Digitalzone Publications Media Kit

Human Publications. Real Buyers. Smarter Content.

digitalzone

Born from a decade of Digitalzone Data

10+

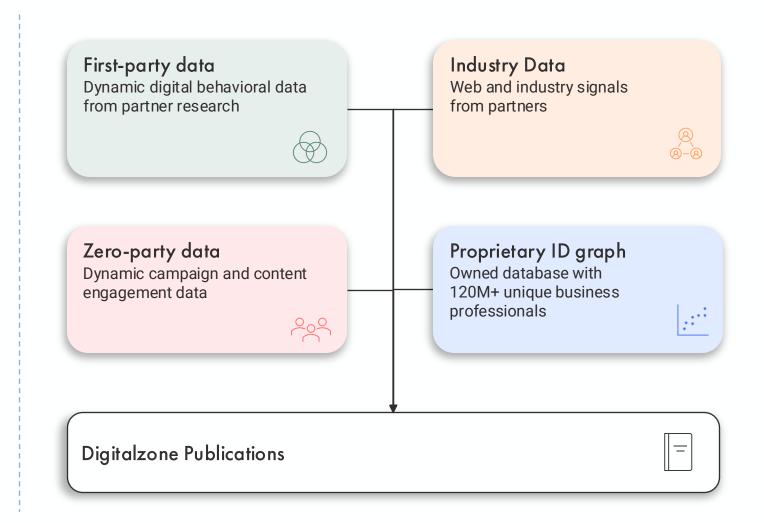
Years of channel experience

1,000's

B2B campaigns run for partners large and small

120M

Unique Database Contacts



digitalzone

Editorial brands with impact.

The modern B2B buyer is choosing their own adventure and creating their own funnel. Our editors craft articles that inspire, meeting buying committees where they're at, on their terms.



Explosive Audience Growth— Your Brand, Bigger Reach



Ad Pulse

Tap into a bold, human-centered community of modern marketers.

The Ad Pulse community lives at the intersection of advertising, culture, creativity, and strategy — a curated audience of forward-thinking marketers plugged into the trends shaping today's campaigns and tomorrow's brands.

Relationships are key for our target reader. They value connections with peers, mentors, and clients, recognizing the power of networking in the competitive world of advertising. They seek out opportunities to collaborate, learn from others, and expand their professional circle.

Top topics: Campaign Inspiration, Marketing Industry Insights, DEI and Ethics, Customer engagement and experience, B2B marketing

Advertising with Ad Pulse:

- Brand-safe environment with a community built for and by marketers
- Integrated storytelling that aligns with the tone and content of Ad Pulse
- First-party reach with access to Digitalzone's contact-level data and insights
- Flexible formats for both awareness and demand-gen outcomes
- Reporting that matters from impressions to engagement to lead progression

30K Pageviews

per month

20K Unique users per month

20k

Active subscribers

43%
Director and above

subscribers

AD PULSE

Subscribe

Home Above Contact







CeraVe Marketing Blends Science, Simplicity, and Culture



Why Experiential Marketing is Making a Comeback

Rundown of December Marketing News — 6 Bite-Sized Stories Every Marketer Should Know

Brands to Mitiga Risks on Social Platforms

Stop guessing.

Start planning.

Proven Links the Growth Strat for 2024 Business SMS Marketing Is Dutch in '24 E18, Creative repheter November
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Peek into the Industry



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Is Google's Privacy Sandbox a Game-Changer for Marketers?

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Is hyperpersonalization ruining advertising?

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Why sustainability is the biggest marketing trend we care about

Marketers would be selecto follow the old of "give the...

