

Partnership Opportunities

Technology / Innovation / Entertainment /
Lifestyle / Gaming / Sports

2023

The Revolution Will Be Humanized:

Since 2006 we have guided our audience through an increasingly complex digital world by **humanizing and demystifying** the worlds of technology, gaming and entertainment.

Digital Trends O&O Has Targeted Scale



Dual Delivery (53% Male//47% Female)



Accumulating Wealth (57% of Audience HHI \$100K+)



5+ Minutes Average Visit Length



4x More Likely To Advise on the Latest Tech

ComScore: February 2023,
Google Analytics: March 2023

41MM+

Sessions in the Last 30 Days

25MM+

Audience

7MM+

Social Audience



21 OAK™

Home Decor



Blissmark™

Healthy Living



HappySprout™

Green Living



NewFolks™

Parents



pawtracks™

Pets



the angle.™

Smart Shopping

Partnership Opportunities



TOUGH JOBS™

Small Biz Strategies

2023



M THE MANUAL

Men's Lifestyle

digitaltrends[®]



DTES is an extension of Digital Trends 100% in Spanish Language

22% of DTMG's Audience is of Hispanic Decent

Digital Trends Media Group Reaches both Bi-Culturated and Acculturated Consumers

Surf the Internet in Spanish - 235 Index

Hispanic Speaking Individual that Speak Spanish More than English - 645 Index

Spanish Speaking Individuals that Speak Half English/Half Spanish - 116 Index

Spanish Speaking Individuals that Speak English All the Time - 106 Index

ComScore: January 2023



Consumers Visit us Daily to Find Out What's Next

Our audience has an extensive variety of interests
that drives their diverse lifestyle and interests.

Technology

244 Index

Smart Home

Innovation

345 Index

Concept Cars

Lifestyle

142 Index

Travel

Entertainment

169 Index

Home Entertainment

Gaming

248 Index

PC Games

Sports

171 Index

Sporting Events

Source: 2023 January comScore Plan Metrix Key Measures – IAB Digital Category Interests

We Cover The Biggest Companies in the Tech World



Recognized for Excellence

VIDDY AWARDS

Platinum Award: Branded Content,
Life on Mars

Cdot COMM AWARDS

Platinum Award: Branded Content, Life on
Mars / Platinum Award: Commerce
Coverage, Prime Day / Gold Award: The
Manual



Platinum Awards: Marketing Collaborations
with Sony Pictures and with Lionsgate

The Communicator Awards

Award of Excellence: Marketing
Collaborations
with Sony Pictures and with Lionsgate

DIGIDAY CONTENT MARKETING AWARDS

Best Agency/Client Collaboration Award:
Holiday Gift Guide Collaboration
with HouseSpecial

Audience & Scale

Digital Trends is one of the largest & most influential voices in Technology News ranking #3 in the Top 100 Tech News/Information Category of Sites.

Media Entity	Total Unique Visitors (000)	% Reach	% Audience Change in Last 12 Months
CNET.COM	26,673	10.9	-16%
WIRED.COM	16,565	6.7	5%
DIGITALTRENDS.COM	16,156	6.6	35%
MASHABLE.COM	9,910	4.1	38%
TOMSGUIDE.COM	9,667	4.0	-29%
THE VERGE	8,800	3.6	-50%
PC MAG	5,769	2.3	-16%
TECHRADAR.COM	5,755	2.1	-52%
GIZMODO.COM	5,205	2.1	-25%
ENGADGET	4,421	1.8	2%
TOMSHARDWARE.COM	2,173	0.9	-39%

