



DIGITAL TRENDS

# 2017 MEDIA KIT

TECH FOR THE WAY WE LIVE



A man in a dark cap and t-shirt is pointing his right arm towards a group of people. In the background, several men are looking on, one of whom is wearing VR goggles. A table in the foreground holds a white drone, a water bottle, and other small items. The scene is outdoors with a clear blue sky and buildings in the distance.

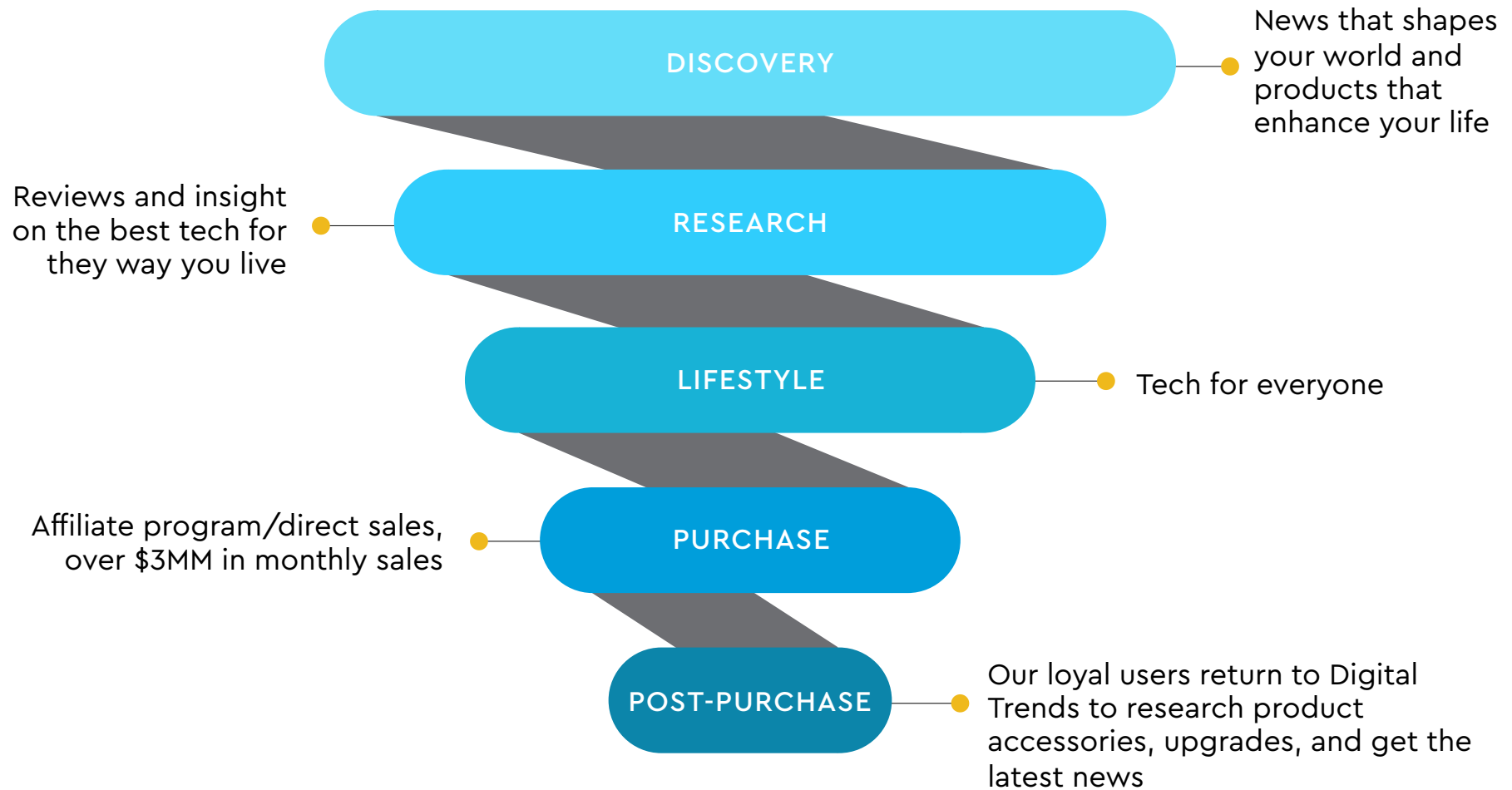
## YOUR GUIDE TO AN INCREASINGLY DIGITAL WORLD

Digital Trends is the largest independent tech media site in the world and #1 in our demographic category. We focus on the experience the technology provides and avoid tech jargon no one understands. Our mission is simple: To help people navigate tech easily, discover tech they'll love and enjoy tech they own.





## DIGITAL TRENDS IS AT THE EPICENTER OF HOW PEOPLE DISCOVER, USE & PURCHASE TECHNOLOGY





## CORE VALUES

As an independent publisher, our values shape everything we do.

