

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

First-party data

Dynamic digital behavioral data
from partner research



Industry Data

Web and industry signals
from partners



Zero-party data

Dynamic campaign and content
engagement data



Proprietary ID graph

Owned database with
120M+ unique business
professionals

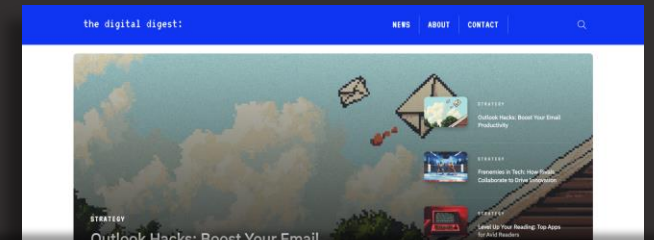
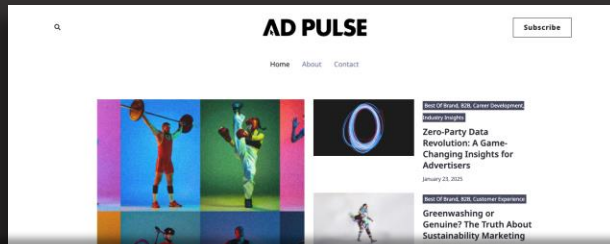


Digitalzone Publications



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.



AD PULSE

CTO Magazine

the
digital
digest:

Explosive Audience Growth— Your Brand, Bigger Reach



CTO Magazine

Created 2023

2023-2024
+26,000%
PVs

2024-2025
+87%
PVs



Ad Pulse

Created 2023

2023-2024
+9,900%
PVs

2024-2025
+200% PVs



Digital Digest

Created 2023

2023-2024
+2,600%
PVs

2024-2025
+125% PVs

OUR EDITORIAL BRANDS

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

digitalzone

30K

Pageviews per month

20K

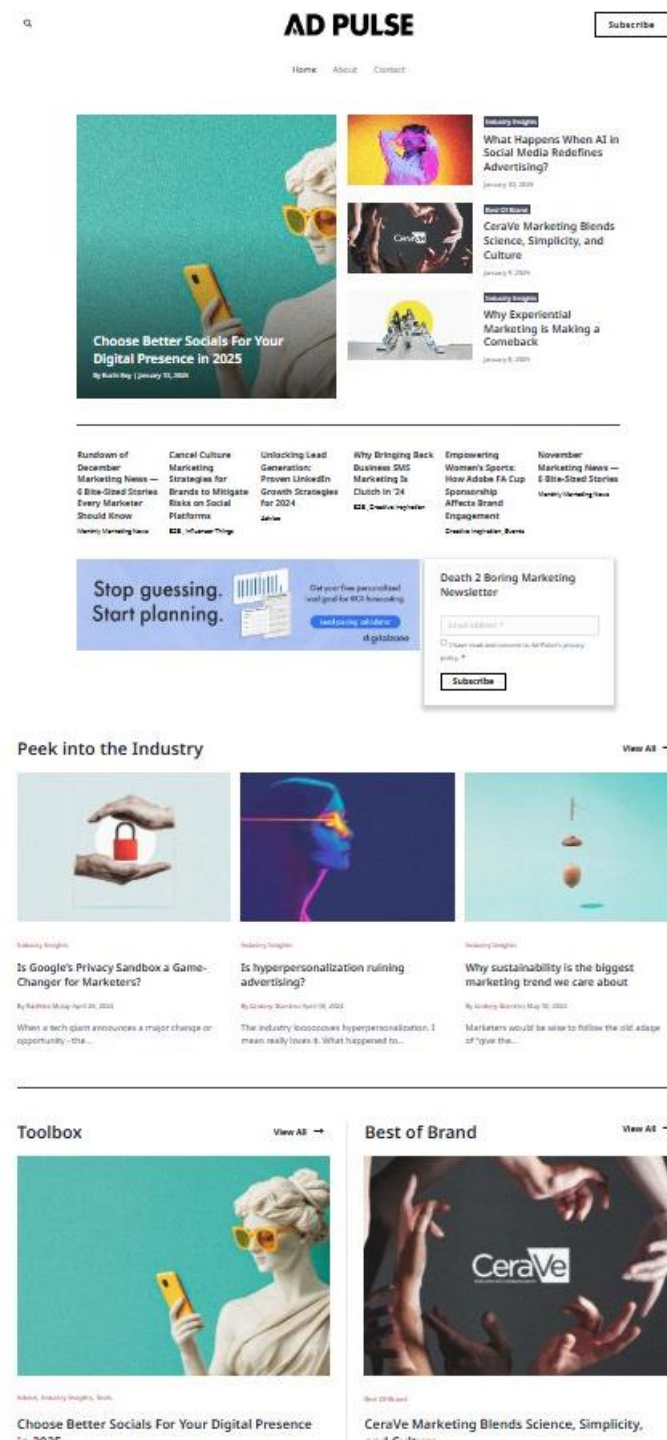
Unique users per month

20k

Active subscribers

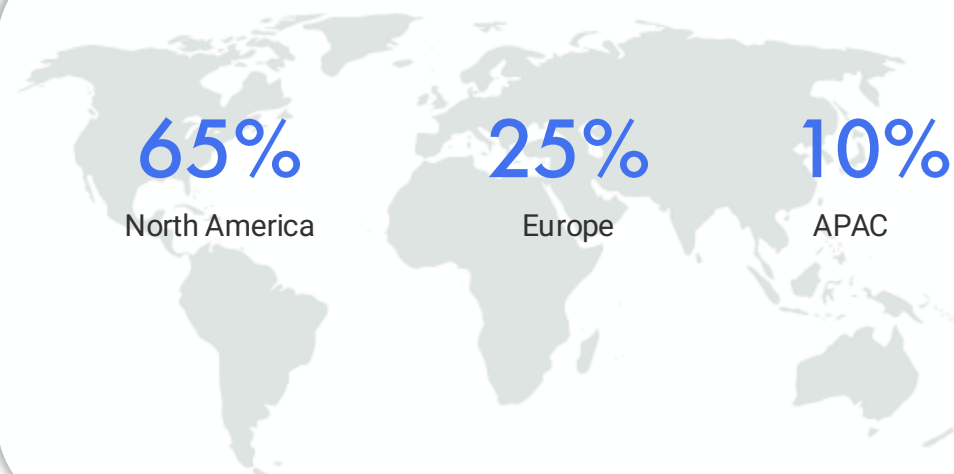
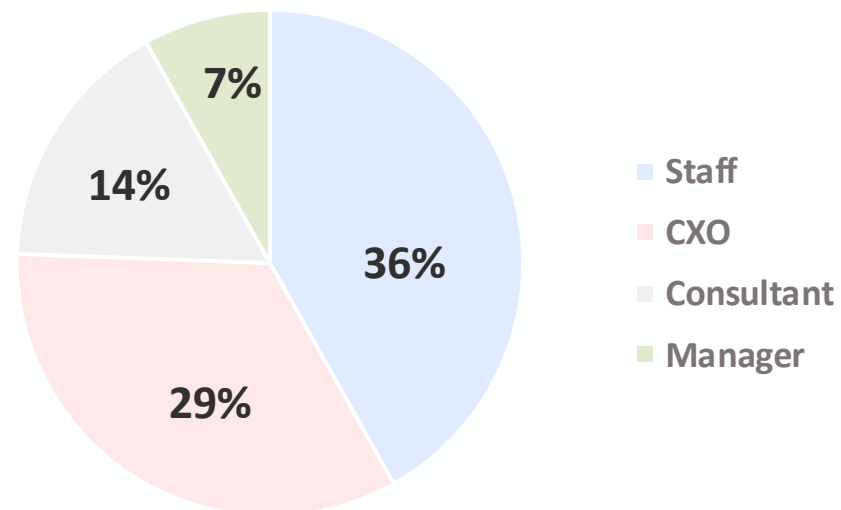
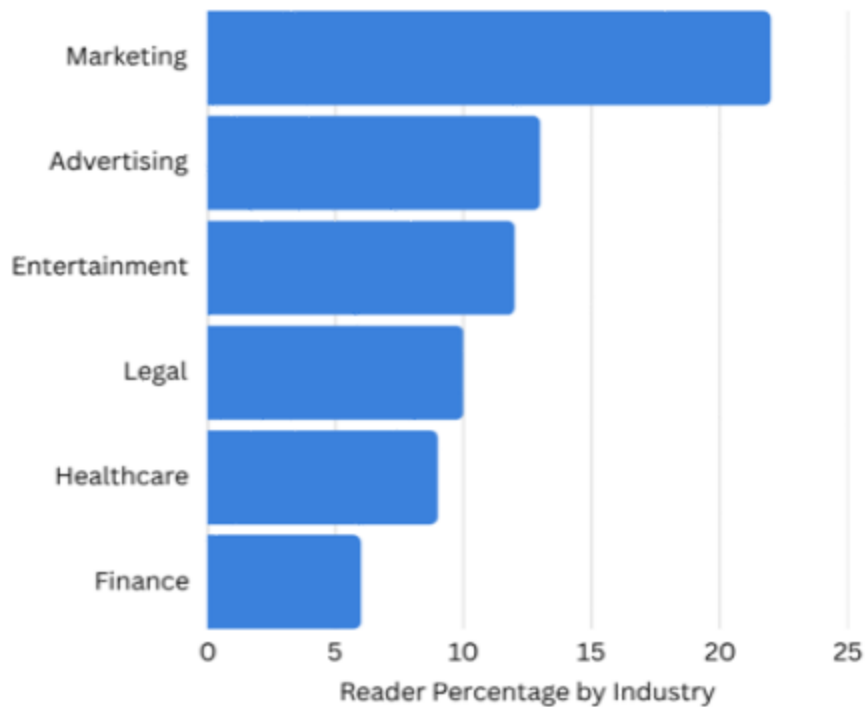
43%