Toolbox



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Choose Better Socials For Your Digital Presence

Best of Brand

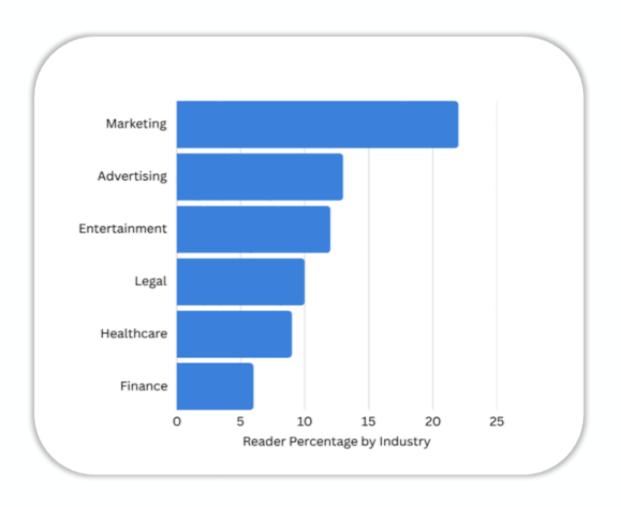


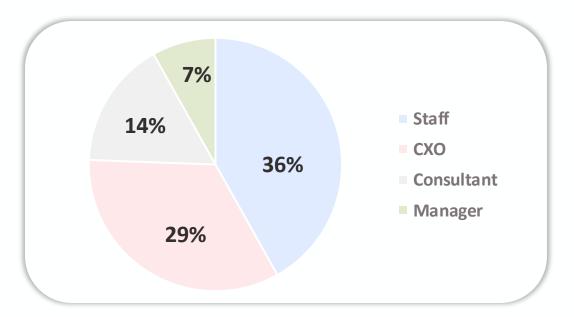
CeraVe Marketing Blends Science, Simplicity,

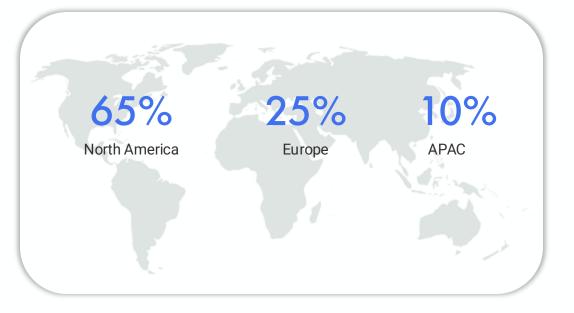
digitalzone

MEET OUR READERS

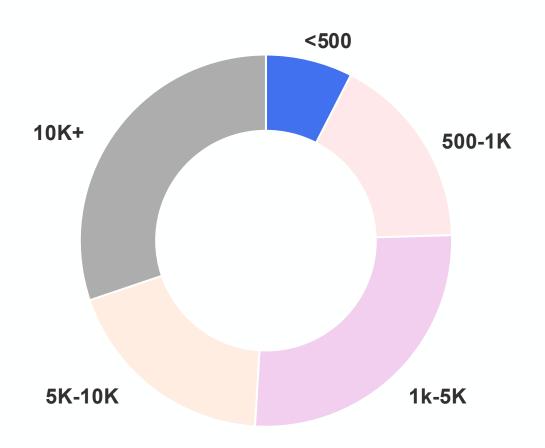
Tapping the Ad Pulse Audience



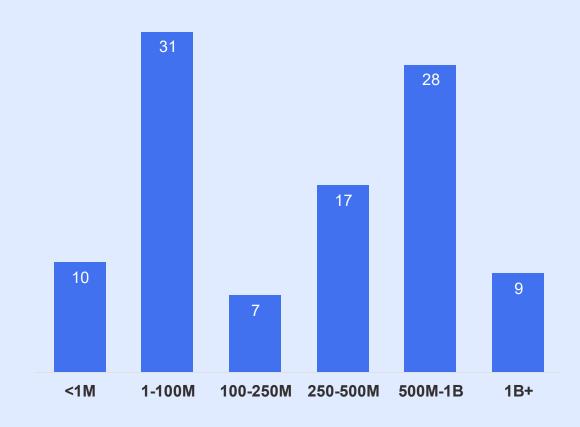




Read by decision-makers across all industry sizes



Company Size by Employee Count



Company Size by Revenue

OUR EDITORIAL BRANDS

CTO Magazine

Reach the minds shaping the future of technology.

