



2026 Media Kit

The Power Source for People and Technology

techstronggroup.com

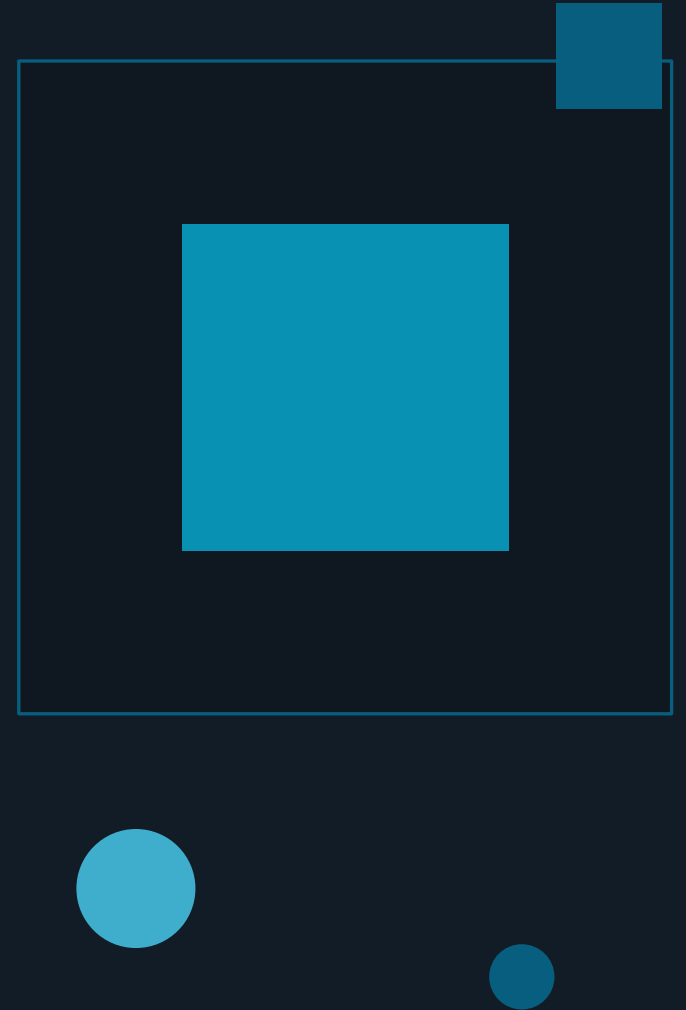


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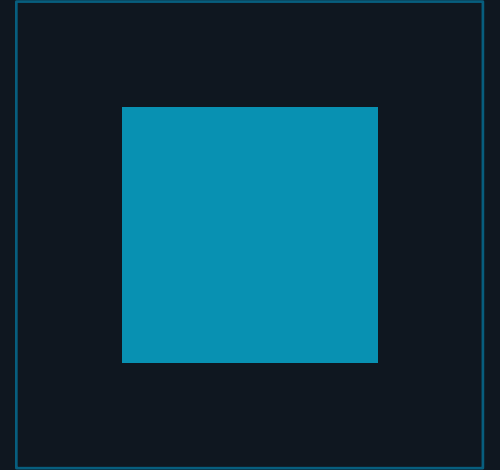
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Analyst Research

Data-driven insights

About Us

Techstrong is the power source for people and technology.



We Don't Just Cover the Tech Industry. We Shape It.

Techstrong Group is a global technology media company covering the markets shaping today's tech infrastructure, including DevOps, cybersecurity, AI, cloud native, platform engineering and IT operations.

Through trusted editorial brands, analyst research, video broadcasts and industry events, Techstrong reaches the practitioners and decision-makers responsible for responsible for evaluating, building and operating technology platforms.

Tech professionals rely on Techstrong to stay informed about the tools, platforms and practices shaping how software and infrastructure are built and secured. and secured.

For vendors, Techstrong provides direct access to a highly-engaged audience through custom content, programs and targeted campaigns that build credibility, generate demand and connect with active buyers.

OUR BRANDS



Techstrong Team



Alan Shimel

Founder and CEO



Mike Vizard

Chief Content Officer



Mitch Ashley

CTO



Kim Parker

Chief Operations Officer



Jon Swartz

Senior Content Writer



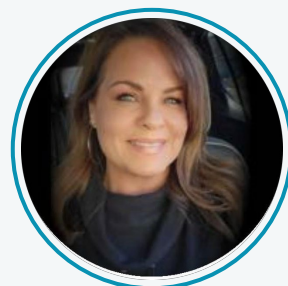
Jeremy Jones

Sales Director



Deb Schalm

Sr. Director, Customer Success



Jenn Yarnold

VP of Development



Amy Hoffman

Business Manager



Cédric Mertes

Director of Business Development

The Markets We Serve



Artificial Intelligence

Machine learning, automation and intelligent intelligent systems driving innovation



Cybersecurity

Threat detection, data protection and enterprise enterprise security solutions



IT

IT service management, operations and infrastructure optimization



Platform Engineering

Developer experience, internal platforms and toolchain automation



Digital Transformation

Business modernization, process innovation and organizational change



DevOps

CI/CD pipelines, automation and collaborative development practices

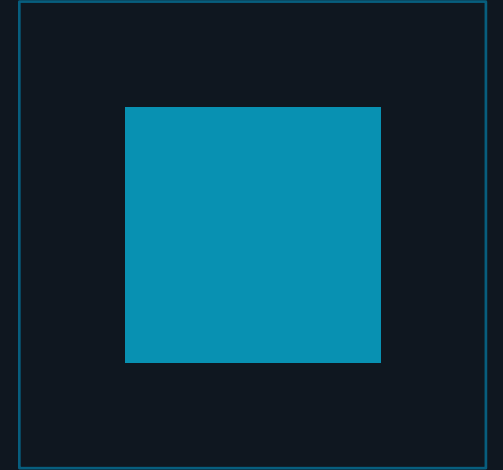


Cloud Native

Containerization, microservices and scalable cloud architectures

Global. Engaged. Ready to Buy.

