrough of your solution in an educational format



Social Media Sponsorships

Engage our audience organically with social media sponsorships that bring your brand and message into our stories.

- ✓ Reach followers across our segment-specific brands
- ✓ Custom social media posts, content offers, and promos that reach our audience and drive action
- ✓ Sponsored social videos that educate our followers on multiple channels while promoting your brand or product
- ✓ Custom podcasts, YouTube videos, and more



7Mil
Social media
followers

Engaged Audiences in:

- Tech
- Cybersecurity
- Small business
- Real Estate
- Project Mgmt

and more.



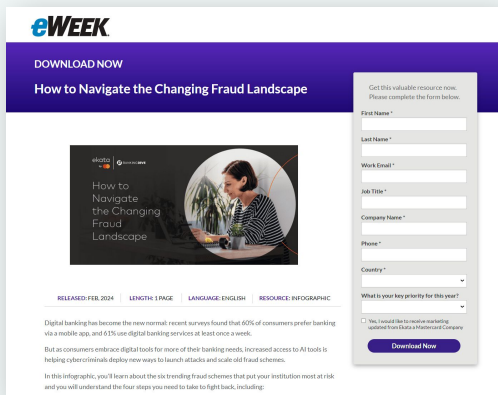
Lead Generation & Virtual Events

Lead Generation & Custom Event Solutions

Generate leads and capture demand from B2B technology buyers across our ecosystem with AI-powered lead gen.

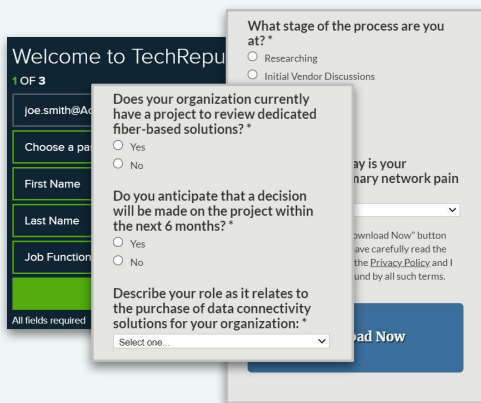
Content Syndication

Tailored lead generation
with precision targeting



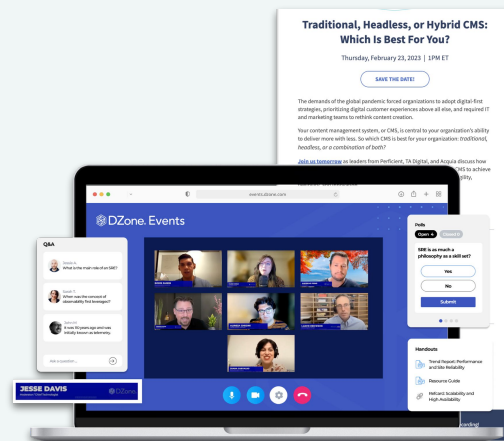
BANT Lead Gen

Custom lead generation
with qualifying questions



Virtual Events

Turnkey online events with
integrated lead generation



Content Syndication With Precision **Targeting**

Reach the right audience with TA's precision targeting:

Demo/Firmographics

Department | Function | Job Level
Geo | Company Size | Industry

Technographics

Install | Integration | Competitive
Product Adoption

Custom Questions

Pain Point | Filtered/Unfiltered
| BANT | BANT Discovery

Touches

Digital | Tele Demand | Single
| Double | Nurture | BANT

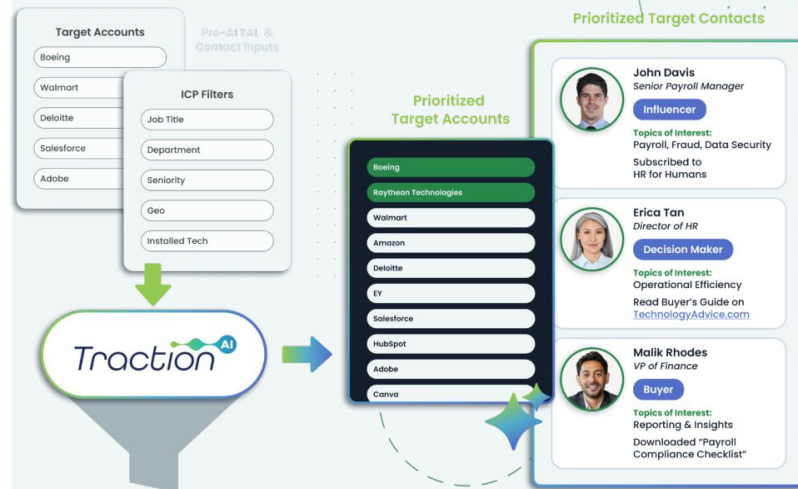
ABM

Target Accounts Lists (TALs)
High-Intent Accounts in Your ICP

Buyer Intent

1st Party Proprietary
3rd Party Sources to Enhance

Capture demand from in-market accounts using our exclusive audience intelligence and buyer intent data.



Discover how **TractionAI** helps
you target the right buyers at just
the right time

BANT Lead Gen With Custom **Qualification**

Generate leads with verified projects and budget.

- ✓ Verified budget allocated for a new solution
- ✓ Authority to make a buying decision
- ✓ Validate need for a new solution
- ✓ Verified timeline for a new purchase

Welcome to TechRepublic

1 OF 3

joe.smith@Ac

Choose a pa

First Name

Last Name

Job Function

All fields required

What stage of the process are you at? *

☐ Researching

☐ Initial Vendor Discussions

Does your organization currently have a project to review dedicated fiber-based solutions? *

☐ Yes

☐ No

Do you anticipate that a decision will be made on the project within the next 6 months? *

☐ Yes

☐ No

Describe your role as it relates to the purchase of data connectivity solutions for your organization: *

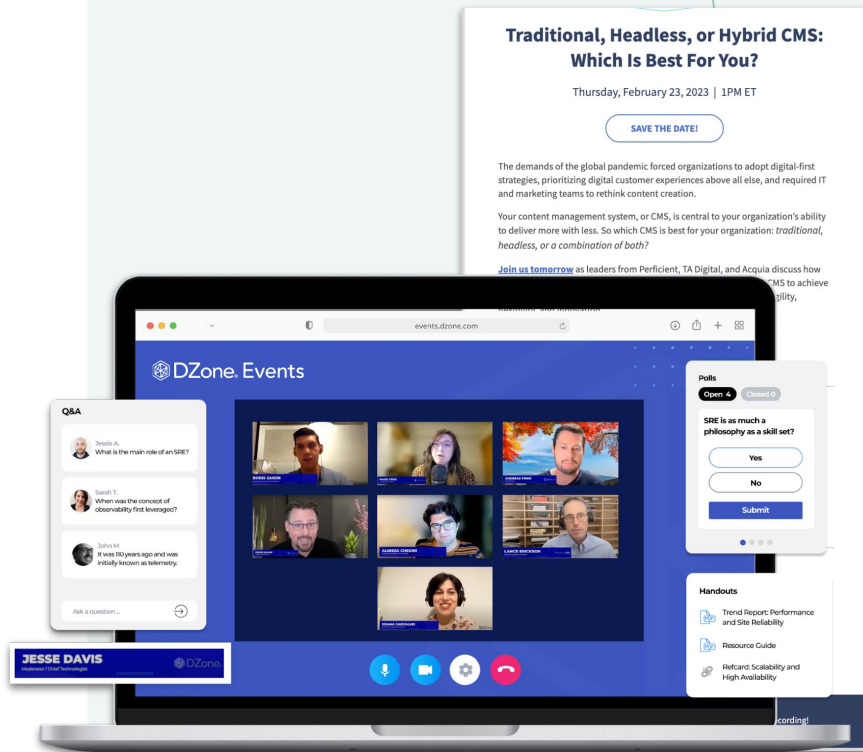
Select one...

Download Now

Turnkey Events

From online webinars and virtual roundtables to on-demand 10-Minute Take videos, our team of experts deliver turnkey events that help you generate **high quality leads** while building **direct relationships** with key decision-makers.