### AUTHENTIC

Through our expertise and voice

### DRIVEN

By a fierce commitment to always elevate the experience

### CONNECTED

Through meaningful relationships with our audience & partners

### APPROACHABLE

Providing a relatable path to knowledge & discovery

### PASSIONATE

About enriching people's experiences with tech

### FUN

We love what we do and we don't take ourselves too seriously





## OUR REACH

**277MM** TOTAL REACH  
DIGITALTRENDS.COM & DT MEDIA NETWORK

DIGITALTRENDS.COM | Millions of Users Sharing Content Daily

**30MM** Global Monthly Uniques

**13.4MM** US Monthly Uniques

DT MEDIA NETWORK | Cutting Edge Technology Audience

**#1** Technology Network

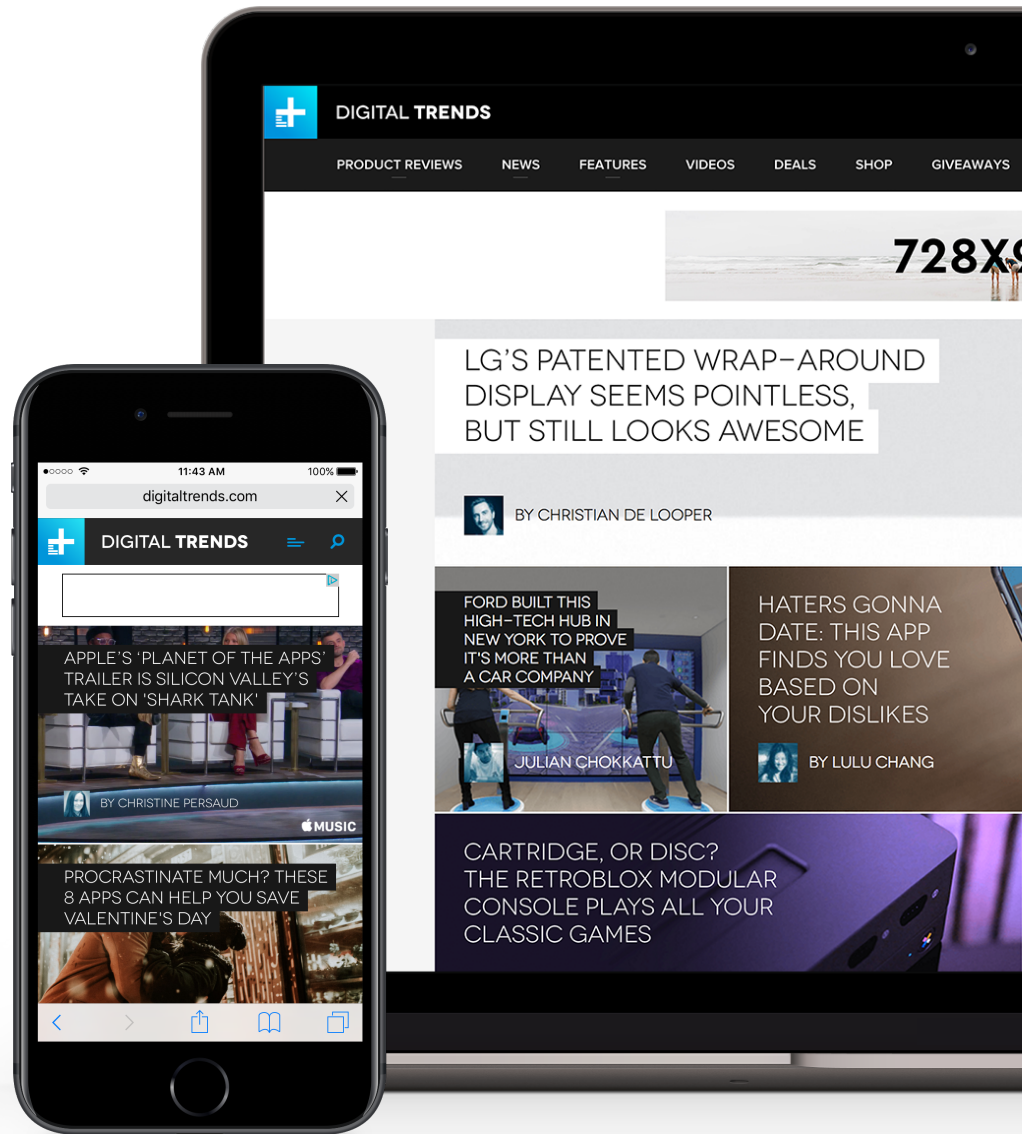
**119MM** Monthly Uniques

## SOCIAL

**3MM+** Total social followers



DIGITAL TRENDS





# 2017 EDITORIAL CALENDAR

Q1

NA International Auto Show  
CES  
Super Bowl  
Valentine's Day  
Mobile World Congress



Q2

Car of the Year Awards  
Mother's Day Gift Guide  
Grad Gift Guide  
Father's Day Gift Guide  
E3



Q3

Comic-Con  
Outdoor Retailer Summer Market  
Back to School Gift Guide  
The Home Awards  
IFA Berlin  
Apple Product Announcement

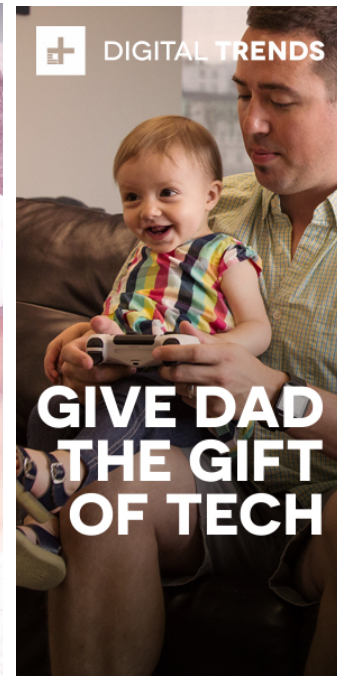
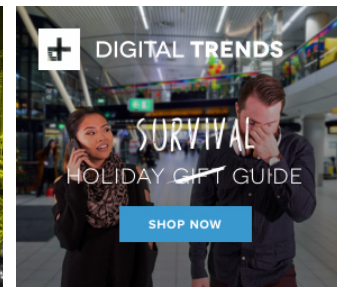


Q4

Black Friday/Cyber Monday  
Holiday Gift Guide  
The Best Products of the Year Awards



DIGITAL TRENDS





## OUR AUDIENCE

Digital Trends' audience is composed of young, affluent consumers that use technology to enhance every aspect of their lives. DT readers lead the category in both income and influence\*. From laptops to headphones, from luxury autos to connected homes, Digital Trends is here to guide its readers to every new stage of their life.