Director and above subscribers

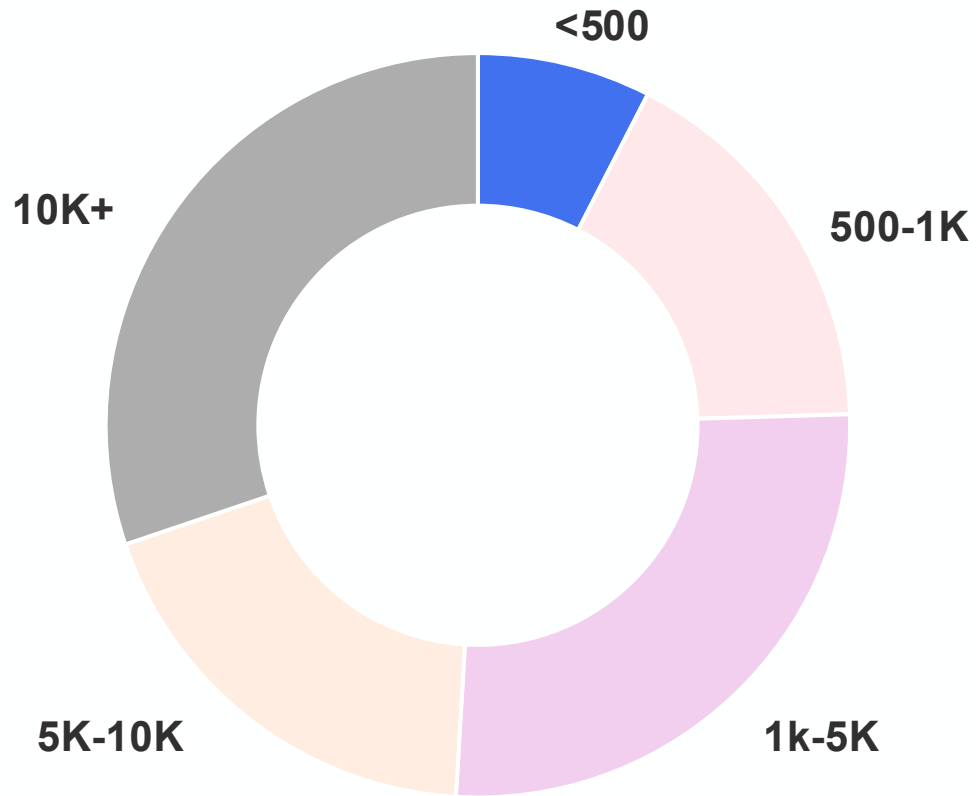


MEET OUR READERS

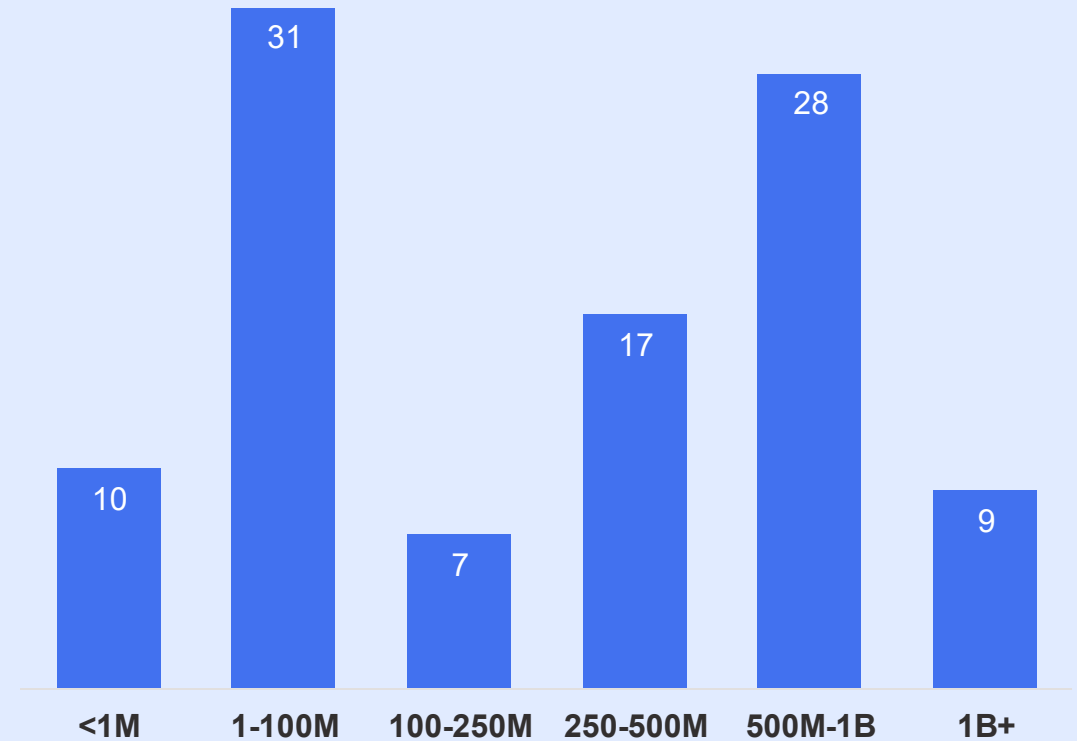
Tapping the Ad Pulse *Audience*



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, CIOs, 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

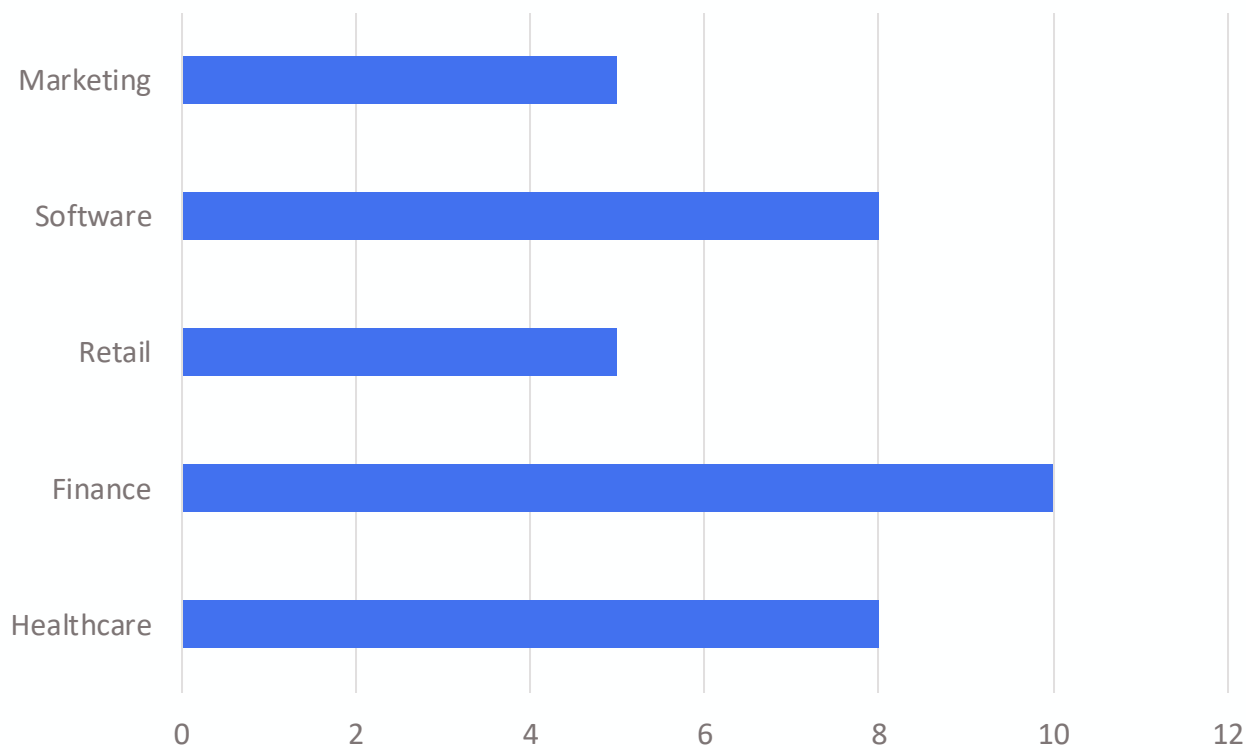
digitalzone



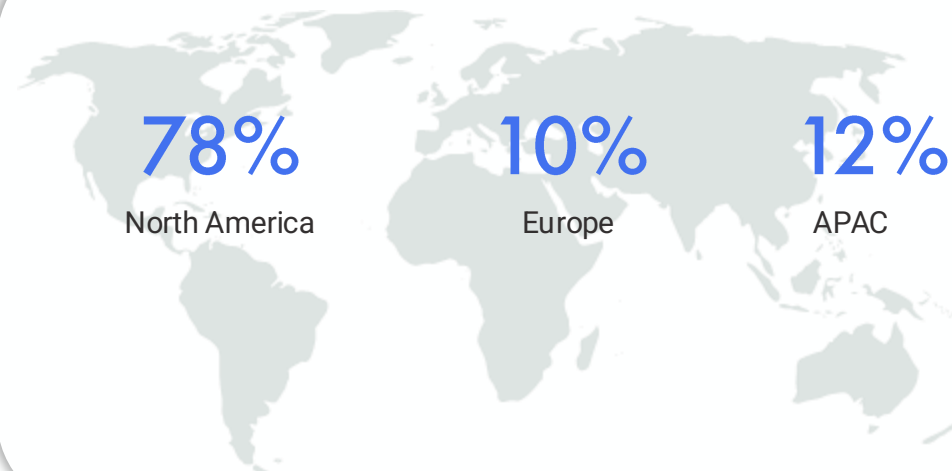
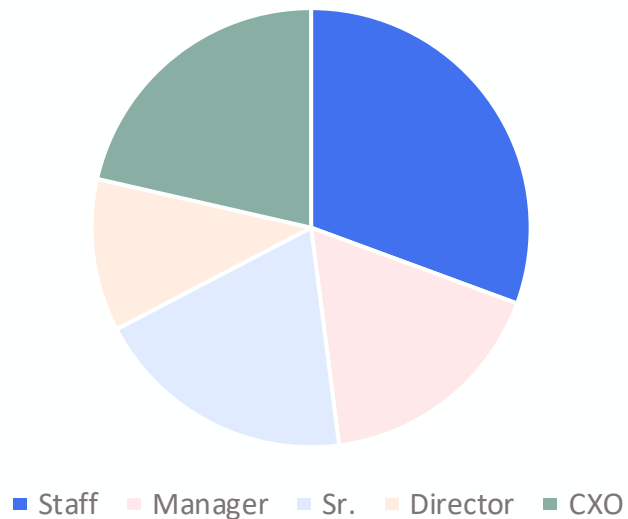
MEET OUR READERS