- ✓ Webinars, virtual roundtables, fireside chats
- ✓ Partnership with our flagship media brands
- ✓ Done-for-you planning, speakers, attendee recruitment, and day-of execution
- ✓ Guaranteed ICP lead gen via live event registration and on-demand promotion
- ✓ Leverage on-demand content post-event for maximum ROI





Custom Content & Thought Leadership



Content Strategy and Custom Content Creation That Goes **Beyond the Basics**

At StudioA, we craft data-driven content that connects with your audience and delivers measurable results. Using insights from our global media network, we create high-quality content that engages, converts, and builds brand authority.

With **seamless distribution** and **proven measurable results**, we ensure your content reaches the right audience, driving leads and influencing decisions.



Deep Audience Insights

With access to first-party data, we align every piece of content to what your audience truly cares about.



Expertise You Can Trust

StudioA's writers know your audience because we create content for our media properties every day. We craft expert, relevant messaging that works.



Platform Advantage

We ensure your content reaches and engages the right audience at the right time by leveraging our owned platforms.



StudioA has been a valuable partner in planning and creating impactful research-driven content for our cybersecurity segment. Their unique blend of creativity and audience expertise, coupled with their integrated lead generation programs, has made StudioA a go-to partner for credible thought leadership that gets our message in front of key IT and business executives.”

— Amy Holtzman, CMO, CHEQ



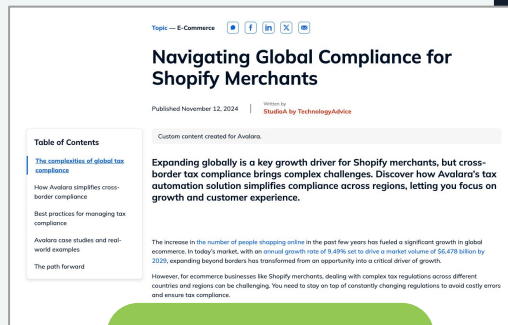
In-Depth Written Content

Native Article/ Article Series

A singular article or 3-part article series crafted by StudioA's expert writers to seamlessly align with the target audience's needs and interests. These articles deliver valuable insights while positioning your brand as a trusted resource within your industry.

- Provides organic, informative content that resonates with readers
- Builds credibility and thought leadership within the client's niche

Includes publishing and guaranteed pageviews

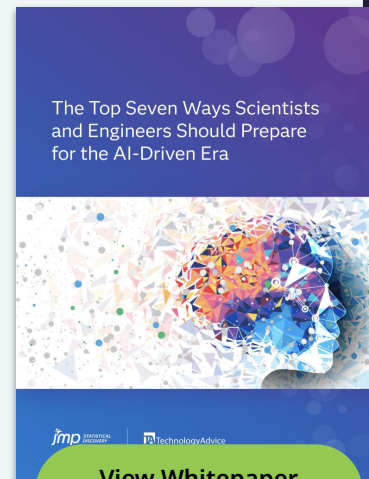


Custom Whitepaper

A detailed, custom whitepaper designed by StudioA's expert team to position your brand as a thought leader. Created with insights into industry trends, client messaging, and audience needs, this whitepaper serves as a valuable resource for educating target audiences and establishing credibility.

- Enhances your authority with in-depth analysis and expert insights
- Educates potential leads with well-researched, audience-aligned content
- Examples of whitepapers: Case Study, Comparison Guide, Buy-In Navigator, Educational, How-To Guide, Report/Data Driven

Includes publishing and ICP lead generation





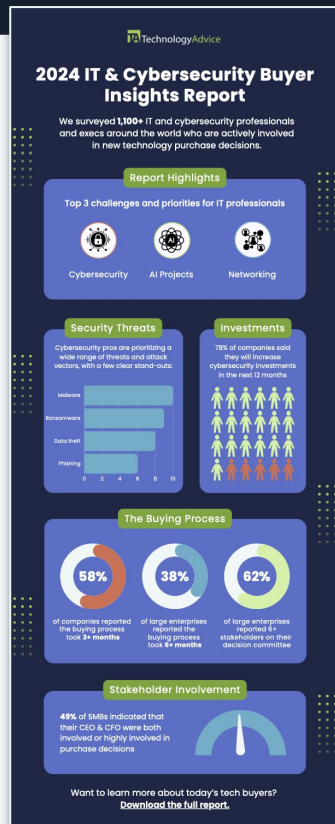
Engaging Rich Media Content

Static Infographic

A visually engaging, single-page infographic that communicates key data, insights, or processes in a concise, easy-to-digest format. Ideal for simplifying complex topics and capturing audience attention quickly.

- Distills complex information into a visually engaging format
- Reinforces brand messaging through design and data
- Drives audience engagement with impactful visuals

[View Infographic Example](#)



Interactive Infographic

An engaging, web-based infographic that visualizes complex data or processes in a dynamic and interactive format. StudioA's designers and writers collaborate to create visually compelling content that draws viewers in and encourages exploration.

- Simplifies complex information through interactive visuals
- Captures audience attention and promotes engagement
- Provides an engaging way to showcase data or thought leadership

[View Infographic Example](#)





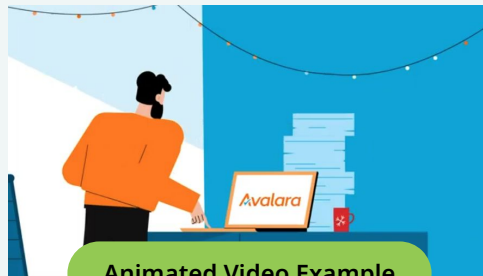
Engaging Rich Media Content

Custom Video

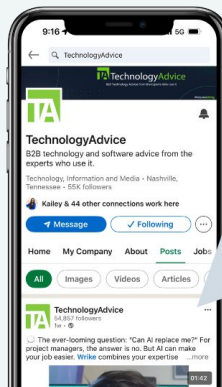
A tailored video solution showcasing your products, insights, or thought leadership through visually compelling storytelling.

StudioA's team handles the strategy, scripting, and production, ensuring a polished final product that aligns with your objectives.

- Captures attention with high-quality, visually engaging storytelling
- Builds authority through expert-driven or data-backed narratives
- Types of Videos: Explainer, Expert Interview, Editorial/Product Review, Animated Video



Animated Video Example



View Social Clip Example





Industry **Survey** & Research **Reports**

Custom Survey Program

A custom-designed survey program developed by StudioA's expert team to capture valuable first-party data from your target audience. This program generates proprietary insights to drive content marketing, thought leadership, and strategic decision-making for enhanced customer engagement and business growth.

- Strengthens brand authority by providing unique, data-driven insights directly from the target audience.
- Empowers client decision-making with reliable, first-party data that supports strategic marketing, product, and sales initiatives.
- Positions client as an industry thought leader by leveraging exclusive insights to engage and inform target audiences.

Includes publishing and ICP lead generation



View Survey
Report Example

Industry **Trend** Report

A sponsored, co-branded report analyzing key trends, market dynamics, and consumer behavior. Designed to showcase industry expertise and thought leadership.

