techgenyz

Inform. Invent. Inspire

Media Kit

Techgenyz is a leading source of news and information on the latest technology, gaming, start-up, digital innovation, and more, which influence people worldwide.

Techgenyz connects millennial readers and tells the story of digital transformation and how it affects our day-to-day lives.

Get your brand in front of the tech-savvy audience

Monthly Pageviews

320K

Social Followers

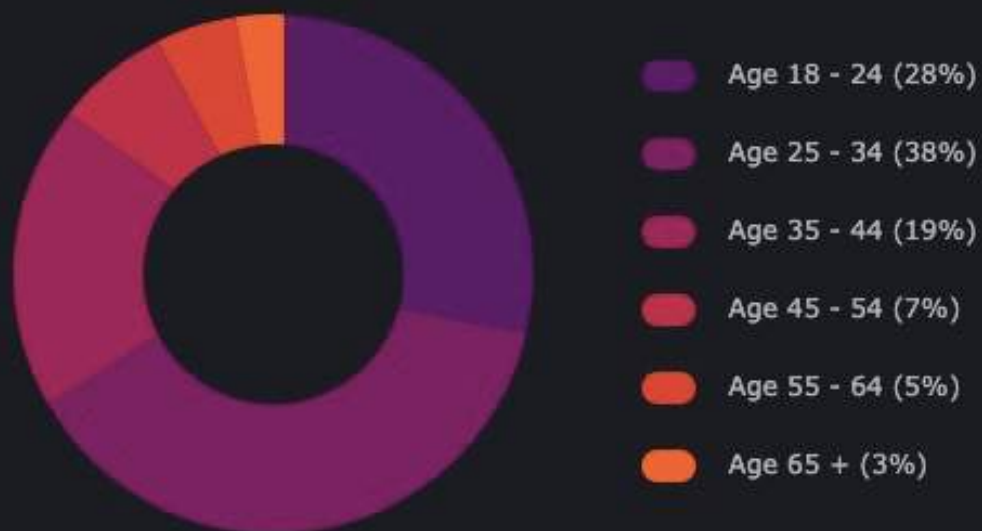# 100K

Email Subscribers

10K

Social Media Reach

1.0M

Age

Techgenyz has a global reader base who are young, affluent, and engaging. This reader base is professionals, senior management leaders, and decision-makers.

- Age 18 - 24 (28%)
- Age 25 - 34 (38%)
- Age 35 - 44 (19%)
- Age 45 - 54 (7%)
- Age 55 - 64 (5%)
- Age 65 + (3%)

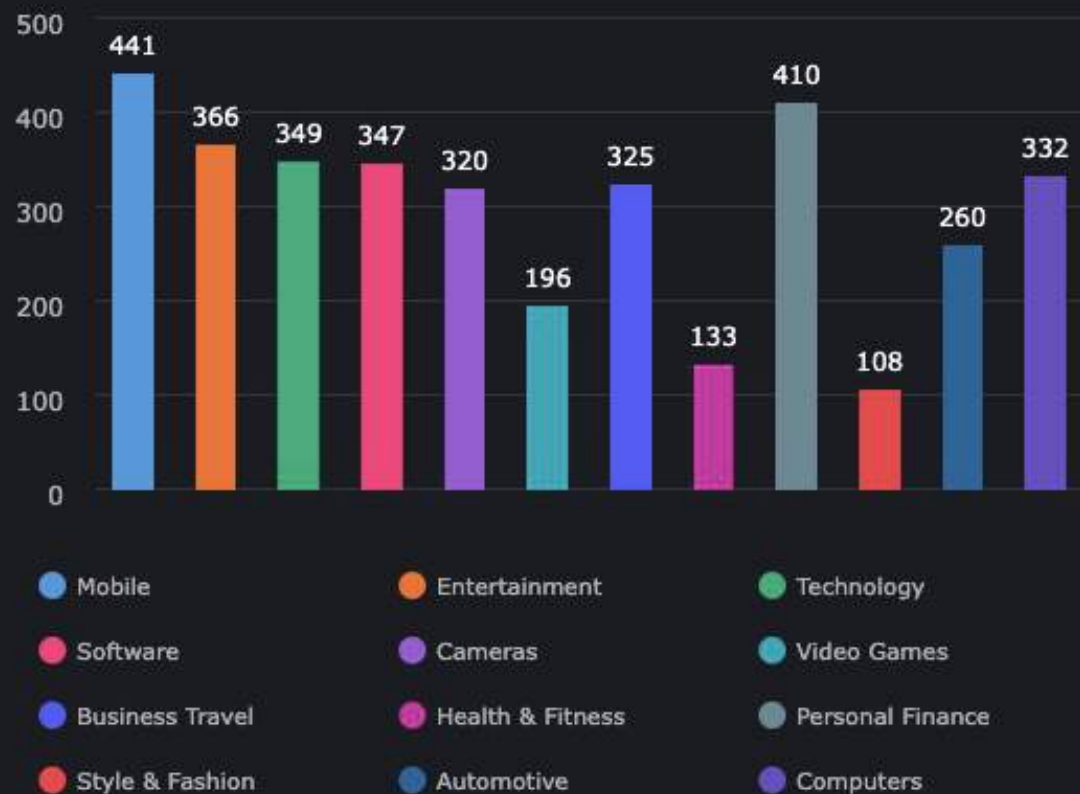*Source: Quantcast US Browsing Interest, April 2022*

Income

Our readers are the front-runners when it comes to purchasing power. They are conscientious while buying a smartphone, laptops, games, or any software.

$0 - 50K	39%
$50 - 100K	29%
$100 - 150K	17%
$150K +	15%

*Source: Quantcast US Household Income, April 2022*

Browsing Interest

Techgenyz's audience is highly engaged in a broad scope of the content. Our audience has a wide variety of interests that drives their diverse lifestyle and interests.

Legend:
- Mobile
- Entertainment
- Technology
- Software
- Cameras
- Video Games
- Business Travel
- Health & Fitness
- Personal Finance
- Style & Fashion
- Automotive
- Computers

Bar values: 441, 366, 349, 347, 320, 196, 325, 133, 410, 108, 260, 332

* Source: Quantcast US Browsing Interest, April 2022

Company Size

Techgenyz readers come from small to large companies. They are from industries like Technology, Healthcare, Hospitality & Hotels, Insurance, Media & Internet, Software, etc.

