



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.

600+ team members across 6 countries.

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.



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.

So you can generate better leads and win more business from B2B decision makers actively in-market for a solution like yours.



6 Trends Shaping B2B Marketing

1. Brand Authority
2. Optimizing Omnichannel
3. Content Reinvented
4. ABM and Buying Groups
- Audience Intelligence
- GTM Security

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.

TechnologyAdvice

2024 IT & Cybersecurity Buyer Insights **Report**



[Read Our Full Report](#)

The TechnologyAdvice Advantage

A different kind of digital marketing and demand generation partner



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:

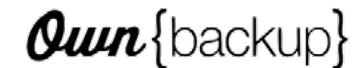
- ! Managed Services
- ! Cloud Computing
- ! Artificial Intelligence



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





Our **Audience**

Where We Engage Your Buyers

With **30+ niche 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.

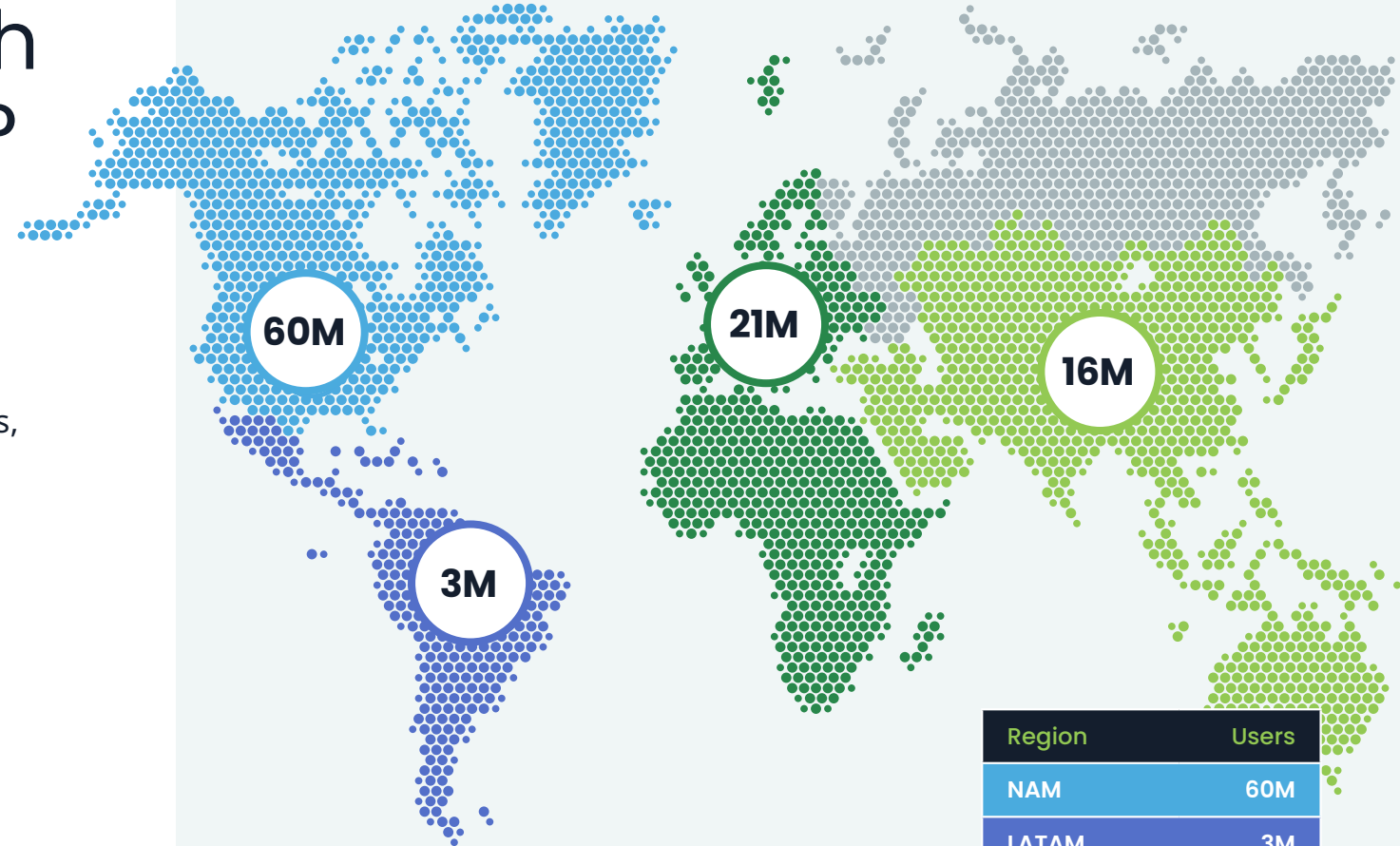
Powered by nine first-party data points, our ecosystem provides exclusive insights into the interests and buying stages of individuals and accounts—giving you unparalleled targeting precision.



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.