- Demonstrates industry expertise with data-backed insights
- Enhances brand authority and builds trust with potential clients
- Engages audiences by offering valuable, actionable information

Includes publishing and ICP lead generation



View Industry Trend
Report Example



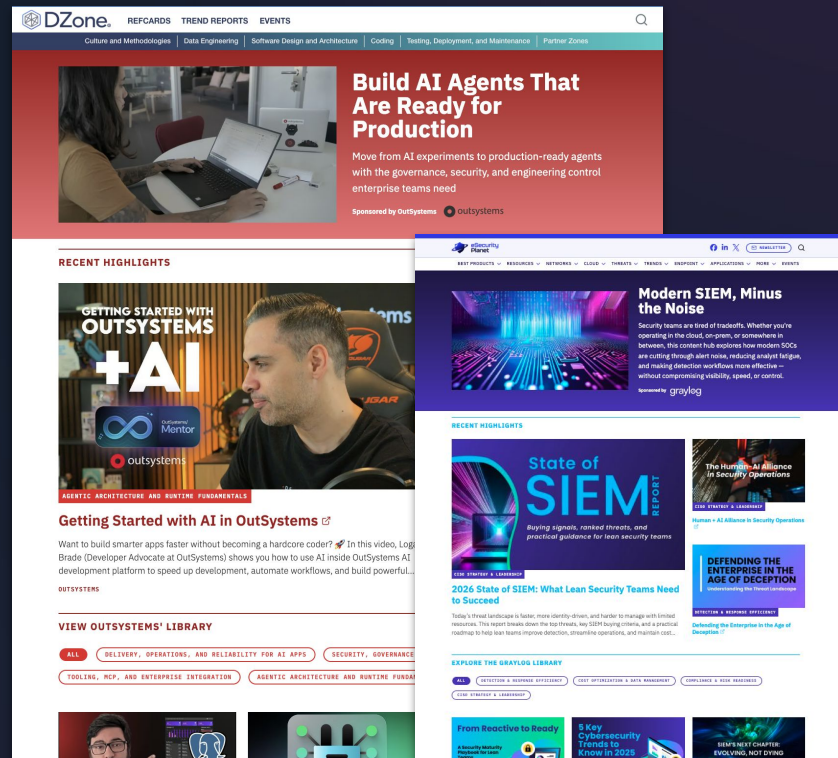
Co-Branded Content Hub Destination Site

Showcase Your Expertise. Win More Deals.

Premium co-branded destination on one of TA's media sites that gives your brand a platform to showcase your expertise on the topics that matter the most to your buyers.

By bringing together a mix of co-branded content and independent editorial, Content Hubs become a high-value destination for B2B professionals looking to learn, evaluate, and make buying decisions.

- Includes custom content production and publishing
- Guaranteed ICP lead generation via gated assets & CTAs
- Guaranteed pageviews and clicks through to *your* website
- 3+ month program that drives thought leadership





AI Discoverability

AI Discoverability

Earn visibility and get more mentions in the **AI Answers** that are driving buying decisions

ITA TechnologyAdvice



AI search: The new marketing imperative

Today's technology buyers research independently and seek advice from a growing network of influential voices and LLMs



+ **AI search engines** and LLMs are now a critical part of their research process. **Most buyers are "asking AI"**.

+ **92% have a shortlist*** of vendors well before they engage with sales. These shortlists are increasingly **influenced by AI answers**.

+ **Earning inclusions** in AI answers is now a critical part of generating demand and **earning a spot on their vendor shortlist**.

* FORRESTER

+ **Influencing AI** search engines requires a **different approach** from traditional search engines

+ **Authority signals** from credible 3rd party experts and product review sources have **greater influence on earning AI mentions**

+ **Two paths** to generating more mentions:
(1) **On-Site AEO**: Optimize your own content and pages for LLMs

(2) **Show up consistently in the trusted information sources** that AI systems rely on



AI Discoverability is a holistic approach to earning AI mentions via on-site AEO and recommendations in 3rd party content



TA content and recommendations now appear in more than **10,000 Google AI Overviews** (Semrush)

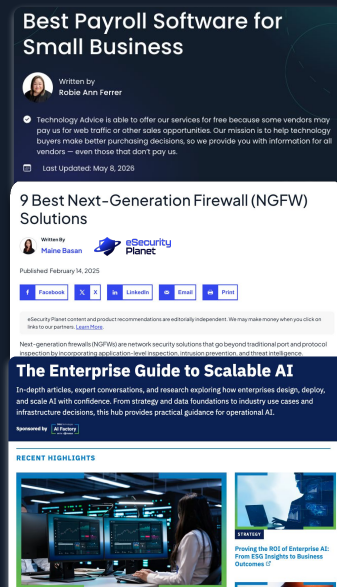


AI Discoverability solution

We help B2B brands get included in more AI answers by **consistently referencing them across our network** in authoritative content that is optimized for influencing LLMs.

A partnership, not a product.

Custom program to get *your brand* included in the AI answers that are influencing decisions in *your market*.



Content that signals **category** authority

- Editorial articles that showcase authority
- Research reports with timely market stats
- Virtual Events with published transcripts
- Exec quotes in influential editorial articles

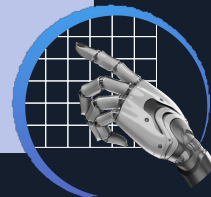
Content that signals **product** leadership

- Product lists, buyer guides, and comparisons
- Solution-centric videos with transcripts
- News coverage of product announcements
- Content Hubs that reinforce topical expertise

STEP
1

Market analysis & recommendations

- Understanding your goals
- Market analysis & benchmarks
- Program recommendations



STEP
2

Custom program development

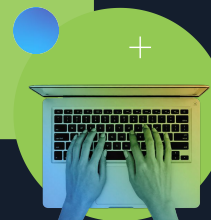
- Priority AI prompts to target
- Custom content plan
- Key metrics & targets



STEP
3

Program delivery & reporting

- Content delivery & publication
- Tracking & reporting
- Optimizations & updates





Brand-to-Demand

Brand-to-Demand: Sustainable Pipeline **Growth**



Content Solutions

Tell the Right Story

- Articles | Whitepapers
- Surveys | Research Reports
- Podcasts | Videos | Interactive
- AI Discoverability Content



Advertising Solutions

Build Brand Authority

- Display | Native | Rich Media
- Sponsored Social Media
- Newsletters | Email Sends
- Context-Driven Targeting



Lead Generation

Capture Demand

- Content Syndication
- Single, Double, Nurtured, BANT
- Webinars | Virtual Events
- Intent-Driven Targeting



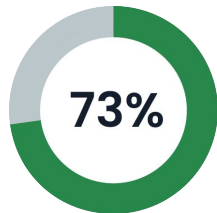
Brand-to-Demand

A **unified, multi-channel, always-on** approach to building brand authority and capturing demand from B2B tech buyers across our audience ecosystem.

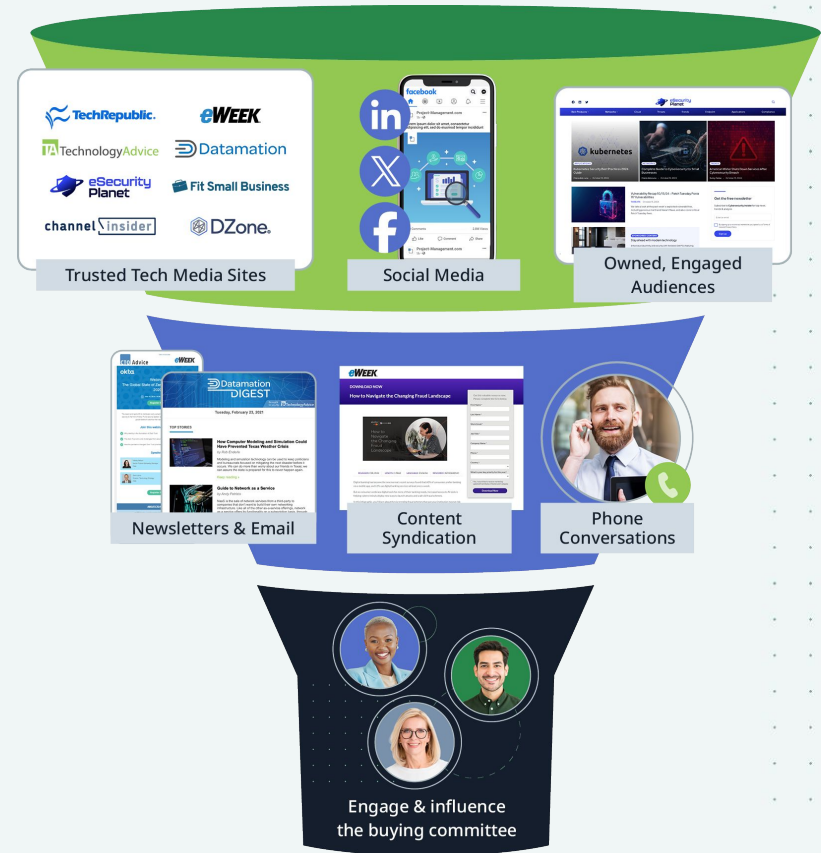
Drive sustained growth with always-on, integrated campaigns that simultaneously build brand and capture demand from B2B buyers across our audience ecosystem. By building trust and recognition first, you set the stage to make capturing qualified leads easier—leading to more closed deals with accounts actively seeking solutions like yours.