With buying power, decision authority and active intent, Techstrong connects you with the professionals professionals who shape the future of technology.



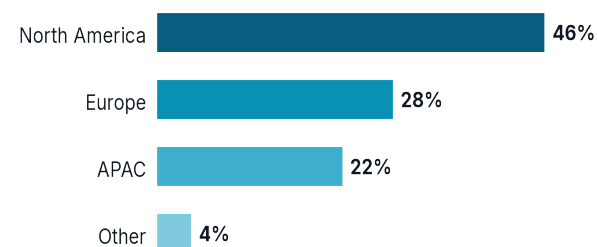
Why Partner with Techstrong

Buyers depend on Techstrong's depth of content, virtual events, interviews, conference videos and analyst research to learn about the trends impacting their world. We are a highly-focused, nimble digital media company focused exclusively on the most innovative areas of technology today: DevOps, cloud native, cybersecurity, digital transformation and AI.

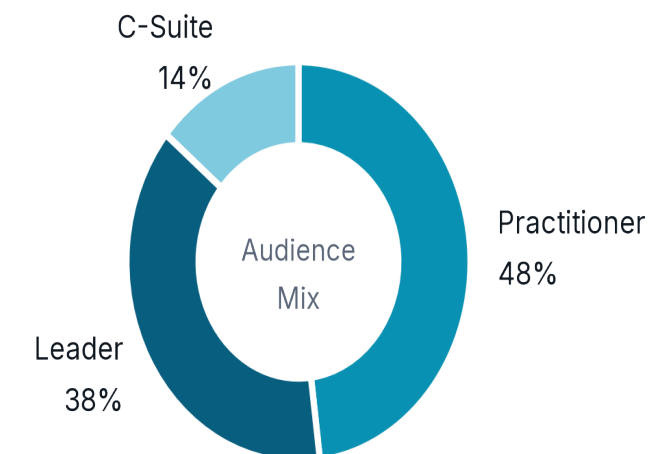
Global Reach

- 15M+ Annual Reach
- 750K+ Monthly Unique Visitors
- 1M+ Monthly Page Views
- 500K Subscribers

Global Distribution



Audience Seniority



Audience Profile

- 55% Decision-Makers
- 93% Buying Intent
- 57% Enterprise/Large Business
- 47% Companies with \$1B+ Revenue

Techstrong TV

- Millions of monthly impressions
- Viewers in 92 countries
- Fresh content uploaded daily

Our Audience: Decision-Makers Who Drive Growth

8.5M+

Annual Unique Visitors

Across our portfolio of trusted brands and channels channels

194K+

Unique Businesses

Organizations across DevOps, AI, cybersecurity, cloud cybersecurity, cloud native, platform engineering and engineering and enterprise IT

55%

Decision-Makers

81% showing active buying intent

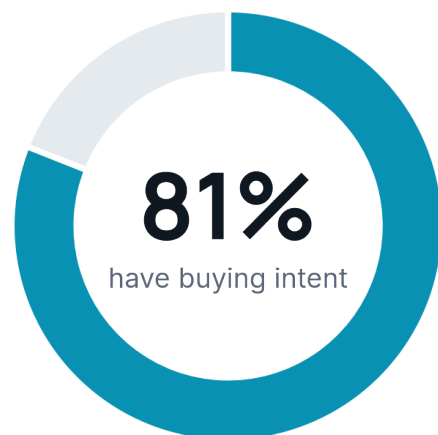
ENTERPRISE BUYING POWER

- 55% of businesses generate \$200M+ in annual revenue
- 39% exceed \$1B in revenue, representing Fortune 500 caliber accounts
- Top industries: Software, Finance, Healthcare, Manufacturing, Education, Government

Why This Matters: Our audience isn't just browsing. They're actively researching solutions, comparing vendors and making purchasing decisions. Your message reaches them at the exact moment they're ready to engage.

