

# EFFECTUS MEDIA GROUP

*The Tech Audience You've Been Looking For*

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“The Tech Audience You’ve  
Been Looking For”

**2019 Media Kit**

## about EMG

truly tech.



## who we are

- Based in Newport Beach, CA
- Founded in 2008
- Exclusively manage advertising for **Microsoft** across their Software Developer and IT Pro community sites
- Network has grown over 500% since inception
- 100% focused on Tech
- Multiple products and services including Banners, Newsletters, Lead Generation, Webinars, Sponsorships & Much More...



# reach

80 million uniques

100 million visitors

270 million page views

1 billion impressions



## we deliver

- One of the largest concentrations of tech enthusiasts on the web
- 80 Million Unique Visitors
- 1 Billion impressions each month
- Exclusive access to **Microsoft's** Software Development Community & Other Endemic Sites

## audience

### Income

24% over \$154,000

62% over \$100,000

### Education

84% Bachelors Degree

16% Graduate Degree

### Gender

79% Male

21% Female

### Age

Majority are between 30 and 44 years of age

### Company Size

Majority of the Companies Employees Work for is 250 – 1,000

## all about tech enthusiasts

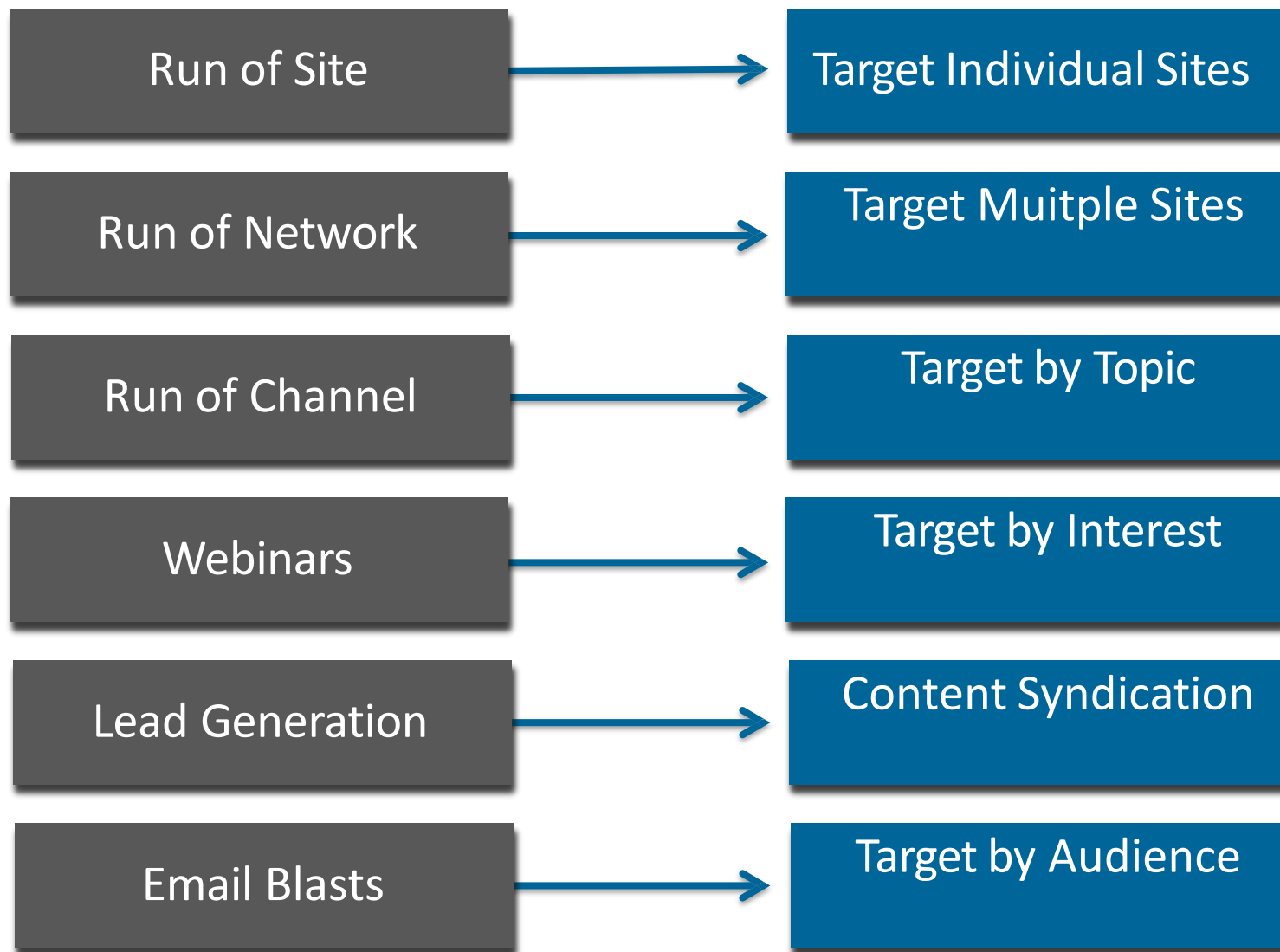
- CIO's/CTO's
- Senior Software Developers
- IT Managers
- Software Architects
- Security Specialists
- System Admins