Legend:
- Large
- Medium
- Small
- XXLarge
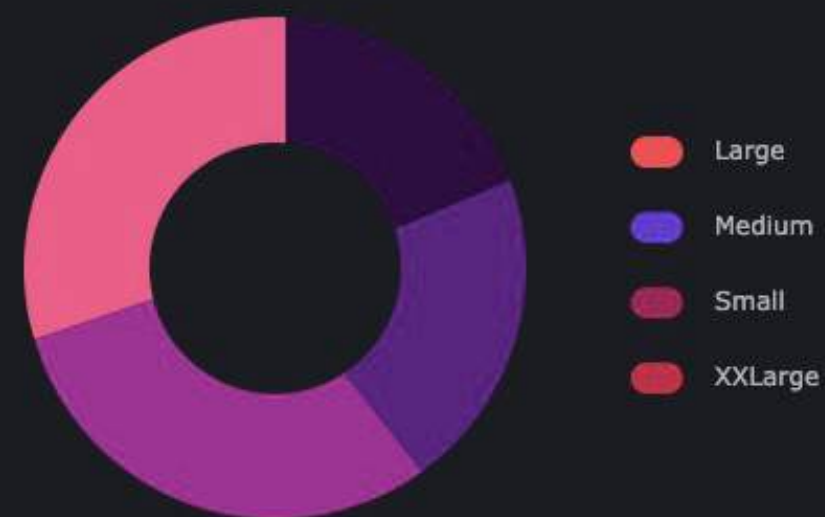
* Source: Bombora Company Size, April 2022

Seniority

Techgenyz readers are C-Suite Executives, Management leaders, Managers in Finance, HR, Healthcare Executives, IT People, and Marketing Managers who are your prospected customers.

36.03% Entry Level
30.63% Mid Level
25.10% Senior Level
8.24% C-Suite

* Source: Bombora and Dun & Bradstreet Seniority Data, April 2022

Device

Techgenyz readers are tech-savvy who are always connected in cross-platform devices to get the information that they prefer. We tell the brand story and reach through their preferred medium.

Desktop (51%)
Mobile (47%)
Tablet (2%)

* Disclaimer: All the data sets are shown here based on TechGenyz's total audience and taken from sources like Google Analytics, Quantcast, Bombora, Dun & Bradstreet.

Reach to the new age millennials

Companies work with Techgenyz to tell their brand story. They use Techgenyz as a platform to demonstrate their products and services to our millennial readers of prospected consumers, industry leaders, business owners, and decision-makers.

Trusted by Brands

We work with companies of all sizes to create experiences that drive success. Our clients have been able to engage with decision-makers across industries to meet their marketing goals with us.
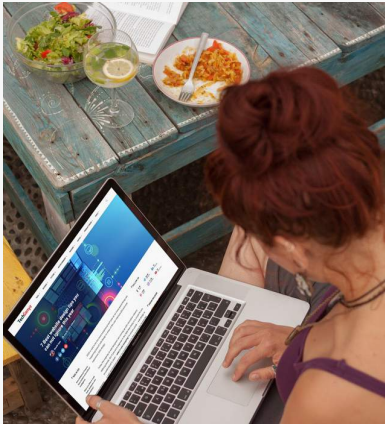
iSunshare

WiX

LiveChat

simplilearn

crello

stellar

freshworks

MONEYTAP

moovly

ExpressVPN

lumen5

Trade Show Coverages

We cover all major trade shows and tech events in the world – CES, MWC, and Computex, and more. We offer partners the opportunity to sponsor our in-depth coverage during these tech events.

Our Products

Cover Story
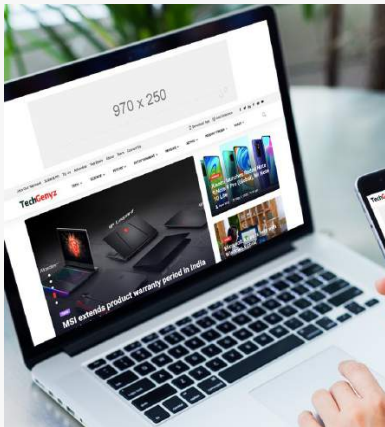**$800/EA**

Sponsor Content
$400/EA

eBook Sponsor
$250/Month

Takeover Pop-up
$250/Mo
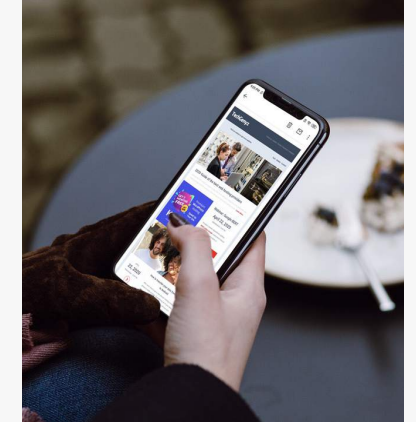
Newsletter Insert
$300/EA

Display–Home
$400/Mo

Display–Every Page
$250/Mo

Display–Above Post
$200/Mo
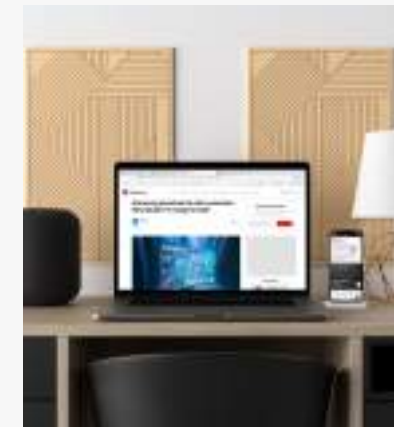
Display–Post Side
$200/Mo
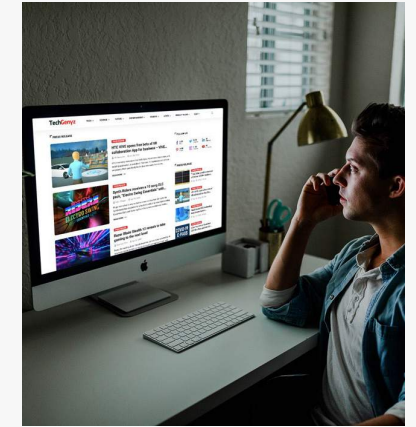
Press Release
$200/EA

Cover Story

Advertorial will be published on Techgenyz with the following campaign specifications. Articles will be labeled as sponsored.

