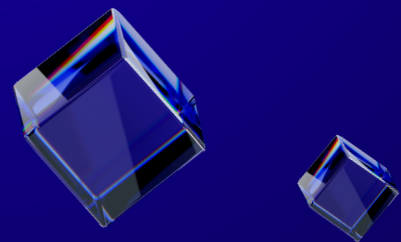


2025 MEDIA KIT



Techstrong

a **Futurum** company

The Power Source for People and Technology



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WHO IS TECHSTRONG?



Techstrong Group (formerly MediaOps) is a leading tech media company that develops and produces innovative content and digital experiences for technology professionals to help them keep up with rapidly evolving technologies and gain maximum business value.

Techstrong Group helps tech vendors stay ahead of the game by sharing their stories in the most powerful way and engaging with their target audience to build a strong online presence and generate valuable leads.

In 2024, Techstrong Group was acquired by **Futurum Group**, a leading technology research and advisory firm. This acquisition strengthens Techstrong's presence within Futurum's expansive portfolio, expanding their research and advisory services. This partnership broadens the scope of offerings for clients across various industries.



MEET OUR TEAM



ALAN SHIMEL

Founder and CEO



MIKE VIZARD

Chief Content Officer



MITCH ASHLEY

CTO and Chief Technology Advisor



KIM PARKER

Chief Operations Officer



PARKER YATES

Chief Revenue Officer



CHRIS RUFF

Director of Customer Success



JEREMY JONES

Sales Director



THOMAS LEHR

Customer Success Manager



JENN YARNOLD

Vice President of Development



AMY HOFFMAN

Director of Finance



**Digital
Transformation**



DevOps



Cloud Native



**Artificial
Intelligence**



Cybersecurity



ITSM



**Platform
Engineering**

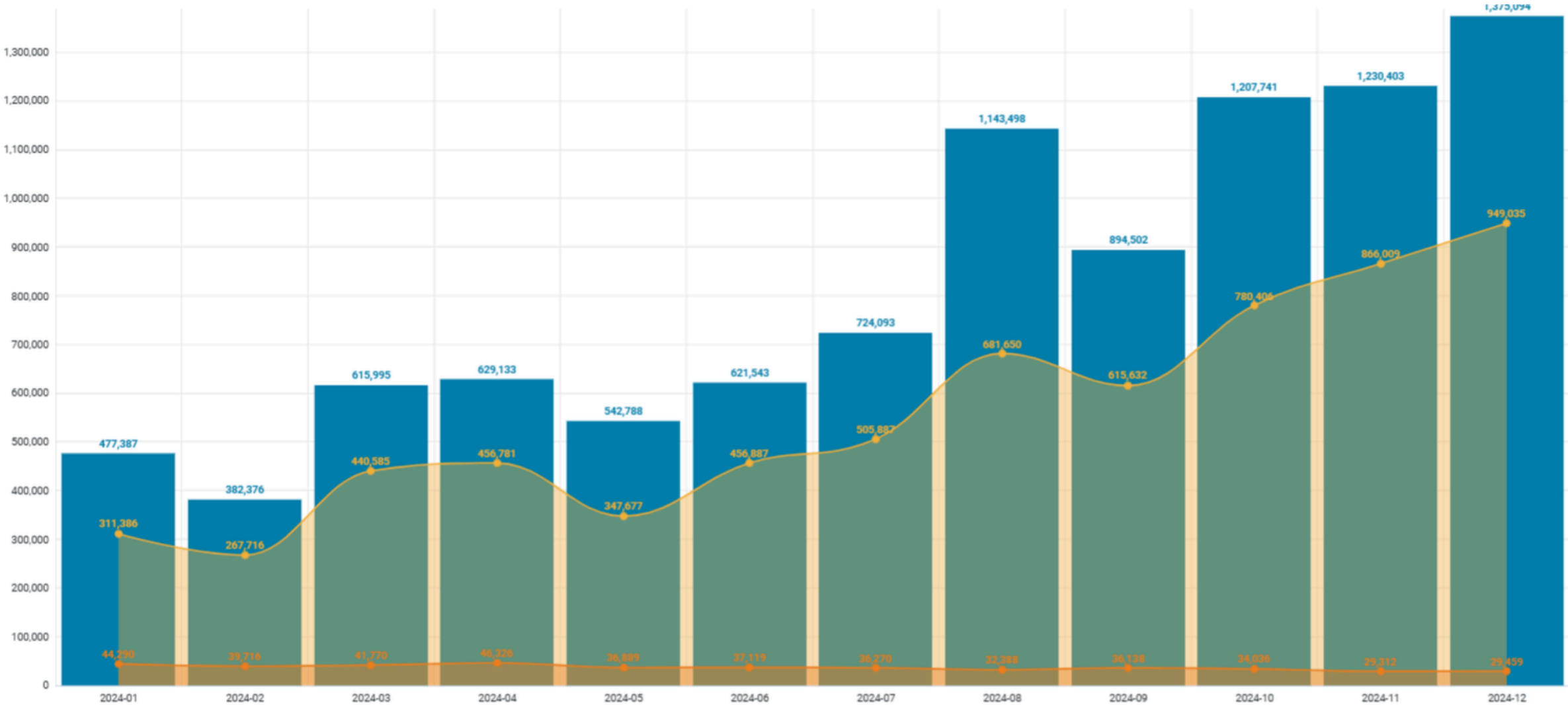
Audience Overview



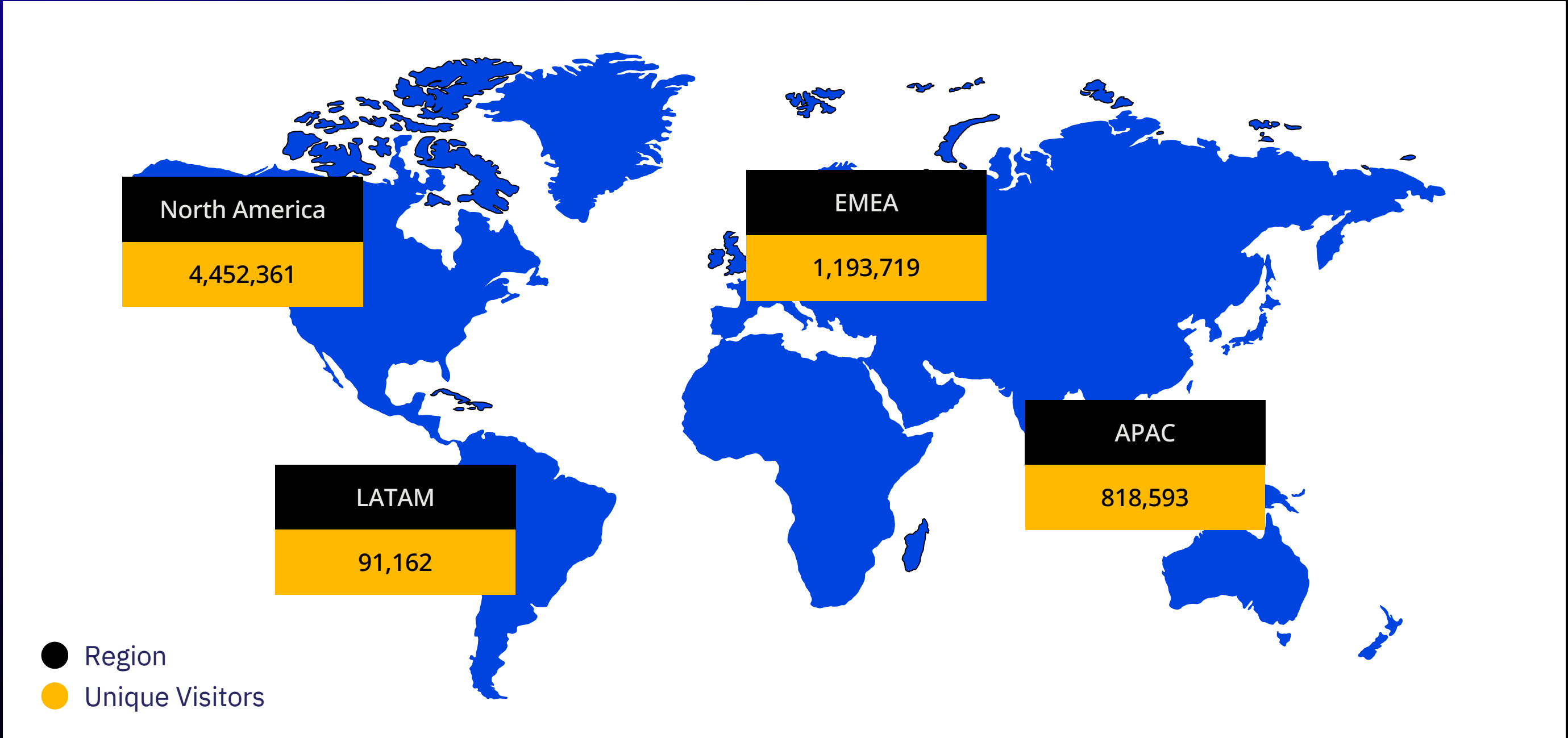
TECHSTRONG AUDIENCE ANALYSIS (2024 DATA)