Tapping the CTO Mag *Audience*

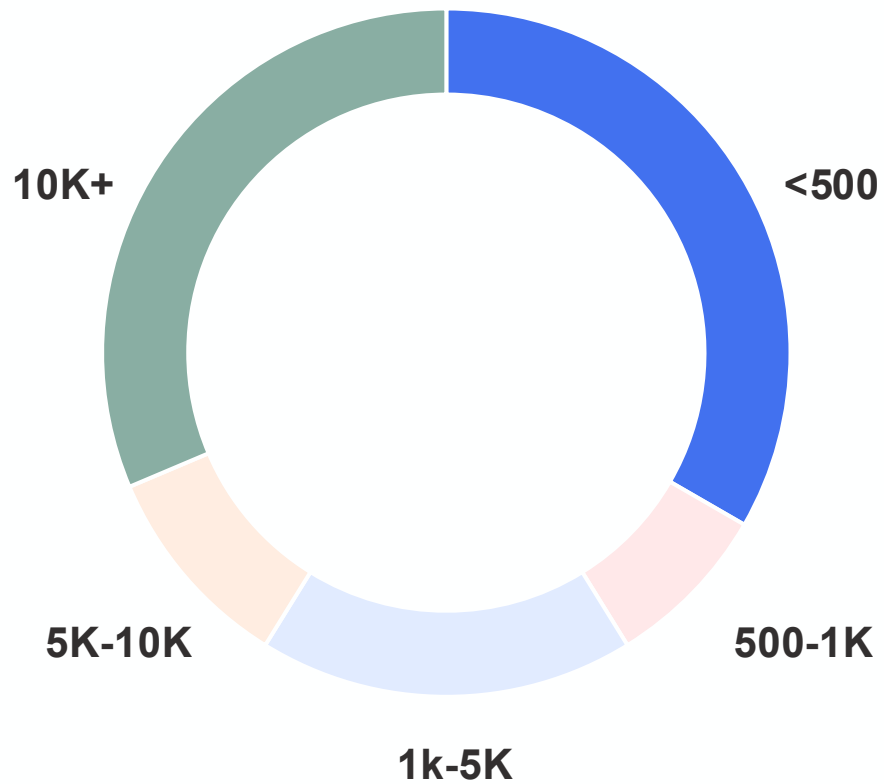
Reader by Industry



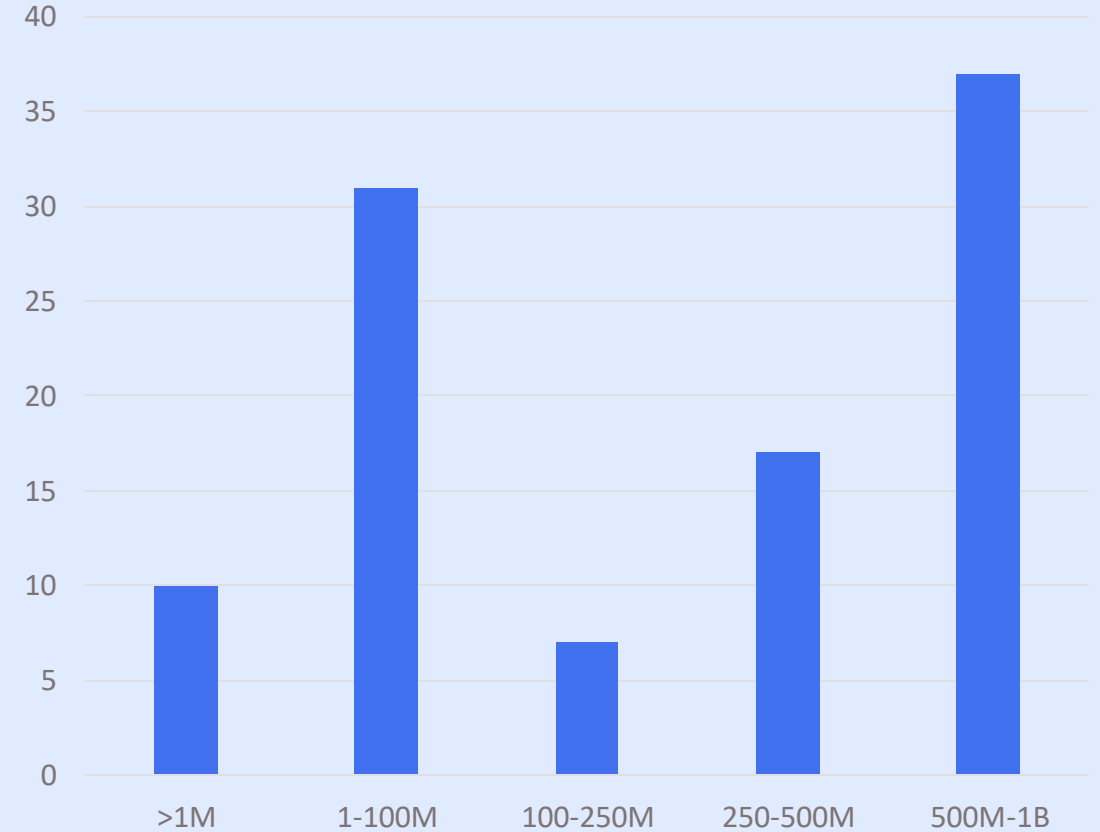
Reader by Job Level



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 real-world 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