INCOME AVERAGE

**\$101k+**

MALE : FEMALE RATIO

**60/40**

INDEX M25-49 with a HHI \$75K+

**231**

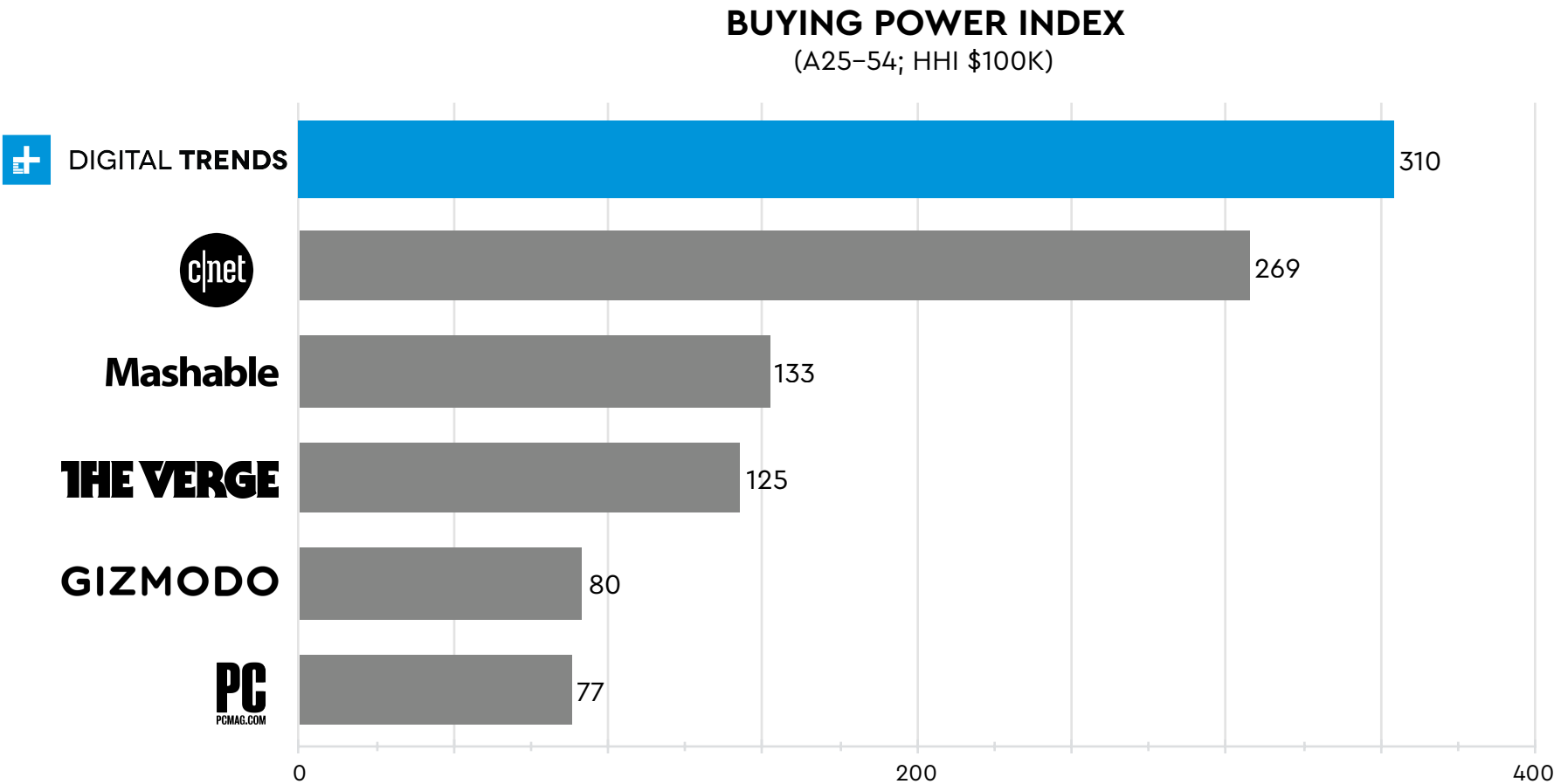


DIGITAL TRENDS

Source: Nielsen, comScore, August 2016 Competitive Set: The Verge, Mashable, Gizmodo, CNET

# DIGITAL TRENDS USERS ARE INFLUENTIAL SHOPPERS

DT has one of the highest "Buying Power Index" in the Tech vertical with an Index of 352. Our users have a high propensity to engage with consumer tech brands, driving lower funnel activities and purchase.





## PURCHASE POWER

### REAL data and REAL purchase intent.

Due to Digital Trends incredible trust factor among our readers and a high propensity to purchase after researching products on the site, the 1<sup>st</sup> party data of our unique demographic can only be found on Digital Trends. We are able to target users interested in specific product categories and products down to the SKU level – something no other site with our demographics can do.

DT works with partner brands to define and develop specific audience segments that align with each campaign, in order to reach the precise consumer audience, such as purchase intenders and in-market consumers.



## DIGITAL TRENDS PROVIDES THE LOWEST DUPLICATION OF AUDIENCES IN THE TECH VERTICAL

DT has a unique editorial voice that sets us apart.  
You won't find our audience on competitor's sites.



22%

**THE VERGE**

13%

**GIZMODO**

13%



8%

**WIRED**

7%

engadget

7%



DIGITAL TRENDS





## THE DIGITAL TRENDS MEDIA NETWORK IS A TOP TECH NETWORK

Premium and completely transparent, consistently ranking in the top 3 in comScore.

**734MM**

PAGE VIEWS

**132MM**

NETWORK UNIQUES

GADGET REVIEW

BGR

DAILY TECH

The UP  
LOCKR

BOINGBOING

superfuture®

GAMERANT

WEB  
URBANIST

softonic



## DIGITAL TRENDS IS A STANDARD IN TECH REVIEWS

We're proud to be the go-to resource in the technology industry for expert reviews and advice. Digital Trends' content, editors and review quotes can be found everywhere new tech products and conversations appear.

The best smartwatch you can buy...  
It's simply the best, by far.

Digital Trends

It can help you on your path to  
becoming a healthier human.

