

**digitaltrends**<sup>®</sup>  
M E D I A G R O U P

# Media Kit.

2020



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

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



ence. Audience. Audie



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.

# High Earners Not Rich Yet





Dual Delivery.



Accumulating Wealth.



5+ Minutes Average Visit Length.



50% More Likely To Be Highly Influential.

# Affluent, Educated, and Highly Successful.

50/50

MALE/FEMALE

134<sub>Index</sub>

MRI GENERATIONS:  
MILLENNIALS (B.1977-1996)

144<sub>Index</sub>

C-SUITE

132<sub>Index</sub>

BUSINESS DECISION MAKER

\$112<sub>k</sub>

AVERAGE HH INCOME  
116 INDEX

160<sub>Index</sub>

AFFLUENT  
MILLENNIALS (B.1977-  
1996) HHI \$100K+

150<sub>Index</sub>

SUPER AFFLUENT  
CONSUMER HHI \$250K+

131<sub>Index</sub>

COLLEGE GRADUATE

Source: 2020 comScore Multi-Platform/MRI-SIMMONS (6-20/F19); DTMG Total Audience = 15.4MM



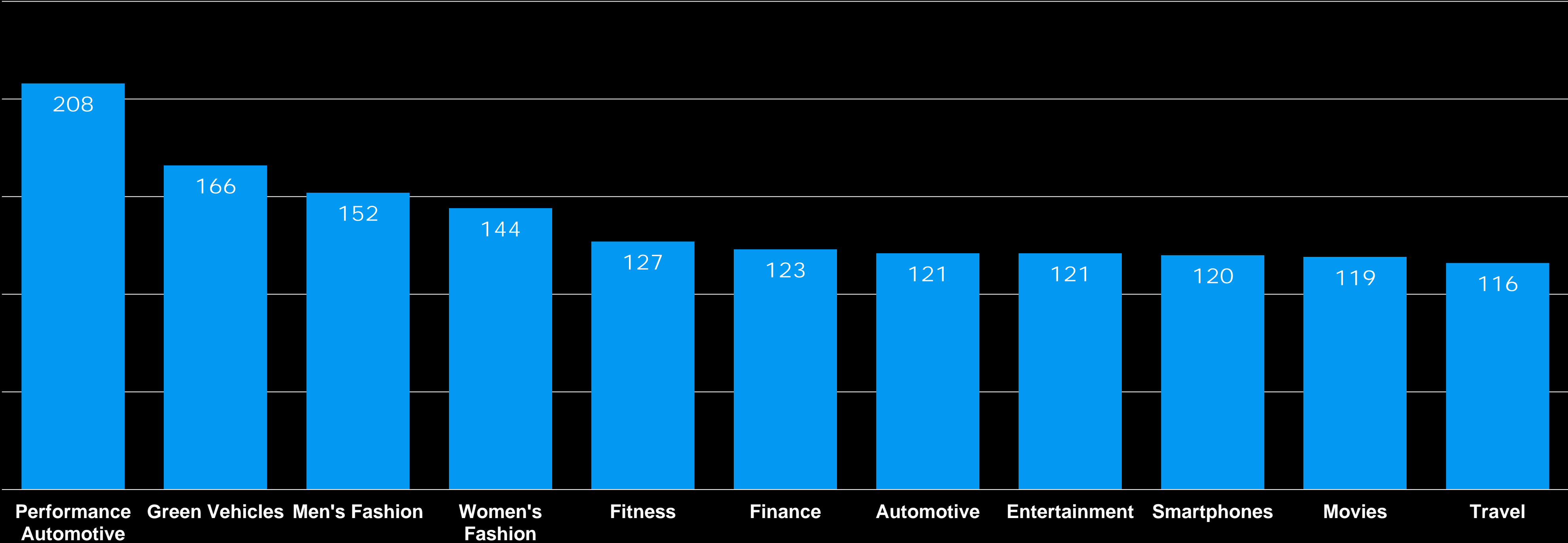
# Highly engaged in a wide scope of content.

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





# IAB Digital Category Interest (Index)



Source: June 2020 comScore Plan Metrix Key Measures, IAB Digital Category Interests.



# Reach. Reach. Reach.



We Are Widely  
Distributed And  
Highly Discoverable.

125M

Monthly Uniques\*

6M Social followers

3M Chrome alert subscribers

1M Newsletter subscribers

\*Source: 2019 October comScore Key Measures Report



# Our House Of Brands.

Reader Solutions.

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Advertiser Solutions.

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Publisher Solutions.

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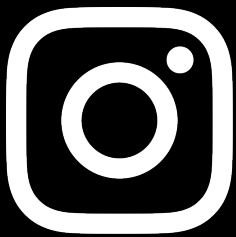
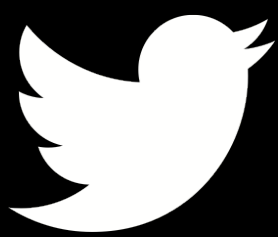


Event  
Coverage.

Social  
Amplification.

Content  
Syndication.

