Tell Your Story the Most Powerful Way.
Who is Techstrong?

An Omniversal Tech Media Company.

Techstrong is an omniversal tech media company covering IT industries and practices that are re-shaping the world of technology. Specifically, DevOps, cloud-native, cybersecurity and digital transformation are the communities we live in.

The Markets We Serve

- Digital Transformation
- DevOps
- Cloud-native
- Cybersecurity

Container Journal  DevOps.com  DevOps Institute  Security Boulevard  Techstrong Research  Techstrong tv

433K Subscribers
13M Yearly Page Views
250+ Sponsors
What We Offer

Thought Leadership > Engagement > Leads

Webinars and Roundtables
Virtual Events
TechStrong TV Broadcasts
Video Production
Analyst Research
Custom Content
Content Syndication
Blogs, Chats and Comics
**Company Size**
- **Enterprise** $1B
- **Midsize** $100M–$1B
- **Small** <$100M

**Job Titles**
- **Practitioners** 66%
- **Executives** 16%
- **Leadership** 18%

**Regions**
- **North America** 57%
- **APAC** 21%
- **EMEA** 17%
- **LATAM** 5%

**Followers**
- Facebook: 0
- Twitter: 20,000
- LinkedIn: 40,000

**Annual Traffic**
- 2016: 0
- 2018: 2,000,000
- 2020: 6,000,000

**Company Size**
- Based on revenue

**Company Size**
- Enterprise
- Midsize
- Small

**Job Titles**
- Practitioners
- Executives
- Leadership

**Regions**
- North America
- APAC
- EMEA
- LATAM

**Followers**
- Facebook: 0
- Twitter: 20,000
- LinkedIn: 40,000

**Annual Traffic**
- 2016: 0
- 2018: 2,000,000
- 2020: 6,000,000
**Company Size**

- Enterprise: $1B
- Midsize: $100M–$1B
- Small: <$100M

**Job Titles**

- Practitioners: 81%
- Executives: 12%
- Leadership: 7%

**Regions**

- North America: 38%
- APAC: 9%
- EMEA: 25%
- LATAM: 28%

**Followers**

- Facebook: 0
- Twitter: 6,000
- LinkedIn: 0

**Annual Traffic**

- 2018: 500,000
- 2019: 1,000,000
- 2020: 1,500,000
Broadcast

A groundbreaking broadcast platform featuring high-quality, engaging content related to all things IT and technology.

OFFERINGS

Video Production + Distribution + Sponsorships

Sponsors can produce and/or distribute content for both branding and lead generation campaigns.

Multiple Formats

Custom apps for smartphones and tablets

Channels on popular streaming platforms/hardware and, of course, via web browser.

Conversations with Tech Experts

Transformational leaders, innovators and experts sharing their insights and best practices

In-depth Coverage

Leading-edge companies and technologies

VIEW RECENT COVERAGE AT techstrong.tv

10,000+

Daily Viewers

Past broadcasts are archived on digitalanarchist.com
Content Pillar Programs
An integrated, multi-channel program customized to fit your needs.

BENEFITS

Convey thought leadership, branding opportunities and demand generation activities.

Infographic and Feature Article
- One Infographic, followed by TechStrong TV segment.
- Transcribed into a text feature article.
- Gating of infographic is optional.

Panel Roundtable Webinar
- Video roundtable panel discussion with client leadership as well as key leaders in your organization.
- Panel webinar requires registration ensuring lead generation.
Expert IT Analyst Services

Industry experts deliver insightful, intelligent, useful information relevant to the IT community in a variety of content formats.

Custom research
- Engage with our analyst team to research a topic of your choosing.

Scheduled research
- Research is based on relevant and timely topics determined by our editorial staff.

Editorial surveys
- Every quarter, we run a vendor-neutral survey to focus on important trends within the IT community.

Format
The Techstrong Research team will deliver research results in a format of your choosing – video, webinar, eBook, standard report and/or event presentation.

Sponsorship
Each research activity is a sponsorship and branding opportunity. Your logo will be placed on the relevant research report and your company will be mentioned during survey promotion.
Webinars
We use BigMarker, the #1-rated platform to create, distribute and build traction with live, on-demand and automated webinar content.

Panel Webinars and Roundtables
Our editorial team will facilitate lively debate and discourse among webinar panelists. The webinar will feature practitioners discussing relevant topics selected by our editorial staff.

DID YOU KNOW?
Webinars can be a very effective lead generation channel.

Sponsors
Opportunity to work with editorial staff to define topics that matter to your prospects.

Techstrong
Techstrong staff will moderate the webinar and can also facilitate recruitment of speakers.

Sponsorship
Place an expert speaker from your company in the webinar. Your logo will be on the accompanying infographic. Registration is behind a registration wall.
We offer the most powerful virtual conference platform for marketing and lead generation.

We are the producer of DevOps Experience, the industry’s first, true virtual conference.

This inaugural event featured luminaries such as Gene Kim, Dr. Nicole Forsgren, Kohsuke Kawaguchi and speakers from industry. All presenters shared expert insights from their DevOps experiences.

Attendees
Virtual summits offer the best networking and learning experience in a fun and engaging way.

Sponsors
Virtual summits offer a cost-effective way to generate more leads, improve lead quality and build brand awareness through the sales cycle.
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**Virtual and Hybrid Events**

| Predict | Open Mainframe | Security Summit | Healthcare | DevOps Connect: DevSecOps | Splunk DevOps ASEAN Day | Cloud Native | Transform Gov't | GitOps Evolution | InnoTech Austin | DevOps Experience | Low Code Virtual | InnoTech Oklahoma | Dec 1  |
|---------|----------------|-----------------|------------|---------------------------|-------------------------|--------------|----------------|-----------------|-----------------|------------------|----------------|--------------------|
| DevOps Institute SKILup Days |

TechstrongEvents.com
Overview

Upskilling 2021
Enterprise DevOps Skills Survey and Report

Survey/Report #s

>2,000 Survey Respondents

>4,000 Report Downloads*

*(March-December 2020)

Global Report

- North America: 30.7%
- APAC: 22.4%
- Europe: 21.0%
- LATAM: 10.6%
- UK: 6.4%
- Africa: 3.4%
- Australia/New Zealand: 3.9%

Leverage the research and contribute to the most recognized survey and report of its kind in the DevOps space.

What

Annual survey and report explores the top issues facing the DevOps industry today and keeps a pulse on the needs of the future.

Who

Engineers, Developers, Managers, C-level, VP, Director, HR.

When

- Report published annually, in Q2.
- Survey opens in August, each year.

Why

- Increase your brand exposure: Visibility to more than 80,000 DevOps Institute community members
- Hear from your customers: Give your community a voice to express their opinions and feedback.
SKILup Days


Focused

Focused on specific industry practices that examine “how-to” perspectives of the people, process, and technology aspects of IT. Recognized by TechTarget as one of the top industry conferences to participate at in 2021.

Engaging

Extremely engaging opportunity to connect with the DevOps Institute community.

Opportunities

Speaking and promotional opportunities.

80,000+

Members in the community
Why Partner With Us

IT-Focused Sponsor Value

IT Professionals
Techstrong is the trusted source for the most current and useful knowledge that improves job effectiveness and career advancement.

IT Marketers
Techstrong provides access to highly engaged IT professionals through a range of omniversal media platforms. Grow demand generation by educating target audiences.

IT Experts
Techstrong is the global platform to share your and your company's industry vision and experience. Tell your story and help advance your industry.

ALWAYS STAY AHEAD OF THE CURVE
Thank You

2021 Media Kit

For more information, contact sales@techstronggroup.com