




DIGITAL TRENDS

2020 MEDIA KIT



We've built a faithful audience through commitment to our mission:

**To guide our audience through
an increasingly complex digital
world by humanizing technology
and filtering out the noise.**

We reach high earners who are not rich yet (HENRY).

The HENRY lean into the best of today and tomorrow. Upwardly mobile, they are typically in moments of life-stage transition. They are educated, affluent, investing in improving their lives and tend to influence how others around them spend.



Dual Delivery



Accumulating Wealth



5+ Minutes Average Visit Length



50% More Likely to be Highly Influential



OUR AUDIENCE

Affluent, educated, and highly successful.

51/49

Male/Female

129 Index

MRI GENERATIONS: Millennials
(B.1977-1996)

\$105.8K

Average HH Income
109 Index

141 Index

Affluent Millennials (B.1977-
1996) HHI \$100K+

128 Index

Graduated College

118 Index

Super Affluent Consumer:
HHI \$250K+

129 Index

Business Decision Maker

128 Index

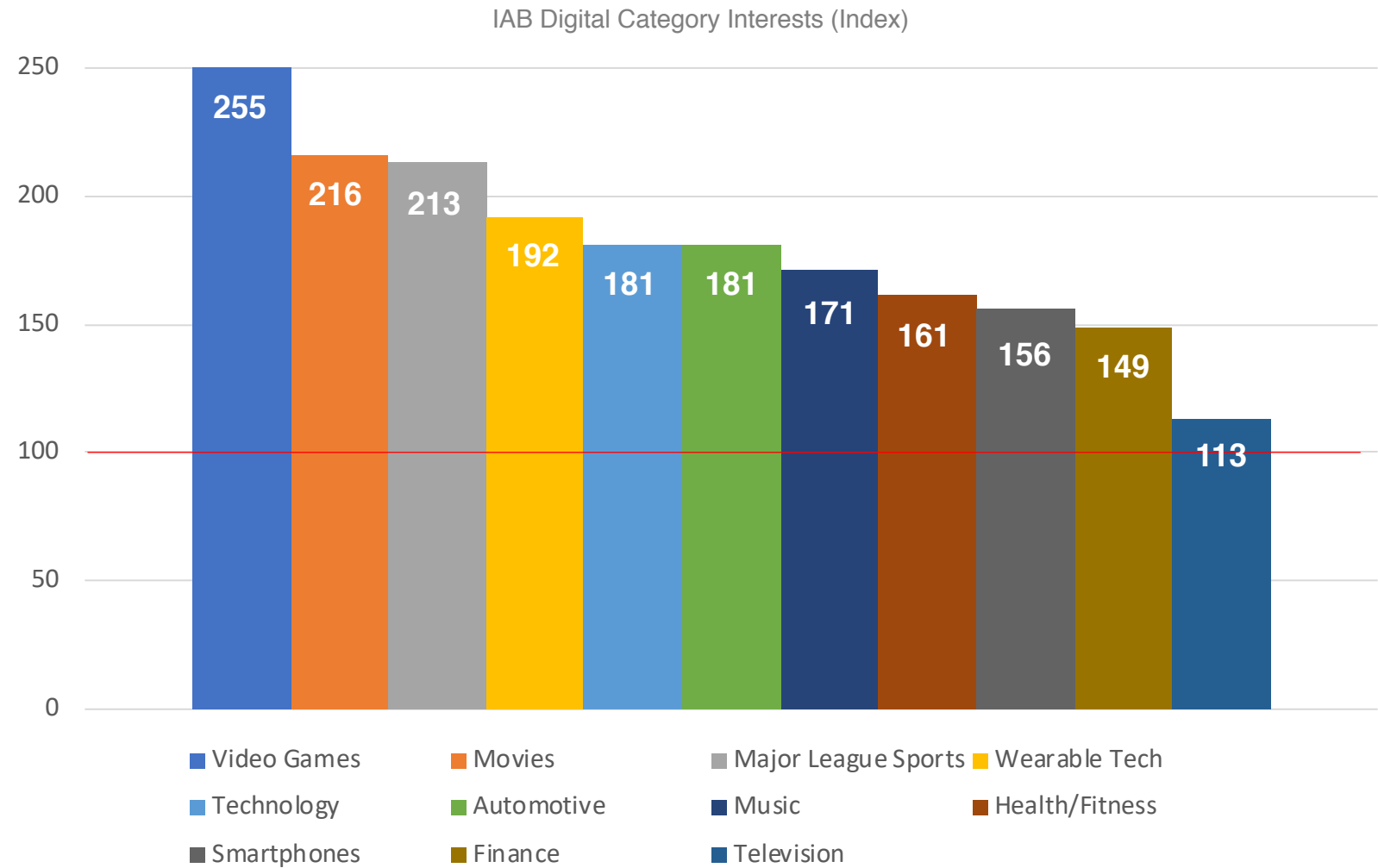
Post-Graduate

Source: 2019 comScore Multi-Platform/GfK MRI Media Fusion (03-20/F19);
Based on total audience of 18.8MM



Digital Trends' audience is highly engaged in a wide scope of content

Our audience has an extensive variety of interests that drives their diverse lifestyle and interests.



We are widely distributed
and highly discoverable.