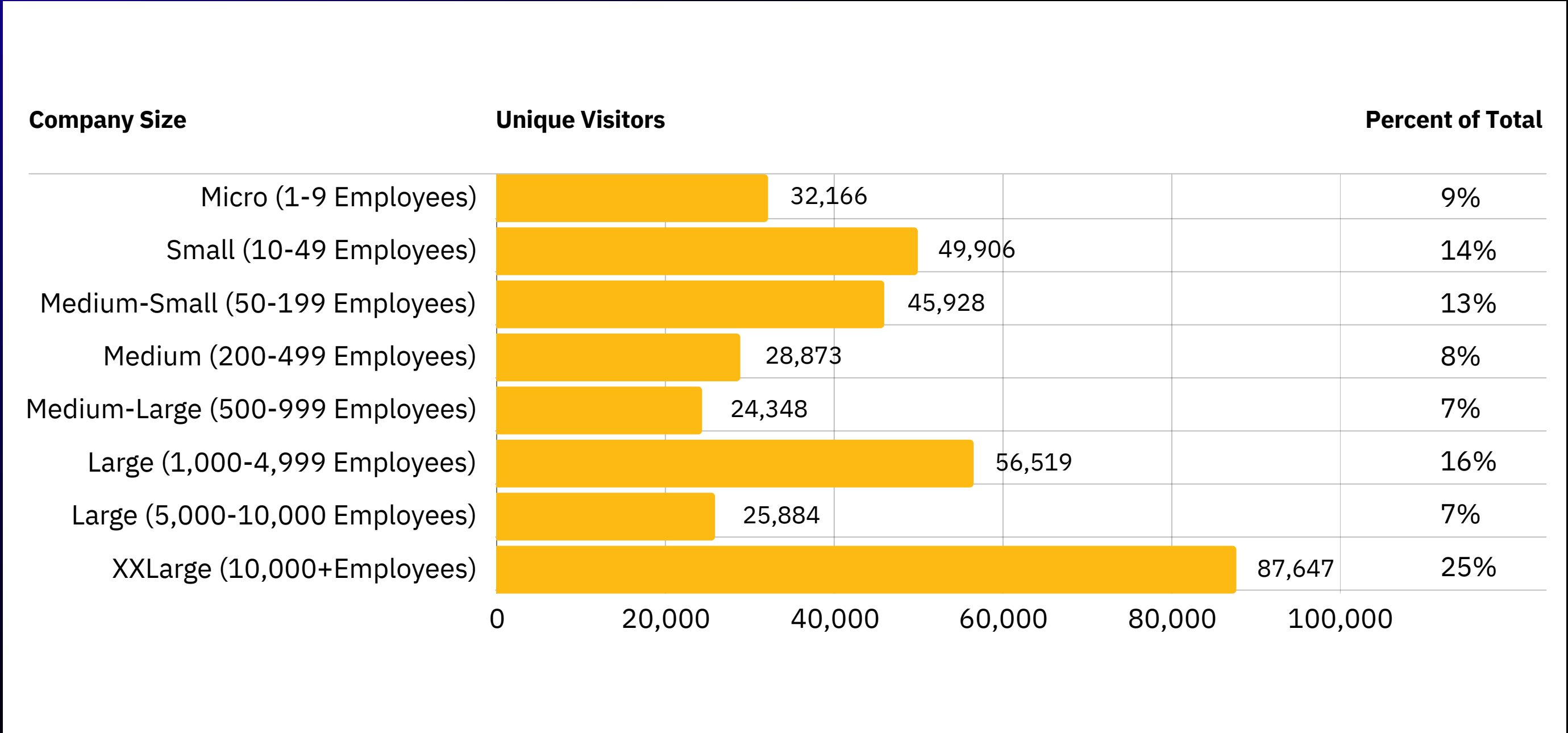
217K unique businesses 6.5M unique visitors 9.8M page views