The Wall Street Journal



Apple Smart Watch Oct 2016 Keynote



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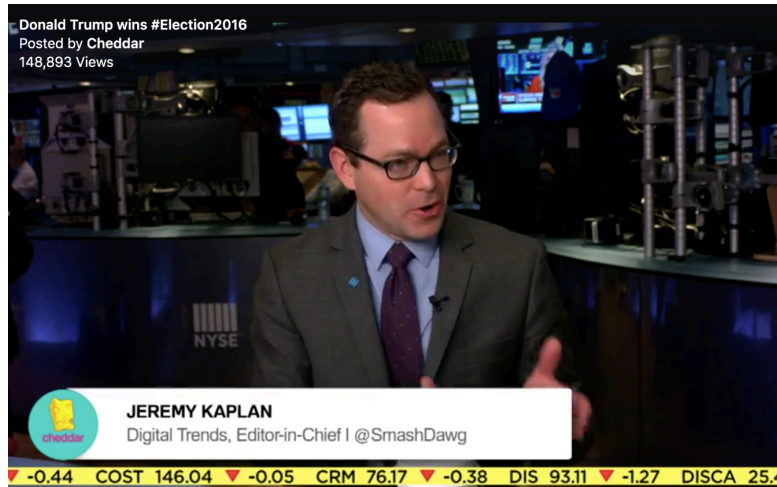


## DIGITAL TRENDS SHAPES TECH NEWS



Times Square billboard CES live stream tune-in

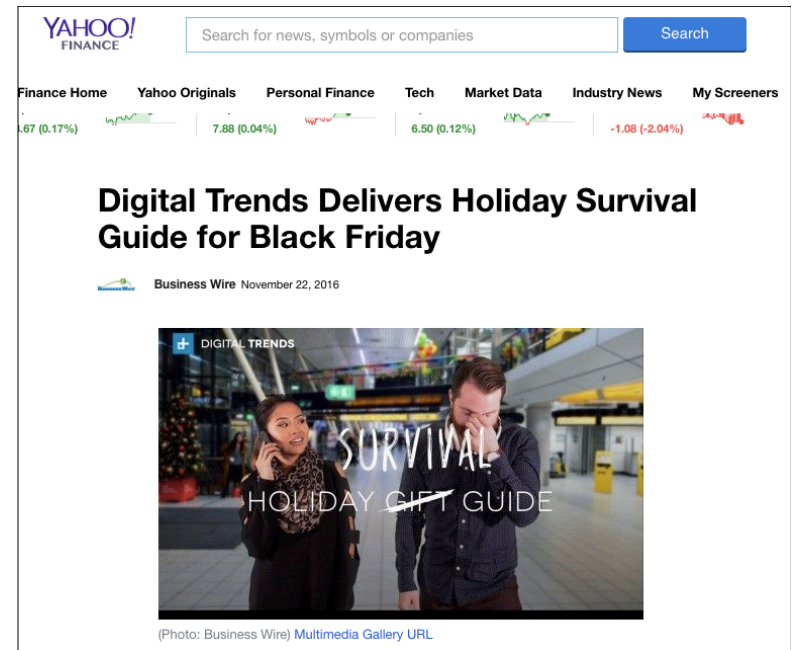
## DIGITAL TRENDS IS A TRUSTED EXPERT



You'll find our experts streaming on new media like **Facebook live** and **Twitter...**



...and on trusted traditional brands including **CNN, Fox, CNBC** and more.



Yahoo! Finance **DT Holiday Gift Guide**



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## DIGITAL TRENDS IS ON DEMAND

amazon  
fireTV

Roku TV

SAMSUNG

chromecast



Panasonic

LG



Smart TV Alliance

amazon echo

PHILIPS

apple tv

SHARP



DIGITAL TRENDS

# Case Studies





## BEST BUY CASE STUDY:

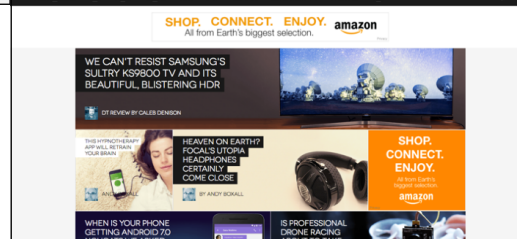
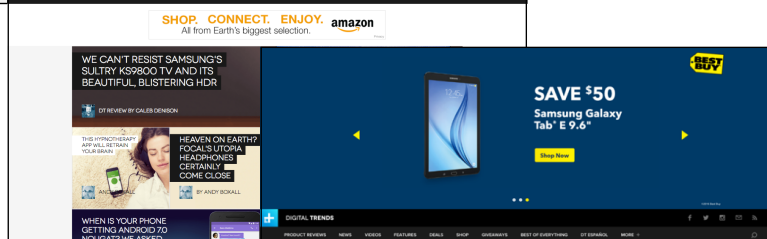
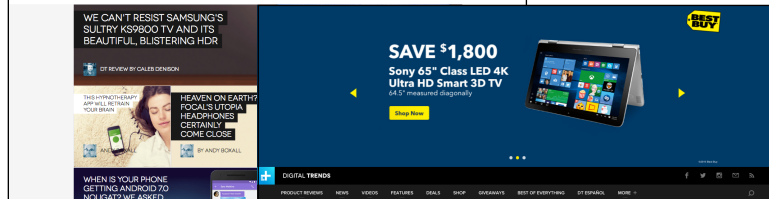
### "PRODUCT CAROUSEL" BIG TOP + BARTENDER

DT users rely on us to cover the hottest tech products. Best Buy continues to leverage Digital Trends' interactive "Product Carousel Big Top header unit, that brings their suite of innovative seasonal tech products deals to life.