CTO Magazine is where innovation meets insight — a publication that speaks directly to the leaders engineering the next era of digital transformation. This is more than just a magazine; it's a **narrative-driven platform** built for CTOs, ClOs, and senior tech strategists who are as fluent in vision as they are in code.

Partners who advertise in CTO Magazine gain access to a **deeply engaged audience** that spans boardrooms, R&D labs, and everything in between. Every story, feature, and analysis is crafted to explore not just what's next in tech — but what it means for business, society, and human experience.

Top topics: AI and Machine Learning, Advanced Tech, Cybersecurity, Leadership, Tech Ethics, Digital Architecture

Advertising with CTO Magazine:

- Premium tech audience of senior IT and innovation leaders
- Credibility by association with respected editorial and analyst voices
- Full-funnel impact from thought leadership to pipeline acceleration
- Contact-level engagement data through the Digitalzone Data Cloud
- Highly customizable formats for awareness, education, or lead capture

35K Pageviews per month

25K Unique users per month

50k

Active subscribers

56%

Director and above subscribers





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The Four Pillars of Microsoft's Sustainability Mission

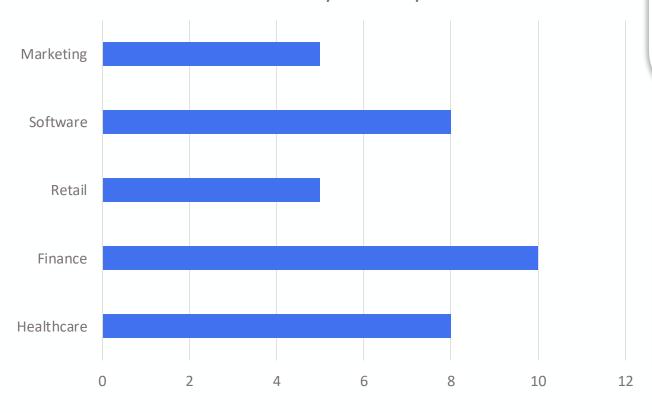


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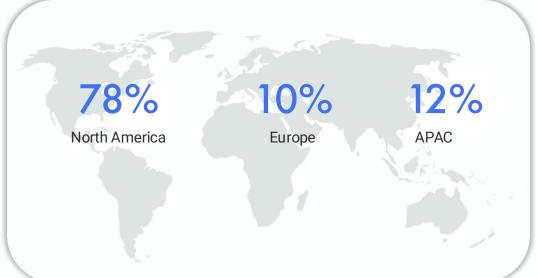
Codefinger on AWS: Lausons from Amazon's Latest Ranscouvers Attack MEET OUR READERS