## sample publisher list



## targeting options



# verticals

## Software Developers

ASP.NET WROX.COM  
DANIWEB.COM  
NULLSKULL.COM  
I-PROGRAMMER.INFO  
DOTNETCURRY.COM  
GEEKCHAMP.COM  
GO4SHAREPOINT.COM  
LINUX INSIDER

9 million monthly uniques



## IT Professionals

IIS.NET  
TOM'S HARDWARE  
TOM'S IT PRO  
COMPUTING.NET  
AFTERDAWN.COM  
TOM'S GUIDE  
TECHGENIX  
E-COMMERCE TIMES  
TECHNEWSWORLD  
CRM BUYER

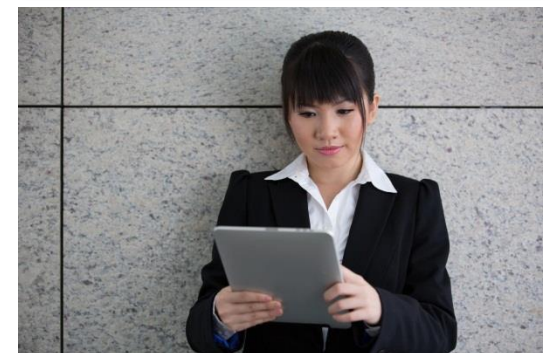
25 million monthly uniques



## Tech Enthusiasts

TOP10REVIEWS.COM  
HOWTOGEEK.COM  
LAPTOPMAG.COM  
WONDERHOWTO.COM  
MACRUMORS.COM  
TECHNEWSDAILY.COM  
BUSINESSNEWSDAILY.COM  
PCSTATS.COM  
TECHINTERVIEWS.COM  
APPLEINSIDER.COM

46 million monthly uniques

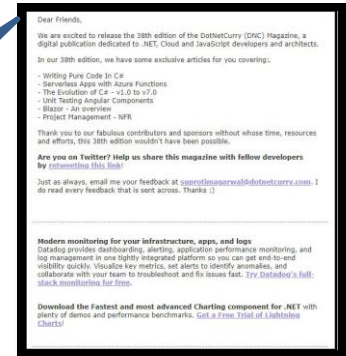
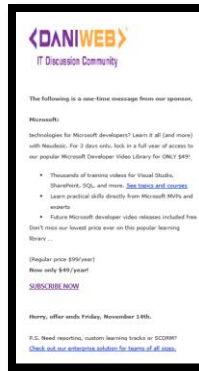


# Marketing Products Beyond Display

Daniweb – Dedicated E-Blasts  
Community Based Website that attracts both  
Developers and IT Professionals

- 5 Million Visitors/month
- 800,000 Double Opted-In Subscribers
- Knowledge Sharing

Dedicated E-Blast  
800k Double Opt-In Subscribers  
\$7,500



Newsletter Sponsorship  
90k Subscribers  
2,000+ Expected Clicks  
\$3,000

DotNetCurry – Newsletter & Digital Magazine  
Reaches millions of Enterprise .NET, Web, Mobile and  
Cloud professionals globally.