Reaching an Audience with Buying Intent

81% of visiting businesses have buying intent



67% of visiting domains are in an active or in-depth buying stage

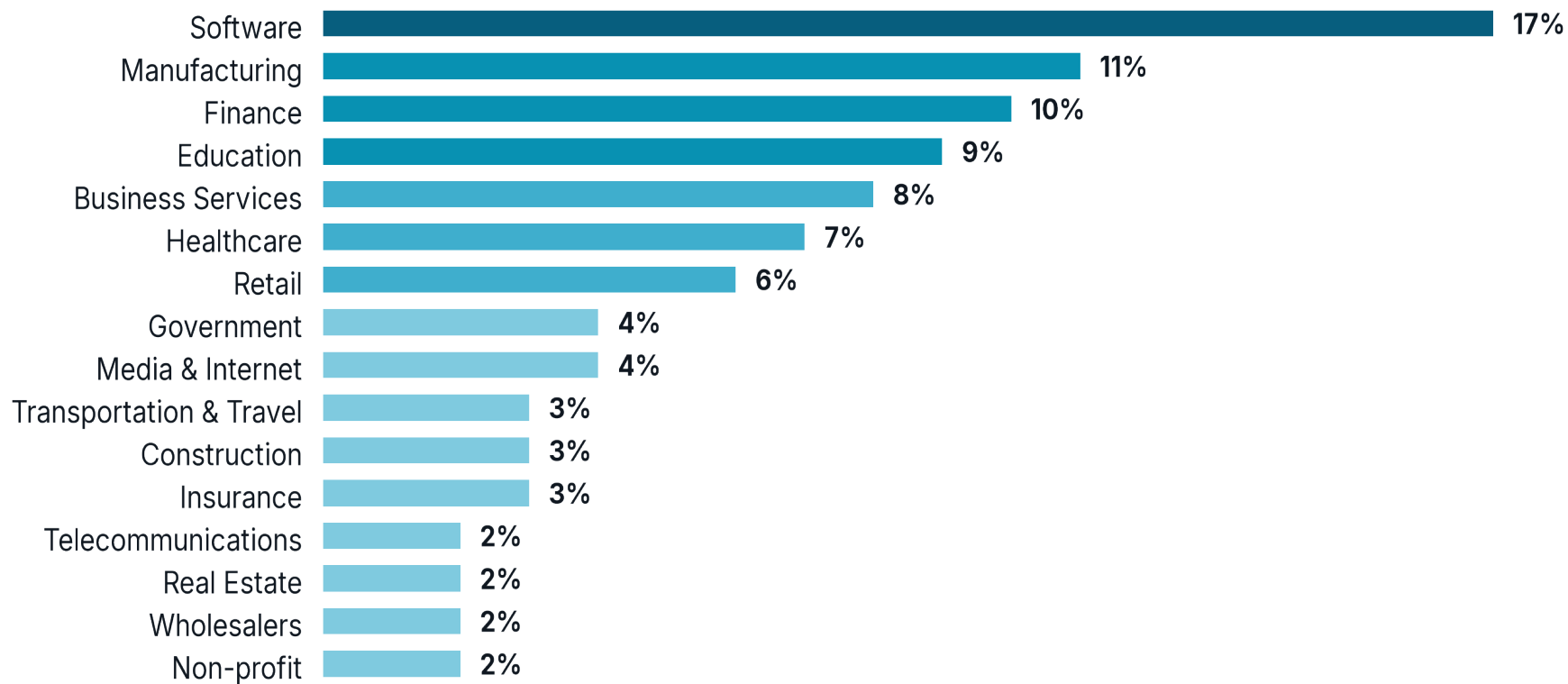


Intent is measured across first-party engagement on Techstrong properties and independent third-party independent third-party signals, then validated by Futurum analysts to filter out low-intent activity.

Source: Techstrong Research first-party audience data and third-party intent signals.

Key Industries Covered

Percent of total audience by industry



Software, manufacturing and finance lead the mix, with strong representation across regulated and public-sector buyers.

Techstrong's Social Media Presence

LinkedIn

316K+ combined audience reach across all brands

- 92K+ total followers
- 224K+ total members across Techstrong's groups — DevOps Professionals 210K+, Security Boulevard 14K+
- 1.3M+ impressions (last 365 days)

316K+

Combined LinkedIn reach

YouTube — Techstrong TV

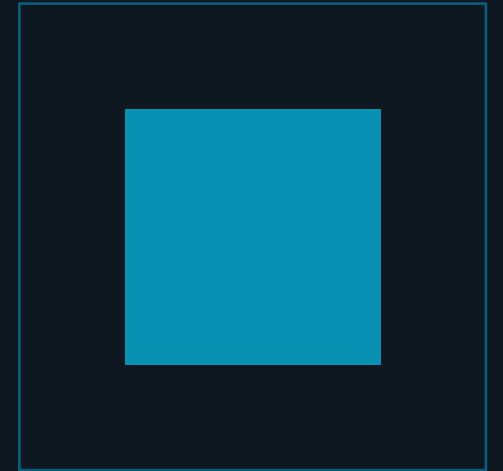
- 21K total subscribers
- 2.6M+ impressions (last 365 days)
- 1.5M+ views (last 365 days)

X (Twitter)

- 76K+ total followers across all brands
- 502K+ total impressions (last 365 days)

Content that Converts

High-performing content goes beyond clicks. It combines strategic messaging, audience insight and clear insight and clear calls to action to drive measurable results across the funnel.



Editorial that Reaches Active Tech Buyers

Techstrong's editorial coverage focuses on the technologies and practices shaping today's tech landscape. Through news, analysis, interviews and industry events, we engage practitioners and decision-makers actively researching tools, platforms and solutions.

Editorial Guidelines

- Articles must be original and not previously published, including on corporate blogs or company websites.
- Submissions must be exclusive to Techstrong Group properties.
- Content should be written for technology practitioners and industry professionals.
- Articles must be vendor-neutral and non-promotional. Product marketing, sales messaging and promotional links are not permitted.
- Recommended length is 600–1,000 words.
- Submissions can be made through the Techstrong article submission form.

Due to the volume of submissions, Techstrong cannot respond to every contributor individually. Authors will be contacted if edits are required or when an article is scheduled for publication.

Sponsored Thought Leadership

Techstrong works with technology vendors to produce thought leadership articles aligned with the interests of our practitioner audience.