Tapping the CTO Mag Audience

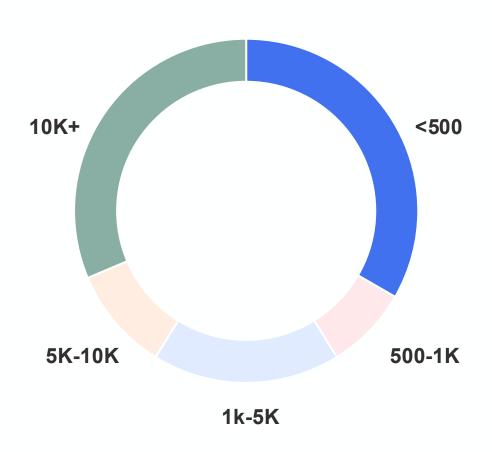




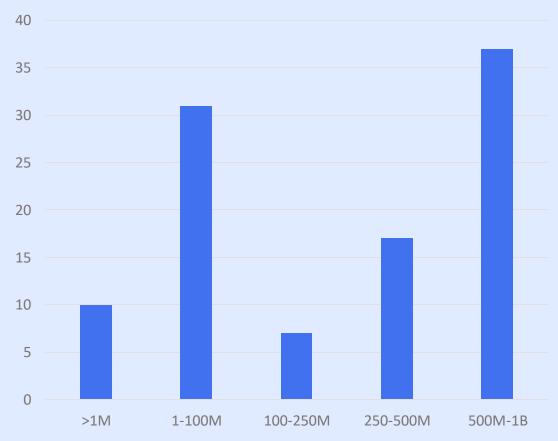




Read by decision-makers across all industry sizes



Company Size by Employee Count



Company Size by Revenue

OUR EDITORIAL BRANDS

Digital Digest

No fluff. Just insight that moves the needle.

Digital Digest is the go-to destination for tech professionals who need fast, clear, and **pragmatic insights** to drive real business outcomes. It's a publication built for doers, not theorists – delivering unfiltered commentary, real-world application, and sharp takes on the tech trends that matter most.

By advertising in Digital Digest, your partners gain direct access to decision-makers and practitioners looking for tools, strategies, and solutions they can put into action today. It's an ideal platform for messaging that's rooted in clarity, utility, and impact — no jargon, no fluff, just results.

Top topics: IT Community, Digital Security, Innovative Technology, Digital Strategy, Software and Apps

Advertising with Digital Digest:

- **High-velocity audience** looking for solutions, not sales pitches
- Tone that aligns with realworld practitioners and decision-makers
- First-party reporting with full contact-level transparency
- **Built for impact** use it for brand awareness, education, or demand-gen goals
- **Co-branded content** options to align your partner's expertise with real insights

25K **Pageviews** per month

14K Unique users per month

20k

Active subscribers

62% Manager and practitioners IBM z17 Mainframe: AI-Powered Security and Hybrid Cloud in One System

the digital digest:



Microsoft 50th Anniversary: Celebrating the Legacy Built to



The AI Black Box Unlocked: The Rise of Explainable AI

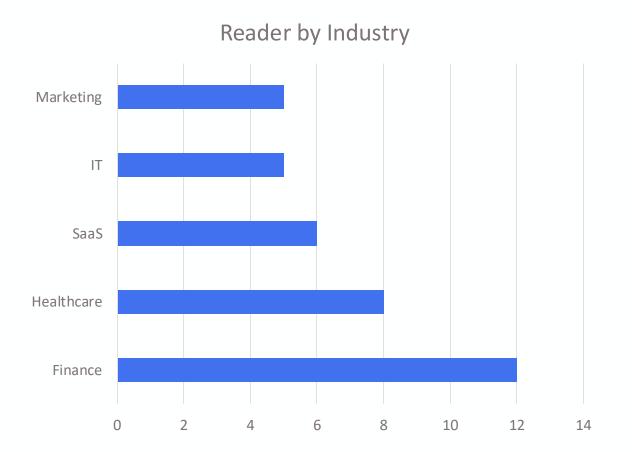


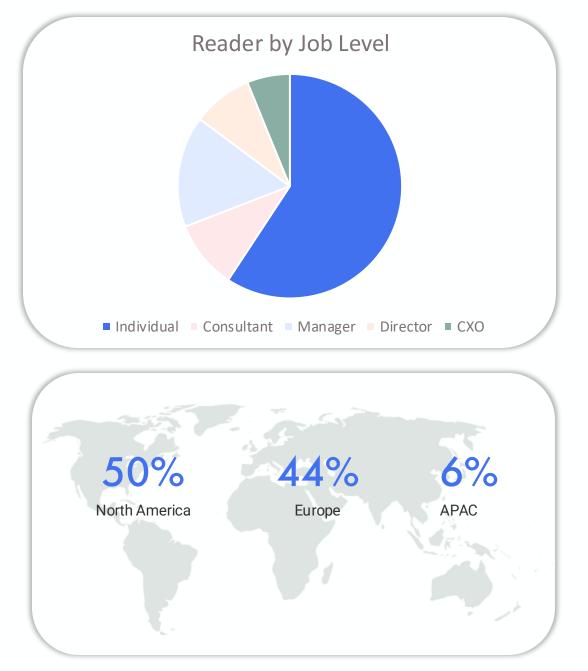
Multimodal AI: When Text, Images, and Audio Collide