Brand-to-Demand campaigns help you reach in-market buyers and influence key stakeholders across the buying committee with targeted marketing programs designed to deliver the right message at the right time—on the channels your audience already trusts.

- Build **brand authority** with your target ICP
- **Influence members** throughout the buying team
- **Capture demand** from in-market accounts with greater efficiency and higher win rates



73% of buyers say **company reputation is the most influential factor** in choosing a vendor





Let's Chat!

We'd love to help you hit your goals.

Contact us for more details on how we can help.

<https://solutions.technologyadvice.com/contact-us>



"TechnologyAdvice enables us to target in-market IT executives at **accounts on our ABM** list while they are actively researching new products.

Their unique **10-Minute Take** content has helped us **book more meetings** with IT leaders than any other webinars we've sponsored in the last year.

The results of TA's demand generation programs consistently exceed our benchmarks."

— **Sr. Demand Gen Manager**

Don't just take our word for it, hear what the Nextthink team has to say:





"TechnologyAdvice helps us capture demand from IT, HR, and Finance professionals at key in-market accounts.

These leads convert at a higher rate, leading to 42% more new meetings booked vs. our benchmarks, and are closing with larger deal sizes.

TA acts as a true partner who is always looking for new ways to help us generate more revenue."

— **Sr. Director, Demand Gen**

Don't just take our word for it, hear what the Paycor team has to say:



What it's like working with us

A Partner You Can Count On

At TechnologyAdvice, everything starts with our audience. It's the foundation of how we serve our customers — engaged, decision-making professionals who turn to our trusted media brands to research solutions, stay informed, and make buying decisions. It's this audience that powers the millions of high-quality leads we generate for clients like you every year.

When you partner with TA, you gain access to this audience and the tools to engage them. Whether you're building awareness, establishing thought leadership, generating demand, or all of the above, our tailored solutions ensure your campaigns connect with the right buyers at the right time on the channels they already engage with.

We don't just help you reach your ICP, we help you win their attention and trust.

From strategy to execution, we handle the heavy lifting. Our team works with you to refine your content and strategy to align with our audience's preferences. Then, we bring your program to life — crafting content, amplifying your brand across our websites and newsletters, and generating qualified leads from in-market buyers.

Your dedicated account management team is by your side throughout the campaign. They ensure every question is answered and every detail is covered. We keep you updated with regular performance insights and deliver a final report packed with actionable metrics and analysis, so you can see the ROI and optimize for even better performance on your next campaign.

With TA, you get more than a lead generation partner. You get an extension of your marketing team invested in your success.

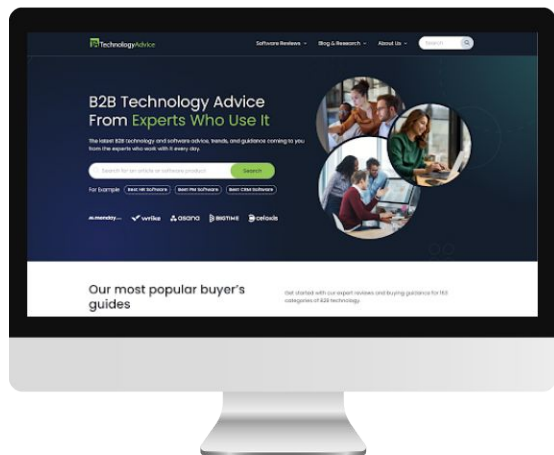


Zach Jones
CEO of
TechnologyAdvice



Appendix

Media Portfolio Profiles



Overview

TechnologyAdvice is a leading B2B media platform designed to help business professionals discover, evaluate, and invest in the right technology solutions. Through expert-driven content, product comparisons, in-depth research, and industry insights, we empower buyers with the knowledge they need to make informed decisions. For tech marketers, TechnologyAdvice offers a direct line to engaged, in-market buyers.

Topics Covered

- Hosting
- Ecommerce
- Project Management
- HR
- CRM
- ERP
- Accounting
- EDR
- SIEM
- NAC
- CASB
- Business Intelligence
- FSM
- Marketing Automation
- Email Marketing
- Video Conferencing
- Password Managers
- Security
- NGFW
- UEBA
- Encryption

Audiences Served

- CEO
- CTO
- VP of IT
- VP of Marketing
- Director of IT
- IT Manager
- Marketing Automation Specialist
- Business Intelligence Analyst
- Security Engineer
- CRM Manager

Traffic



7k Followers



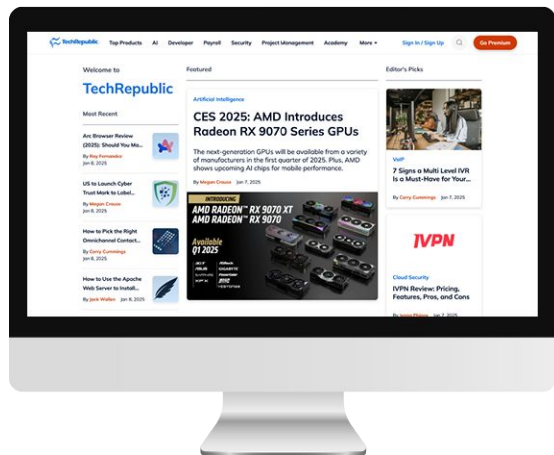
46k Followers

Quarterly Unique Visitors

WW	418,951
APAC	79,269
EMEA	78,709
LATAM	5,693
NA	255,280

Quarterly Page Views

WW	692,297
APAC	187,432
EMEA	120,784
LATAM	8,737
NA	375,344



Overview

Providing IT professionals with a unique blend of original content and peer-to-peer advice from the largest community of IT leaders on the Web. The TR Team has one simple goal: helping companies make great decisions about technology. From breaking IT news to best practices, advice, and how-tos... our global team of tech journalists, industry analysts and real-world IT professionals has the tech market covered.

Topics Covered

- Software
- Networking
- Big Data
- Cloud
- Mobility
- Hardware
- Cybersecurity
- Storage
- Artificial Intelligence
- Digital Transformation

Audiences Served

- CEO/CFO
- CIO/CTO
- VP/Director of IT
- IT Manager
- Mgr/Dir of Cybersecurity
- BI Manager

Newsletter

	Active Subs	Avg Open Rate
Apple Weekly	11,678	44.85%
Cloud Insider	44,678	36.42%
Cybersecurity Insider	55,657	35.95%
Daily Tech Insider	292,260	33.85%
Daily Tech Insider AU	8,889	34.64%
Data Insider	14,390	32.50%
Developer Insider	26,798	32.82%
Executive Briefing	42,226	37.67%
Google Weekly	19,987	34.40%
HR Digest	467	40.38%
Innovation Insider	34,905	35.65%
Microsoft Weekly	51,240	37.30%
Project Management Insider	13,491	30.99%
News and Special Offers	287,600	31.88%
TechRepublic Premium	43,589	36.49%
TechRepublic UK	8,329	31.06%

Traffic



223k Followers



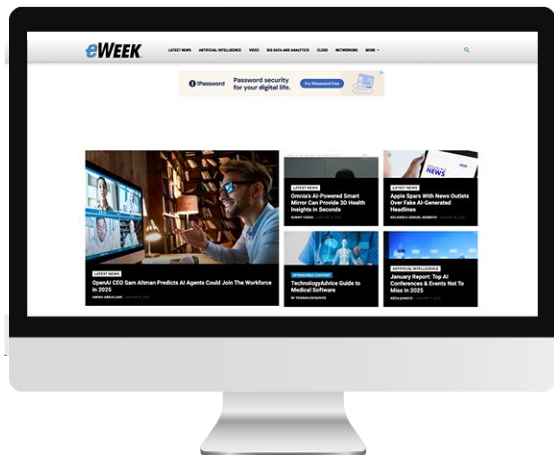
18k Followers

Quarterly Unique Visitors

WW	3,385,004
APAC	700,252
EMEA	1,090,570
LATAM	64,917
NA	1,529,265

Quarterly Page Views

WW	4,858,679
APAC	988,154
EMEA	1,518,854
LATAM	90,883
NA	2,260,788



Overview

eWeek has the latest technology news and analysis, buying guides, and product reviews for IT professionals and technology buyers. The site's focus is on innovative solutions and covering in-depth technical content. eWeek stays on the cutting edge of technology news and IT trends through interviews and expert analysis. Gain insight from top innovators and thought leaders in the fields of IT, business, enterprise software, startups, and more.