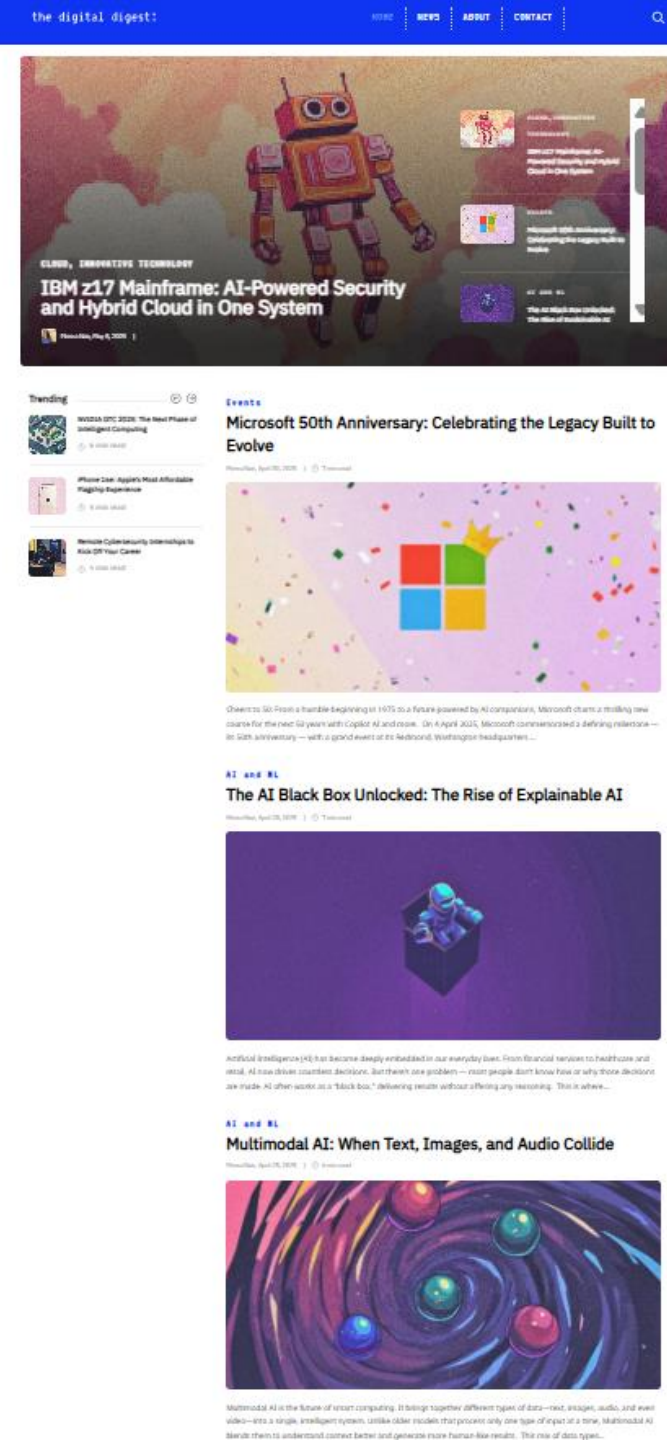
Unique users per month

20k

Active subscribers

62%

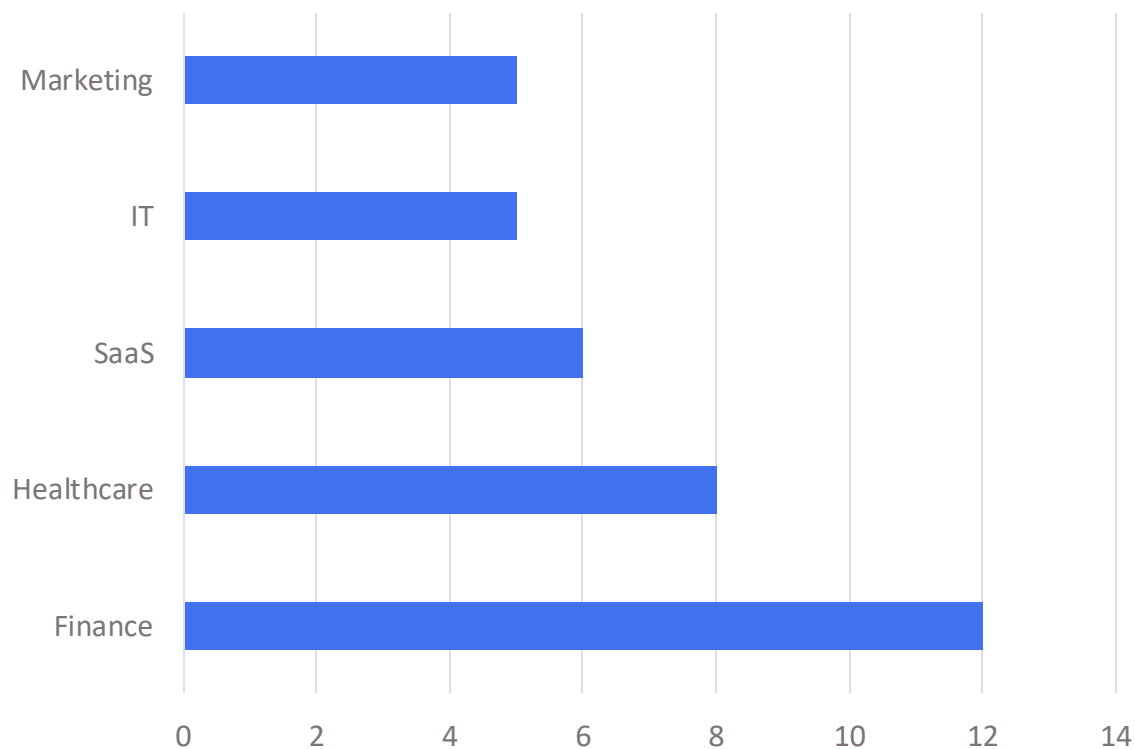
Manager and practitioners



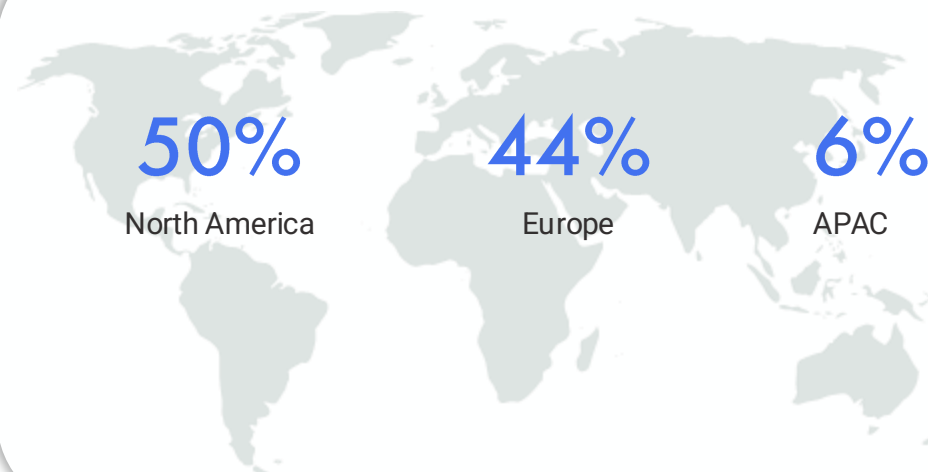
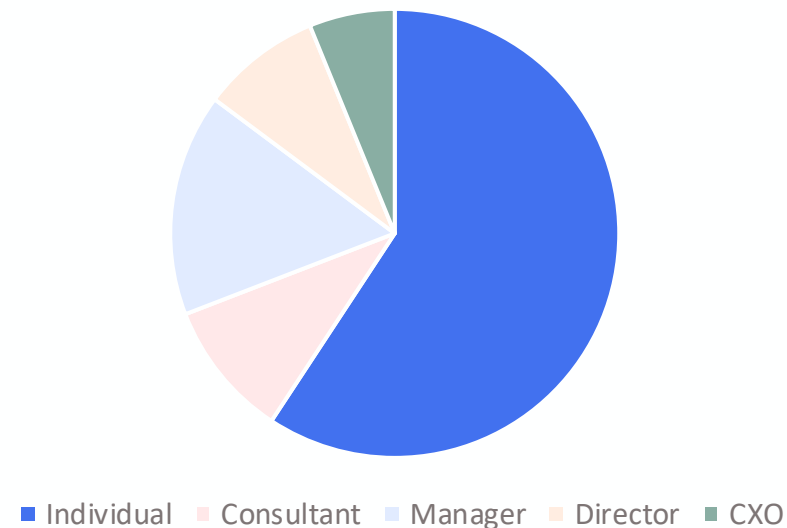
MEET OUR READERS