MEET OUR READERS

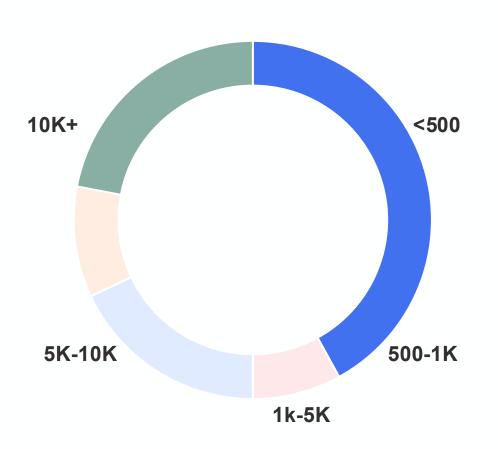
Tapping the CTO Mag Audience



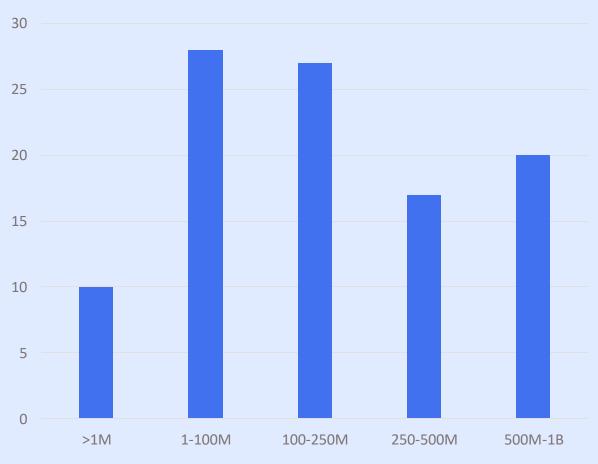


Read by decision-makers across all

industry sizes



Company Size by Employee Count



Company Size by Revenue

Product Offering: Insight Hub

Insights Hub

Where partner stories meet editorial authority.

Insights Hubs are fully co-branded storytelling environments hosted within Digitalzone's global publication network, including Ad Pulse, CTO Magazine, and Digital Digest. These dynamic microsites are built to engage your audience through a curated journey of thought leadership, product narratives, and demand gen content — all contextualized within the editorial voice your audience already trusts.

Every Insights Hub is a 100% partner-owned experience — blending brand storytelling with the creative power of our editorial and design teams to move audiences from discovery to action.

Advantages

- Built-in credibility by aligning with trusted global publications
- Multi-asset storytelling with clear progression from awareness to conversion
- · Award-winning creative and insights-driven design included
- · Editorial collaboration to guide message tone and structure
- · Full transparency with user-level tracking and reporting

Deliverables

- ✓ Guaranteed leads model. No surprises and full budget control.
- One fully co-branded Insight Hub hosted on a publication aligned to your target audience
- √ 12+ curated partner content assets
- Co-branded Hub with intro copy, gated content modules, and journey-based layout
- ✓ Multi-channel promotion via multi-channel distribution
- √ Journey Reporting and optimization recommendations



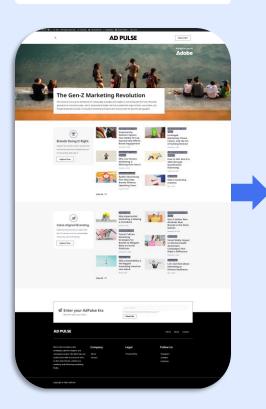
Telling your content story

The Insights Hub is a dynamic storytelling experience – compelling and nurturing your target audience with relevant content from brand awareness to demand generation.

