

2026 Media Kit

Techstrong

a **Futurum** company

The Power Source for People and Technology



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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 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.

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.



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 systems driving innovation



Cybersecurity

Threat detection, data protection, and enterprise security solutions



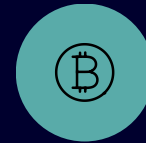
IT

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

A collection of various colored geometric shapes (spheres, squares, circles) in teal, yellow, blue, and orange, scattered across the top half of the slide.

Global. Engaged. Ready to Buy.

With buying power, decision authority, and active intent, Techstrong connects you with the 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.

Techstrong provides impactful and timely content to the buyers you need to target. Through this comprehensive campaign, we can get you in front of this audience and get the results you are looking for.

➔ Global Reach

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

➔ Audience Profile

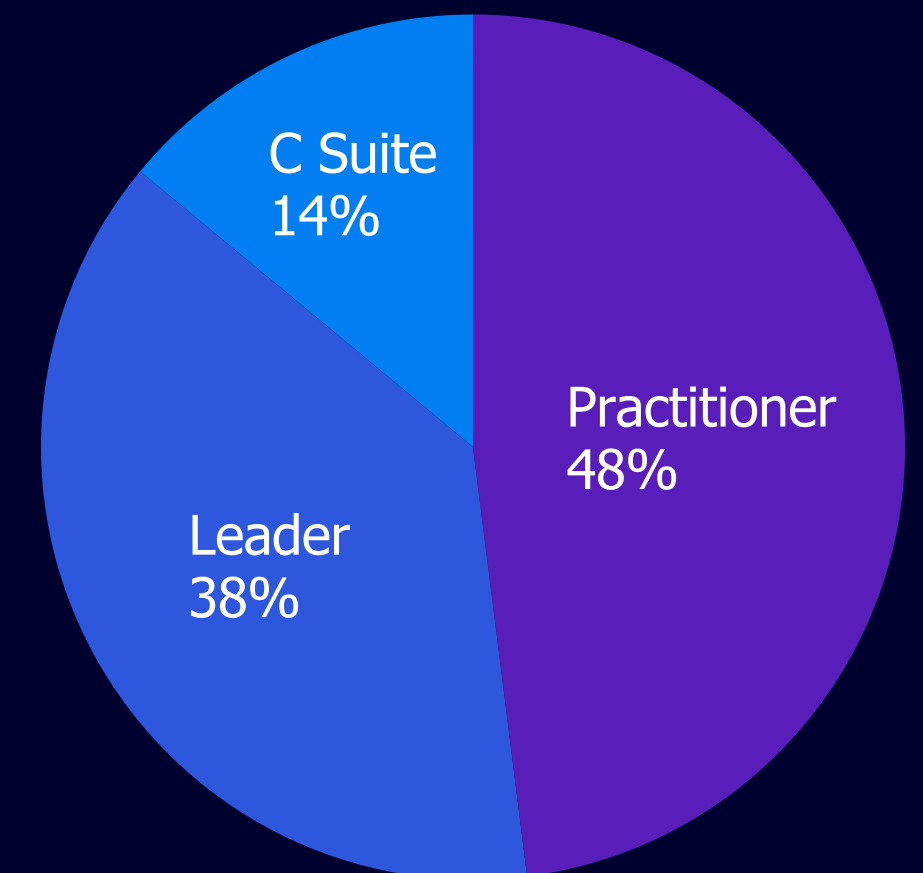
- 55% Decision-Makers
- 93% Buying Intent
- 57% Enterprise/Large Business
- 47% Companies with \$1B+ Revenue