Clients May

- Provide a topic or content outline
- Contribute a subject matter expert from their team as the author
- Collaborate with a Techstrong editorial writer or Futurum analyst

Distribution

Published articles are promoted across relevant Techstrong social channels, reaching an engaged community of tech professionals.

Editorial Process

- Once the topic is finalized, the typical timeline for editing and publishing is 7–15 days.
- Articles go through Techstrong’s editorial review process to ensure clarity, quality and relevance for our audience. In most cases, up to three rounds of revisions are included.

Editorial Leadership



Alan Shimel

Founder and CEO

Global authority on DevOps, cybersecurity, cloud-native and AI

Alan Shimel is the founder and CEO of Techstrong Group and one of the most recognized voices in enterprise technology. He has built Techstrong into a leading platform leading platform connecting practitioners, executives and technology vendors through brands including DevOps.com, Security Boulevard, Cloud Native Now, Techstrong AI and Now, Techstrong AI and Techstrong TV.

With a career spanning venture-backed startups, DevOps and cybersecurity, Alan brings a unique mix of legal, business and technical expertise. He is known for candid conversations and sharp analysis of the trends shaping software, infrastructure and security.

Whether moderating panels, hosting livestream interviews or speaking at global industry events, Shimel is widely respected for bringing together industry leaders and driving industry leaders and driving thoughtful conversations around the technologies shaping the industry.

Editorial Leadership



Mike Vizard

Chief Content Officer

Mike Vizard is a seasoned IT journalist with over 25 years of experience. He also contributed to IT Business Edge, Channel Insider, Baseline and a variety of other IT titles. Previously, Vizard was the editorial director for Ziff-Davis Enterprise as well as Editor-in-Chief for CRN and InfoWorld.



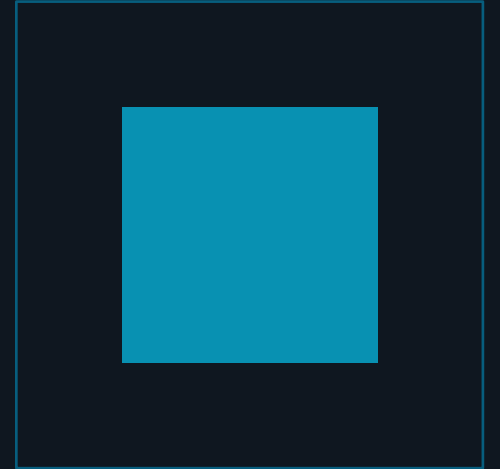
Jon Swartz

Senior Content Writer

Jon Swartz is an award-winning tech journalist. Previously a senior reporter at MarketWatch covering Silicon Valley, he also served as San Francisco bureau chief for USA Today. Swartz has written for publications including Forbes, The Times of London and the San Francisco Chronicle. A two-time finalist for the Gerald Loeb Awards and four-time Pulitzer Prize nominee, he is widely respected for his reporting on tech, business and cybersecurity.

Precision Marketing Meets Performance

From high-impact video content to targeted media placements across Techstrong properties, our programs amplify your message, engage the right audience and deliver measurable results that drive that drive pipeline growth.



The Techstrong Advantage

Sales teams need qualified, actionable leads that are worth their time. Techstrong helps focus your programs on accounts with the highest propensity to buy, delivering stronger opportunities and measurable pipeline impact.

Reach Beyond Your Existing Database

Launch programs that extend your reach across Techstrong's audience of tech of tech practitioners and decision-makers.

High Propensity to Buy

Focus on accounts actively researching solutions in your category.

Account Targeting & Research

Use your ABM/TAL lists, or work with Techstrong to identify high-priority target target accounts aligned with your business.

Utilize the Most Relevant Content

Our insights help identify the themes and technologies generating the strongest audience engagement.

Prioritized Leads for Follow-Up

Deliver qualified leads to sales while nurturing additional prospects through targeted programs.

Make Targeting Adjustments

Refine campaigns based on lead quality and engagement insights.

Validated Buyer Intent

High-confidence signals for sales and marketing teams

Techstrong and Futurum combine first-party engagement data, independent intent signals and analyst research to identify organizations actively researching technology researching technology solutions.

First-Party Engagement Data

Behavioral engagement captured across the Techstrong digital ecosystem, including articles, articles, webinars, research content, events and and learning experiences. Tracked through platforms platforms such as HubSpot, Salesforce, Bombora and Bombora and Google Analytics.

Third-Party Market Intent

Independent intent data from G2, the world's world's largest business software review platform. Includes category exploration, product product comparisons and peer benchmarking activity.

Futurum Analyst Intelligence

Futurum analysts apply market research, industry context and proprietary signal analysis to validate real buyer journeys and filter out low-intent activity.

WHAT THIS ENABLES

- Higher confidence than single-source intent data
- Distinguishes active buyers from early-stage research
- Helps sales and marketing teams prioritize real buying momentum