- •750 to 2,000-word article draft written and submitted by the Client
- •Featured image (1600x840 pixels)
- •Supplemental in-post photos
- •One do-follow link and two to three no-follow links per 300 words
- •Call-to-action text copy for sticky ad banner
- •Featured in the Techgenyz newsletter
- •Promotions on Techgenyz social channels: Twitter, LinkedIn, Instagram, and Facebook

Sponsored Content

Sponsor your content on the Techgenyz website and get visibility across channels.

- •1,000 to 2,000-word article draft written and submitted by the Client
- •Featured image (1600x840 pixels)
- •Supplemental in-post photos
- •One do-follow link and two to three no-follow links per 300 words

We help you to connect the dot between your brand and our audiences. The article will be labeled as sponsored.
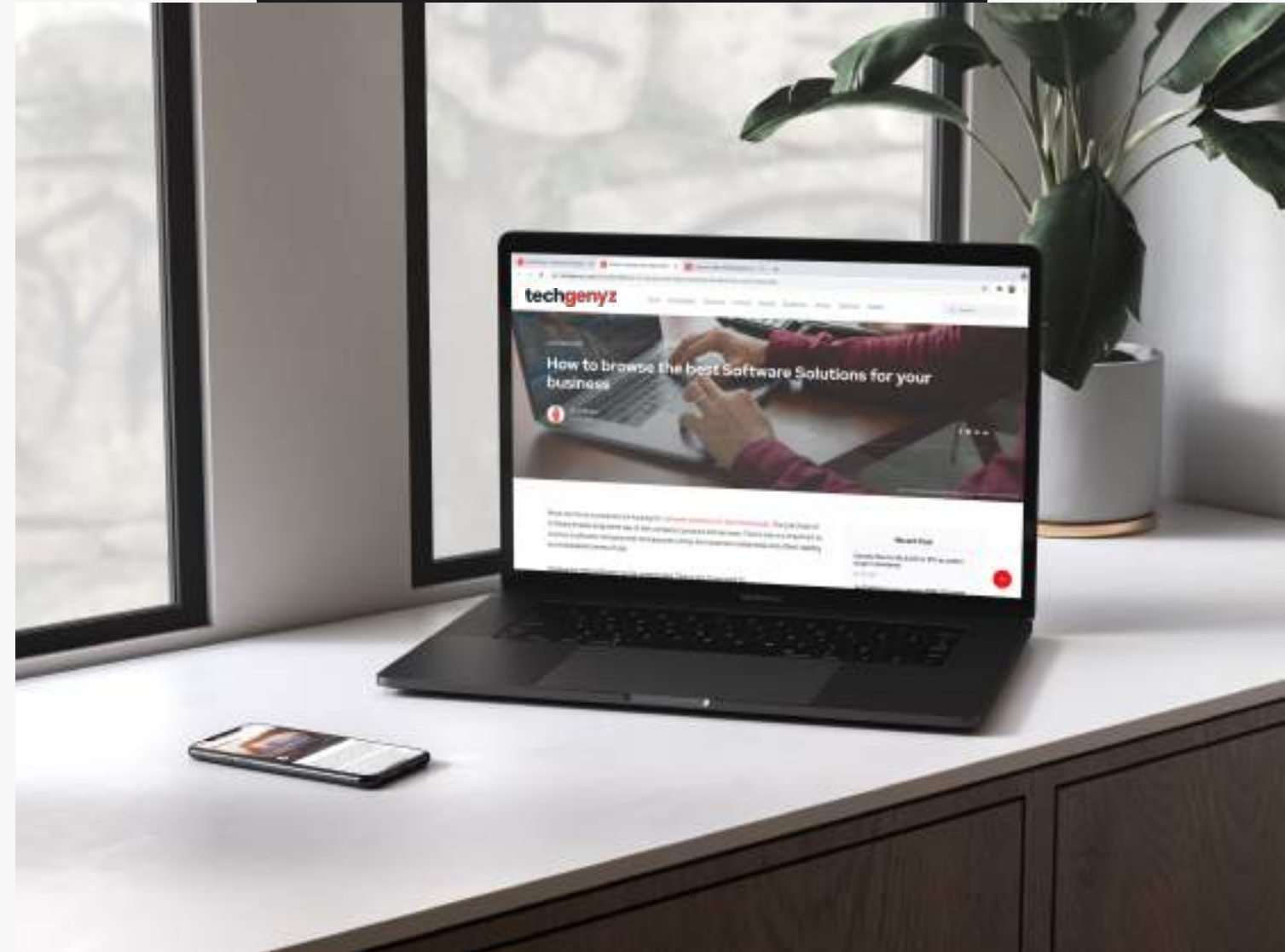
eBook Sponsor

eBook written and designed by the clients and promoted by Techgenyz to its broad audience.

eBook will be labeled as sponsored.