➔ Global Distribution

- 46% North America
- 28% Europe
- 22% APAC
- 4% Other Regions

➔ Techstrong TV

- Millions of Monthly Impressions
- Viewers in 92 Countries



Our Audience: Decision-Makers Who Drive Growth

8.5M+

Annual Unique Visitors

Across our portfolio of trusted
brands and channels

194K+

Unique Businesses

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

55%

Decision-Makers

81% showing active buying intent

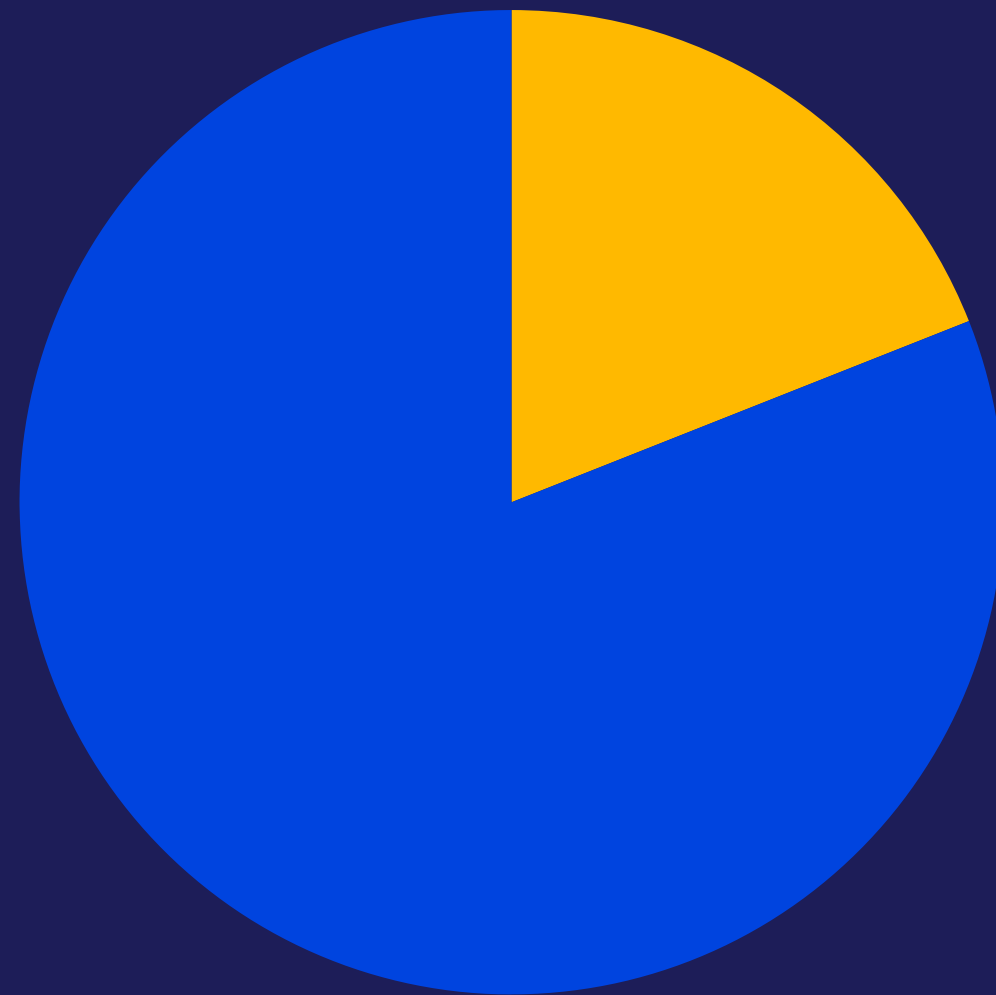
Enterprise Buying Power

- 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

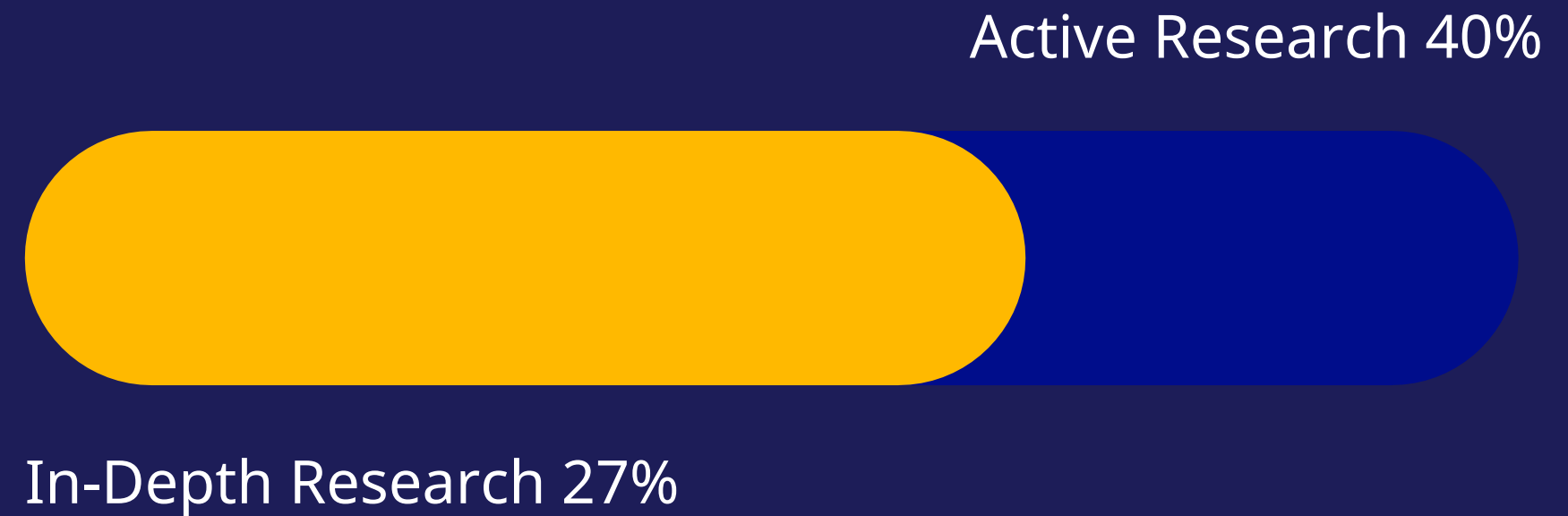
Why This Matters: Our audience isn't just browsing. They're actively researching solutions, comparing vendors, and making purchasing decisions. Your message reaches them at the exact moment they're ready to engage.