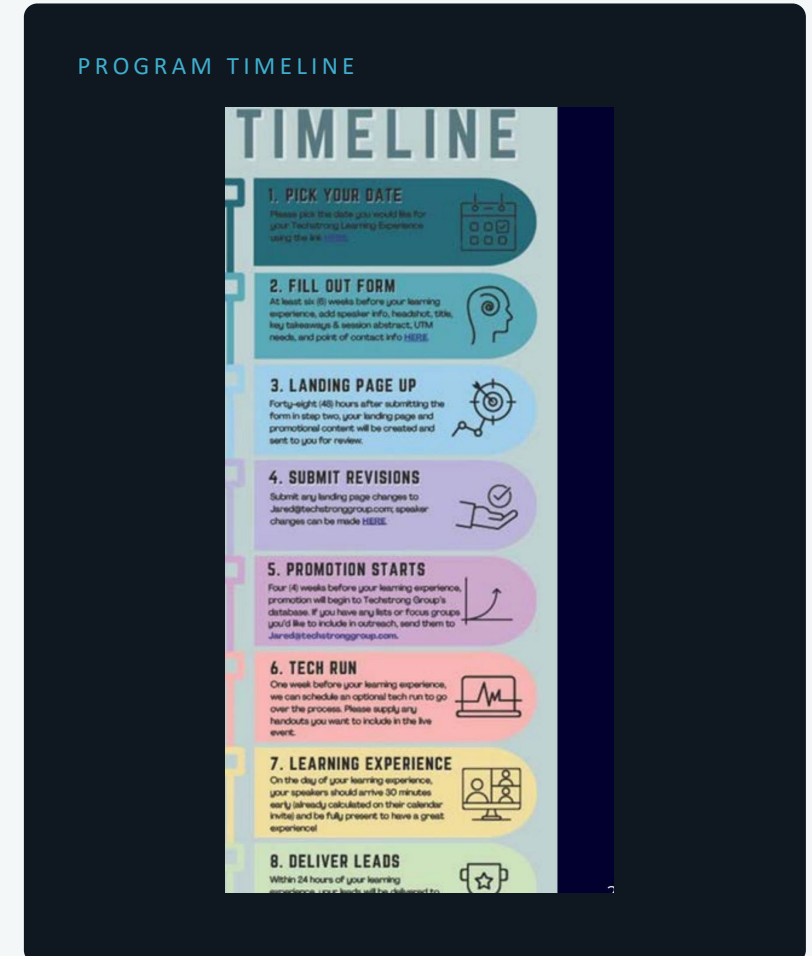
Learning Experiences

Custom Webinar

Techstrong webinars bring together industry practitioners, analysts and engaged audiences to explore the technologies shaping modern software, security and infrastructure. Each program is designed to help technology brands educate the market, generate qualified demand and build credibility with an audience of practitioners and decision makers.

What's Included

- Live 60-minute webinar with interactive chat and audience polling
- Full program management: coordination, production and landing page support
- Professional host/moderator provided by Techstrong
- Promotion across Techstrong editorial properties and social channels
- Post-event MP4 recording provided for continued promotion and distribution
- 200 registrations guaranteed



Learning Experiences

Futurum Advisory Techstrong Learning Experience: Analyst-Guided Discussion

A live, interactive webinar designed to provide senior technology practitioners with independent insight, strategic context and practical guidance on critical industry trends.

Each session is moderated by a senior Techstrong editor (such as Alan Shimel or Mike Vizard) and features a Futurum analyst alongside subject matter experts from the experts from the sponsoring organization. Sponsors may also invite a customer or ecosystem partner to participate in the discussion.

These experiences combine analyst insight, practitioner experience and active audience engagement.

Program Format

- Live 60-minute webinar moderated by a senior Techstrong editor
- Futurum analyst participating as a core expert voice in the discussion
- Sponsor subject matter experts sharing practitioner insight
- Interactive audience engagement through live Q&A, chat and polling
- Full program management including coordination, production and landing page support
- Promotion across relevant Techstrong editorial properties and social channels channels
- Post-event MP4 recording for continued promotion
- Audience survey report summarizing attendee insights and discussion highlights
- 200 registrations guaranteed

Learning Experiences

Techstrong Learning Experience with Futurum Analyst Guest

A live webinar with a Futurum analyst guest, providing industry context and additional credibility to the conversation. The analyst participates as a featured guest, contributing commentary, analysis and market perspective while sponsor experts share real-world experience and insight.

The session is moderated by a senior Techstrong editor who guides an interactive discussion featuring the Futurum analyst alongside experts from the sponsoring organization. Sponsors may also invite a customer or ecosystem partner to participate.

What's Included

- Live 60-minute webinar moderated by a senior Techstrong editor
- Futurum analyst participating as a featured guest
- Sponsor subject matter experts sharing practitioner insight
- Interactive audience engagement through live Q&A, chat and polling
- Full program management including coordination, production and landing page support
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- Post-event MP4 recording for continued promotion
- Audience survey report summarizing attendee insights and discussion highlights
- 200 registrations guaranteed

Roundtable Calendar 2026

JANUARY01 Open for sponsorship	FEBRUARY02 Open for sponsorship	MARCH03 March 16 — DevSecOps: Security at the Speed of Modern Engineering Engineering	APRIL04 April 20 — Observability Comes of Age Age in 2026
MAY05 May 18 — AppSec in 2026: Securing Securing Software at the Speed of Innovation	JUNE06 June 15 — CI/CD: Delivering Software Software at Enterprise Velocity	JULY07 Open for sponsorship	AUGUST08 Aug. 17 — DevOps in the Age of AI AI Native
SEPTEMBER09 Sep. 16 — Kubernetes & AI: Powering Powering the Next Generation of Intelligent Infrastructure	OCTOBER10 Oct. 19 — Cloud Security: Defending at Defending at Cloud-Native Speed	NOVEMBER11 Nov. 16 — Platform Engineering Meets Meets AI: The New Developer Experience	DECEMBER12 Open for sponsorship

Client Workshop / Demo Series

Workshops and demos provide an interactive environment where prospects can explore how your solution addresses real-world challenges. Designed for mid-funnel engagement, these sessions combine expert presentations, panel discussion and live demonstrations. Interactive chat and Q&A allow direct and Q&A allow direct engagement with the Techstrong audience.