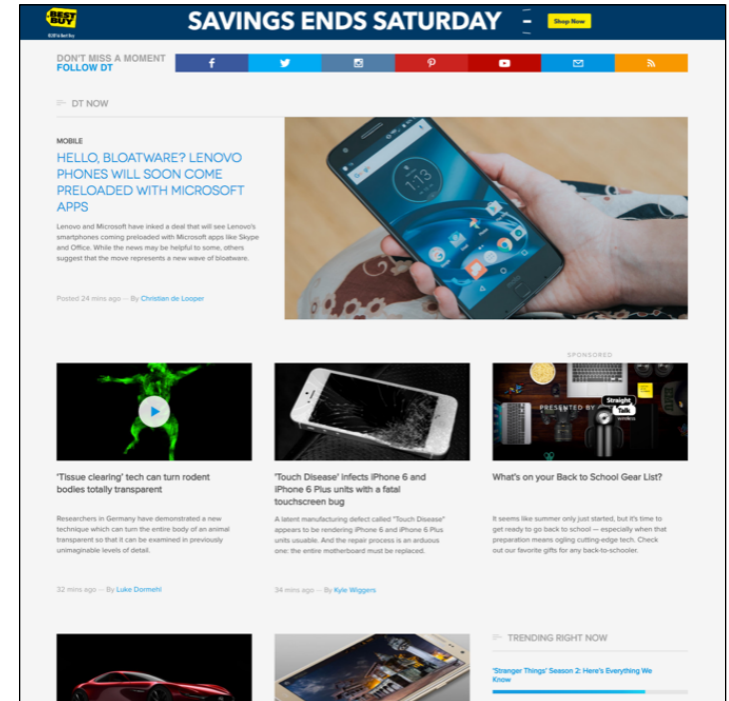
#### "PRODUCT CAROUSEL" BIG TOP



Developed by DT Design, Best Buy's Q1 2016 "Product Carousel" rotated through three different product deals that Best Buy was promoting, driving traffic to [BestBuy.com](http://BestBuy.com) for direct purchase.



#### BARTENDER



As users scrolled down the page, Best Buy's accompanying custom Bartender provided consistent brand visibility throughout their content viewing experience with a sticky companion bar that featured a strong "Shop Now" call to action.

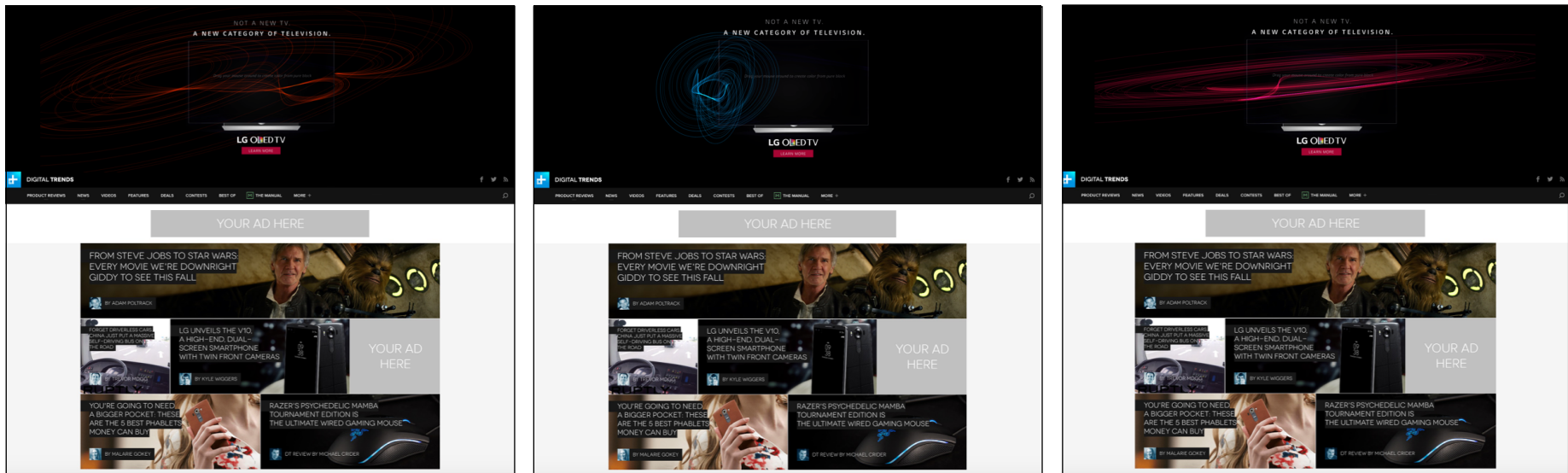


## LG OLED CASE STUDY: "MAGIC CURSOR" BIG TOP + BARTENDER

In Q3 2016, DT provided LG with the opportunity to make a big statement with our custom "Magic Cursor" Big Top header unit. Developed by DT Design, this interactive unit proved to be highly addictive for users. Every swipe of the cursor triggered a colorful light show. DT's custom "Magic Cursor" functionality can demonstrate a variety of unique interactive features, all layered within the container of the ad unit.

### "MAGIC CURSOR" BIG TOP

With the swipe of a cursor, users were able to create a fluid light show directly on LG OLED's Big Top header unit ad.



### BARTENDER

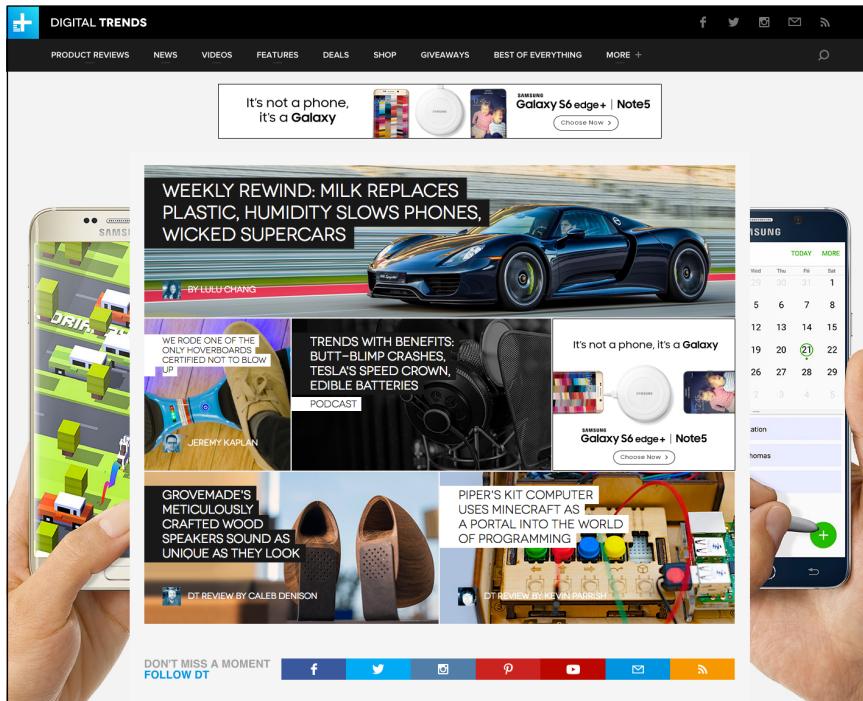
LG "Magic Cursor" unit was accompanied by a sticky companion bar that provided consistent brand visibility as users scrolled.