Reaching an Audience with Buying Intent

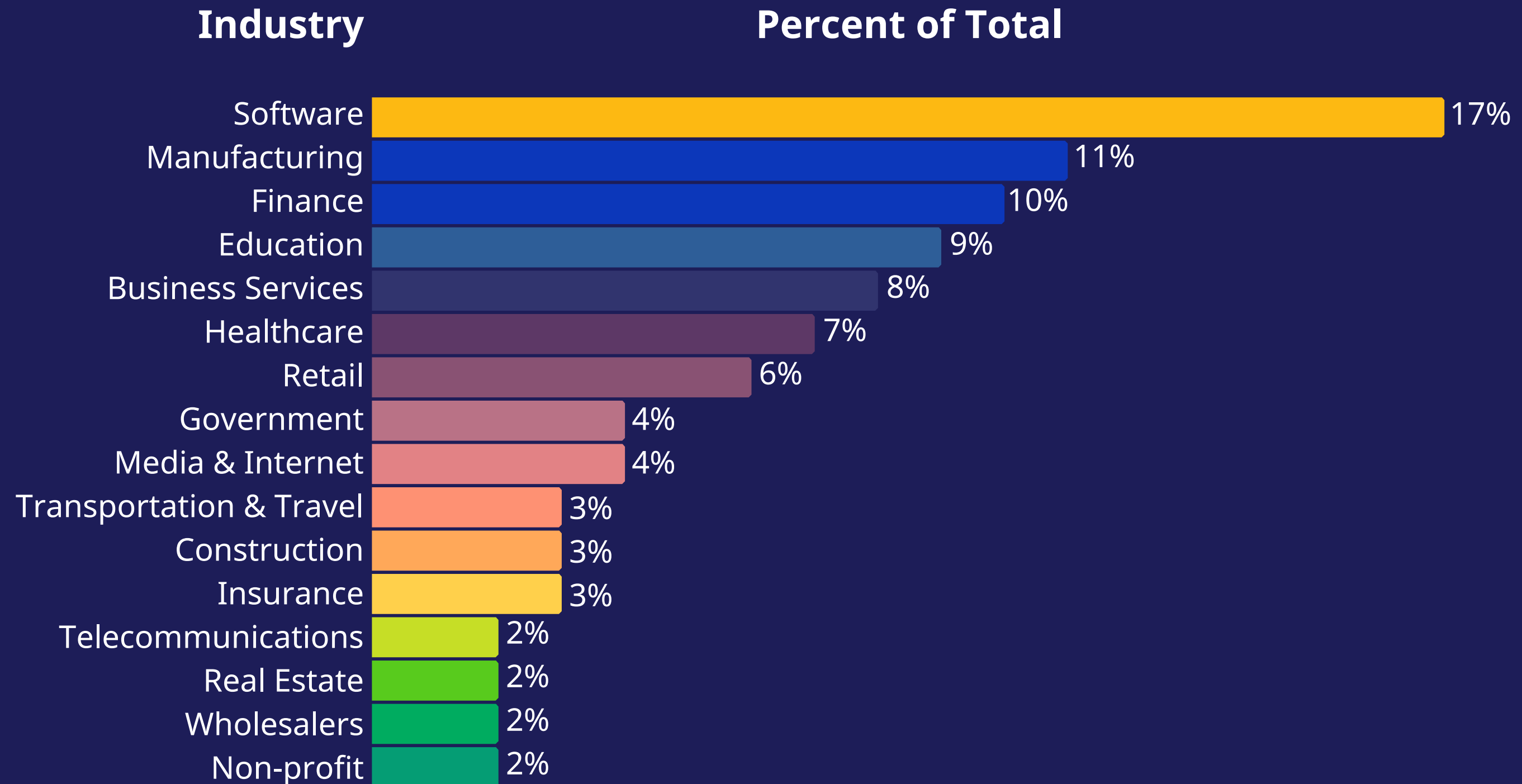
81% of Visiting Businesses
Have Buying Intent