Program Description

- 90-minute interactive workshop or demo session
- Live product demonstration and expert discussion
- Direct audience engagement through chat and Q&A
- Promotion across Techstrong social channels

90

Minute session

Mid

Funnel engagement

Live

Demo + Q&A

Account-Based Marketing

Align marketing and sales around defined target target accounts

Engage high-value prospects through targeted targeted campaigns

Accelerate pipeline development

01

Identify Target Accounts

When a target account list has been identified, Techstrong account-matching capabilities help help determine where verified connections exist across our database.

02

Define Target Roles and Buying Groups

Verify that the right individuals and and decision-makers are represented across target accounts.

03

Analyze Engagement by Account

Identify interest and engagement engagement signals from target target individuals based on their their activity across Techstrong Techstrong properties.

04

Campaign Build

Launch an integrated campaign campaign designed to reach priority accounts and generate measurable pipeline impact.

Custom Content / Syndication

Tech buyers rely on Techstrong content to stay current on the technologies, trends and practices shaping their work. Our sites feature a mix of custom content designed to deliver relevant insights and support brand visibility through sponsorship and advertising opportunities.

Custom content includes


Blogs
Videos
Whitepapers
Podcasts
eBooks
Infographics
Pulsemeters

Mix and match formats across a single campaign.

Techstrong Expert Exchange Live Events

Techstrong creates and delivers live events that bring the tech community together to connect, learn and engage around the trends, technologies and practices shaping and practices shaping the industry. These programs help sponsors build brand visibility, share thought leadership and generate qualified demand through an interactive through an interactive event experience.

Event Management and Production

- Call for papers
- Speaker onboarding
- Website design
- Video production for live and pre-recorded sessions
- Website and content support
- Marketing campaigns
- Post-event reporting and analytics

**Sponsor a Techstrong event, or
or partner with us to develop a
a dedicated live learning
experience.**

sales@techstronggroup.com

LeadIntel Edge: Intent Data Program

Smarter sales engagement through data-backed intelligence, zeroing in on the hottest leads in your pipeline. First-party engagement, G2, Bombora and Futurum research and Futurum research are cross-validated and analyst-reviewed before any lead reaches your team.

POWERED BY BOMBORA INTENT DATA

Included with sponsorship programs — standalone platforms run \$30K–\$100K+/yr

16.3B

Monthly interactions

4M+

Unique domains

5,000+

B2B research sites

16,000+

Intent topics tracked

What you get

Lead Battle Cards

10–15 fully researched cards per campaign cycle, packaging intent data, topic analysis, contact enrichment enrichment and LinkedIn profiles.

Surging Topic Reports

Company-level surge analysis across 16,000+ intent topics intent topics and 5,000+ B2B destinations, showing what showing what each account is researching now.

Full Journey Mapping

Every lead's engagement across all Techstrong properties properties — webinars, articles, events and digital touchpoints — in a single timeline.

Strategic Recommendations

Techstrong analyst commentary on each lead: why they're they're hot, what they're researching and a suggested suggested outreach approach.

Contact Enrichment

LinkedIn profile data and full contact enrichment for each selected lead, so reps can act on verified information immediately.

Analyst Deep-Dive (optional)

Private session with Futurum Group analysts to interpret findings and map signal data to your GTM and target account strategy.

Media Placements: Newsletters & Web Ads

High visibility and qualified traffic

Drive high-intent traffic with website and newsletter placements, reaching an engaged audience of tech practitioners and decision makers.

Banner Advertising

- Run-of-Site (ROS) banners with geo-targeting
- 40,000+ impressions every 30 days
- Strategic placement on Techstrong property of choice

Newsletter Sponsorship

- Engaged audience actively seeking latest insights, tools and best practices practices
- Prime visibility in weekly editorial roundups
- Direct access to practitioners evaluating technology solutions

ASSET DELIVERY

- Newsletter ads: PNG/JPG creative in 730×100 or 770×330 px, plus a URL with UTM parameters
- Website ads: PNG/JPG creative in 728×90 and 300×250 px, plus a URL with UTM parameters

Tip: Strong CTAs and eye-catching design drive higher engagement.