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

12M
monthly
page **views**

2M
newsletter
subscribers

3M
social media
followers

250k
monthly
conversations

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

- ✓ TechRepublic Exec Briefing
- ✓ Developer Insider
- ✓ Cloud Insider
- ✓ Cybersecurity Insider
- ✓ HR Digest
- ✓ Microsoft Weekly
- ✓ Apple Weekly
- ✓ Fit Small Business Weekly
- ✓ Project Mgmt Insider
- ✓ DZone DevOps Weekly

...and 30+ more newsletters



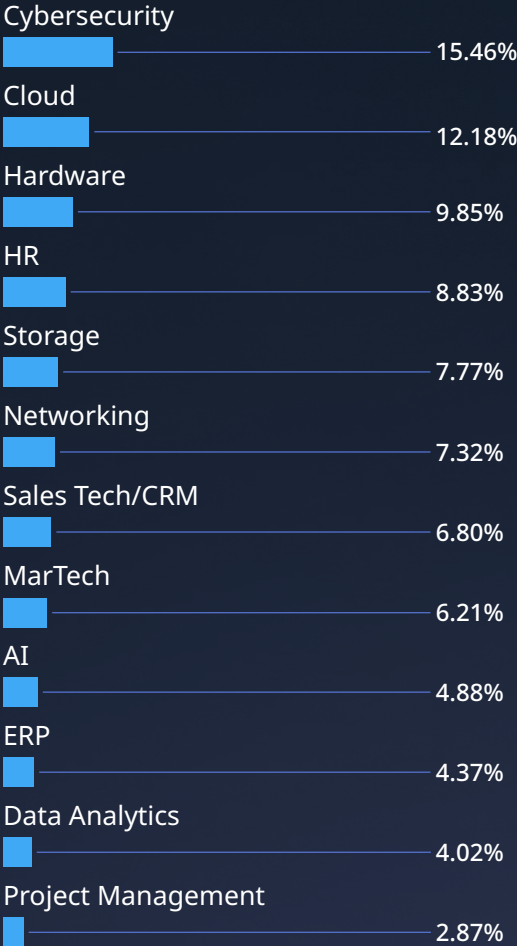
Product Reviews

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

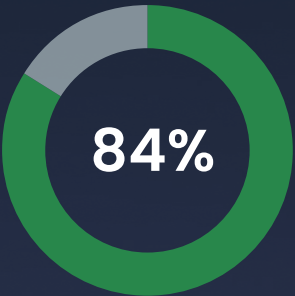
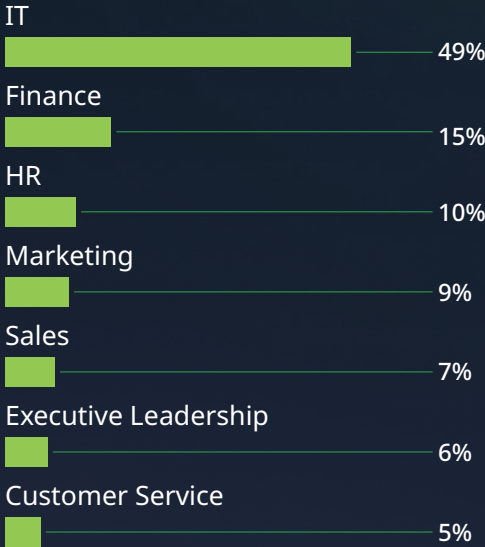
...and 100+ more categories