- •Clients need to share the eBook in PDF format.
- •eBook will be shown on the Techgenyz website through Takeover Pop-up, in-post content, related content, etc.
- •Contact form will include: first and last name, email, title, company, website, country, and industry.
- •Registrants must consent that their information will be shared with participating sponsors.
- •The eBook will be shown for a period of 4 weeks.
- •Client can add a complimentary article of 1,200-2,000 words
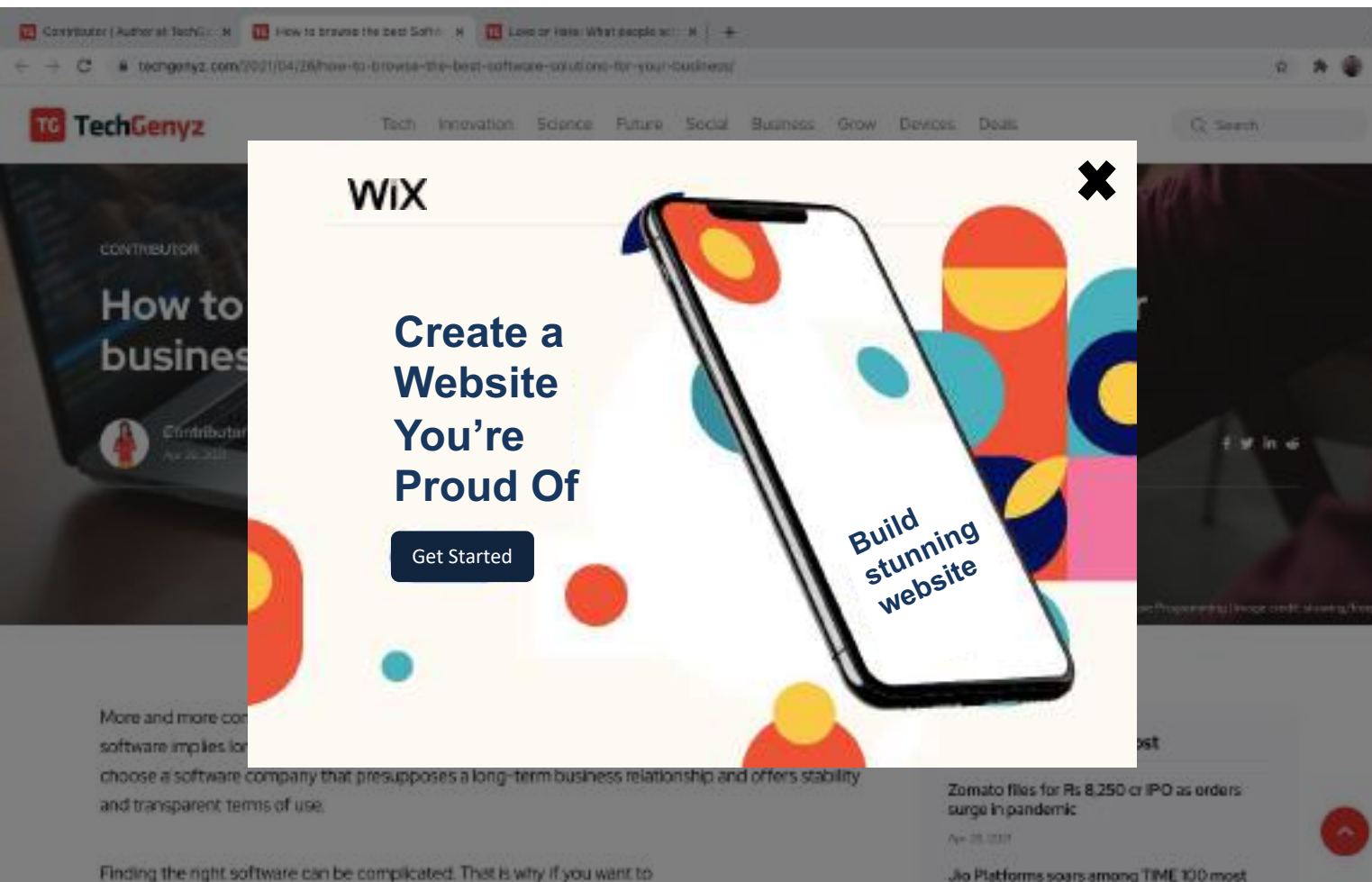
Takeover Pop-up

Client's display ads visible on Techgenyz website for four weeks in the following ad formats:

- Pop-up banner 750x500 displayed while checking content after sometime
- Top Desktop 970x200 leaderboard
- Top Mobile 320x100 leaderboard
- Inside post with 728x90
- In Feed Mobile 300x250

Newsletter Inserts

Send dedicated, highly engaging email campaigns to our subscribers. Feature your **brand/product** in daily, weekly, or special newsletters.

- **1,456x180 px for the desktop and 640x200 px for the mobile banner image in the email template with CTA and landing page URL.**

- **Exclusive section with the content placement, giveaways, and deal promotion.**