Tapping the CTO Mag *Audience*

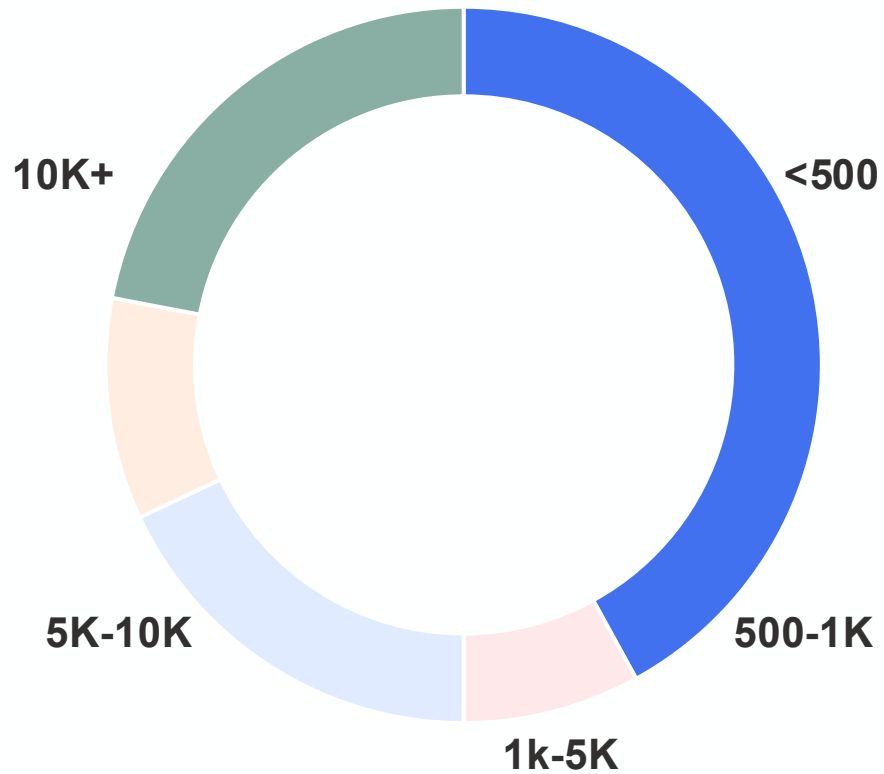
Reader by Industry



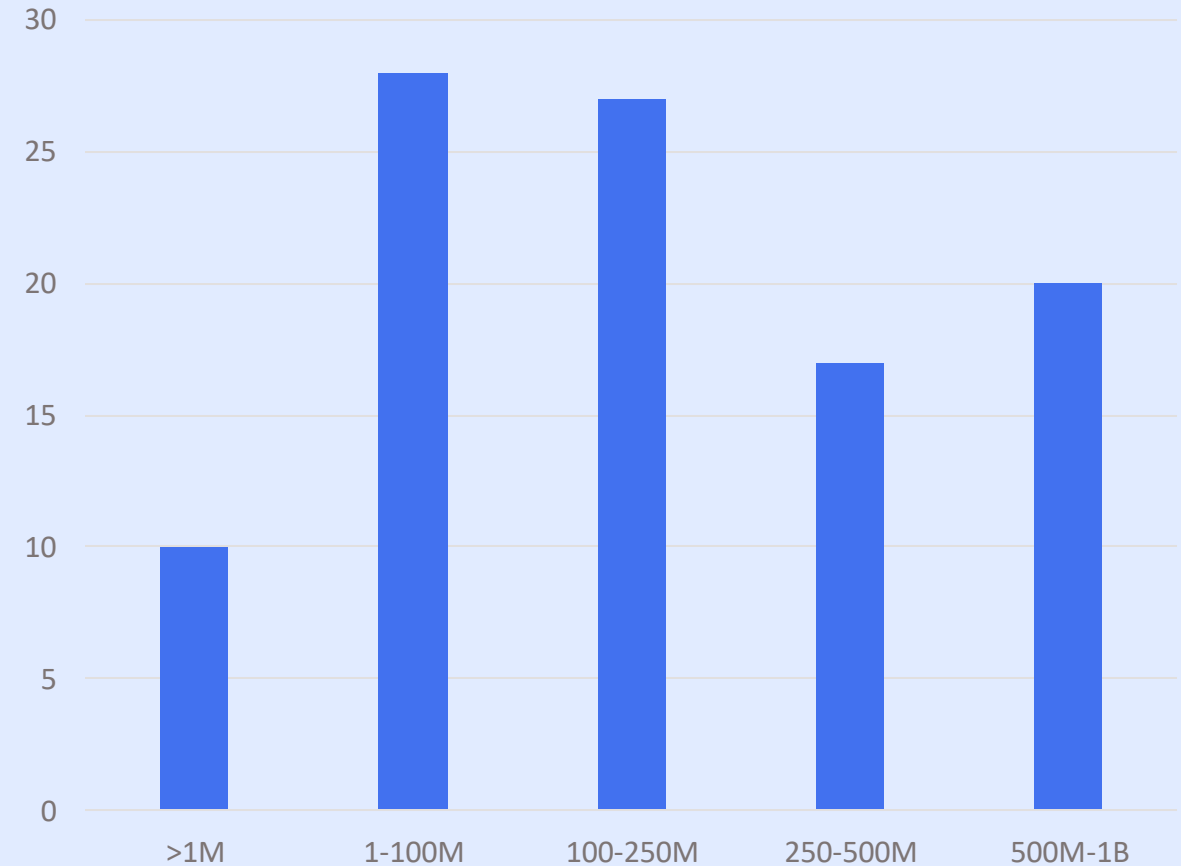
Reader by Job Level



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



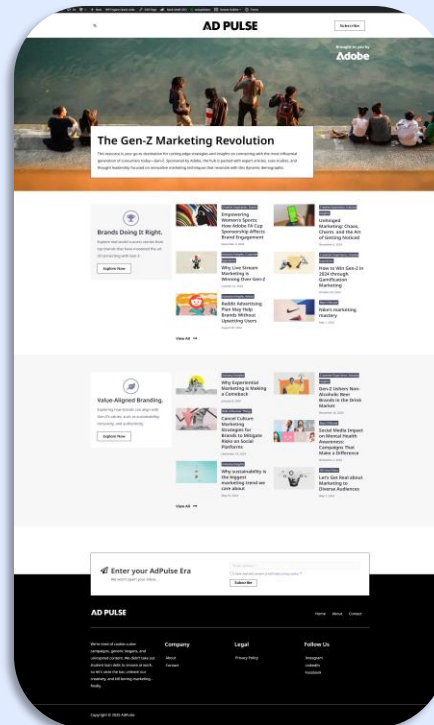
Telling your content story

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:

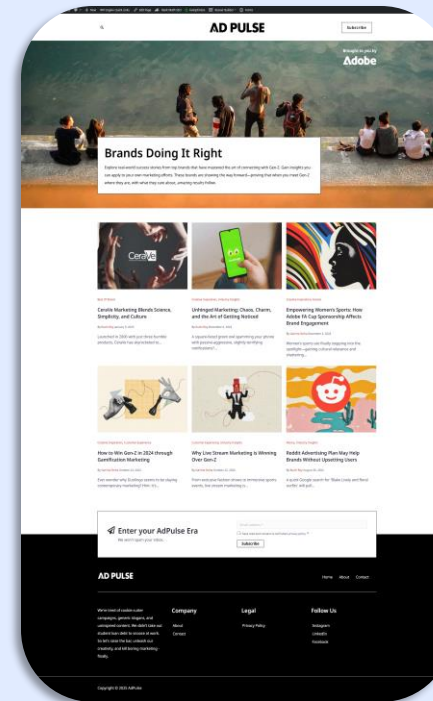
- **Award-winning creative**
- **Insights-driven design**
- **Strategic messaging**
- **100% ownable experience**

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 multi-asset 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.