Our informative, accessible, actionable content
has won audiences across platforms.

125 Million
Monthly
Uniques

3 Million
Chrome
Alert Subscribers

5 Million
Social
Followers

1 Million
Newsletter
Subscribers

O & O SITES

Android
Headlines

droidlife

DIGITAL TRENDS

DIGITAL TRENDS ES

THE MANUAL INTERESTING
ENGINEERING

outdoor project

iPhoneLife

EVENTS

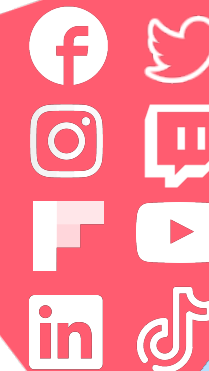
CES

TECHPOP

MWC
Barcelona

LIVE VIDEO

Unboxings
DT Daily
Podcasts
Interviews
Tech News
On-Location



SOCIAL

CONTENT SYNDICATION

Oath: androidtv

firetv

Apple TV

Roku

abc NEWS

dailymotion

ATMOSPHERE

AWESOMENESS

REACHTV

Our voice resonates in a crowded and noisy media landscape.

Our approach is accessible. Our voice is relatable and fun. The Digital Trends audience cannot be found on other websites.

Digital Trends Audience NOT visiting...

Engadget, 94%

The Verge, 93%

Gizmodo, 92%

Wired, 91%

Mashable, 88%

Cnet, 70%

Source: ComScore March 2020 Cross Visiting Report



We drive action.

Whether browsing for ideas or looking for validation before buying, our audiences engage with us at various points of the consumer journey. We reach them where they already are, with information at their fingertips.



DISCOVERY

Learn about new products, innovation and adopt technology trends.



RESEARCH

Read what our experts love about each product.



INTENT

A seamless transition to purchase.