- **Promote your product, e-book, webinar, or white paper to our active, opt-in subscribers.**
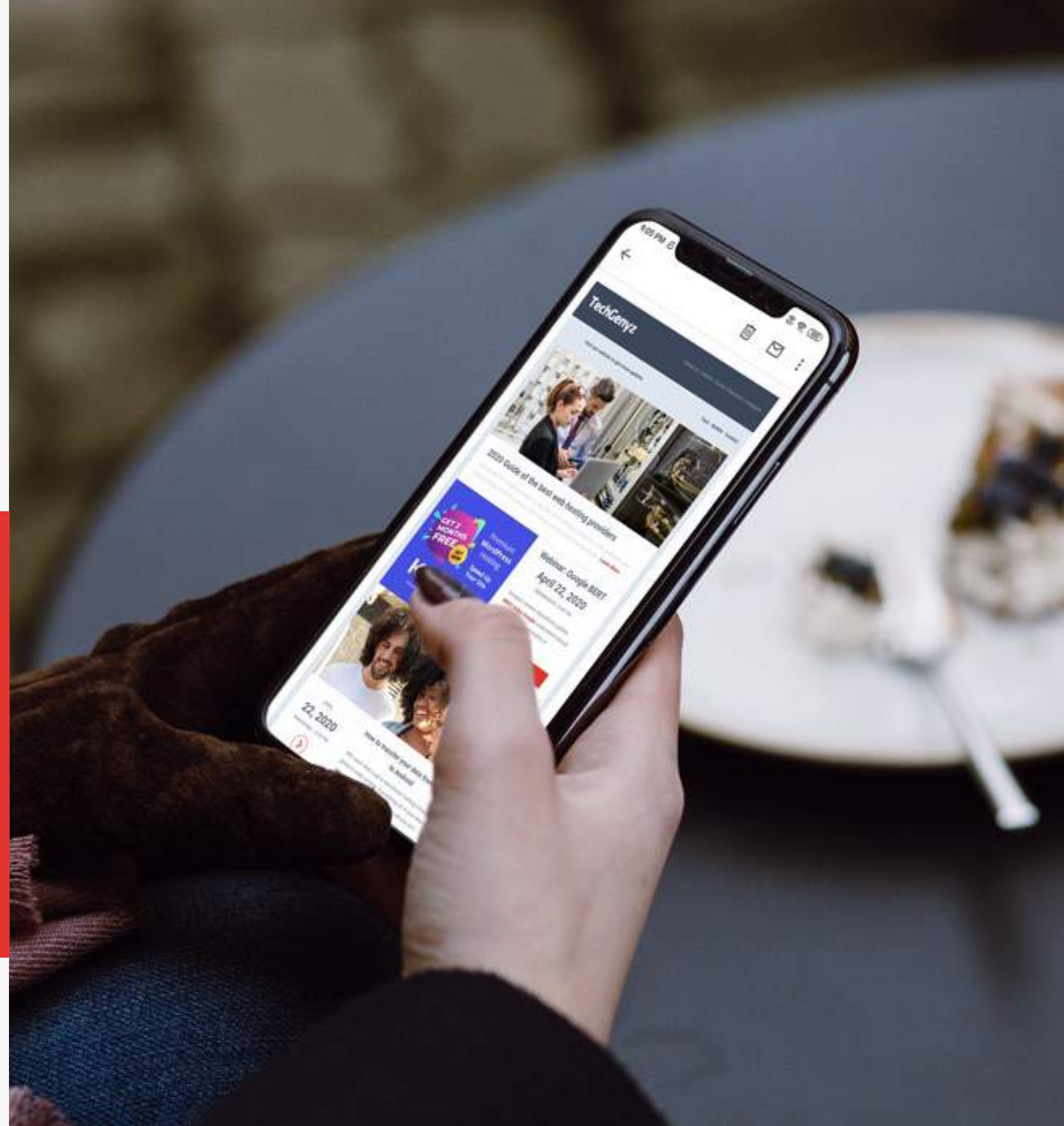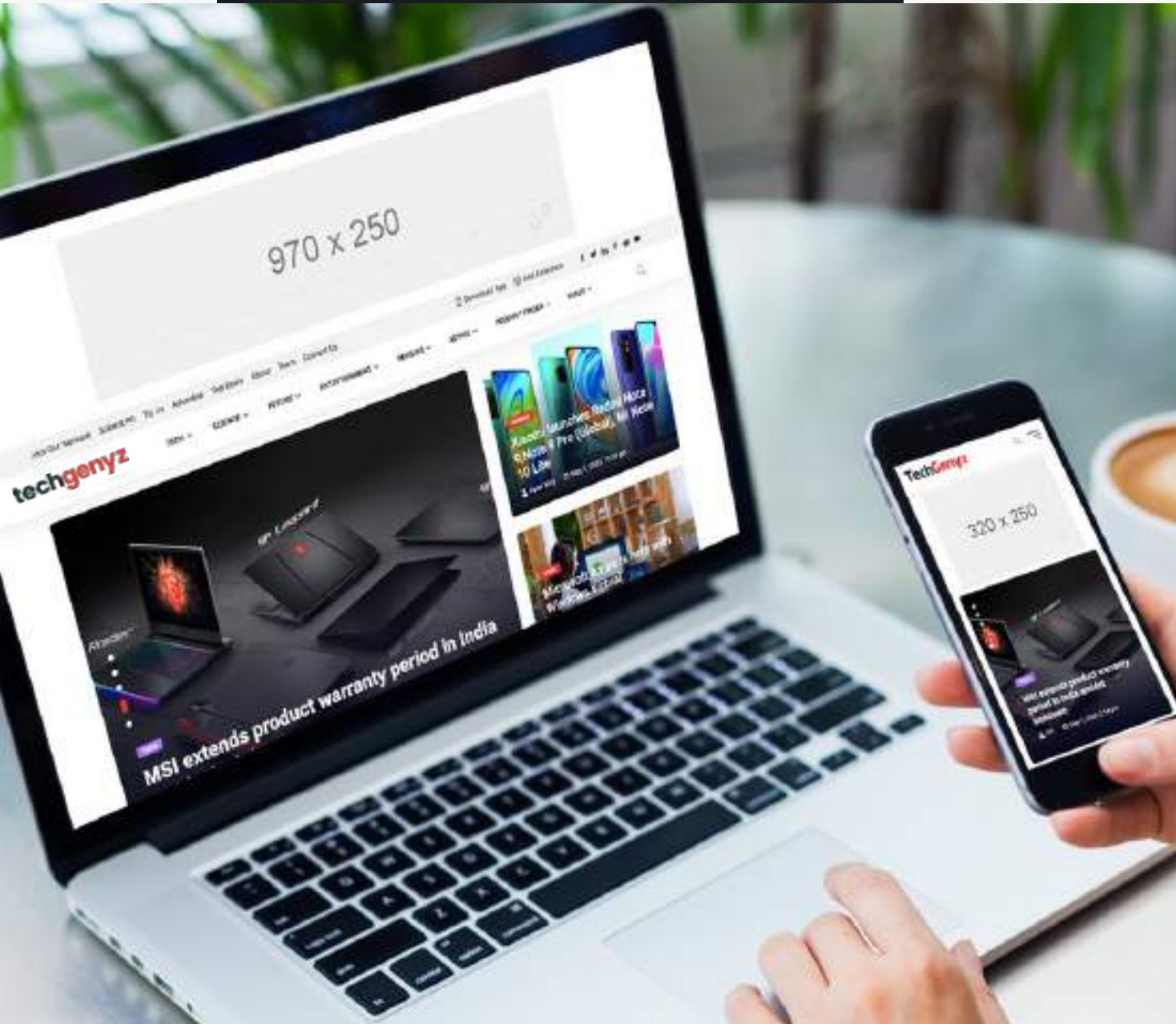
Display Ad - Home

Be the exclusive sponsor of the event-specific content. Choose the most viewable units on the TechGenyz website, which is ideal for building brand awareness.