Topics Covered

- Networking
- Security
- IT-management
- Mobile
- Enterprise-apps
- Development
- Cloud
- Small business
- Business intelligence
- Pc-hardware
- Storage
- Big data and analytics
- Database
- Innovation
- Infrastructure / servers
- Data warehousing
- Data visualization

Audiences Served

- CEO
- CTO
- VP of IT
- Director of IT
- IT Manager
- Network Administrator
- Enterprise Applications Manager

Email Newsletter Subscribers

Newsletter	Daily Tech Insider
Active Subscribers	277,665
Avg. Open Rate	33.10%

Traffic



23.2k Followers



5k Followers

Quarterly Unique Visitors

WW	346,312
APAC	82,774
EMEA	84,146
LATAM	7,307
NA	172,085

Quarterly Page Views

WW	455,537
APAC	112,134
EMEA	108,468
LATAM	9,197
NA	225,738



Overview

eSecurity Planet is a leading resource for IT professionals at large enterprises who are actively researching cybersecurity vendors and latest trends. eSecurity Planet focuses on providing instruction for how to approach common security challenges, as well as informational deep-dives about advanced cybersecurity topics.

Topics Covered

- EDR
- IAM
- SIEM
- NAC
- CASB
- NGFW
- UEBA
- Encryption
- Cybersecurity
- Patch Management
- EMM
- Threat Intelligence
- Password Managers
- ERM

Audiences Served

- CISO
- CIO
- Cybersecurity Manager
- Director of IT Security
- IT Security Analyst
- Threat Intelligence Specialist
- Security Engineer
- SOC Manager
- Patch Management Specialist
- SIEM Administrator

Traffic



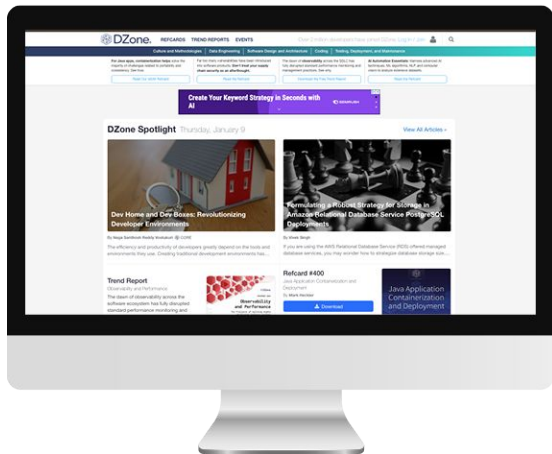
7k Followers

Quarterly Unique Visitors

WW	502,822
APAC	98,021
EMEA	126,687
LATAM	7,639
NA	270,475

Quarterly Page Views

WW	642,870
APAC	141,431
EMEA	169,015
LATAM	10,925
NA	321,499



Overview

DZone.com is a leading community-driven platform for software developers, offering a vast library of resources, articles, and insights tailored to the software development lifecycle. It features user-generated content, trend reports, cheat sheets (Refcards), tutorials, and guides on cutting-edge topics like cloud computing, DevOps, AI, and more. DZone fosters knowledge sharing among developers through peer-driven insights, community programs, and events, making it a go-to hub for staying ahead in the ever-evolving tech industry.

Topics Covered

- Culture & Methodology
- Data Engineering
- Software Design and Architecture
- Coding
- Testing, Development & Deployment
- Big Data
- AI/ML
- Security
- Languages

Audiences Served

- CTO
- CIO
- VP of Engineering
- Director of Software Development
- Development Manager
- DevOps Manager
- Software Engineer
- Cloud Architect

Email Newsletter Subscribers

Active Subscribers	622,060
Avg. Open Rate	23.00%

Traffic

 76k Followers

 10k Followers

Quarterly Unique Visitors

WW	1,405,988
APAC	499,325
EMEA	542,404
LATAM	45,121
NA	319,138

Quarterly Page Views

WW	2,661,102
APAC	993,091
EMEA	981,223
LATAM	89,943
NA	596,845



Overview

Project-Management.com gives project managers and those wishing to become project managers everything they need to succeed, from product reviews to templates and tutorials on important project management methods and processes. Project-Management.com focuses on providing detailed analyses of top project management tools and related offerings such as construction and real estate software.

Topics Covered

- Project Management
- CRM
- Construction
- Databases

Audiences Served

- COO
- CTO
- VP/Director of IT
- VP of Project Delivery
- Director of Program Management
- Project Manager
- Scrum Master
- Agile Manager
- Product Owner
- Construction Project Manager
- Risk Analyst

Traffic



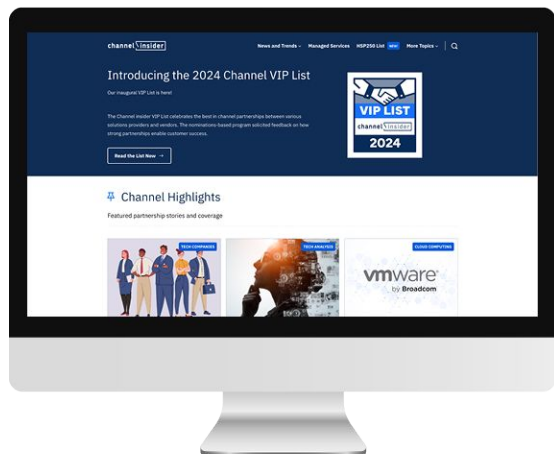
23k Followers

Quarterly Unique Visitors

WW	293,677
APAC	63,787
EMEA	83,398
LATAM	4,122
NA	142,370

Quarterly Page Views

WW	404,236
APAC	92,363
EMEA	120,160
LATAM	6,292
NA	185,421



Overview

Channel Insider combines news and technology recommendations to keep channel partners, value-added resellers, IT solution providers, MSPs, and SaaS providers informed on the changing IT landscape. These resources provide product comparisons, in-depth analysis of vendors, and interviews with subject matter experts to provide vendors with critical information for their operations.

Topics Covered

- Security
- EDR
- SIEM
- NAC
- CASB
- NGFW
- UEBA
- Encryption
- Virtualization
- Cloud Computing
- MSP
- IT Management
- VPN
- Threat Intelligence
- Storage

Audiences Served

- CEO
- Chief Revenue Officer (CRO)
- VP of Channel Sales
- Director of Partner Programs
- Channel Marketing Manager
- MSP Operations Manager
- Channel Partner Manager
- IT Consultant
- Solutions Architect

Traffic



9k Followers

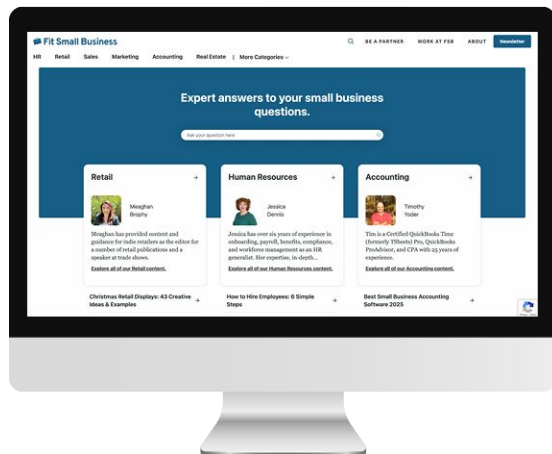
Quarterly Unique Visitors

WW	127,998
APAC	16,813
EMEA	18,087
LATAM	1,102
NA	91,996

Quarterly Page Views

WW	179,642
APAC	27,027
EMEA	25,795
LATAM	2,155
NA	124,665

Fit Small Business



Overview

Fit Small Business is an educational and advice platform that delivers the best answers to readers' small business questions. We help small business owners make decisions quickly and efficiently by providing independent expert reviews, how to content, and recommendations on products and services. Our experts have deep industry knowledge and experience and always put the reader first.