67% of Visiting Domains Are in Active or
In-Depth Buying Stage



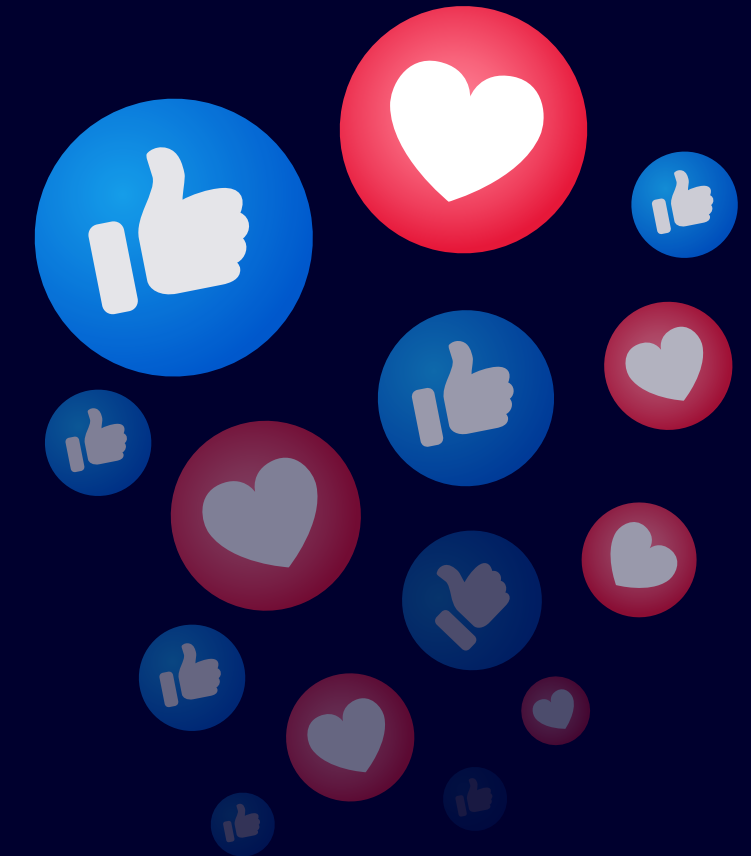
Key Industries Covered



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+ members*
 - *Security Boulevard: 14K+ members*
- 1.3M+ Impressions (Last 365 Days)



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 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 this link: <https://article-submission-form.paperform.co/>



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

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.

Distribution:

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

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 connecting practitioners, executives and technology vendors through brands including DevOps.com, Security Boulevard, Cloud Native 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 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 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 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 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 solutions.

First-Party Engagement Data

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

Third-Party Market Intent

Independent intent data from G2, the world's largest business software review platform. Includes category exploration, 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