- **Digital Billboard:** (970x250)
- **Roadblocks: H**omepage or run-of-site on the website
- **Run standard sizes:** (728x90, 300x600, 300x250)
- **Mobile formats:** (320x250)

Display Ad - RoS

Client's display ads visible Run-of-Site(RoS) on every page of Techgenyz's website in the following ad formats:

- **Digital Billboard:** (970x250)

- **Run standard sizes:** (728x90, 300x600, 300x250)

- **Mobile formats:** (320x250)
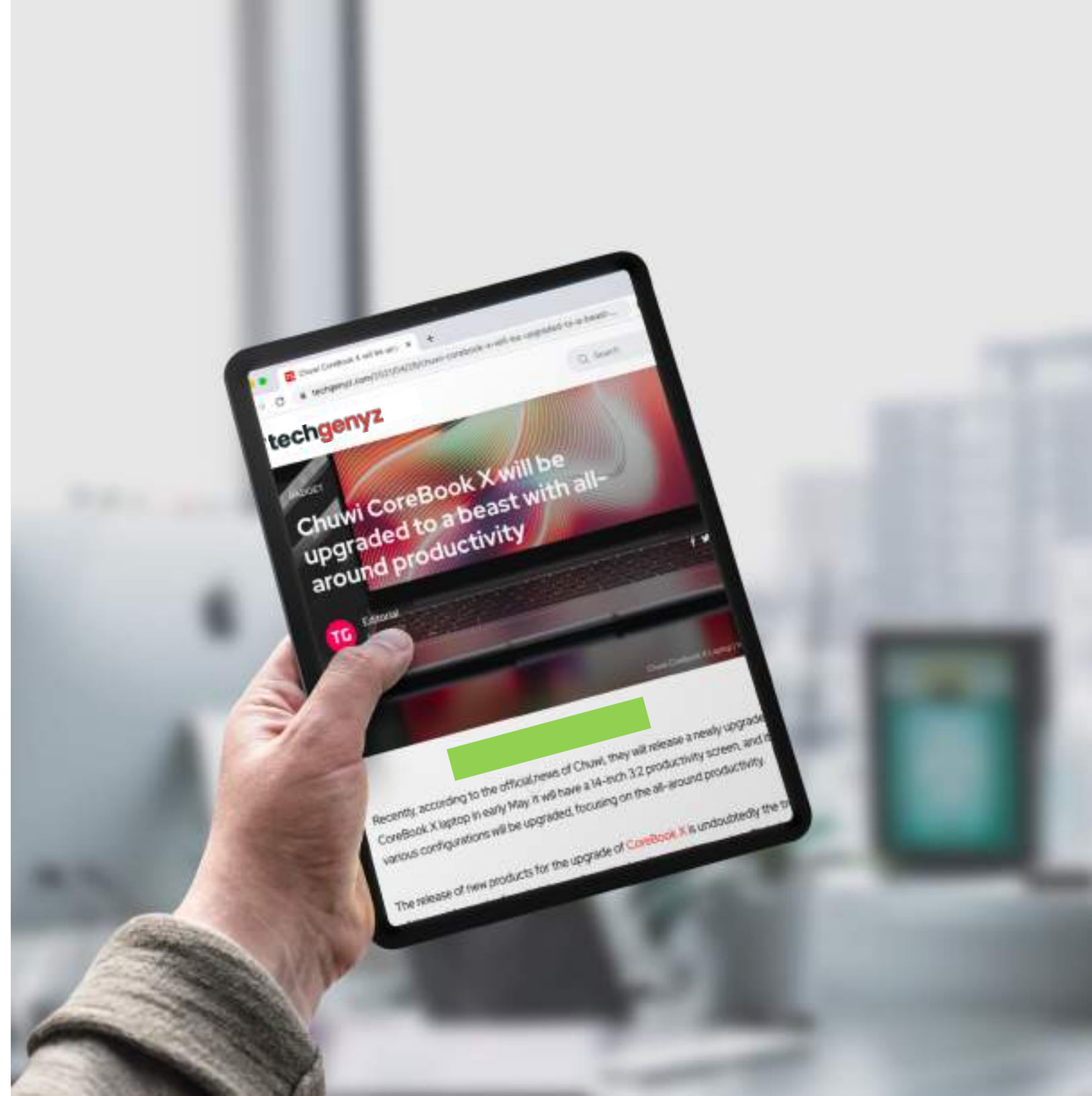
Display – Above Post