Topics Covered

- Sales/CRM
- Office Technology (VoIP, UCaaS)
- Marketing
- Real Estate
- Retail
- HR
- Finance/CC/Banking
- Business Insurance
- Account/Bookkeeping

Audiences Served

- CEO/CFO/CTO
- VP of Finance
- Director of Marketing
- HR Manager
- Payroll Manager
- Small Business Owner
- Startup Founder

Newsletter

	Active Subs	Avg Open Rate
Accounting	5,897	39.50%
eCommerce	1,945	26.90%
Finance	7,722	42.20%
HR	45,112	40.50%
Marketing	13,654	37.20%
Real Estate	12,299	46.10%
Restaurant	590	19%
Retail	18,245	31.10%
Sales	12,902	33%
Starting a Biz	17,206	31.30%

Traffic

 2k Followers

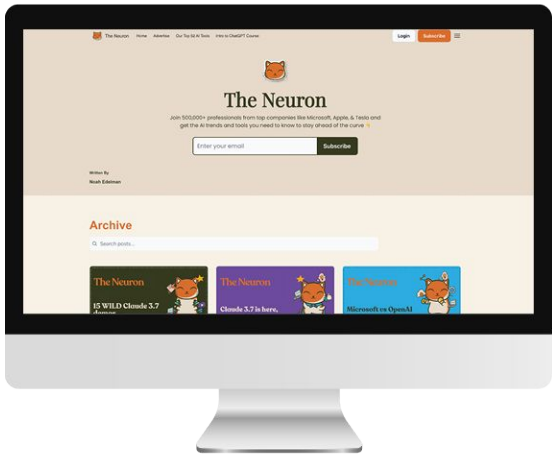
Quarterly Unique Visitors

WW	869,979
APAC	115,911
EMEA	179,884
LATAM	11,946
NA	562,238

Quarterly Page Views

WW	1,264,030
APAC	210,648
EMEA	234,130
LATAM	19,107
NA	800,145

The Neuron



Overview

The Neuron delivers essential AI news, research, and tools to knowledge workers, helping them stay ahead in their careers and be more effective at work. With a conversational, playful tone, The Neuron breaks down complex AI developments into accessible insights that explain why they matter for professionals across industries. This daily newsletter focuses on AI industry news, practical applications, new technologies, and industry trends, written specifically for a broad audience of professionals seeking to understand and leverage AI in their work.

Topics Covered

- AI News & Research
- AI Tools & Applications
- Latest AI Models
- Industry Implementations
- ChatGPT & LLMs
- Generative AI for Images and Video
- AI Ethics & Policy
- New AI Startups
- Productivity Hacks
- AI Business Impact
- Helpful Prompt Tips for Claude/ChatGPT

Audiences Served

- Knowledge Workers (25-45)
- Finance Professionals
- Technology Workers
- Business Executives
- Legal Professionals
- Managers & Directors
- IT Consultants
- Marketing Professionals
- Product Managers
- White-Collar Professionals

Traffic

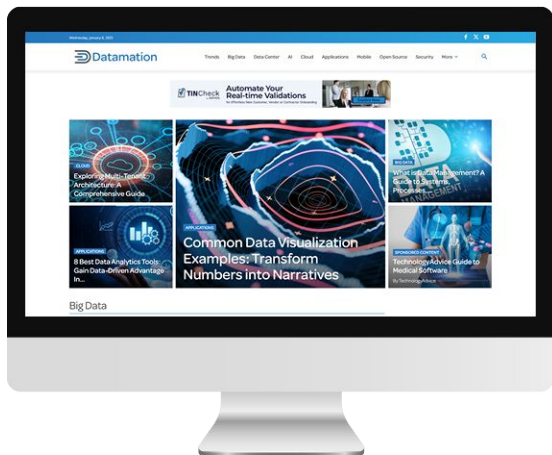
- 500,000+ Newsletter Subscribers
- 15,000+ New Subscribers Monthly
- 42% Average Open Rate

Geographic Distribution

US	70%
Canada/ ANZ/UK	10%
Europe	10%
Rest of the World	10%

Industry Breakdown

AI/Tech	27%
Professional Services	19%
Identify as Manager or Executive	60%



Overview

Datamation is the leading industry resource for B2B data professionals and technology buyers. Datamation's focus is on providing insight into the latest trends and innovation in AI, data security, big data, and more, along with in-depth product recommendations and comparisons.

Topics Covered

- Big Data
- Cloud
- Data Center
- AI
- Open Source
- Mobile
- Applications
- Security
- Storage

Audiences Served

- CEO
- CTO
- VP of IT
- Director of IT
- IT Manager
- Data Architect
- Cloud Engineer

Email Newsletter Subscribers

Newsletter	Cloud Insider
Active Subscribers	45,075
Avg. Open Rate	35.47%

Newsletter	Data Insider
Active Subscribers	12,971
Avg. Open Rate	34.71%

Traffic



23.2k Followers

Quarterly Unique Visitors

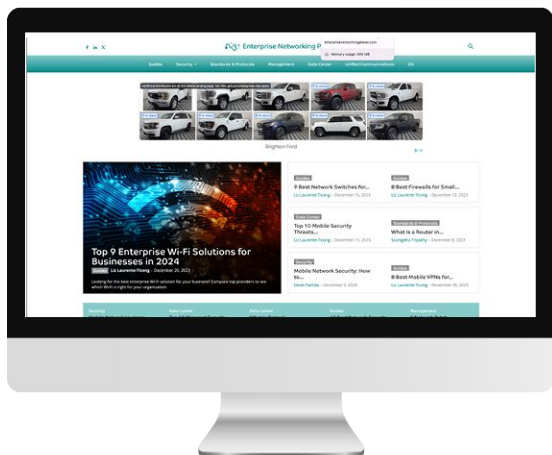
WW	260,391
APAC	66,104
EMEA	51,264
LATAM	3,484
NA	139,539

Quarterly Page Views

WW	323,746
APAC	87,854
EMEA	69,627
LATAM	5,086
NA	161,179



Enterprise Networking Planet



Overview

Enterprise Networking Planet aims to educate and assist IT administrators in building strong network infrastructures for their enterprise companies. Enterprise Networking Planet contributors write about relevant and useful topics on the cutting edge of enterprise networking based on years of personal experience in the field.

Topics Covered

- VPN
- Security
- EDR
- SIEM
- NGFW
- Encryption
- Threat Intelligence
- Backup
- Monitoring
- Cooling
- Server Hardware
- Virtualization
- Storage
- Cloud Computing
- Database Software
- IT Management
- Big Data Analytics
- Data Warehousing
- Data Visualization
- AI
- ERP

Audiences Served

- CEO
- CTO
- VP of IT
- Director/Mgr of IT
- Network Administrator
- Systems Engineer
- Security Analyst

Traffic



1.4k Followers

Quarterly Unique Visitors

WW	76,716
APAC	18,623
EMEA	23,015
LATAM	1,071
NA	34,007

Quarterly Page Views

WW	97,196
APAC	25,584
EMEA	30,135
LATAM	1,883
NA	39,594



Overview

Enterprise Storage Forum offers practical information on data storage and protection from several different perspectives: hardware, software, on-premises services and cloud services. It also includes storage security and deep-dives into various storage technologies, including object storage and modern parallel file systems. ESF is an ideal website for enterprise storage admins, CTOs, and storage architects to reference in order to stay informed about the latest products services, and trends in the industry.