Our Audience Continues To Rise

Digital Trends has increased sessions by over 130% Year over Year

34.8M Sessions

Digital Trends

2.4M Sessions

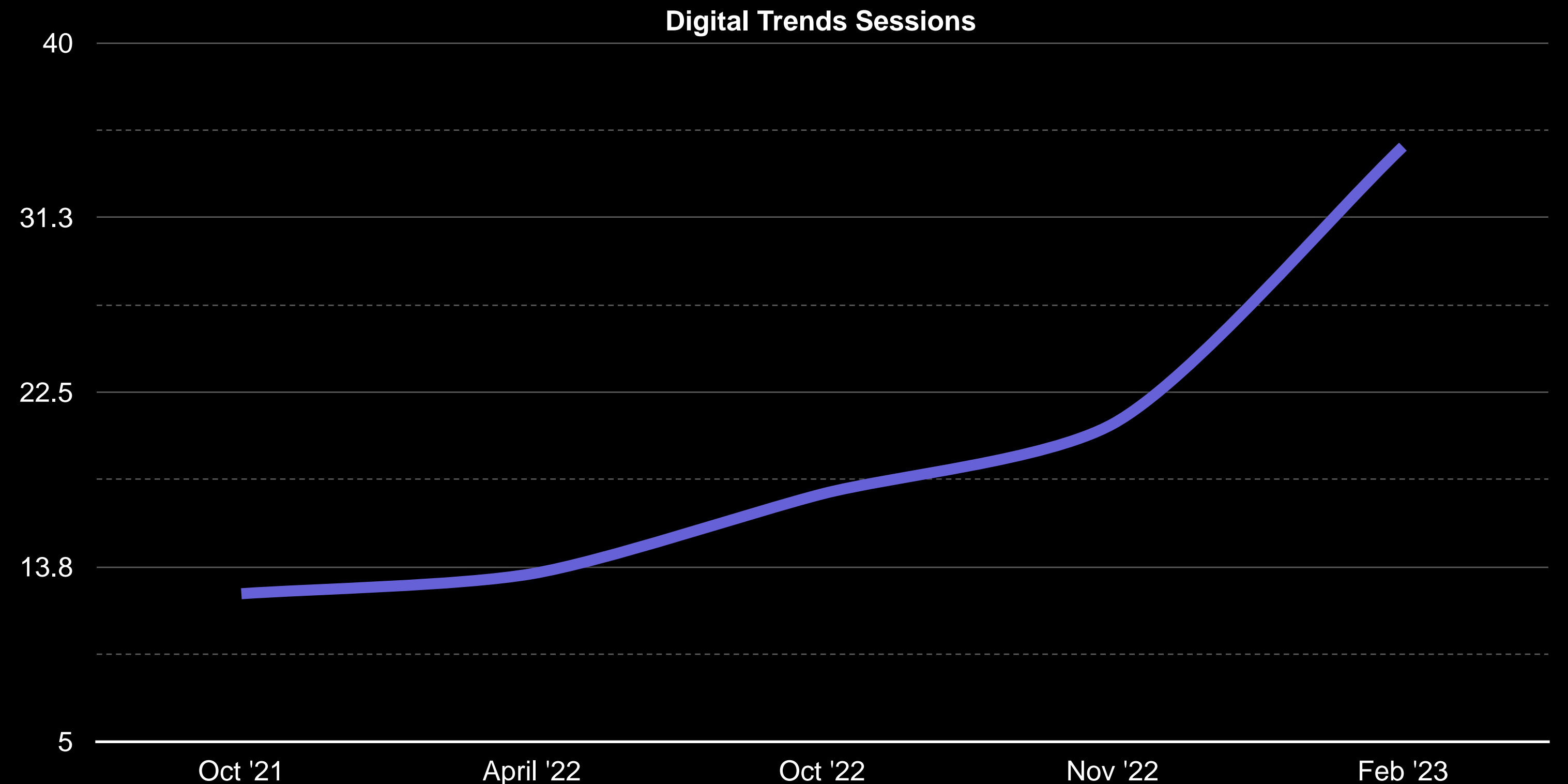
Digital Trends ES

2.0M Sessions

The Manual

1.6M Sessions

Affinity Sites



Source: March 2023 Google Analytics

Digital Trends Media Group audience are NOT visiting...

96%

PC Mag

95%

Engadget

93%

Tech Radar

91%

Wired

91%

Gizmodo

90%

Mashable

88%

Tom's Guide

82%

The Verge

77%

CNET

Source: ComScore February 2023 Cross Visiting Report

Purchase Power & Impact

We drive action and help make the right buying decisions.

Discovery

Research

Intent

After Purchase



Leading-Edge Consumers

The First To Try, The First To Buy!

143 INDEX

Super Innovators (3+ Segments)

133 INDEX

Leisure Innovators

128 INDEX

Financial Innovators

120 INDEX

Food Innovators

119 INDEX

Electronics Innovators

111 INDEX

Personal Care / Health Innovators

110 INDEX

Home Appliance Innovators

Source: January 2023 comScore Multi-Platform

DTMG directly drove

\$600MM+

In e-commerce sales last year.

Source: January 2023 comScore Multi-Platform

Automotive

115 IAB Interest

Banking & Finance

115 IAB Interest

Dining

161 IAB Interest

Drinks (Alcoholic)

251 IAB Interest

Grooming

117 IAB Interest

Computing (Desktop)

276 IAB Interest

Home Audio & Visual

127 IAB Interest

Smart Phones

151 IAB Interest

Cyber Security

131 IAB Interest

Healthy Living

115 IAB Interest

Home & Garden

125 IAB Interest

Movies

167 IAB Interest

Coupons & Deals

177 IAB Interest

Holiday Shopping

140 IAB Interest

Computing (Laptop)

151 IAB Interest

Wearables

134 IAB Interest

Streaming TV

124 IAB Interest

PC Gaming

248 IAB Interest

Reaching Business Decision Maker's

Rapport **ai**

1st Party Data Targeting

With DTMG's Rapport AI integrations, Digital Trends has the ability to tap into B2B decision makers beyond demographics to intercept BDMs at key moments of intent during the decision making cycle from Early Research to Active Research all the way through to In-depth Research signaling they are ready to buy.

Hyper-advanced intent-based targeting based on:

- Contextual
- Behavioral
- Dynamic

Rapport AI Tracks:

- Company Domain
- Company Revenue
- Key Sectors/Groups
- Number of Employees
- Level of Seniority



Digital Trends reaches over 5.7M Unique Visitors with Intent

Digital Trends Reaches Over 55% of Decision Makers of which over 70% are Business Decision Makers

8.7M+

Page Views with Intent

900K+

Domains Visited

60%

Hold Managerial or C-Suite Positions

83%

Business Professionals

29%

IT Professional

25%

Small Business Professional

Source: Bombora Insights Dashboard November 2022, Last 90-Days, Google Analytics November 2022

Top Industries Represented

Visitors Based On Known Industries

13%

Education

8%

Manufacturing

7%

Healthcare

7%

Software

5%

Business Services

5%

Retail

5%

Finance

4%

Telecommunications

3%

Government

Source: Bombora Insights Dashboard November 2022, Last 90-Days, Google Analytics November 2022

Ways To Work With Us

Ways to Work with Us

Display and Programmatic

Custom Video

Branded Content

Social Amplification

SEO-optimized Editorial Content

Newsletters

Affiliate/Commerce

Licensing

Let's Get Started!