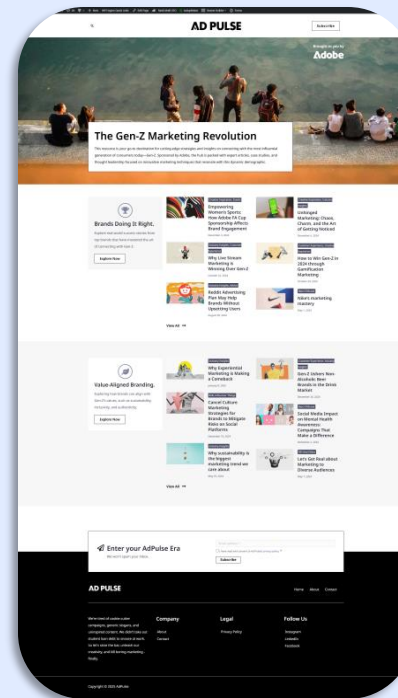
Subscriber-based editorial sponsorships:
Newsletter and browser notifications drives traffic to related content pieces.

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

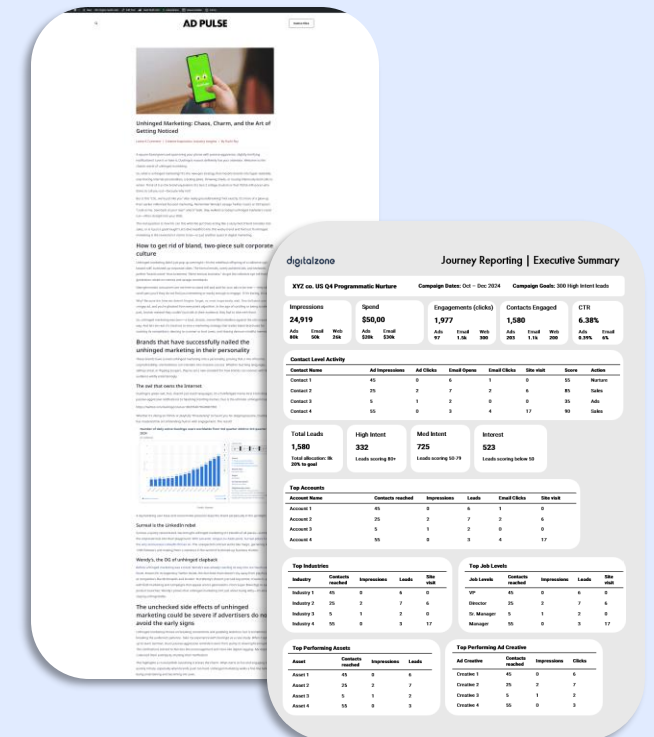
ENGAGEMENT

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



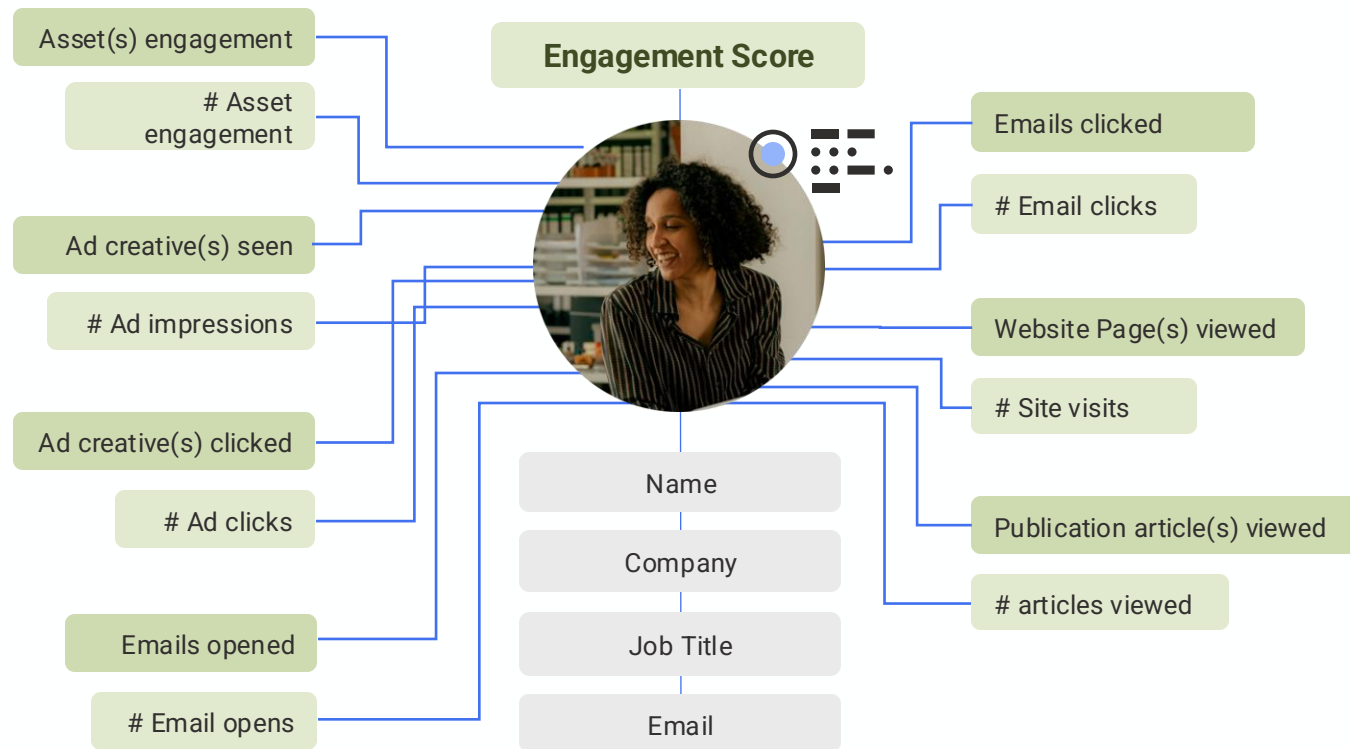
DEMAND GENERATION

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 AI-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