Topics Covered

- Data Storage
- Data Storage Protection
- Cloud Based Storage
- On-premises Storage
- Software-Defined Storage
- Top Storage Vendors
- Object Storage
- Blob Storage
- Storage Technology Trends

Audiences Served

- CTO
- CIO
- VP of IT
- Director of Data Storage
- Infrastructure Manager
- IT Operations Manager
- Storage Administrator
- Data Architect
- Backup/Recovery Specialist
- Cloud Storage Specialist

Traffic



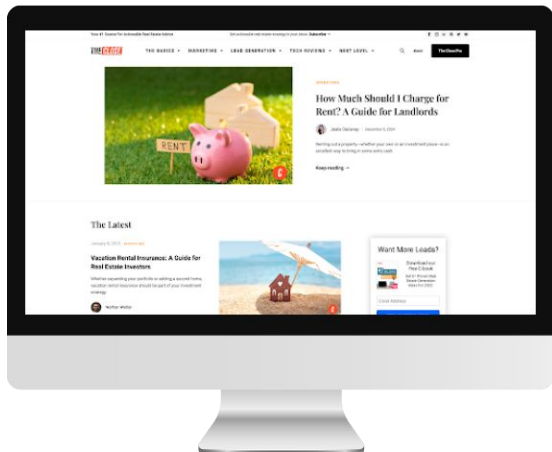
6k Followers

Quarterly Unique Visitors

WW	49,387
APAC	17,192
EMEA	16,800
LATAM	1,122
NA	14,273

Quarterly Page Views

WW	62,146
APAC	21,267
EMEA	21,085
LATAM	1,553
NA	18,241



Overview

The Close is a new kind of real estate site designed to give agents, teams, and brokerages actionable, strategic insight from industry professionals. We cover real estate marketing, lead generation, technology, business development, and more; everything you need to take your real estate business to the next level.

Topics Covered

- Real Estate Marketing
- Lead Generation
- Technology
- Education
- Licensing
- Business-building & Development
- Transactional Best Practices

Audiences Served

- CEO
- Broker
- Real Estate Agent
- Team Leader
- Business Development Manager
- Licensing Coordinator
- Transaction Coordinator

Email Newsletter Subscribers

Active Subscribers	119,507
Avg. Open Rate	45%

Traffic

 2k Followers

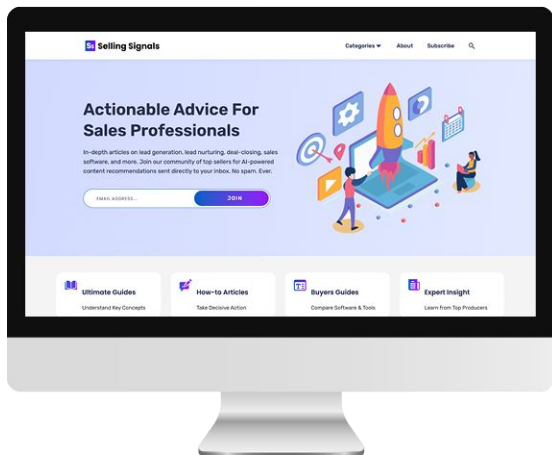
Quarterly Unique Visitors

WW	275,125
APAC	18,524
EMEA	27,164
LATAM	2,518
NA	226,919

Quarterly Page Views

WW	484,739
APAC	37,050
EMEA	47,058
LATAM	4,998
NA	395,633

Ss Selling Signals



Overview

Selling Signals is an online publication with the mission to deliver the most comprehensive and actionable answers to sales professionals' questions. Written by sales experts with a wealth of real-world experience, our clear, highly relevant articles help readers grow their revenue, beat their sales goals, and accelerate their career.

Topics Covered

- Lead Generation
- Lead Nurturing & Closing
- Deal Closing
- CRM Software

Email Newsletter Subscribers

Newsletter	Sales, Marketing
Active Subscribers	2,557
Avg. Open Rate	27.8%

Audiences Served

- CEO
- VP of Sales
- Sales Manager
- Director of Business Development
- Account Executive
- Sales Operations Manager
- CRM Administrator
- RevOps Manager
- Sales Enablement Manager
- Lead Generation Specialist
- Sales Enablement Specialist

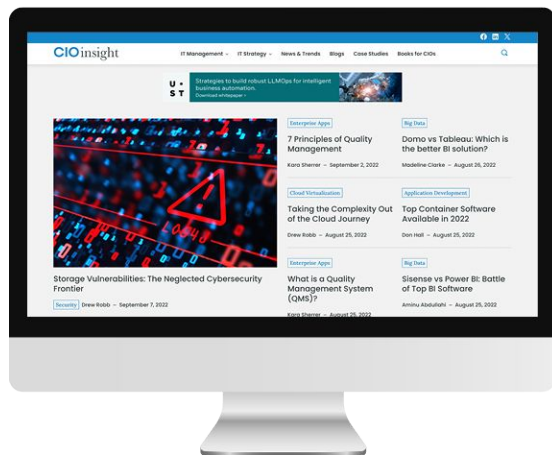
Traffic

Quarterly Unique Visitors

WW	11,386
APAC	3,866
EMEA	2,141
LATAM	179
NA	5,200

Quarterly Page Views

WW	58,016
APAC	5,703
EMEA	3,218
LATAM	258
NA	7,361



Overview

CIO Insight is a trusted platform offering cutting-edge insights and resources tailored to IT leaders and decision-makers. With a focus on digital transformation, emerging trends, and best practices, CIO Insight provides expert analysis, thought leadership, and actionable advice. By combining peer insights, expert commentary, and in-depth coverage, the platform empowers CIOs and IT professionals to navigate challenges and drive innovation in their organizations.

Topics Covered

- IT Strategy
- Digital Transformation
- Cloud Computing
- Cybersecurity
- Data Management
- Artificial Intelligence
- Business Intelligence
- Software Development
- IT Leadership

Audiences Served

- CIOs
- CTOs
- IT Directors and Managers
- Business Intelligence Managers
- Data and Cybersecurity Professionals

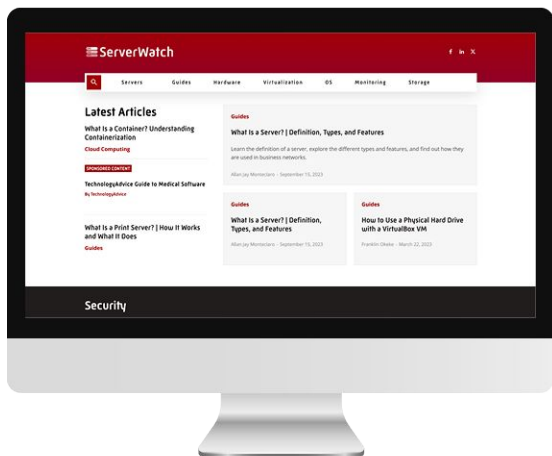
Traffic

Quarterly Unique Visitors

WW	51,855
APAC	9,633
EMEA	5,569
LATAM	392
NA	36,261

Quarterly Page Views

WW	68,199
APAC	13,505
EMEA	8,295
LATAM	529
NA	45,870



Overview

ServerWatch is a comprehensive resource hub for IT professionals, system administrators, and technology enthusiasts focused on server-related insights and technologies. The site provides in-depth reviews, expert analysis, and practical advice on the latest server hardware, software, cloud computing trends, and enterprise solutions. With its blend of industry news, guides, and best practices, ServerWatch equips readers with the knowledge they need to optimize server management and infrastructure strategies in an evolving IT landscape.

Topics Covered

- Server Hardware
- Server Software
- Cloud Computing
- Virtualization
- Data Centers
- Enterprise IT Solutions
- Linux and Windows Servers
- Networking
- System Administration
- Server Security

Audiences Served

- IT Managers
- System Administrators
- DevOps Professionals
- Network Engineers
- Enterprise IT Professionals
- Technology Enthusiasts

Traffic

Quarterly Unique Visitors

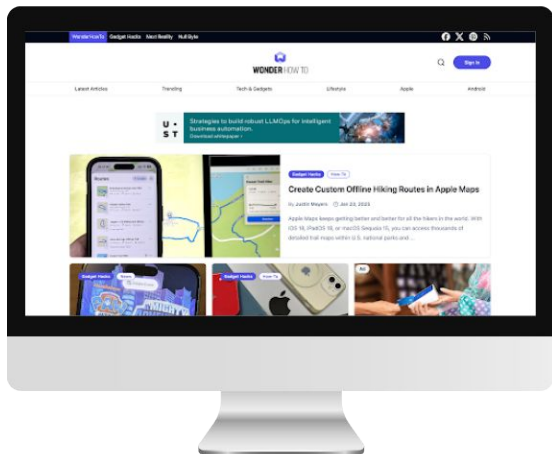
WW	80,281
APAC	16,596
EMEA	24,190
LATAM	1,641
NA	37,854

Quarterly Page Views

WW	99,550
APAC	21,741
EMEA	32,249
LATAM	2,306
NA	43,254



WONDERHOWTO



Overview

WonderHowTo is a dynamic platform for lifelong learners and creative minds, offering a vast collection of how-to guides, tutorials, and hacks across a wide range of topics. From DIY projects and tech tricks to creative skills and life hacks, the site empowers users to explore new interests, solve problems, and unlock their potential. With its practical and innovative content, WonderHowTo inspires users to think outside the box and elevate their skills in work and everyday life.