Client's sponsored message and banner is displayed on the top of every post in the following format:
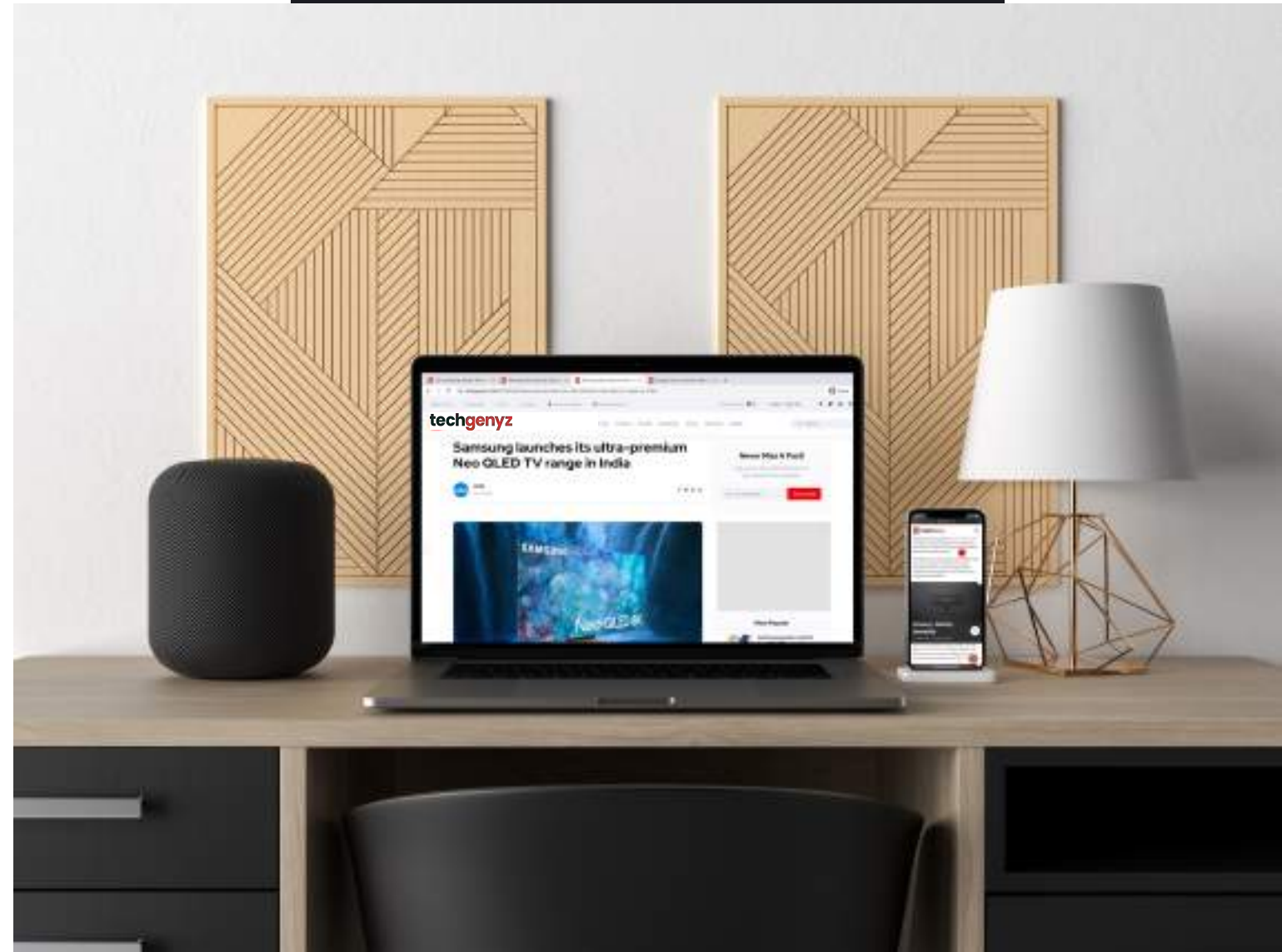
- **Digital Billboard:** (970x250)
- **Run standard sizes:** (728x90)
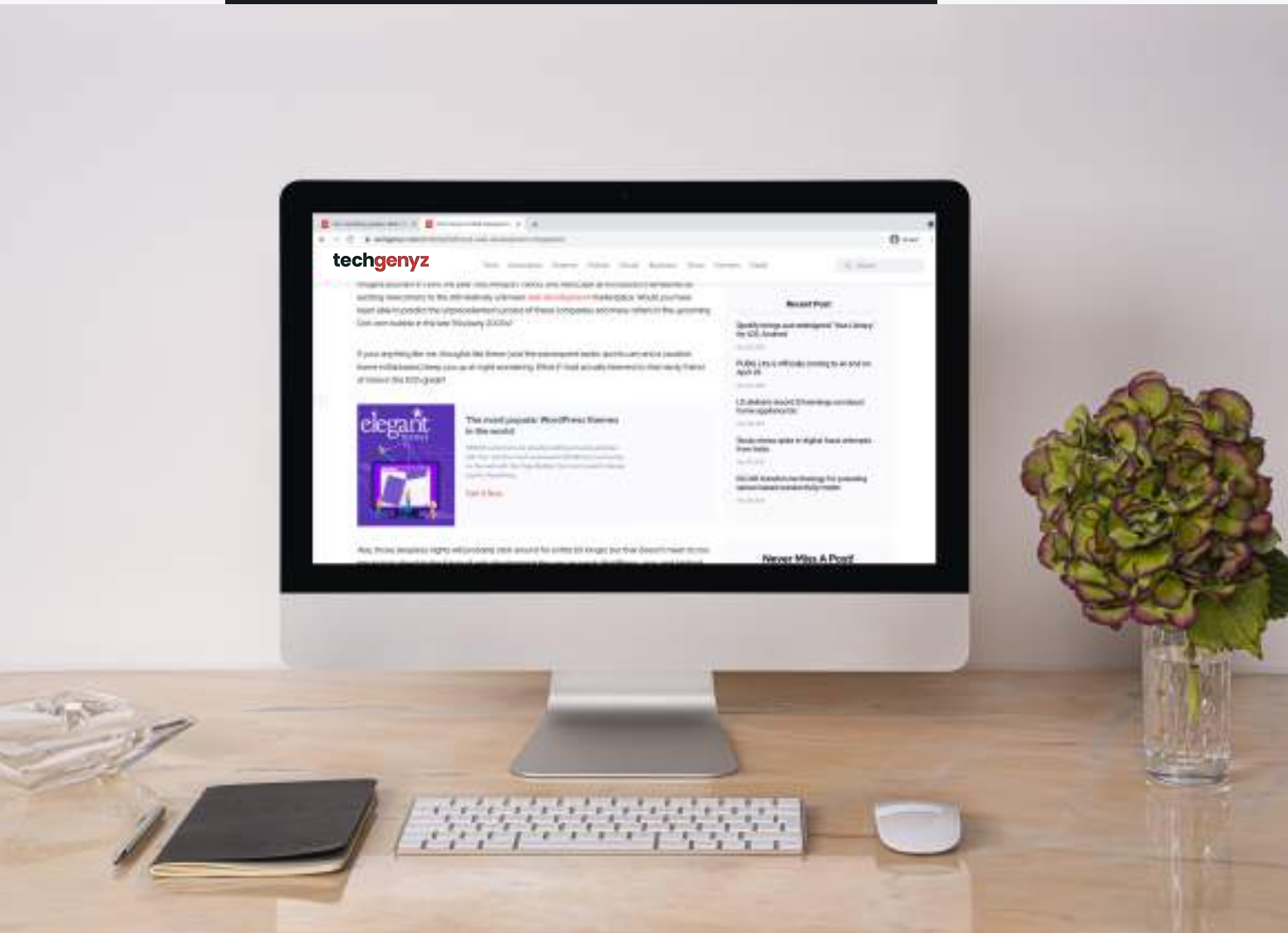- **Mobile formats:** (320x250)

Display – Post Side

Client's sponsored message and banner are displayed on the sidebar of every post in the following format:

- **Standard formats:** (320x250)
- Large Skyscraper: (600x300)
- 300x600 rectangle ad to be displayed in the Website's right sidebar

In-post Ad

Client's sponsored message and banner are displayed inside every post in the following format:

- Banner image with logo displayed on all posts with a sponsor message (150-character limit) & headline (45 to 50 characters)

Product Review

Techgenyz team writes a custom post about your product/service that increases brand awareness and increase product sales.

