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
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.
INTRO

Digital Trends
Media Group
2023
Partnership Opportunities

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

Digital Trends Media Group
We Cover The Biggest Companies in the Tech World
Recognized for Excellence

**Viddy Awards**
- Platinum Award: Branded Content, Life on Mars

**Comm Awards**
- Platinum Award: Branded Content, Life on Mars
- Platinum Award: Commerce Coverage, Prime Day
- Gold Award: The Manual

**Digiday Content Marketing Awards**
- Best Agency/Client Collaboration Award: Holiday Gift Guide Collaboration with HouseSpecial

**MarCom Awards**
- Platinum Awards: Marketing Collaborations with Sony Pictures and with Lionsgate
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.

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

Source: ComScore, Key Measures February 2023
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!

- Super Innovators (3+ Segments) 143 INDEX
- Leisure Innovators 133 INDEX
- Financial Innovators 128 INDEX
- Food Innovators 120 INDEX
- Electronics Innovators 119 INDEX
- Personal Care / Health Innovators 111 INDEX
- Home Appliance Innovators 110 INDEX

Source: January 2023 comScore Multi-Platform
DTMG directly drove $600MM+ in e-commerce sales last year.

Source: January 2023 comScore Multi-Platform
Reaching Business Decision Maker’s
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 the 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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>13%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>8%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>7%</td>
</tr>
<tr>
<td>Software</td>
<td>7%</td>
</tr>
<tr>
<td>Business Services</td>
<td>5%</td>
</tr>
<tr>
<td>Retail</td>
<td>5%</td>
</tr>
<tr>
<td>Finance</td>
<td>5%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>4%</td>
</tr>
<tr>
<td>Government</td>
<td>3%</td>
</tr>
</tbody>
</table>

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!