The Digitalzone team collaborates with you and our Editorial staff to strategically bring your brand story to life through:

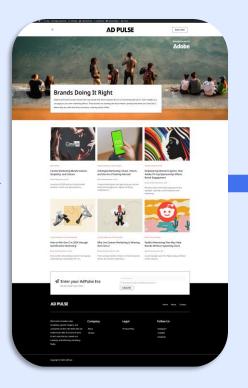
- Award-winning creative
- Insights-driven design
- Strategic messaging
- 100% ownable experience

MAIN PAGE



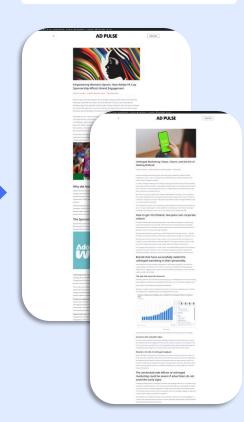
Your **main page** introduces the topical collection with an overview of what the content will empower audiences to learn.

COLLECTIONS



Collections feature sponsored content that follows a logical sequence, guiding users down a content journey.

CONTENT PAGES



Individual **content pages** track user engagement and promote additional content to drive multiasset engagement.

The Insights Hub audience experience

Brand awareness

Multi-channel brand amplification.

Contact-level Precision Targeting display: Media impressions to drive traffic to related content pieces.

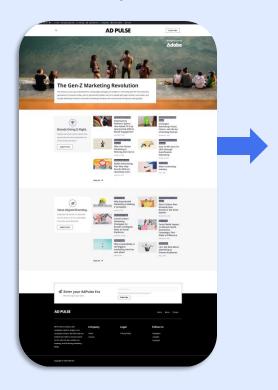
Subscriber-based editorial sponsorships: Newsletter and browser notifications drives traffic to related content pieces.

Contextual and account targeting social: Paid and organic social media drives traffic to related content pieces.

Remarketing Digital Digest visitors: Media advertising nurtures previous site traffic, driving them to further content consumption

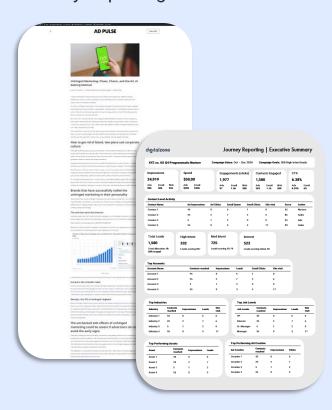
ENGAGEMENT

Co-branded thought leadership and contact-level traffic visibility with the Journey Pixel.



DEMAND GENERATION

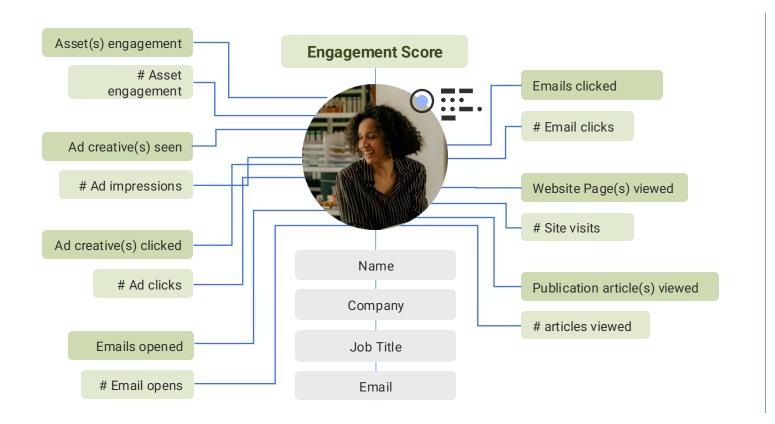
Lead generation via content syndication and Digitalzone Journey Reporting.





Unmatched contact-level visibility

Insight Hub gives you access to **contact-level insights** that drive real engagement, not just impressions. With Al-verified targeting across global B2B subscribers, plus visibility into every content touchpoint, campaign activity, and site visit.