A product review increases trust with your prospective customers. Product reviews build trust and loyalty and describe what sets your products apart.

Press Release

Expand your online visibility and traffic, build brand awareness, and influence key people in your industry. Publish Your Press Release and achieve your marketing goals.

- Press release package understanding your marketing goal and need.

- Our dedicated team will publish your PR at the specified time.

- Social media promotion for better reach.

Social Promotion

Techgenyz has a strong social media presence on **Facebook**, **Twitter**, **LinkedIn**, **Instagram** and more.

Social is where your consumers are speaking about the brand they prefer. Align your company's social media campaign via Techgenyz social channels.
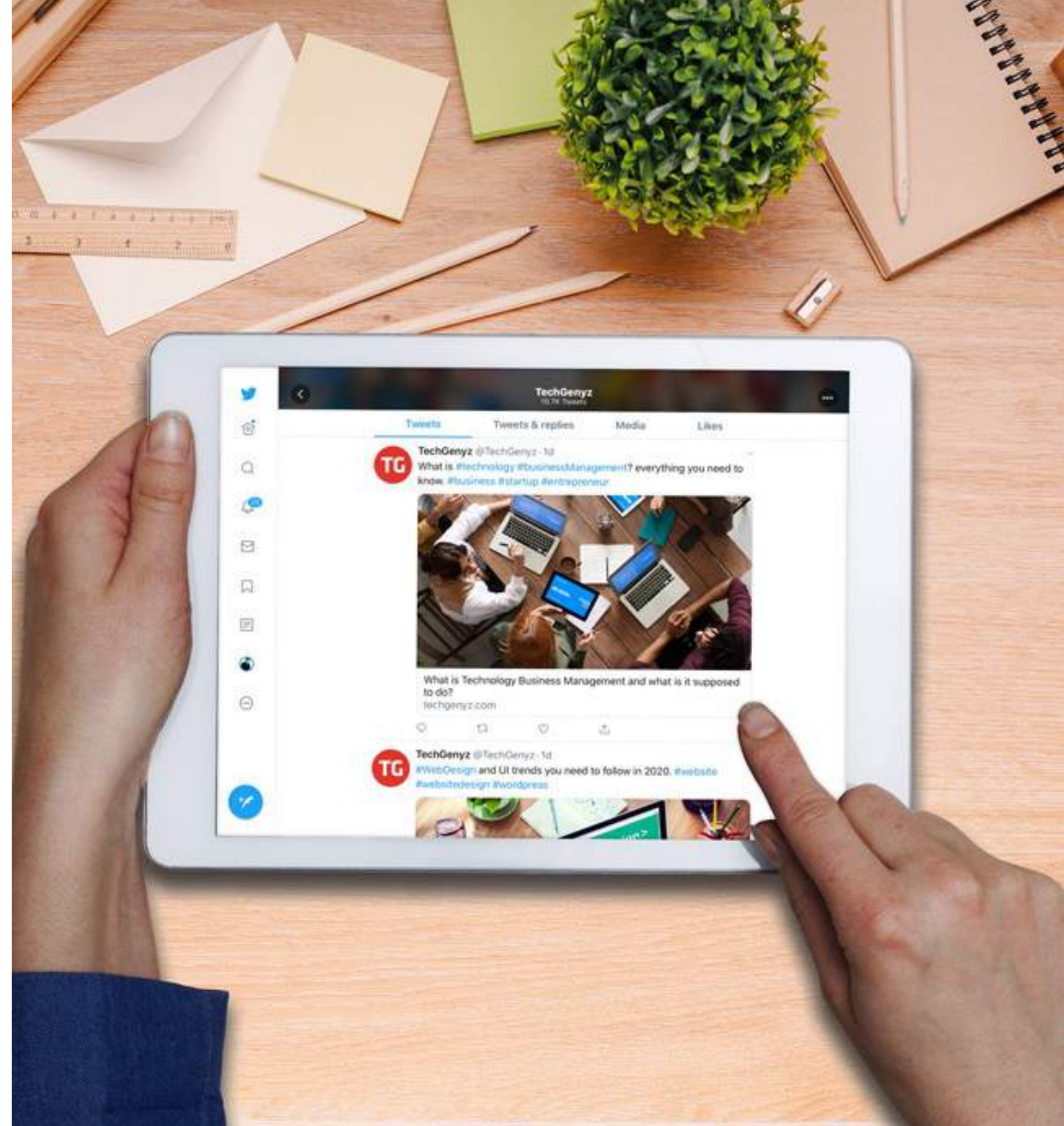
Make Your Brand Stands Out

Being a sponsor at Techgenyz allows you to present your brand to millennial readers, entrepreneurs, and decision-makers.

Partnership Plan – One Year

	STANDARD $1999	PREMIUM $2999	ELITE $4999
1 Cover story	1 Cover story	2 Cover story	4 Cover story
Sponsor Content	2 Sponsor Content	2 Sponsor Content	4 Sponsor Content
eBook Sponsor	-	1 eBook Promotion	2 eBook promotion
Display Ad	300 x 250	300 x 250	300 x 250
	-	728 x 90	728 x 90
Social Media	4 Tweets	6 Tweets	12 Tweets
	4 Facebook Post	6 Facebook Post	12 Facebook Post
	4 LinkedIn Post	6 LinkedIn Post	12 LinkedIn Post
	4 Instagram Post	6 Instagram Post	12 Instagram & YouTube Video
Logo on partner	Yes	Yes	Yes
Email Newsletter	1 Newsletter	2 Email newsletter	4 Email newsletter
Press Release	2 Press Release	4 Press Release	6 Press Release

Let's Work Together

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