CES  
  
Techpop  
  
MWC



APPLE TV

ANDROID TV

ABC NEWS

FIRE TV

ROKU

ATMOSPHERE

OATH

DAILYMOTION



# Our voice resonates in a crowded and noisy 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...

95%

ENGADGET

82%

THE VERGE

91%

GIZMODO

91%

WIRED

86%

MASHABLE

66%

CNET

Source: ComScore June 2020 Cross Visiting Report



# er. Purchase Power. Pu



# 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 think about each product.



## Intent

A seamless transition to purchase



## After Purchase

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



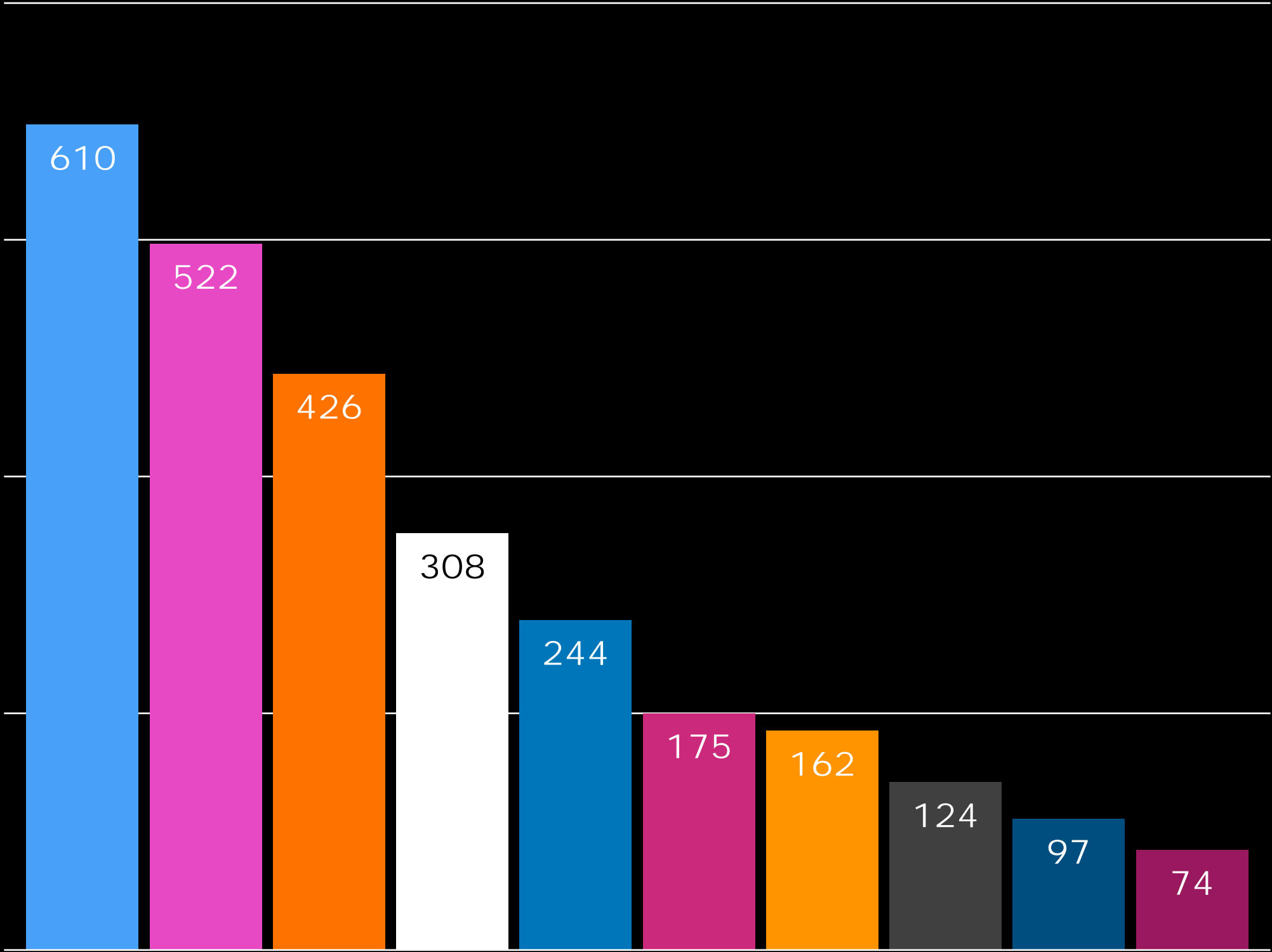
# We help make the right buying decisions.

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



# % YOY Commerce Product Sales

- Beauty & Grooming
- Health & Households
- Kitchen & Dining
- Home
- Office & School Supplies
- Electronic Components & Home Audio
- Computers, Tablets, & Components
- Camera, Photo, & Video
- Cell Phones & Accessories
- Video games



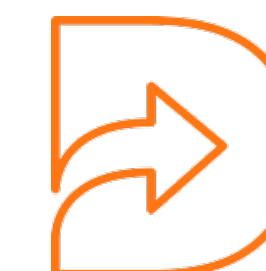
Source: ComScore March 2020 Plan Metrix; Key Measures - IAB Digital Category Interest



# n.Awards+Certification.A



# Recognized for Excellence.



**DIGIDAY**  
CONTENT MARKETING  
AWARDS





IAS rated  
100% brand safe

TAG certified  
environment.

TAG CERTIFICATION GOALS

**Eliminate traffic fraud**

**Combat malware**

**Fight internet piracy**

**Promote ad transparency**





# Advertising. Advertising. Advertising.



# Advertising Opportunities

**Custom  
Video**

**Branded Content**

**Self Service**  
([www.dtadsolutions.com](http://www.dtadsolutions.com))

**Social  
Amplification**

**IAS Standard  
Display Banners**

**Programmatic**  
(*programmatic guaranteed, preferred  
deals, private auction*)

**Sponsored Content &  
Banner Ad Campaigns**

# 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.

## New York

Josh Kaufman  
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## Detroit

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