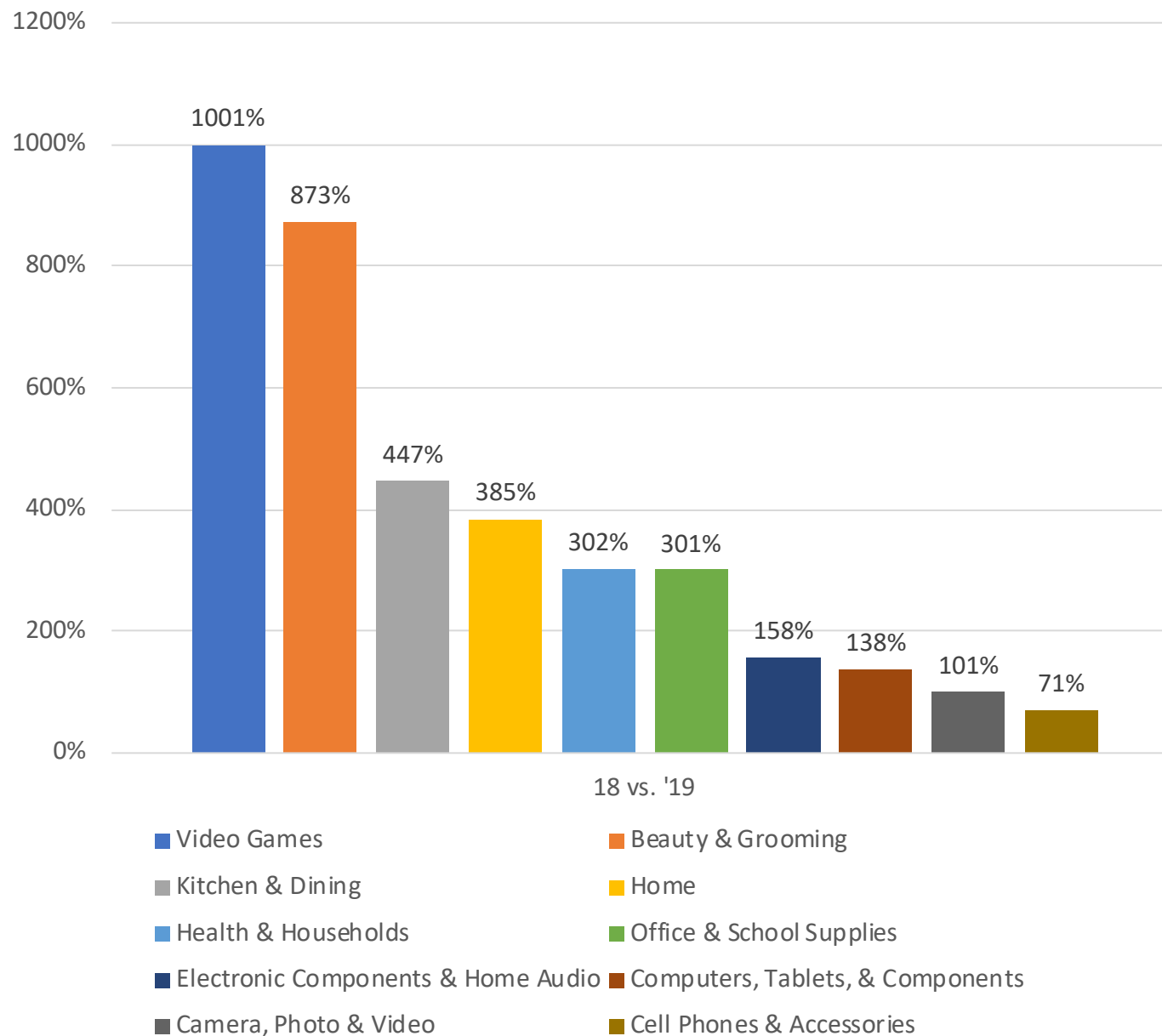
AFTER PURCHASE

Using products to bring joy and enrich people's lives.

We help make the right buying decisions.

Our high-quality content creates confidence and opens an easy path for our audience to purchase.

% YOY Commerce Product Sales



We are recognized for excellence.



IAS-rated 100% brand safe, TAG certified environment.

TAG Certification Goals

- Eliminate traffic fraud
- Combat malware
- Fight internet piracy
- Promote ad transparency

IAS Integral
Ad Science



Advertising With Us

- Custom video
- Branded content
- Programmatic (Programmatic Guaranteed, Preferred Deals, Private Auction)
- IAS standard display banners
- Live video
- Social amplification



A background image of two women standing on a bridge, looking out over a city skyline at sunset. The woman on the left is holding a lit sparkler. The image has a warm, orange-toned overlay.

Partner with us

We'll develop exciting solutions to get your brand and message in front of HENRY audiences. Align your brand with an aspirational voice that inspires action.

Let's get started

New York - Josh Kaufman josh@digitaltrends.com

Detroit - Sue Weber sweber@digitaltrends.com

Los Angeles - Greg Bell gbell@digitaltrends.com

Canada - Cassandra Orford corford@digitaltrends.com

Chicago - Trevor Norrington tnorrington@digitaltrends.com