Diverse Audience Members

Top 12 Audiences Researching on the TA Ecosystem

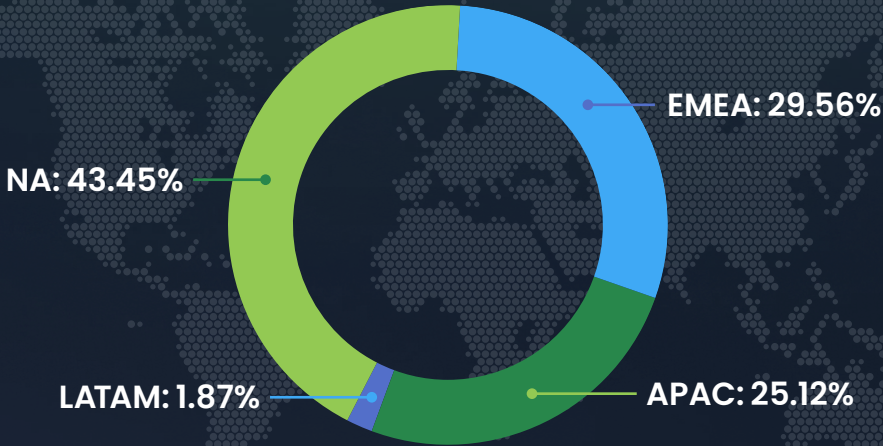


Job Function



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

Website Traffic by Region



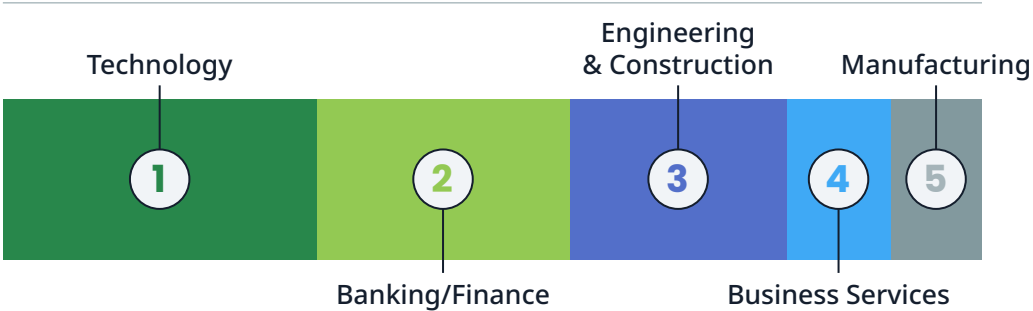
Role-specific champions & influencers rely on our niche-specific sites like [eSecurity Planet](#) & [Project-Management.com](#) for the latest trends and product comparisons.

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

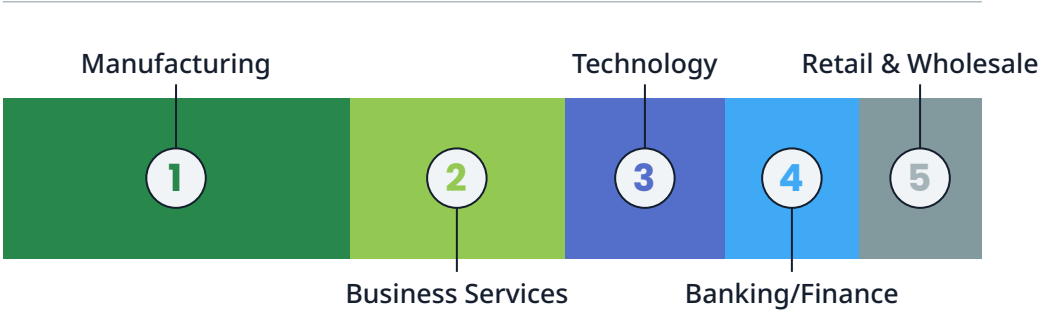
Where Our Audience Works

Top Industries

SMB: Top 5



Enterprise: Top 5



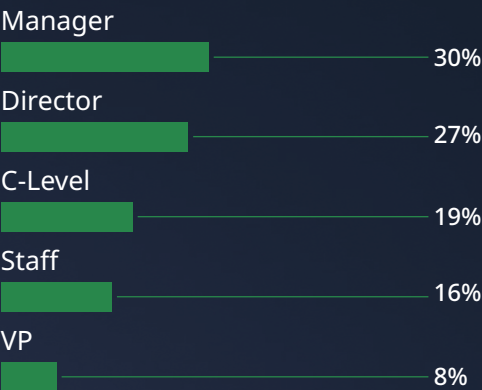
Company Size



Revenue Range



All Markets Breakout by Seniority





Solutions for B2B Brands



Tell the Right Story Custom Content



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

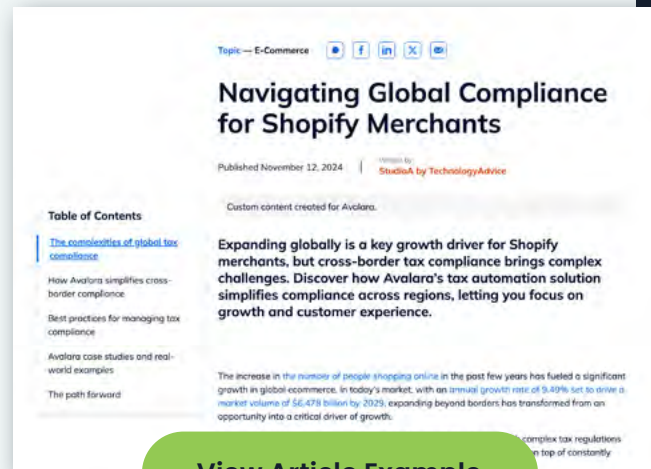


In-Depth Written Content

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 the client's brand as a trusted resource within their industry.