Topics Covered

- Technology & Gadgets
- Smartphone Tips & Tricks
- Coding & Programming
- Creative Arts & Crafts
- DIY & Home Improvement
- Productivity Hacks
- Photography & Videography
- Gaming Tips
- Life Hacks
- Security & Privacy Tips

Audiences Served

- Tech Enthusiasts
- DIY Hobbyists
- Creative Professionals
- Gamers
- Problem Solvers
- Everyday Learners

Traffic

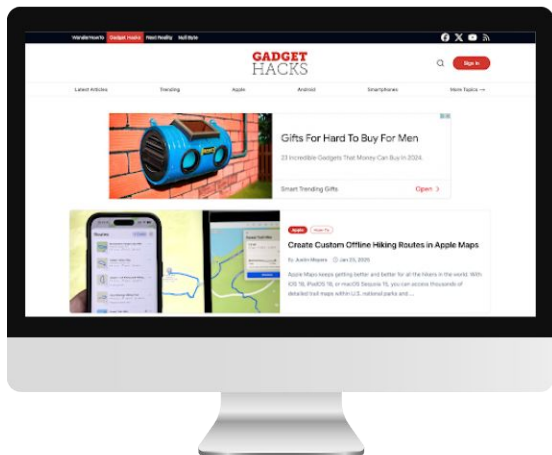
Quarterly Unique Visitors

WW	1,339,351
APAC	236,796
EMEA	404,312
LATAM	20,518
NA	677,725

Quarterly Page Views

WW	2,874,949
APAC	449,832
EMEA	1,045,952
LATAM	44,945
NA	1,334,220

GADGET HACKS



Overview

Gadget Hacks is a go-to destination for tech enthusiasts, providing practical tutorials, tips, and tricks to unlock the full potential of smartphones, gadgets, and apps. Focused on helping users get the most out of their technology, Gadget Hacks covers everything from hidden features to advanced customizations. With its easy-to-follow guides and actionable insights, the site empowers readers to enhance their tech experience and stay ahead in the ever-evolving world of mobile and consumer technology.

Topics Covered

- Smartphone Tips & Tricks
- Mobile Operating Systems (iOS & Android)
- App Customizations
- Device Modding & Jailbreaking
- Productivity Hacks
- Video Tips
- Privacy & Security Enhancements
- Hardware Reviews
- Smart Home Integration
- Tech Troubleshooting

Audiences Served

- Tech Enthusiasts
- Smartphone Users
- App Developers
- DIY Tinkerers
- Mobile Content Creators
- Security-Conscious Consumers

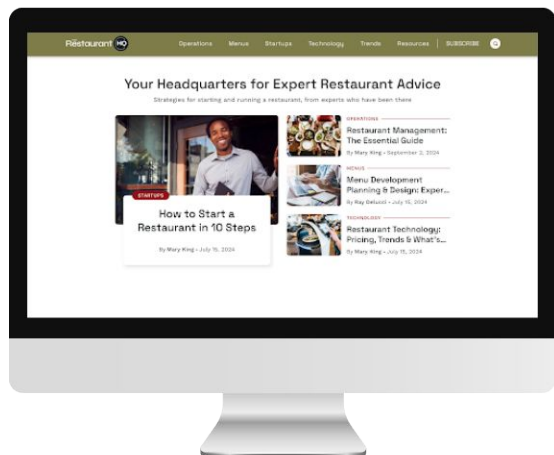
Traffic

Quarterly Unique Visitors

WW	1,345,968
APAC	269,887
EMEA	410,293
LATAM	18,621
NA	647,167

Quarterly Page Views

WW	2,685,056
APAC	466,802
EMEA	946,087
LATAM	38,459
NA	1,233,708



Overview

The Restaurant HQ is a comprehensive resource designed for restaurant owners, managers, and industry professionals seeking insights and strategies to optimize their operations. From marketing tips and technology trends to menu planning and financial management, The Restaurant HQ provides actionable advice to help foodservice businesses thrive in a competitive industry. By offering expert insights, tools, and best practices, the platform supports restaurants in streamlining operations, enhancing customer experiences, and driving profitability.

Topics Covered

- Restaurant Management
- Marketing Strategies
- Menu Design & Optimization
- Technology in Foodservice
- Financial Management
- Customer Experience
- Hiring & Workforce Management
- Food Safety & Compliance
- Trends in the Restaurant Industry
- Operational Efficiency

Audiences Served

- Restaurant Owners
- General Managers
- Foodservice Professionals
- Marketing Teams
- Chefs & Culinary Experts
- Hospitality Consultants

Traffic

Quarterly Unique Visitors

WW	30,050
APAC	8,062
EMEA	8,252
LATAM	620
NA	13,116

Quarterly Page Views

WW	45,360
APAC	12,186
EMEA	11,826
LATAM	833
NA	20,515



Overview

CodeGuru covers topics related to Microsoft-related software development, mobile development, database management, and web application programming. In addition to tutorials and how-tos that teach programmers how to code in Microsoft-related languages and frameworks like C# and .Net, we also publish articles on software development tools, the latest in developer news, and advice for project managers. Cloud services such as Microsoft Azure and database options including SQL Server and MSSQL are also frequently covered.

Topics Covered

- C#
- .Net
- C/C++
- Java
- MSSQL and SQL Server
- Microsoft Azure
- Internet of Things (IoT)/ Embedded Programming
- Cloud Services and SOAP
- Artificial Intelligence (AI) and Machine Learning (ML)
- Database Management
- Project Management (PM) Methodologies and PM Software

Developer tools include:

- Integrated Development
- Environments (IDEs)
- Code Debuggers

Traffic

Quarterly Unique Visitors

WW	641,037
APAC	328,522
EMEA	121,729
LATAM	27,718
NA	163,068

Quarterly Page Views

WW	787,717
APAC	374,258
EMEA	189,354
LATAM	27,224
NA	196,881

Audiences Served

- CEO
- CTO
- VP/Dir/Mgr of IT
- Software Developer
- Database Administrator
- Cloud Engineer

Email Newsletter Subscribers

Newsletter	Developer Insider
Active Subscribers	26,241
Avg. Open Rate	31.33%

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TechRepublic

TechRepublic is one of the most trusted media brands for IT professionals and technology leaders. It delivers how-to content, product reviews, industry analysis, and thought leadership across IT management, AI, big data, networking, business intelligence, real-time analytics, and more. Its Data Insider newsletter delivers IT professionals exclusive updates on data management, analytics, security, and database management trends and solutions.

channelinsider

Channel Insider delivers insights for Channel professionals and enterprise IT leaders navigating the technology partner ecosystem. Its coverage helps CIOs, IT managers, MSPs, and resellers understand vendor strategies, partner programs, and market shifts that directly impact enterprise technology procurement. Its flagship newsletter, The Channel Insider, keeps channel professionals and enterprise IT leaders up to date on timely channel strategies, MSP/reseller community news, partner strategies, vendor programs, and ecosystem developments.

eSecurity Planet

eSecurity Planet is the trusted source for enterprise cybersecurity news, analysis, and product evaluations. It supports IT leaders and security professionals with expert guidance on everything from threat detection to compliance and incident response. Known for its in-depth vendor comparisons and hands-on evaluations, the site helps organizations make confident decisions in building their security posture.