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
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
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

**techstrong.tv**

Past broadcasts are archived on digitalanarchist.com

**10,000+**

Daily Viewers
Content Pillar Programs

An integrated, multi-channel program customized to fit your needs.

**BENEFITS**

Convey thought leadership, branding opportunities and demand generation activities.

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**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

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.

Industry experts deliver insightful, intelligent, useful information relevant to the IT community in a variety of content formats.
We use BigMarker, the #1-rated platform to create, distribute and build traction with live, on-demand and automated webinar content.

**Webinars**

DID YOU KNOW?

Webinars can be a very effective lead generation channel.

**Techstrong**

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

**Sponsors**

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

**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.

**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.

**DID YOU KNOW?**

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.

**EXAMPLES OF PAST CONFERENCES**

- DevOpsExperience.io
- DevOpz.io
- KubeVirtual.com
# 2022 Topic Spotlight

## Enterprise Digital Transformation
- **Jan**: Value Stream Management
- **Mar**: Low-Code/No-Code/Digital Transformation
- **May**: RSA Conference 2021
- **June**: Modern Incident and Change Management
- **July**: Continuous Delivery
- **Aug**: Observability, Monitoring and Analytics
- **Sep**: DevSecOps
- **Oct**: Chaos Engineering
- **Nov & Dec**: Best of 2021

## Rise of 5G
- **Jan**: Container Networking
- **Mar**: Kubernetes in the Enterprise
- **May**: Container/Kubernetes Management
- **July**: Cloud-Native Security
- **Aug**: Container Storage/Rise of Stateful Apps
- **Sep**: App Dev Platforms for Kubernetes
- **Oct**: Kubernetes at the Edge
- **Nov & Dec**: Containers and Microservices in the CI/CD Pipeline
- **Best of 2021**

## Security Challenges and Opportunities of Remote Work
- **Jan**: Identity and Access Management
- **Mar**: AppSec
- **May**: RSA Conference 2021
- **June**: AI and Machine Learning in Security
- **July**: Deep Fake and Other Social Engineering Tactics
- **Aug**: API Security
- **Sep**: Securing the Edge
- **Oct**: Regulatory Compliance
- **Nov**: Securing Open Source
- **Dec**: Best of 2021

## Events

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tbody>
<tr>
<td>Jan 19-20</td>
<td>DevSecOps: DevOps Connect (RSAC)</td>
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<tr>
<td>Mar 29</td>
<td>DevOps/Cloud-Native Live! (Atlanta)</td>
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<td>Mar 30</td>
<td>Digital CxO Dinner (New York)</td>
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<td>Mar 23-24</td>
<td>DevOps/Cloud-Native Live! (Virtual)</td>
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<td>Apr 12-13</td>
<td>Cybersecurity Live! (Cocoa Beach)</td>
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<td>Apr 27</td>
<td>Digital CxO Summit (Washington DC)</td>
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<td>May 11</td>
<td>Digital CxO Dinner (Dallas)</td>
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<tr>
<td>May 11</td>
<td>DevOps/Cloud-Native Live! (Washington DC)</td>
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<tr>
<td>May 25</td>
<td>Digital CxO Dinner (Boston)</td>
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<tr>
<td>May 26</td>
<td>Cybersecurity Live! (Boston)</td>
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<tr>
<td>May 10-11</td>
<td>Cloud-Native Days (Virtual)</td>
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<tr>
<td>Oct 26-27</td>
<td>DevOps/Cloud-Native Live! (Vancouver)</td>
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<tr>
<td>Oct 26-27</td>
<td>Digital CxO Dinner (San Francisco)</td>
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<td>Oct 26-27</td>
<td>Digital CxO Dinner (Los Angeles)</td>
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<td>Oct 26-27</td>
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<td>Oct 26-27</td>
<td>Digital CxO Dinner (Philadelphia)</td>
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<tr>
<td>Dec 8</td>
<td>FinCon DX (Virtual)</td>
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**TechstrongEvents.com**
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

2022 Media Kit

For more information, contact sales@techstronggroup.com