40%+

Identity resolution rate across pageviews and Display engagement

6x

More engagement across digital touchpoints with Contact-Level Precision Targeting

We help you deliver better qualified leads and prove joint ROI faster.

Journey Reporting with Ad Pulse

Unified multi-channel campaign reporting with built-in engagement scoring for clearer intent signals, higher quality leads, and true brand-to-demand visibility.

All the ABM reporting you're used to *plus* visibility into the contact-level micro-journeys across Expert Corner page visitors and leads.

digitalzone Journey Reporting | Executive Summary

 XYZ co. US Q4 Programmatic Nurture
 Campaign Dates: Oct - Dec 2024
 Campaign Goals: 300 High Intent leads

 Impressions
 Spend
 Engagements (clicks)
 Contacts Engaged
 CTR

 24,919
 \$50,00
 1,977
 1,580
 6.38%

 Ads
 Email
 Web
 Ads
 Email
 Web
 Ads
 Email

 80k
 50k
 26k
 \$20k
 \$30k
 97
 1.5k
 300
 203
 1.1k
 200
 0.39%
 6%

Contact Level Activity							
Contact Name	Ad Impressions	Ad Clicks	Email Opens	Email Clicks	Site visit	Score	Action
Contact 1	45	0	6	1	0	55	Nurture
Contact 2	25	2	7	2	6	85	Sales
Contact 3	5	1	2	0	0	35	Ads
Contact 4	55	0	3	4	17	90	Sales

Total Leads High Intent 1,580 332

20% to goal

725Leads scoring 80+ Leads scoring 50-79

Interest

523

Leads scoring below 50

Account Name Contacts reached Impressions Leads Email Clicks Site visit Account 1 45 0 6 1 0 Account 2 25 2 7 2 6 Account 3 5 1 2 0 0 0

Med Intent

r op industries						
Industry	Contacts reached	Impressions	Leads	Site visit		
Industry 1	45	0	6	0		
Industry 2	25	2	7	6		
Industry 3	5	1	2	0		
		_	_			

Top Job Leve	els			
Job Levels	Contacts reached	Impressions	Leads	Site visit
VP	45	0	6	0
Director	25	2	7	6
Sr. Manager	5	1	2	0
Manager	55	0	3	17

17

Top Performing Assets					
Asset	Contacts reached	Impressions	Leads		
Asset 1	45	0	6		
Asset 2	25	2	7		
Asset 3	5	1	2		

Top Performing Ad Creative					
Ad Creative	Contacts reached	Impressions	Clicks		
Creative 1	45	0	6		
Creative 2	25	2	7		
Creative 3	5	1	2		



Engagement Score

Name # Asset engagement

Company

Job Title

Email

Ad impressions

Ad clicks Ad creative(s)

Email opens

ens Emails opened

Email clicks

Emails clicked

Asset(s)

engagement

Ad creative(s)

seen

clicked

Site visits

Page(s) viewed

Delivering lead journey transparency

Our integrated brand-to-demand campaigns, supercharged by the Journey Pixel, allow us to deliver **connected identity resolution across the entire user journey** for the most relevant lead experience and more accurate lead qualification.

We're committed to a zero-waste demand generation philosophy. Delivering seamless brand experiences and being more where it matters.

More agile. More personalized. More strategic. **Zero waste.**

Contact-level reporting across:

- Editorial Insight Hub
- Display & Video Ads
- Email nurture

First-party reach

Contact-level targeting throughout your program for relevant messaging.

Click Through Rate 6.38%

Contact-level reporting

Visibility into the account and contact-level data for insights-driven nurture.

Media attribution

Engagements (clicks) 15,780

A clearer picture of media impact on revenue.

Unveiled site visits

Move site visitors from unknown to known at the contact-level.

