



**Tech
Informed**

Media Pack 2023

The frontier of tech news

TechInformed Media Pack 2023

Research-led and proudly independent.

Delivering tech news, insights and analysis you can trust

TechInformed is a global digital publication providing high-quality, research-driven content for tech professionals, enabling them to make more informed decisions. We offer independent journalism backed by our in-house research team, delivering truth and authenticity.

We believe that insight leads to clarity, integrity builds trust, and independence maintains focus. By partnering with us, you can deliver first-rate content to your target audience while receiving end-to-end support from our team of specialists.

Enabling tech brands to reach the right audience, at the right time

We partner with some of the world's leading technology vendors, service providers and system integrators to help them connect with our audience of tech industry professionals through the use of insightful articles, engaging newsletters and non-invasive advertising.

Powered by the experts at iResearch
We're powered by iResearch Services, a thought leadership agency ranked top 10 worldwide in delivering evidence-based, expert guidance to help brands build digital trust.

About iResearch Services:

- Fortune 1000 and FTSE 350 clients
- 350+ Research Analysts
- Powering 90+ countries
- 40,000 B2B leads generated per month for tech brands

Content which serves our partners and informs our readers

INTERVIEWS

Interviews can increase brand awareness, spread news on a new product or service, or promote projects and partnerships. These are placed on our website, socials and newsletters.

SPECIAL REPORTS

Get your brand recognised as a thought leader on topics ranging from cybersecurity to IoT and climate tech. Sponsored special reports use a combination of articles, interviews and logo placement.

WHITE PAPERS

Publish a white paper on a tech topic of your choosing and we will host it on our Resources section and send a dedicated email to your target audience. You'll receive a report detailing open and click rates.

WEBINARS

Webinars are a great way to engage with your audience and generate leads. We can assist you with content development and event moderation, including Q&A.

DISPLAY ADVERTISING

We are proud of our high-quality editorial standards that prioritise user experience. We don't display intrusive pop-up banners, instead, we deploy more subtle display advertising for higher impact.

NEWSLETTERS

We offer fully customised sponsored newsletters that can be tailored to meet an audience of tech professionals in industries or locations you're targeting.

ORGANIC/PAID SOCIAL

Our partners can reach and engage with tech professionals through organic and paid posts on our social media accounts.

End-to-end support and guidance

We're passionate about helping our sponsorship partners reach their ideal audience and achieve their campaign goals. That's why we provide 360° support from planning to execution.

Before the campaign, we'll host a kick-off call to establish goals, timescales, and put together a project plan with clear deliverables.

During the campaign, we provide constant data-driven campaign refinement and optimisation, along with daily or weekly status updates (depending on your preference).

Then, once the campaign is finished, we conduct a post-campaign analysis detailing results and outcomes and run a client satisfaction assurance call to make sure you're happy with our service



TechInformed Key Metrics 2022

Website

- 315k page views & 220k sessions
- 150% increase in website traffic MoM

Social Media

- 173k monthly impressions on Twitter
- 22k monthly profile visits on Twitter
- 120% increase in followers MoM

Sponsored Newsletters

- 33% average open rate
- 28% average click-through rate

Media Partnerships 2022

- Dublin Tech Summit
- CIO & IT Leaders
- SaaStr Annual
- WNW Conference
- Future Data Centers & Cloud Infrastructure Summit
- IOT Solutions World Congress
- London Climate Technology Show
- SDS + Smart Data SUMMIT
- Barcelona Cyber Security Congress

To receive more information including pricing, service packages and readership profiles, **please contact us today.**



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