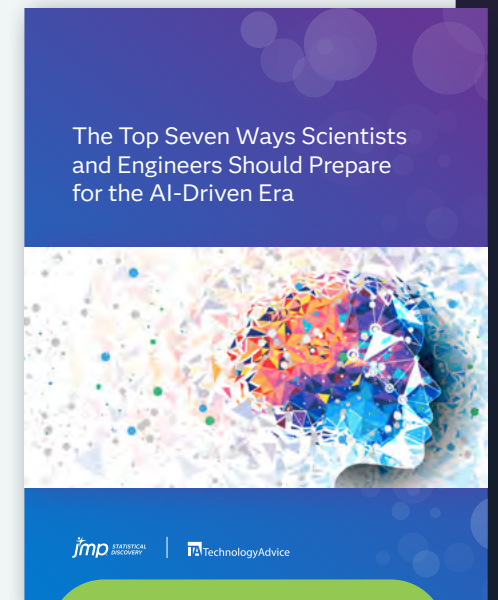
- Provides organic, informative content that resonates with readers
- Builds credibility and thought leadership within the client's niche



Custom Whitepaper

A detailed, custom whitepaper designed by StudioA's expert team to position the client 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 client 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





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](#)

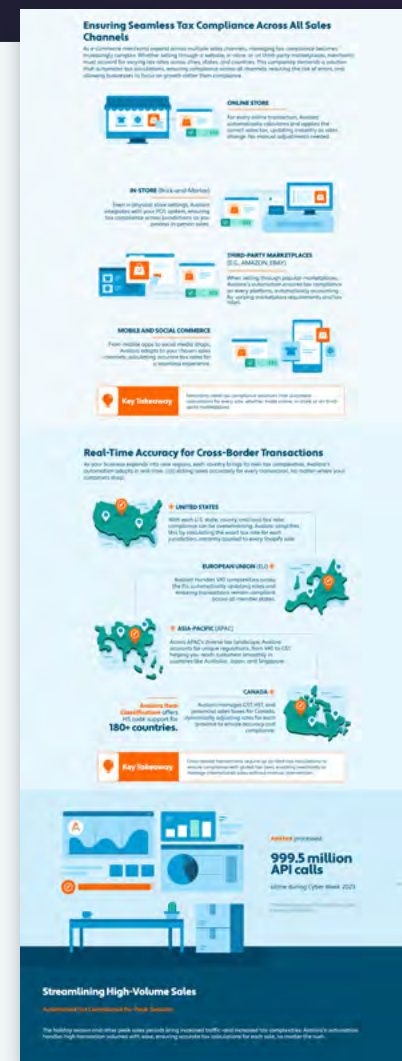


Interactive Infographic

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 client 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 client objectives.



Animated Video Example

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

Custom Video Podcast

A custom video podcast series created by StudioA in partnership with eWEEK. Combining StudioA's expertise in content strategy and script development with James' respected industry insights, this series delivers engaging conversations that position your brand as a tech thought leader.

- Strengthens brand authority by aligning your company with eWEEK's trusted voice and showcasing your expertise.
- Maximizes reach: Leverages eWEEK's established audience and distribution channels to amplify your message.



View Social Clip Example



Full-Service **Events**

Custom **Webinar**

An interactive webinar tailored to educate and engage target audiences, crafted by StudioA's strategists and writers. Webinars are designed to position the client as an industry authority while fostering direct interaction with potential leads.

- Builds brand authority with high-quality, audience-relevant content
- Encourages direct interaction with potential leads through Q&A
- Positions clients as thought leaders within their industry
- Types of Webinars: Semulive/On-Demand, 10-Minute Take and Roundtables

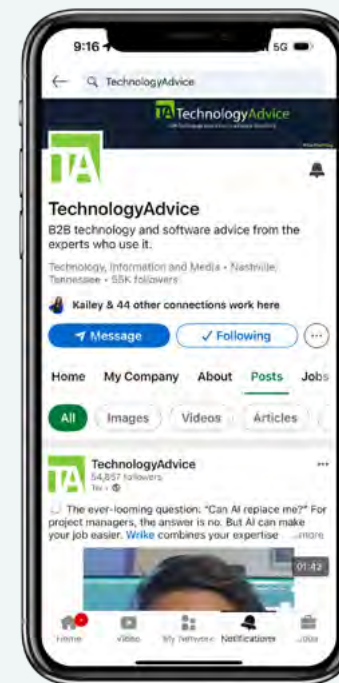


**View Custom
Webinar Example**

LinkedIn Live Series

Tap into TechnologyAdvice's 55,000 LinkedIn followers with a custom LinkedIn Live series designed to amplify your brand's visibility, engage your target audience, and establish your thought leadership. With live, interactive discussions hosted on one of the largest professional platforms, this series connects your brand with key decision-makers in real time.

- Fosters audience engagement with live Q&A sessions and interactive participation that create meaningful connections
- Positions your brand as a thought leader by featuring your executives or SMEs in discussions on industry challenges and solutions





Industry **Surveys** & 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.