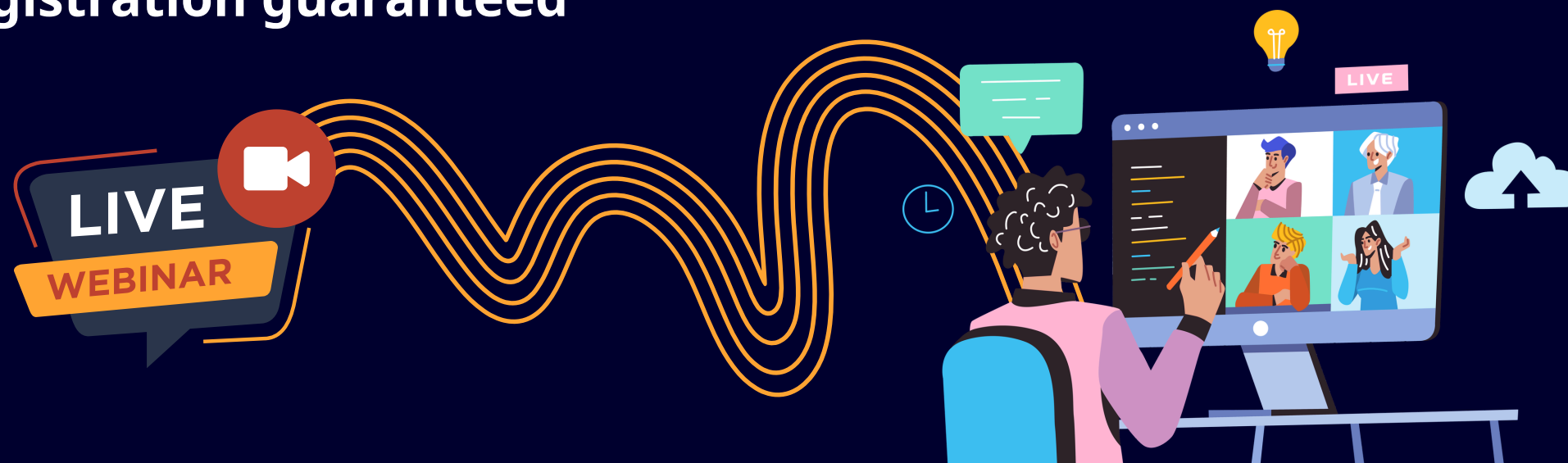
Learning Experiences

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 registration guaranteed**



Techstrong | Learning TIMELINE

1. PICK YOUR DATE

Please pick the date you would like for your Techstrong Learning Experience using the link [HERE](#).



2. FILL OUT FORM

At least six (6) weeks before your learning experience, add speaker info, headshot, title, key takeaways & session abstract, UTM needs, and point of contact info [HERE](#).



3. LANDING PAGE UP

Forty-eight (48) hours after submitting the form in step two, your landing page and promotional content will be created and sent to you for review.



4. SUBMIT REVISIONS

Submit any landing page changes to Jared@techstronggroup.com; speaker changes can be made [HERE](#).



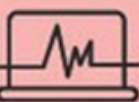
5. PROMOTION STARTS

Four (4) weeks before your learning experience, promotion will begin to Techstrong Group's database. If you have any lists or focus groups you'd like to include in outreach, send them to Jared@techstronggroup.com.



6. TECH RUN

One week before your learning experience, we can schedule an optional tech run to go over the process. Please supply any handouts you want to include in the live event.



7. LEARNING EXPERIENCE

On the day of your learning experience, your speakers should arrive 30 minutes early (already calculated on their calendar invite) and be fully present to have a great experience!



8. DELIVER LEADS

Within 24 hours of your learning experience, your leads will be delivered to your point of contact via a password-protected folder.



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 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
- 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. 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
- Promotion across relevant Techstrong editorial properties and social channels
- Post-event MP4 recording for continued promotion
- Audience **survey report** summarizing attendee insights and discussion highlights
- **200 registrations guaranteed**

Roundtable Calendar 2026

JANUARY 01	FEBRUARY 02	MARCH 03 March 16: DevSecOps: Security at the Speed of Modern Engineering	APRIL 04 April 20: Observability Comes of Age in 2026
MAY 05 May 18: AppSec in 2026: Securing Software at the Speed of Innovation	JUNE 06 June 15: CI/CD: Delivering Software at Enterprise Velocity	JULY 07	AUGUST 08 Aug. 17: DevOps in the Age of AI Native
SEPTEMBER 09 Sep. 16: Kubernetes & AI: Powering the Next Generation of Intelligent Infrastructure	OCTOBER 10 Oct. 19: Cloud Security: Defending at Cloud-Native Speed	NOVEMBER 11 Nov. 16: Platform Engineering Meets AI: The New Developer Experience	DECEMBER 12

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 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



Account-Based Marketing

- Align marketing and sales around defined target accounts
- Engage high-value prospects through targeted campaigns
- Accelerate pipeline development



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

Define Target Roles and Buying Groups: Verify that the right individuals and decision-makers are represented across target accounts.

Analyze Engagement by Account: Identify interest and engagement signals from target individuals based on their activity across Techstrong properties.