\$28,280 48,610

Insights Hub Process



Week 0:

Pubs + client finalize themes, content briefs, and all supporting ancillary materials



Week 1:

- All internal stakeholders review master plan to ensure it is meeting expectations and is complete
- · Pubs writers are assigned content



Week 3:

Author edits are reflected in the copy with tracking

- · Double check visuals and callouts
- The majority of revisions to the manuscript are expected during his first draft review



Week 4:

Content is ready for final client review



Week 5:

- Graphic design and layout is complete and ready for review
- Once final approval is received from the client, the files are ready for publication and distribution

External Kickoff

Supply Phase Internal Kickoff

Content Drafts

Client Review of Drafts

Content Edits Client Review of Second Draft Draft Submitted to Layout

Client Final Proof Review



Week 0:

Your team supplies

- · Graphics, design, + ad info
- · Editorial Style Guide
- In-house content pieces



Week 1-2:

Pubs team writes content according to briefs.



Week 3-4:

Content is revised according to client feedback.



No further content edits without associated costs added



- All author queries are addressed, and files are cleaned up, finalized, and proofread
- Files are then sent to layout and design

How it works

A brand-to-demand experience with Insights Hub



- Select one (1) Digitalzone B2B publication site to host your Expert Corner on.
- Up to (10) articles supplied by client and (10) assets developed by Digitalzone:
 - (6) 800-word articles
 - (2) Research-based articles
 - (2) 5-page eBooks



- 20,000 guaranteed pageviews on content
- 3 million contextually relevant and targeted promotional impressions
- · Precision remarketing advertising



- Journey Reporting across every digital touchpoint.
- 1,000 guaranteed leads via content syndication and page promotion

Timing Production: 4-6 weeks

In-market duration: 6 months

Deliverables

Includes:

- 40,000 page views Content refresh
- 2,000 leads
- 6 million promotional impressions

Other products that we offer

Content Creation

Creating and optimizing content for your lead generation campaigns can often come with a hefty time investment.

We know our global community well, so we know what content will move the needle in your favor. We work closely with our clients to develop effective, highly-relevant content that leverages insights from our proprietary database.

Co-created content to drive thought leadership goals, or optimize the content you have for better converting campaigns:

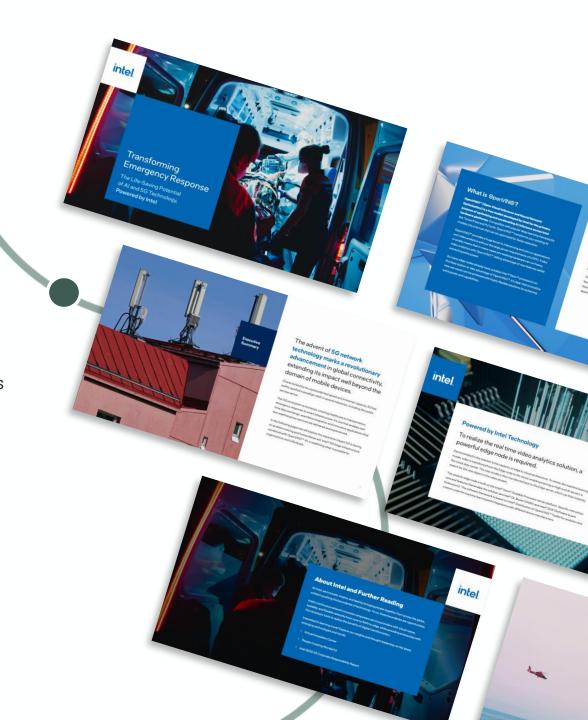
eBooks

- Articles
- Whitepapers
- One-pagers
- Webinars
- Case studies
- Infographics
- Video

Distribution of content across Digitalzone channels:

digitalzone

- Content syndication
- Display and video ads
- Email Nurture
- Channel services



Contact Us

Whether you're here to explore an insight hub, contribute an article, spark partnerships, or finally find content that resonates with your audience—you're in the right place.

Kassidy Svenson

Associate Director, Publications

Kassidy@digitalzone.com



Thank you.