[View Survey Report Example](#)

Industry **Trend Report**

A monthly, client-sponsored 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



[View Industry Trend Report Example](#)



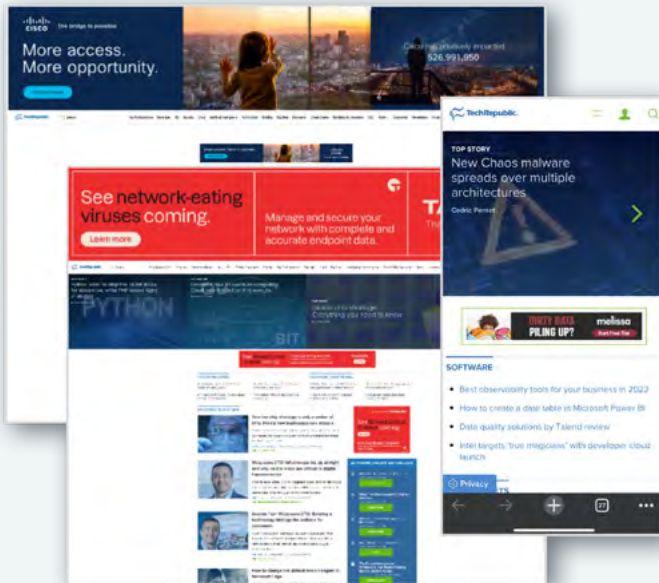
Build Brand Authority
Awareness
& Advertising

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



DEVELOPER INSIDER

May 22, 2024 | Today's news and insights for developers

DAILY TECH INSIDER

semperis

Meet Semperis @RSAC 2024

31%
average
open rate

40+
editorial
newsletters

2Mil
subscribers

Social Media

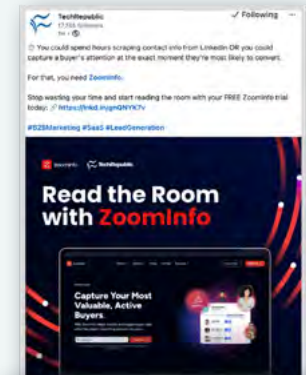
Sponsored Content
Podcast Guests

3Mil
social media
followers

Engaged
Audiences in:

- Tech
- Cybersecurity
- Small Business
- Real Estate
- Project Management

and more.



Tailored to Reach *Your* ICP

Get in front of *your* target audience with ads and sponsorships across our portfolio of industry-specific and role-specific channels:

- 30+ technology media sites
- 40+ industry newsletters
- 50+ social media channels

Tailored ad services to meet your needs:

- Various display ad and advertorial formats
- Flexible pacing and quick time-to-market
- Highly customized audience targeting

Targeted Display Solutions



In-Market | Intent
Content



Contextual Topic Interest
Content



Firmographics
Industry | Company Size



ABM — Target Accounts
Content



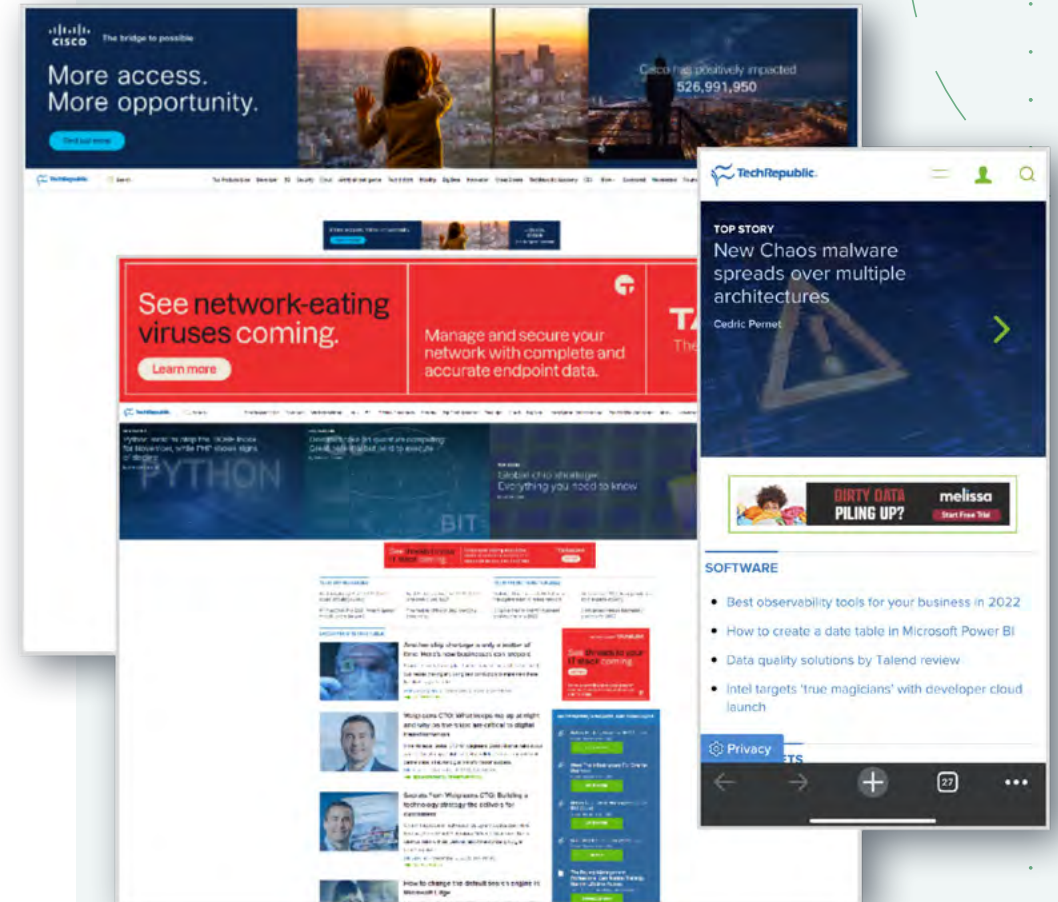
Install Base
Content

Display Advertising

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

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!