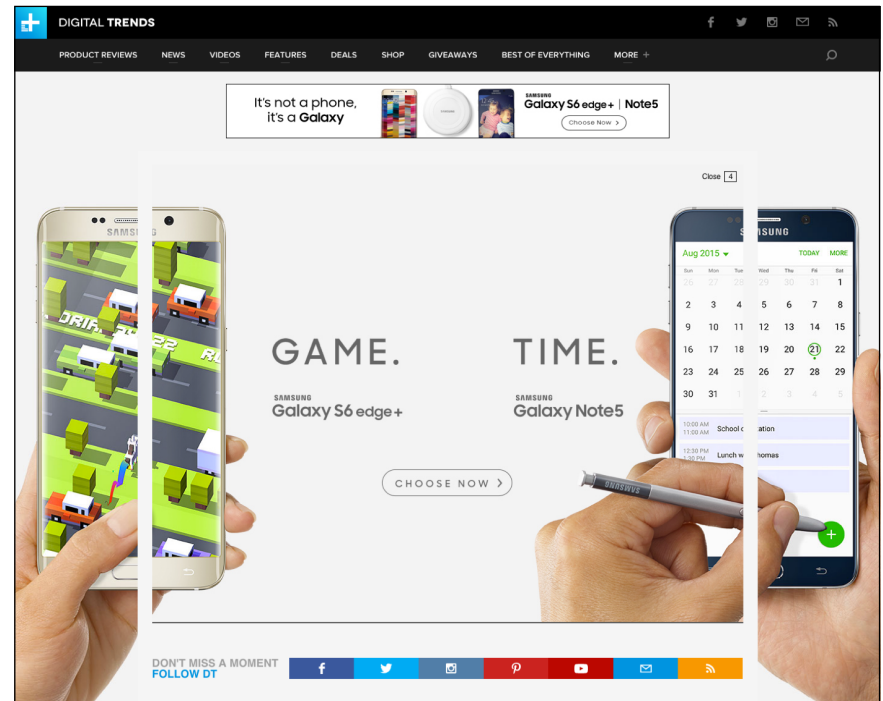
## SAMSUNG CASE STUDY: CUSTOM REVEAL UNIT

Samsung Mobile captured the attention of readers with an impressive flip effect that unveiled their full page brand message for two new Galaxy devices. This Custom Reveal Unit can run rotationally or as a First Impression Takeover on the Digital Trends homepage and across all DT "News" and "Reviews" sections.

### PRE-REVEAL



### POST-REVEAL



Digital Trends partnered with Samsung Mobile in Q4 of 2015 to develop this high impact Custom Reveal Unit that visually showcased the features of the two new phones — the Galaxy S6 edge+ and the new Galaxy Note 5 — encouraging users to 'Choose Now' in order to learn more about the phone that appealed to them.

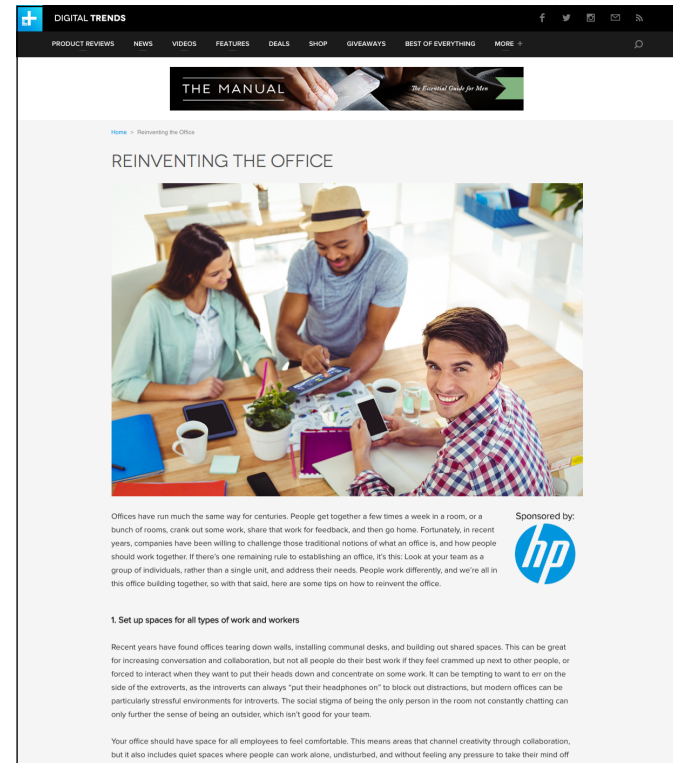


# HP LASER JET CASE STUDY: NATIVE EDITORIAL

HP partnered with DT in 2016 to promote their Laser Jet Printers and organically integrate their brand message via a series of Native Editorial pieces, written in the voice of Digital Trends' trusted Content Team.