- 1 Million Visitors/month
- .NET Tutorials
- WebDev Tutorials
- Developer Tools



Digital Magazine Ad  
100k Monthly Downloads  
1,000+ Expected Clicks  
\$3,000

ECT News Network – Content Integration Text Ad  
Reaches millions of Technology Professionals

- 4.7 Million Visitors/month
- Software-Dev Articles
- Product Reviews
- Expert Analysis

Content Integration Text Ad  
Target by Content  
\$35 CPM  
\$2,500 min order

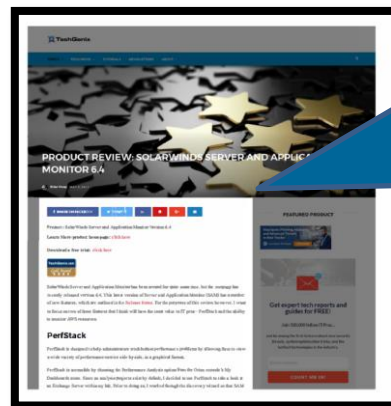




# Marketing Products Beyond Display

TechGenix – Product Review & Sponsored Articles  
Community Based Website that attracts both  
Developers and IT Professionals

- 5 Million Visitors/month
- 800,000 Double Opted-In Subscribers
- Knowledge Sharing



## Product Review

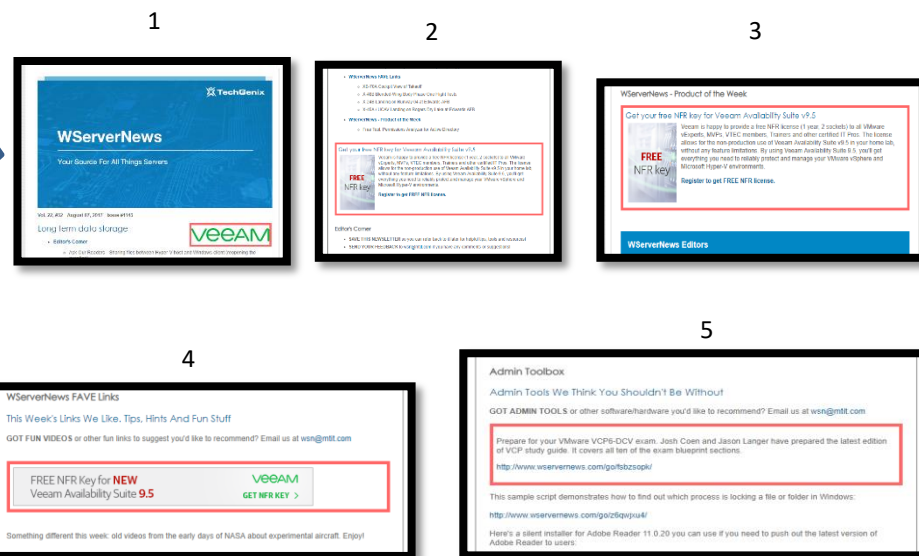
The review will appear on the site homepage for up to 3 days and on the topic channel homepage for up to 10 days. Afterwards, your review will remain permanently available to their visitors from within their Product Review section. A link to the review will be included in the TechGenix Weekly Newsletter which is mailed out to over 800k opt-in subscribers.

