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
- 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.

Income
- $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.

Company Size

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

*Source: Bombora Company Size, April 2022

*Source: Quantcast US Browsing Interest, 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.
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
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 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:** Homepage 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.
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.
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.
Being a sponsor at Techgenyz allows you to present your brand to millennial readers, entrepreneurs, and decision-makers.
# Partnership Plan – One Year

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Let’s Work Together

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Website: www.techgenyz.com