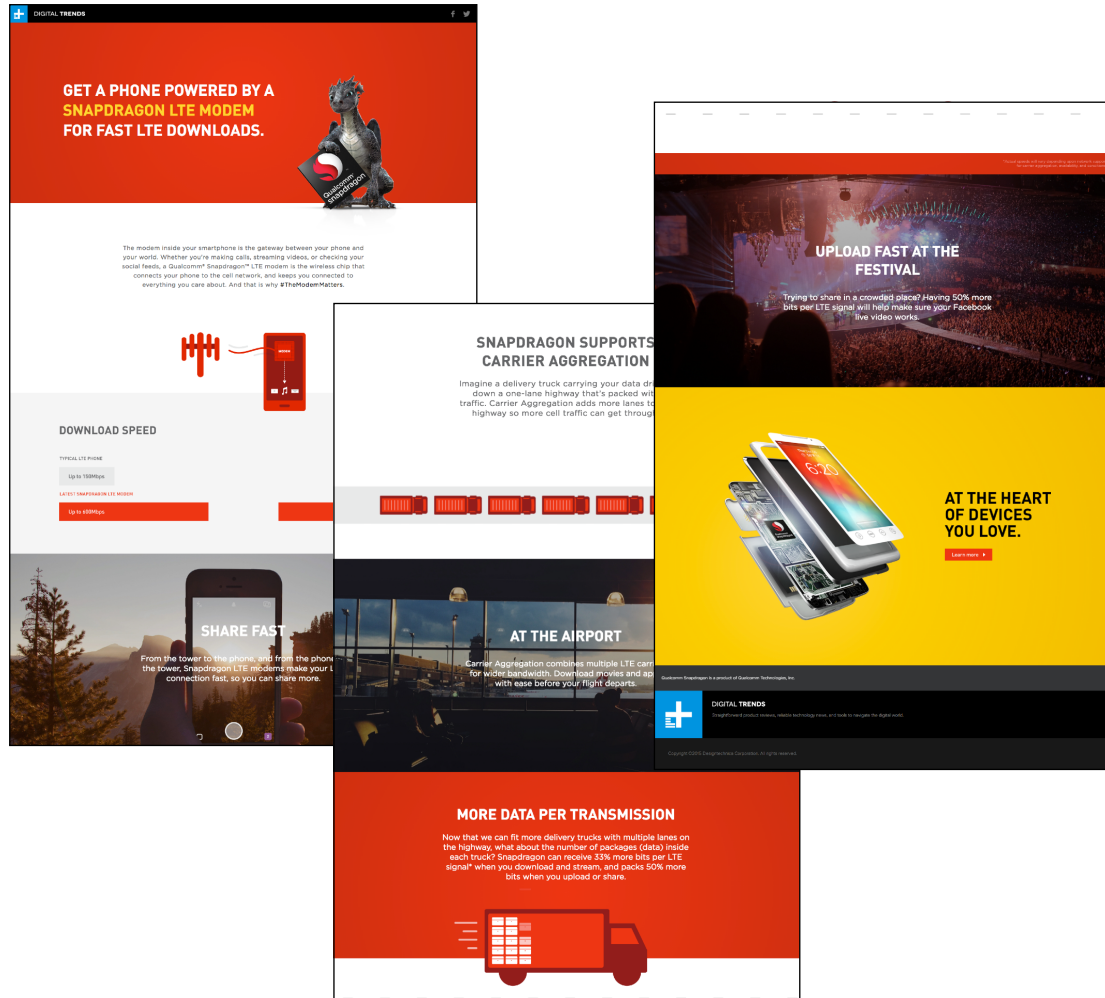
In an effort to educate young, hip Business Decision makers about HP Laser Jet Printers, Digital Trends created a series of Native Editorials that were focused on "Office Reinvention."



This original Native Editorial series taught users how to create a "modern office," that challenges the traditional notions of what a professional space should be, by providing employees with access to the latest tech gadgets, office drones, lighting, and more — ultimately improving productivity.

# QUALCOMM CASE STUDY: IMMERSIVE BRAND STORY

Entertaining, sharable and engaging, DT Design developed a custom Immersive Brand Story for Qualcomm that seamlessly merged visual experiences and informational content, into one dynamic native content piece.



After partnering with Qualcomm in 2015 to design a static Infographic, they returned to Digital Trends in Q2 2016 to develop an interactive Immersive Brand Story that focused on Snapdragon modems.

Qualcomm's main objective was to educate consumers on the importance of their phone's modem. They tasked DT Design with clearly illustrating the modem's features, avoiding specs and tech jargon.


Qualcomm was impressed with DT Design's aesthetic treatment and how we successfully translated their objectives into an story that all users could understand.

# Research










## MORE ENGAGING THAN THE COMPETITION

		VISITS		MINUTES		PAGES	
		TOTAL VISITS (000)	TOTAL UNIQUE VISITORS (000) DESKTOP ONLY	TOTAL MINUTES (MM)	AVERAGE MINUTES PER VISITOR	TOTAL PAGES VIEWED (MM)	AVERAGE VISITS PER VISITOR
	<b>DIGITAL TRENDS</b>	<b>290,341</b>	<b>67,238</b>	<b>934</b>	<b>3.2</b>	<b>886</b>	<b>4.3</b>
SAY MEDIA TECHNOLOGY		107,496	38,339	260	2.4	257	2.8
ZIFF DAVIS TECH		60,735	25,182	166	2.7	153	2.7
PURCH (formerly TechMedia Network)		77,736	31,551	162	2.1	203	2.5
IDG NETWORK		26,433	13,317	52	2.0	64	2.0