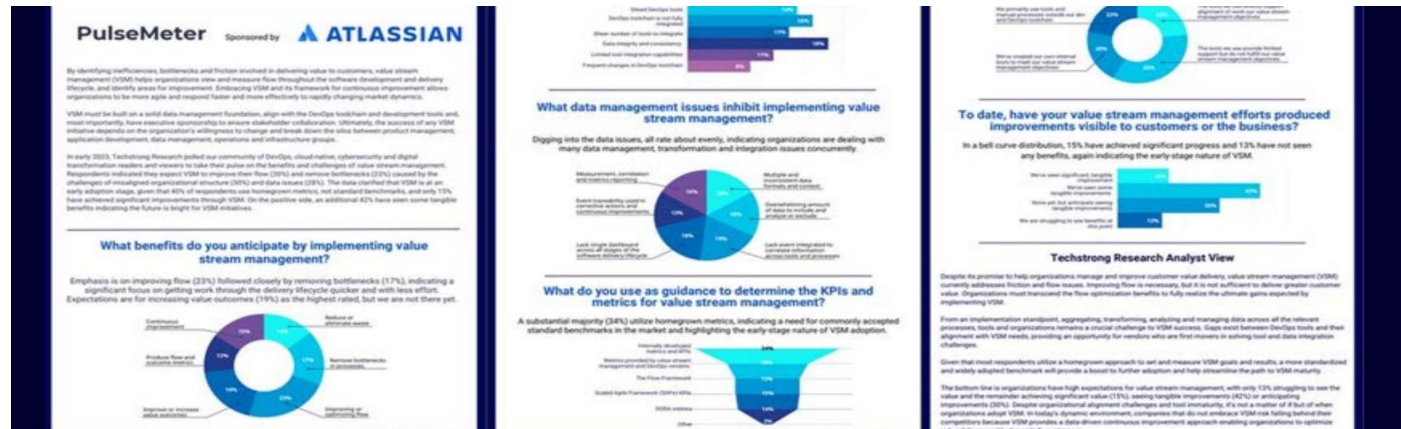
Pulsemeter

Flash Poll and Report

- Survey with 5–6 topic-specific questions
- 1–2 page survey report with infographic
- 140-character limit per question

Panel Roundtable Webinar

Video roundtable panel discussion with client leadership and other key voices from your organization. The panel webinar requires registration, supporting lead generation.



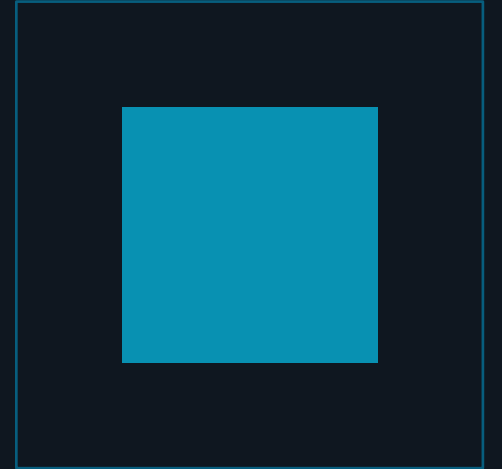
Pulsemeter Report

- 5–6 flash poll questions, each limited to 140 characters for social distribution
- Data from DevOps.com, Cloud Native Now and Security Boulevard audiences
- 3–4 page report featuring Techstrong Research data and analysis
- Topic and data leveraged as part of a live roundtable series

BENEFITS Data validating needs, challenges and adoption trends · Customer alignment with market direction · Third-party research validation · Asset for campaigns with a 200-lead campaigns with a 200-lead minimum guarantee

Your Brand in Motion

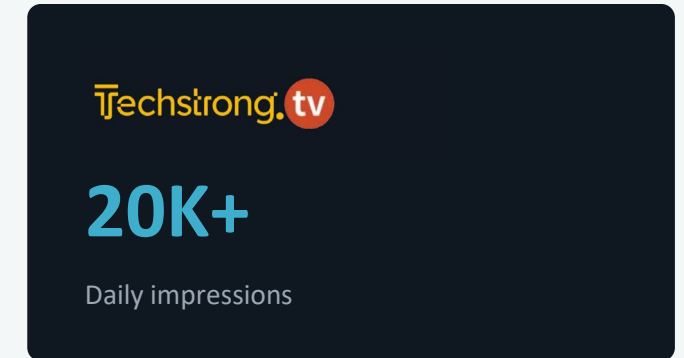
Your Brand in Motion brings together strategic storytelling, visual impact and multi-channel visibility to help brands build awareness and strengthen engagement across Techstrong's broadcast platform.



Video Production, Distribution & Sponsorships

Techstrong TV is a premier livestream channel featuring exclusive industry news, events, announcements and conversations with IT experts and business leaders. With fresh content uploaded daily, the channel keeps audiences informed on the trends, innovations and best practices shaping the technology industry.

A Techstrong TV appearance enhances your brand's credibility and expands your reach by showcasing your expertise to a your expertise to a highly engaged technology audience.



Multiple Formats

- Custom apps for phones and tablets
- Accessible via web browser
- Channels on popular streaming platforms and hardware

Conversations with 30K+ Tech Experts

- Industry leaders, innovators and practitioners
- Insight shared across the technology landscape

Comprehensive Broadcast Coverage Coverage

- In-studio interviews
- On-site interviews
- Live coverage
- On-demand replays

Custom Video & Broadcast Production

Professionally produced video and podcast content designed to help brands tell their story and reach a global technology audience.

We create custom videos and podcasts that support thought leadership, brand visibility and demand generation. Our studio and production capabilities are designed to support a wide range of formats and campaign goals.

You also receive the fully edited video and audio files to extend the value of the content across your own channels and campaigns.

Our services include



Expert interviews



Educational series



Case studies



Brand marketing videos



Customer and partner testimonials



Sponsorship opportunities

Techstrong TV Series

The Techstrong TV Series gives brands a recurring format to engage the audience, build visibility and generate and generate demand through a combination of Techstrong TV interviews and a roundtable webinar. webinar.