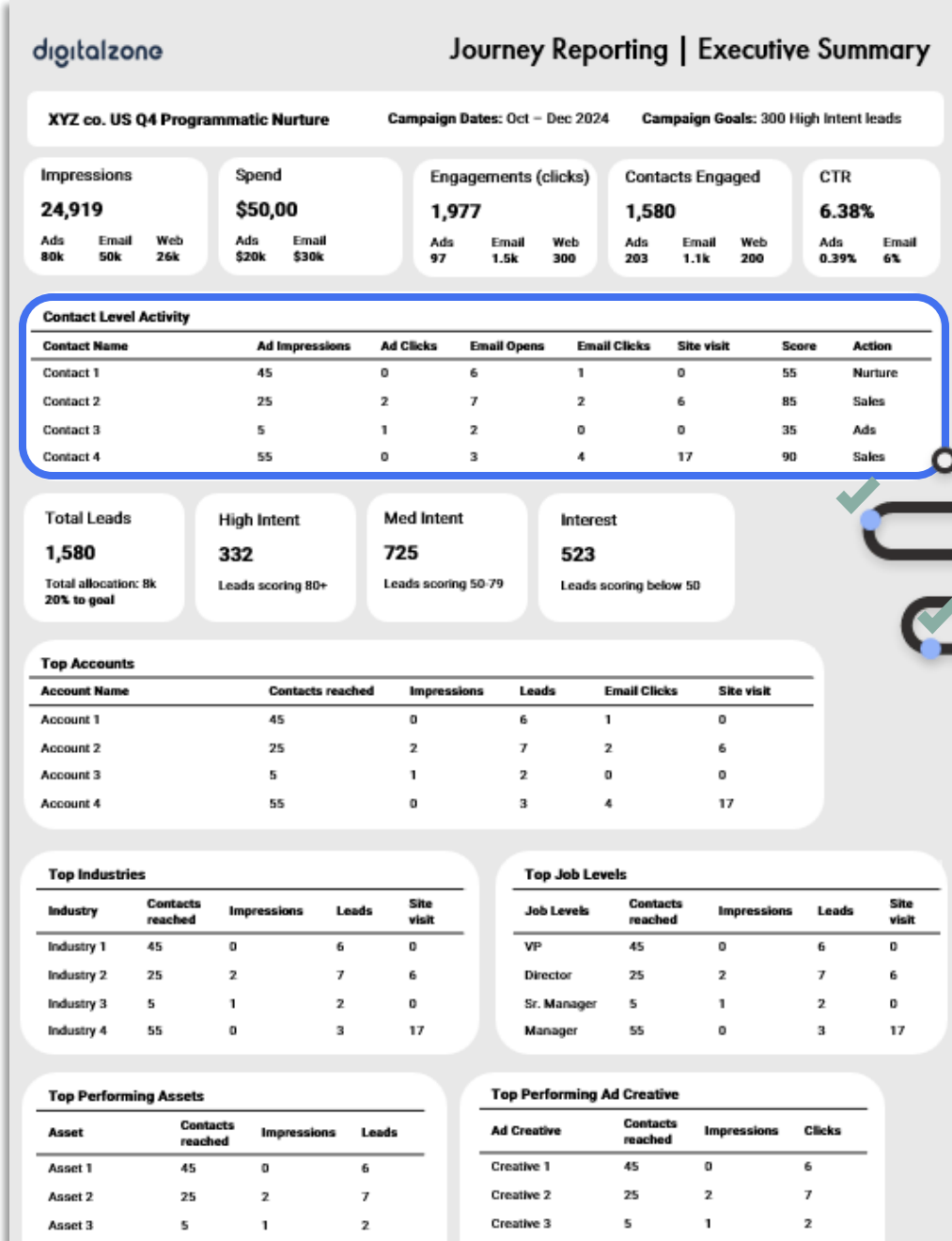
More engagement across digital touchpoints with Contact-Level Precision Targeting

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.



Engagement Score

Name	# Asset engagement	Asset(s) engagement
Company	# Ad impressions	Ad creative(s) seen
Job Title	# Ad clicks	Ad creative(s) clicked
Email	# Email opens	Emails opened
	# Email clicks	Emails 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.

Media attribution

A clearer picture of media impact on revenue.

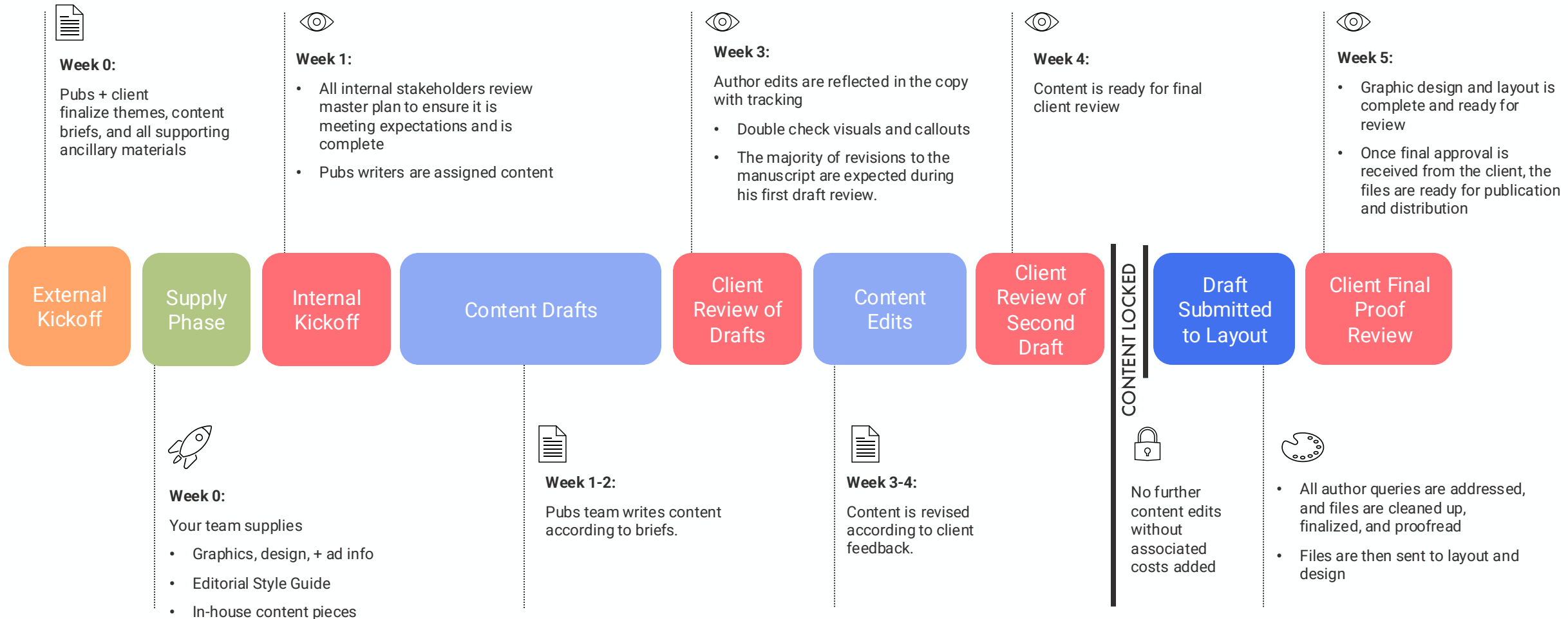
Contact-level reporting

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

Unveiled site visits

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

Insights Hub Process



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

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

Distribution of content across Digitalzone channels:

- 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

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Thank you.

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