Newsletters & Sponsored Email Sends

Our **40+ niche newsletters** with over **2M 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 Cybersecurity, Cloud, HR, Project Management, Software Development, Small Business Solutions, and more



Social Media Sponsorships

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

- ✓ Reach up to **3 million followers** across our accounts
- ✓ 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, memes**, and more



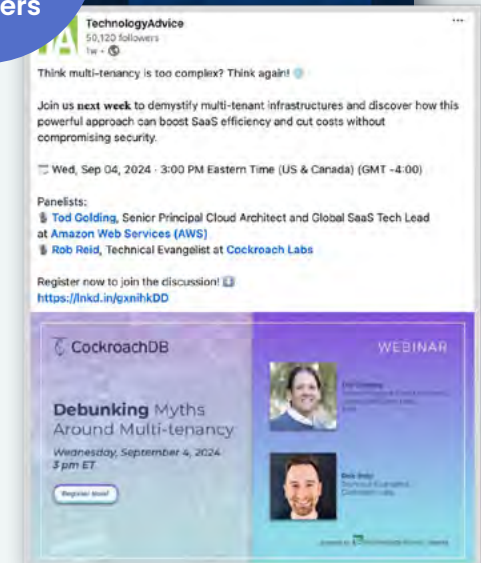
3M+
social media
followers



Engaged Audiences in:

- Tech
- Cybersecurity
- Small Business
- Real Estate
- Project Management

and more.





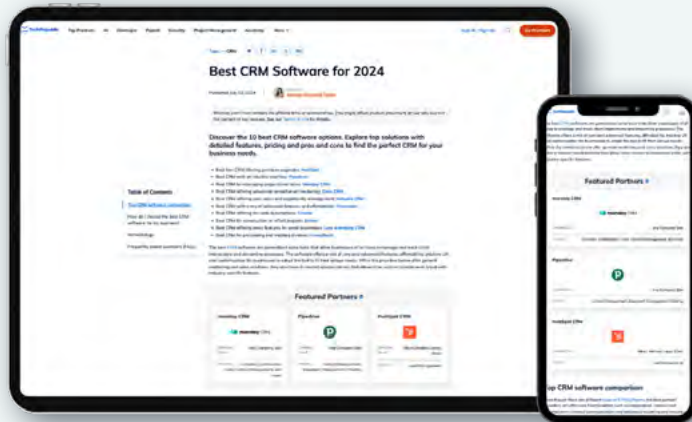
Capture Demand Lead Generation

Lead Generation Solutions

Generate leads and capture demand from B2B technology buyers across our ecosystem.