Cost: \$5,000

## Premium Newsletter Sponsorship

1. "Sponsored by:" Image (appears on the top right) Size: 200x50, 20KB max | Format: Gif or JPG, No animations URL: Same URL as the Primary spot
2. Primary spot: Header: 65 characters (with spaces) No exclamation marks, Text: 740 characters (with spaces) and URL, No bullet points or lists, No bold, italic, or underlines, No CAPS (Unless it is an acronym or product name) Image: 100x150, 20KB max, Gif or JPG, static image only, URL: same URL as text
3. Product of the week spot: Repeats Primary Spot copy
4. Banner (appears in the FAVE Links section): Size: 460x60
5. 3 Consecutive Admin Toolbox spots. (3 separate issues)

Cost: \$2,500



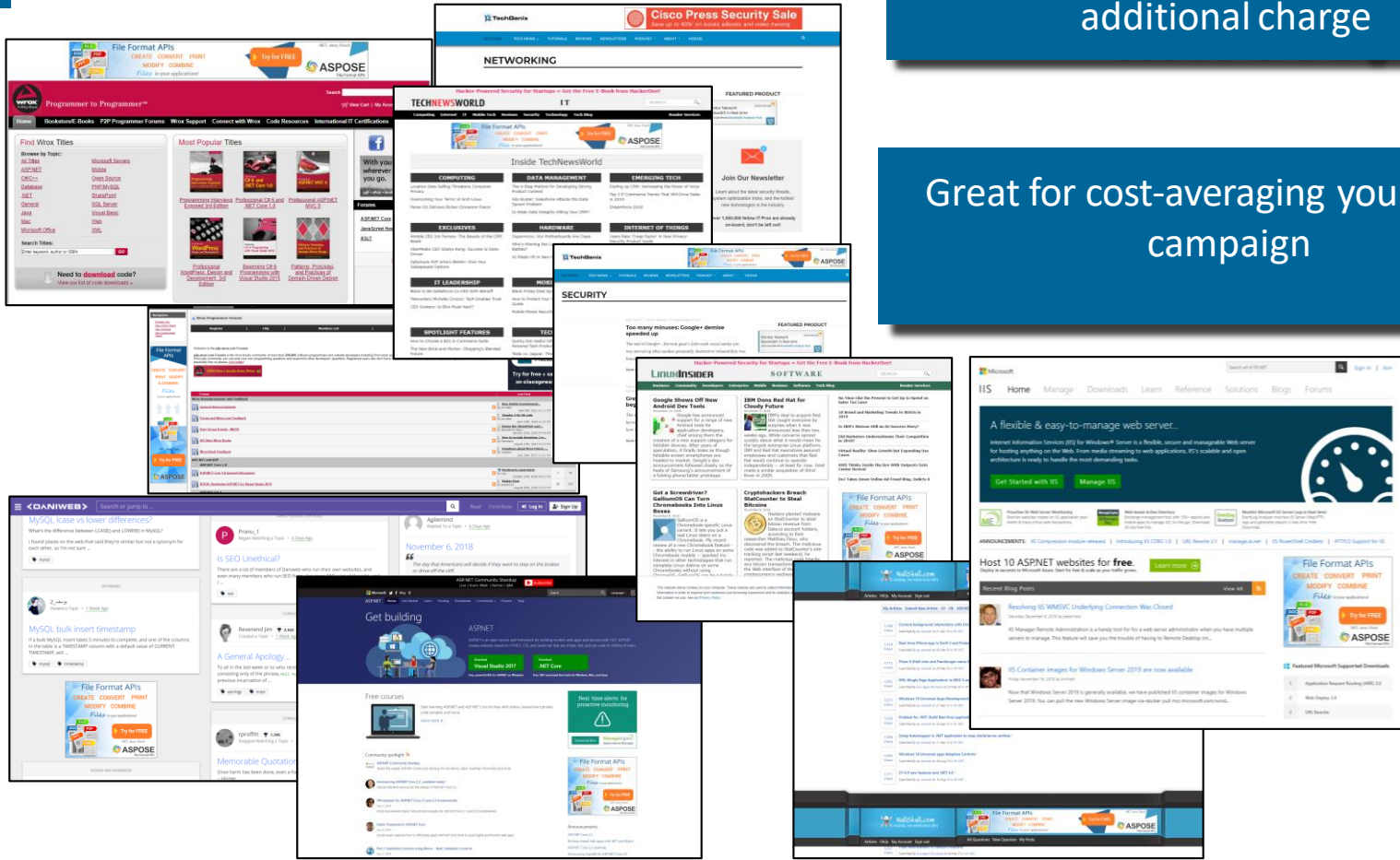
# run of network

Want a wider reach? You can do so by purchasing slots of our Run of Network that targets both Software Developers and IT Professionals. Audience specific targeting is available.

\$5k slots. Each slots provides 1.5 million guaranteed impressions

Over-delivery is eligible. We look to over-deliver past the 1.5 million at no additional charge

Great for cost-averaging your overall campaign



# Lead Generation

Our lead generation programs are entirely focused on the technology & Software sectors. We have several different opportunities in which to develop the leads.

## Lead Generation via Content Syndication:

We utilize our call center to promote your business via a Whitepaper of your choosing. Our database has over 5 Million contacts. Typical targeting opportunities include employee titles, geography, company size and industry.

Example:

Geography: North America

Company Size: 1,000+

Titles: IT Managers+

*Additional parameters may increase CPL rate.*

Average CPL Rate: \$35

Account Based Marketing (ABM) and (BANT), Budget Authority Need & Timing leads are also available at additional cost.

## Lead Generation via email:

We help create an email campaign to our database of over 1 million subscribers which drives traffic to a hosted lead form. Leads are delivered once someone downloads the content asset.

Average CPL Rate: \$35



**DELL**EMC



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### The World's Most Advance Converged Solutions