Campaign Build: Launch an integrated 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
- Pulseometers



Virtual Events

Techstrong creates and delivers virtual events that bring the tech community together to connect, learn and engage around the trends, technologies and practices shaping the industry. These programs help sponsors build brand visibility, share thought leadership and generate qualified demand 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 partner with us to develop a dedicated virtual learning experience

Media Placements: Newsletters & Web Ads

High Visibility and Qualified Traffic

- Drive high-intent traffic with website and newsletter placements.
- Reach 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
- Prime visibility in weekly editorial roundups
- Direct access to engaged practitioners and decision-makers actively evaluating technology solutions

Asset Delivery

- Newsletter ads: PNG/JPG creative files in 730x100 or 770x330 px and a URL with UTM parameters.
- Website ads: PNG/JPG creative files in 728x90 & 300x250 px and a URL with UTM parameters.

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

Pulsemeter

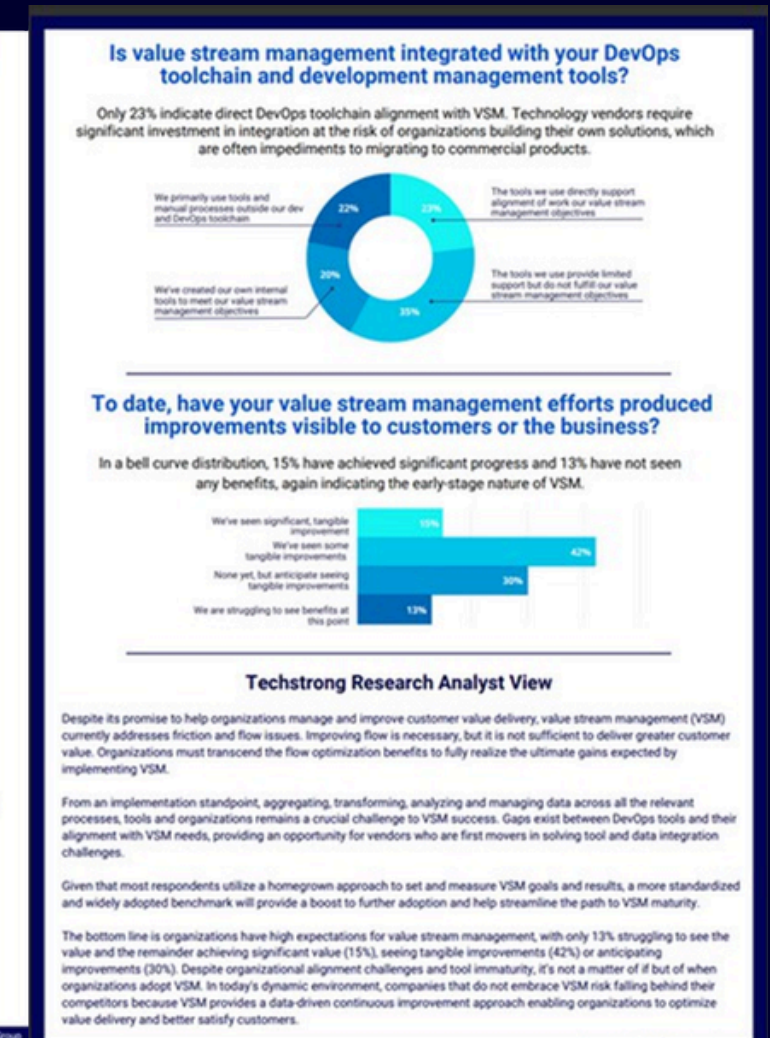
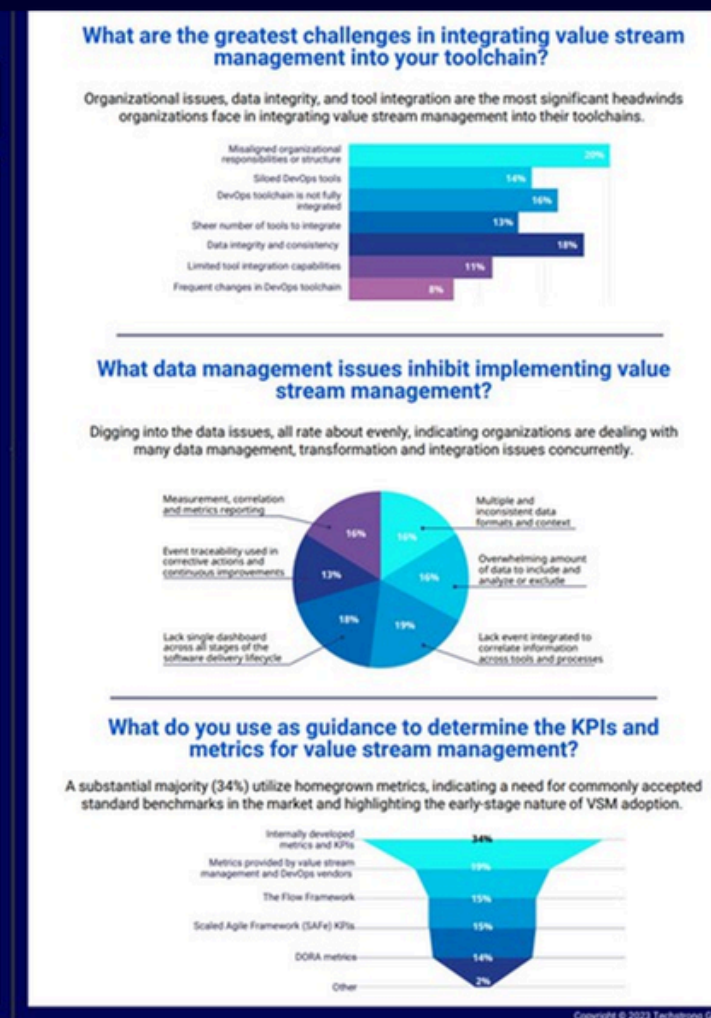
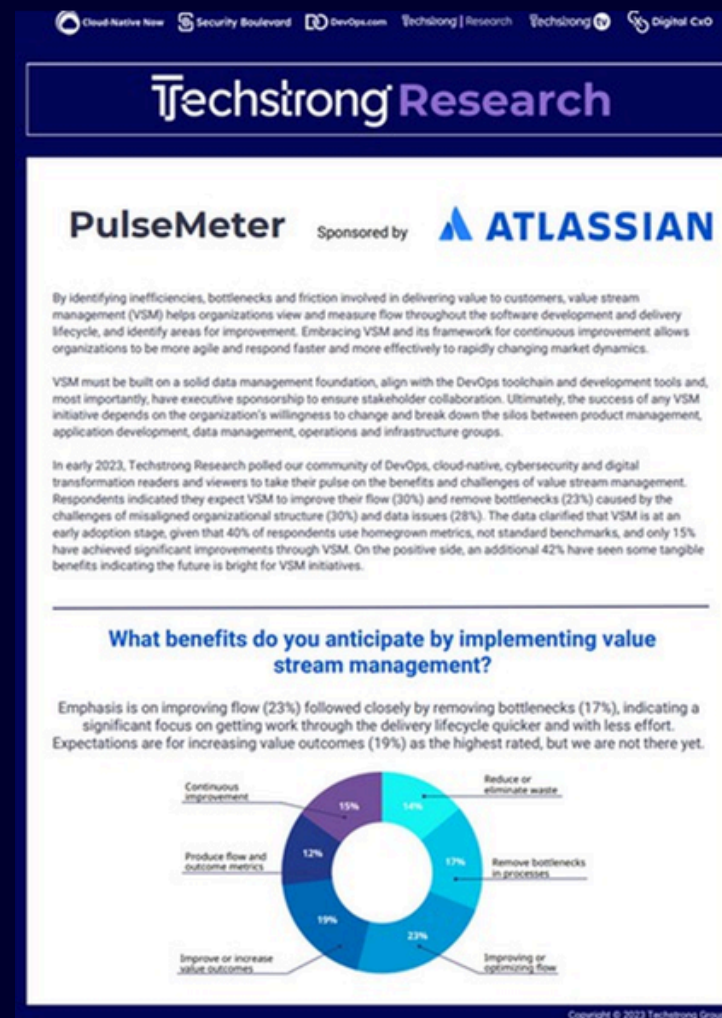
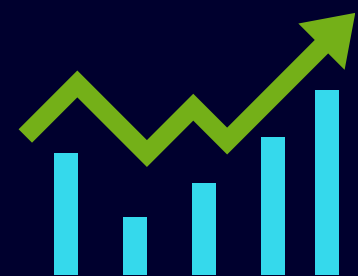
Flash Poll and Report

- 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.

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 and 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 highly engaged technology audience.