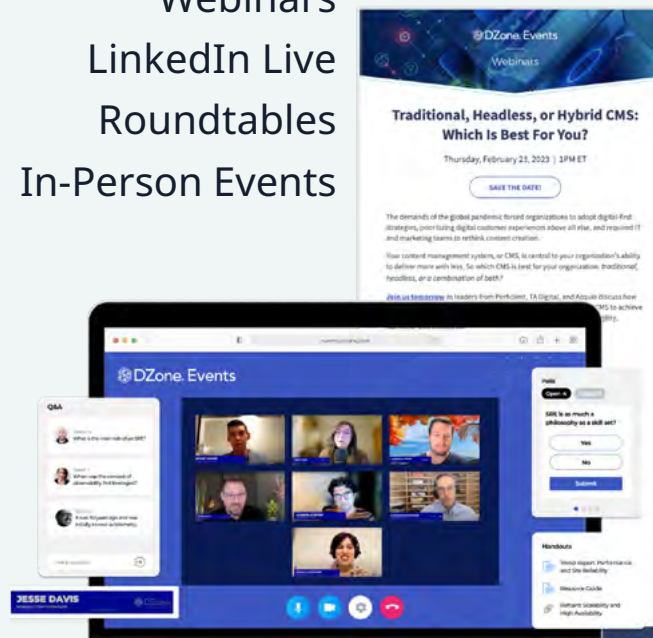
Intent Clicks

Convert Traffic from High Intent Articles & Product Review Pages



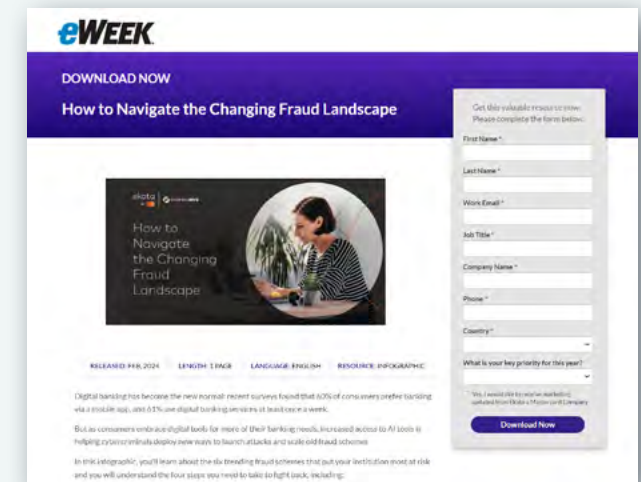
Turnkey Events

Webinars
LinkedIn Live
Roundtables
In-Person Events



Content Syndication

Tailored Lead Generation
with Precision Targeting

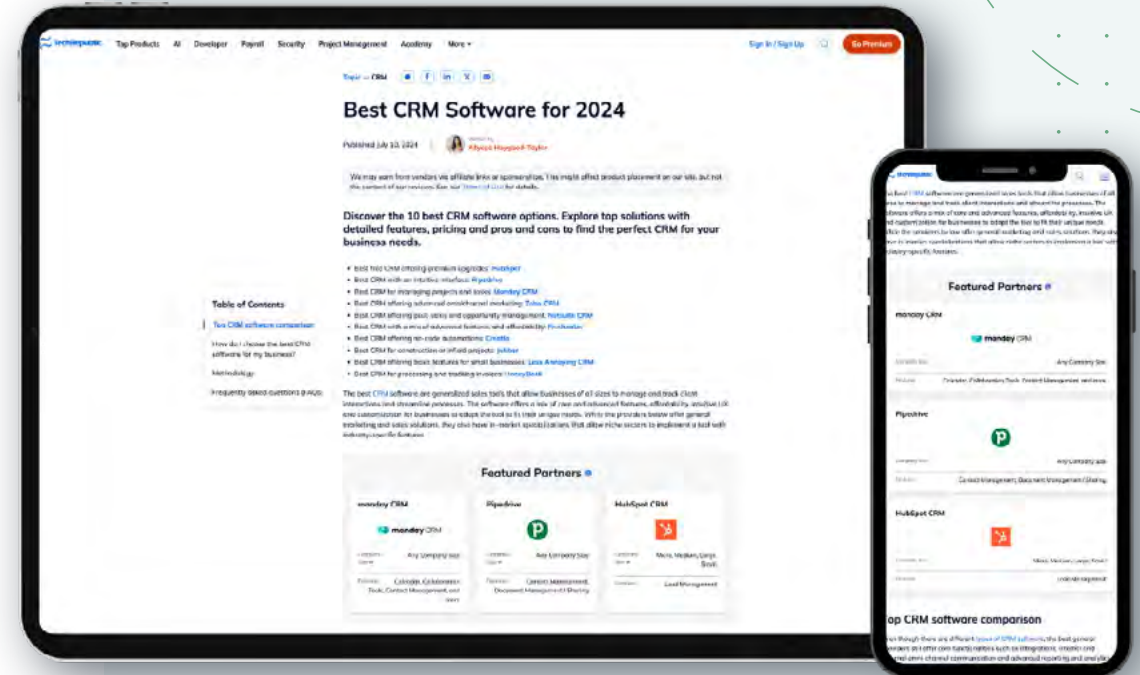


Intent Clicks **PPC**

Thousands of companies have claimed and optimized their product profile on [TechnologyAdvice.com](https://www.technologyadvice.com).

Intent Clicks promotes your profile across our portfolio on relevant article topics.