Dell EMC is the world market leader in converged infrastructure solutions. Through Dell EMC Converged Infrastructure and Solutions Dell EMC accelerates the adoption of converged infrastructure and cloud-based computing models that reduce IT costs while improving time to market. Dell EMC along with Intel® deliver the industry's only fully integrated and virtualized cloud infrastructure systems, allowing customers to focus on business innovation instead of integrating, validating, and managing IT infrastructure. These solutions are available through an extensive partner network. Download this paper to learn more.

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## “Outside The Box”

### Virtual Webinar Sponsorship

We manage several virtual events throughout the year on topics like Cloud Security, Office 365 and MS Exchange. As a sponsor, we guarantee a minimum of 500 Leads.  
Cost: \$14,995

### Research & Surveys

Effectus Media has the ability to conduct formal, academic and marketing-focused research, providing your organization with original and conclusive data, fueling your sales and marketing efforts. Projects include:

- An executive summary
- A formal research paper
- All of the supporting research, recordings, and data modeling (provided in Power BI) that can be shared from the research activities.

Costs Vary” \$30k - \$50k

Let us know if you have a marketing idea that’s, “Outside The Box”. With the great relationships that we have with our publishers, if you can think it, we might be able to actually do it!

\*Product offerings vary per site

# Why Work With Effectus Media?

## *THE TECH AUDIENCE YOU'VE BEEN LOOKING FOR!*

### Decision Enablement



Proven and effective ways to attract in-market business decision makers that have the authority to purchase!



Industry-leading websites with **passionate audiences** that are looking for solutions and cutting-edge products.

### Audience



One of the **largest audiences in Software Development and IT Professionals** available.

Over 10 years of  
Experience

### Trusted Voices in Tech



Award-winning editors with mass social followings and the **ability to connect with our users**



Our audiences are a passionate **community of influencers** who communicate and interact daily within these environments.

### Engagement



Custom, high-impact solutions that **drive the best engagement rates, i.e. Leads & Sales!**



**Multiple creative avenues to reach out to and engage with our audiences**

## contact

Let's get your brand in front of our targeted audience.  
For rates and further information, contact us today.

✉ [info@EffectusMedia.com](mailto:info@EffectusMedia.com)

☎ 800-375-3785

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