Multiple Formats

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

Conversations with 30K+ Tech Experts

Industry leaders, innovators and practitioners sharing insight across the technology landscape

Comprehensive Broadcast 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 demand through a combination of Techstrong TV interviews and a roundtable 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

** Limited sponsorship (1 to 4)*

Marketing Value:

- Thought Leadership
- Brand Visibility
- Lead Generation



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/month

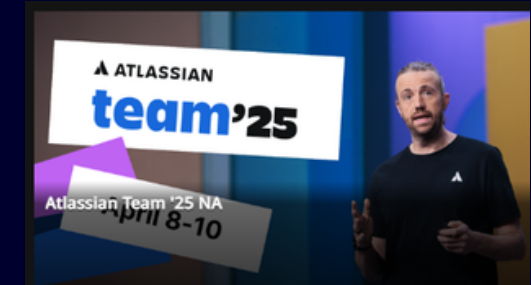
We Bring the Camera to You

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 captures live interviews with industry leaders, innovators, and speakers in real time, turning your event into a 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-native, and cybersecurity.
- **Evergreen content:** Edited clips become lasting assets for post-event campaigns, social media, and lead generation.
- **Professional production:** Our crew handles everything (setup, moderation, filming, and distribution).



Research

Powered by **Futurum**

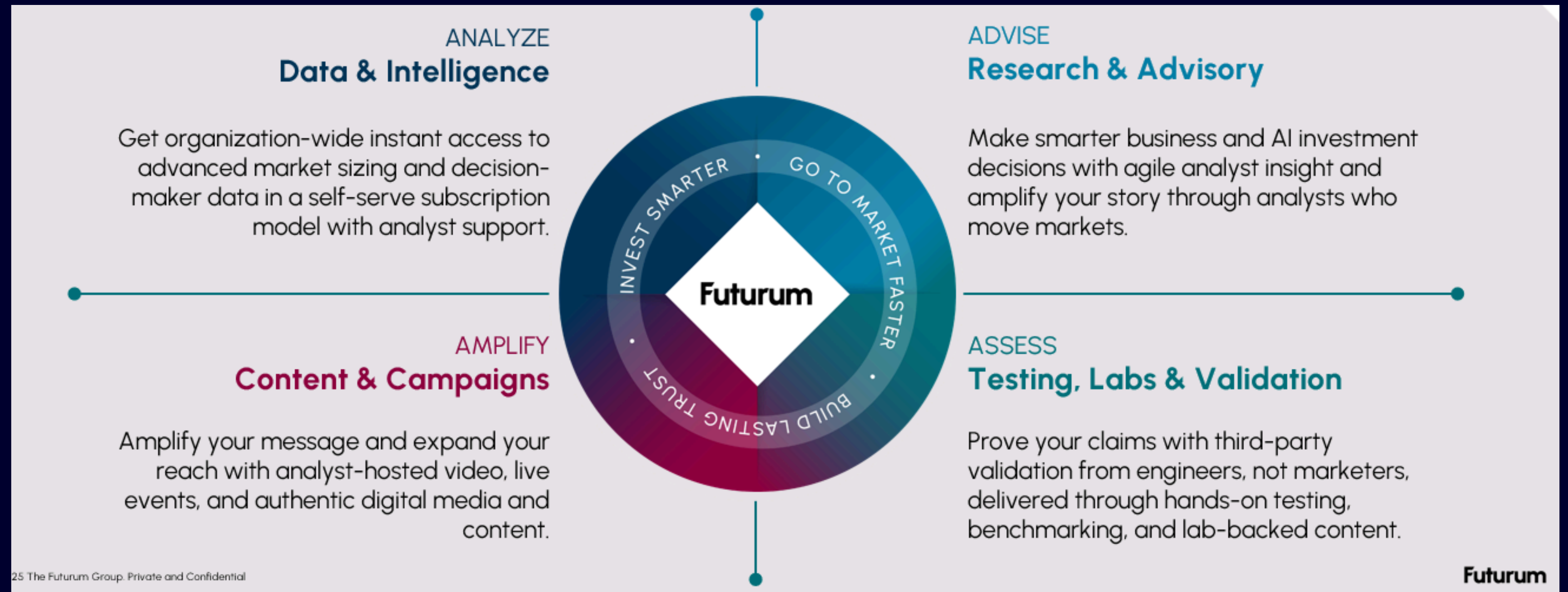
Analyst-Driven Research

Turn Research into High-Impact Assets.

As part of The Futurum Group, we empower your brand with in-depth analyst insights and strategic research. Our expert analysts conduct comprehensive qualitative and quantitative assessments of technology solutions, market 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.



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 consult

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.

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Futurum

A collection of colorful geometric shapes including spheres and squares in teal, yellow, blue, and orange, arranged in a loose pattern across the top half of the image.

Thank You

For more information, contact sales@techstronggroup.com

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Techstrong
a **Futurum** company