What's Included

- Series of broadcast interviews with industry hosts
- Roundtable featuring subject matter experts and industry practitioners
- On-demand video assets provided for continued promotion
- Promotion across relevant Techstrong properties and social channels

Marketing Value

Thought Leadership

Brand Visibility

Lead Generation

** Limited sponsorship (1 to 4)*

FEATURED SHOWS



Video Interviews & Podcast Series

TSTV Broadcast Interviews

- Techstrong TV averages 8,000–10,000 views daily
- 15–20 minute 1:1 broadcast video interview with expert hosts
- Edited MP4 delivered for redistribution
- Promoted across relevant Techstrong properties
- On-demand viewing for extended shelf life
- Available as both video and audio podcasts

Custom Podcast Series

- Produce and host your branded podcast on the Techstrong.tv platform
- Monthly 40–60 minute episodes
- Option to split into bi-weekly content
- Full episode copy (MP3 & MP4) for your distribution

All-inclusive package: \$10K per month

8–10K

Views daily

15–20

Minute interviews

40–60

Minute podcast episodes

We Bring the Camera to You

Bring the cameras. Amplify the moment.

When Techstrong TV comes on-site to your event, you're not just hosting a gathering. You're creating broadcast-grade content that lives far beyond the venue. Our team beyond the venue. Our team captures live interviews with industry leaders, innovators and speakers in real time, turning your event into a streaming showcase for the streaming showcase for the global tech community.

Why it matters

Instant amplification

Interviews are streamed and promoted across Techstrong's properties, reaching millions of engaged viewers.

Thought leadership on display

Your speakers and sponsors get spotlighted as go-to voices in DevOps, AI, cloud-AI, cloud-native and cybersecurity.

Evergreen content

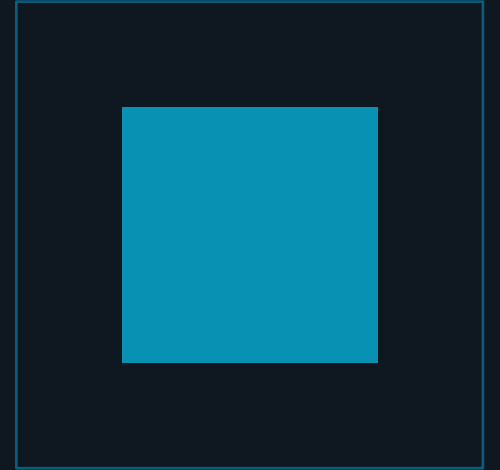
Edited clips become lasting assets for post-event campaigns, social media and lead media and lead generation.

Professional production

Our crew handles everything — setup, moderation, filming and distribution.

Analyst-Driven Research

Turn research into high-impact assets. As part of The Futurum Group, we empower your brand with in-depth with in-depth analyst insights and strategic research. Our expert analysts conduct comprehensive qualitative comprehensive qualitative and quantitative assessments of technology solutions, market drivers and end-drivers and end-user demand.



A Connected Approach

Connect intelligence, advisory, validation and strategic content and campaigns. Invest smarter, go to market faster and build lasting trust.

ANALYZE

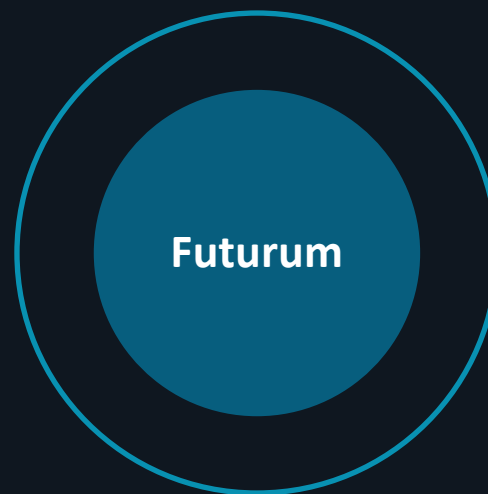
Data & Intelligence

Get organization-wide instant access to advanced market sizing and decision-maker data in a self-serve subscription model with analyst support.

AMPLIFY

Content & Campaigns

Amplify your message and expand your reach with with analyst-hosted video, live events and authentic authentic digital media and content.



THE CONNECTED OUTCOME

Invest smarter
Go to market faster
Build lasting trust

ADVISE

Research & Advisory

Make smarter business and AI investment decisions decisions with agile analyst insight and amplify your amplify your story through analysts who move markets.

ASSESS

Testing, Labs & Validation

Prove your claims with third-party validation from from engineers, not marketers, delivered through through hands-on testing, benchmarking and lab-lab-backed content.

Start with Your Immediate Need

You can connect the dots all at once. Or, pick your most urgent need, and we'll build connections from there.

Need insights?

ANALYZE

Data & Intelligence

- Direct access to accurate data and expert insights
- Get research reports across 9 practice areas
- Explore historical and current data and five-year forecasts
- Filter, create custom views, export data
- Connect with analysts for consultation

Ground your roadmaps and AI investments in facts, not hype, and validate before you build.

Need direction?

ADVISE

Research & Advisory

- Advisory services
- Custom research and content
- Strategic consulting
- GTM planning
- Economic/competitive analysis
- Quantify and communicate the impact of your solution through Futurum BEV framework

Cut through AI noise with focused guidance tailored to your market, offering and audience.

Need proof?

ASSESS

Testing, Labs & Validation

- Technical marketing
- Testing, analysis, benchmarking
- Claims validation and sales enablement
- Reviewer / influencer guidance
- Executive and product management evangelism

Prove your value and back your story with credibility.

Need momentum?

AMPLIFY

Content & Campaigns

- Analyst-hosted live events and interviews
- Webinars, videos, podcasts and roundtables
- Invite-only technical meetings
- Custom multi-format content
- Content syndication; microsites

Earn trust in the age of AI skepticism, and lead the conversation with authenticity.

Thank You

For more information, contact

sales@techstronggroup.com