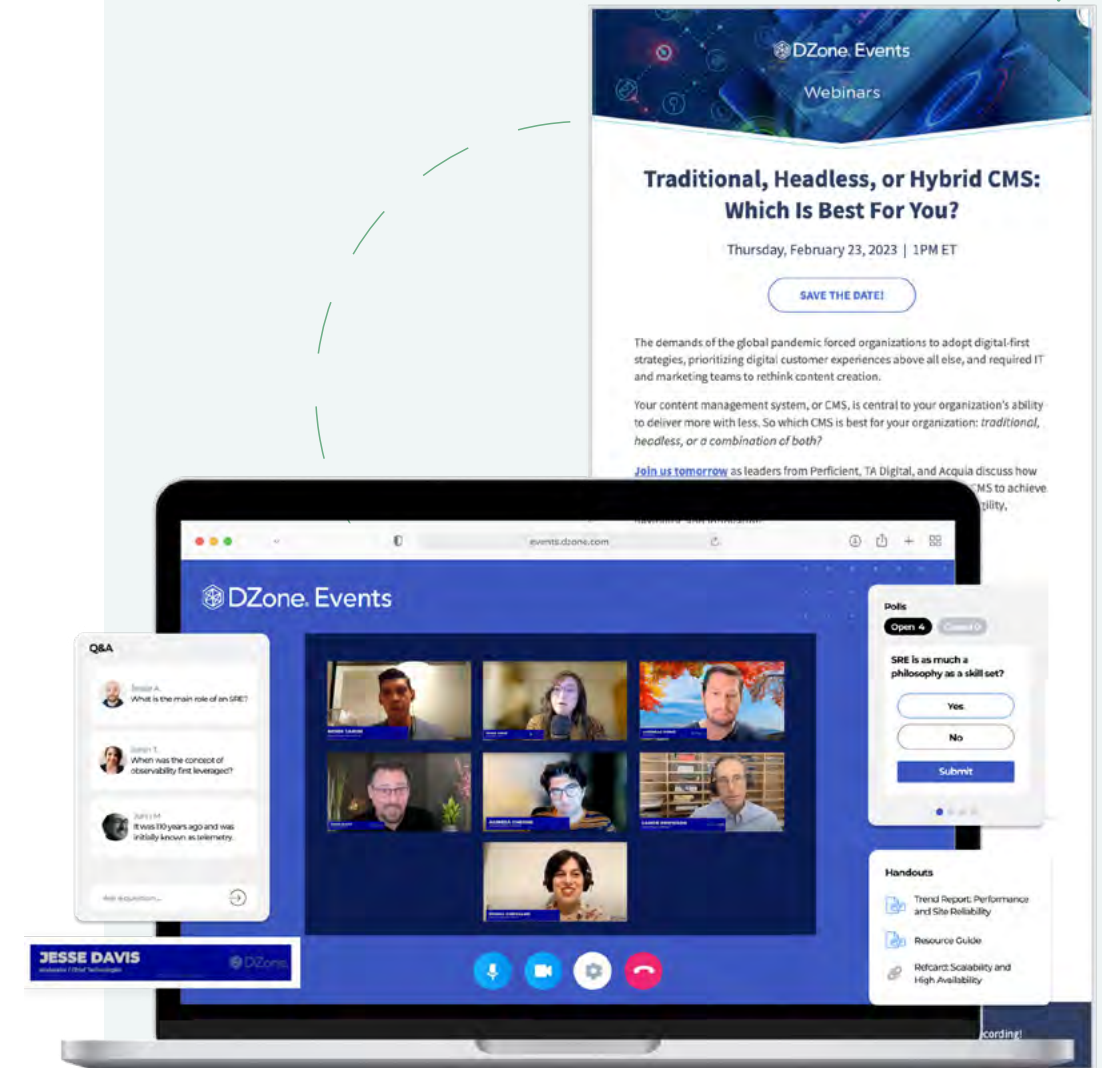
- ✓ Claim your free product profile on [Solutions.TechnologyAdvice.com](https://www.solutions.technologyadvice.com)
- ✓ Activate **Intent Clicks** on your product profile to drive high-intent traffic back to your website or landing page
- ✓ **Pay-per-click** model, no up-front costs, no commitments



Turnkey Events

From webinars and livestreams to in-person executive roundtables, 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, LinkedIn Live, and in-person events
- ✓ Partnership with our flagship media brands
- ✓ Done-for-you planning, speakers, attendee recruitment, and day-of execution
- ✓ Leverage on-demand content post-event for maximum ROI



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

Accounts

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.





Build Sustainable Pipeline
Brand-to-Demand

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



Tell the Right Story

- Articles | Whitepapers
- Surveys | Research Reports
- Podcasts | Videos | Interactive
- Made-for-You by Industry Experts



Build Brand Authority

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



Capture Demand

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



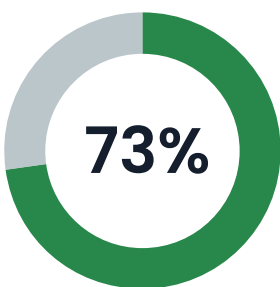
Brand-to-Demand

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





// 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."

— **Jen Fields,**
Sr. Demand Gen Manager

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

A video player interface with a dark blue background. On the right side is a video of Jen Fields speaking. On the left side, there is a white header with the "nextthink + TechnologyAdvice" logo. Below the header, there are three quotes in white text: "BETTER TARGETING", "MORE PIPELINE IMPACT", and "A PARTNER WHO CARES ABOUT MY SUCCESS" (preceded by a green heart icon). At the bottom right is a green button with the text "Learn More".

nextthink + TechnologyAdvice

"BETTER TARGETING"

"MORE PIPELINE IMPACT"

♥ "A PARTNER WHO CARES ABOUT MY SUCCESS"

Learn More



// 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."

— **Alex Schutte**,
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.



Rob Bellenfant
Founder & CEO of
TechnologyAdvice



solutions.technologyadvice.com/contact-us/