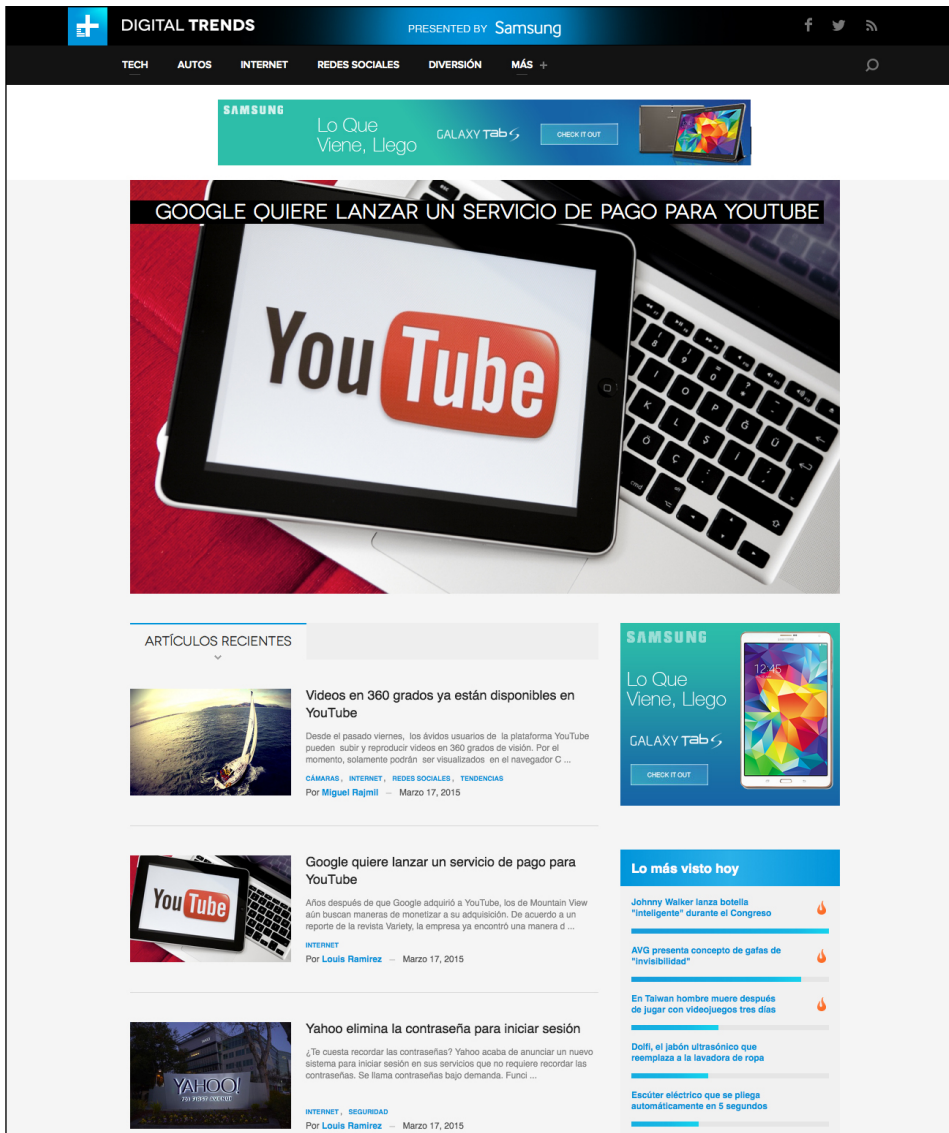
## RESEARCHING: TECH SAVVY CUSTOMERS

					
Influence/make decisions on mobile purchases in the last 6 months	292	247	183	326	289
Purchased a smart TV in the last 12 months	181	112	112	163	138
Influence/make decisions on business purchases	262	310	189	214	255
Purchased computer hardware in the last 6 months	259	233	173	236	229
Plan to purchase any electronics in the next 6 months	263	260	198	302	177
Purchased a mobile phone in the last 6 months	257	224	135	180	157



THANK YOU





- Digital Trends was founded in 2006 with a simple mission: to help readers easily understand how tech affects the way they live.
- We pride ourselves in explaining the latest innovations and tech news, simply and clearly.
- DigitalTrends.com and the Digital Trends Media Network have over 20MM loyal Hispanic uniques.
- To further cater to our Hispanic readers — the fastest-growing U.S. demographic market — Digital Trends launched DT en Español in May 2015.

# DIGITAL TRENDS EN ESPAÑOL

Not just a translation of DigitalTrends.com, DT en Español features original, timely and entertaining coverage of the way tech is shaping the lives of Spanish-speaking readers.



Through your DTEE sponsorship, your brand will have the opportunity to own all of our Spanish language coverage across DT en Español, including the latest news from "Tech," "Auto," "Movies," and "Gaming."



## DTEE PARTNERSHIP OPPORTUNITIES:

- Seasonal Guide Sponsorships
- Trade Show Coverage
- Original Video Content
- Native Editorial
- Custom Infographics
- Section Targeting
- High Impact Media

# THE MANUAL

We are showing men how to live a life that is more engaged, giving them the confidence to develop their own style. Rooted in heritage, The Manual is here to bring some authenticity and understanding to all that enriches our lives on a daily basis with a focus on the following topics:

## STYLE

Our mantra is simple: buy less, buy quality, and support craftsmanship! Trade in your piles of ill-fitting clothes for a tight collection of handsome, locally-made pieces.

## LIVING

It's a fact: men love things. They love cars, gadgets, headphones, fishing poles, and bike helmets. That's why, we have a category on dedicated especially to them.

## DRINKING

Nothing wraps up a long day nicer than a well-poured drink or a cool IPA. We get tipsy just reading about new cocktails, whiskey blends, well-made muddlers, and wine.

## COOKING

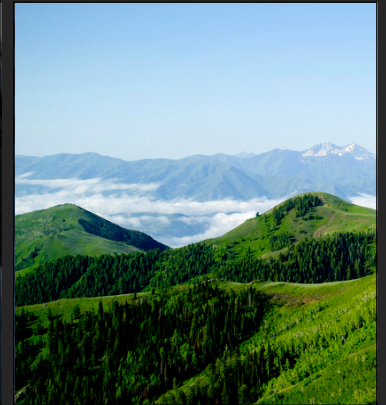
We know men treat the grill like a second home during the summer, but we believe men should feel equally comfortable in the kitchen year-round with a saucepan and a good recipe.

## TRAVEL

Travel is one of the most glorious parts of existence. Whether your trip is 12 hours or two, it's a chance to stop, think, bond with friends, and experience amazing new things.

## GROOMING

Grooming is a booming business and The Manual couldn't be happier about it. That said, this burgeoning market can be overwhelming, so we offer guidance on the best brands and products.





## THE MANUAL PLATFORM AND REACH

- 25-54
- 90/10 Male : Female
- College Educated
- Style Conscious
- Frequent Diners
- Travelers
- Wealthy (Median HHI \$133K)



THE MANUAL

& THE MANUAL MEN'S NETWORK

Total unique visitors: **15MM**

Total page views: **223MM**



THE MANUAL