TECHSTRONG ATTRACTS A GLOBAL AUDIENCE

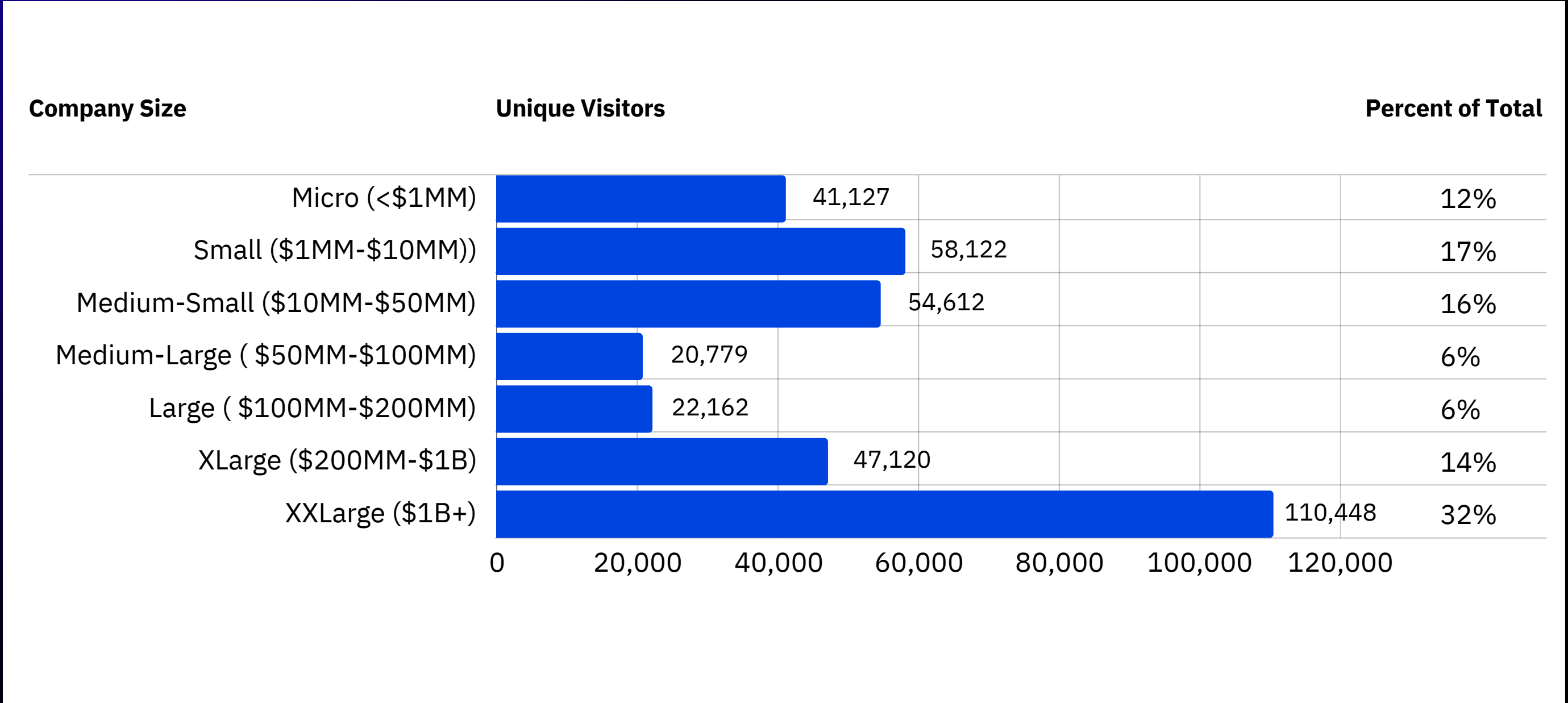


~50% OF THE BUSINESSES
ARE L-XXL (BY EMPLOYEES)

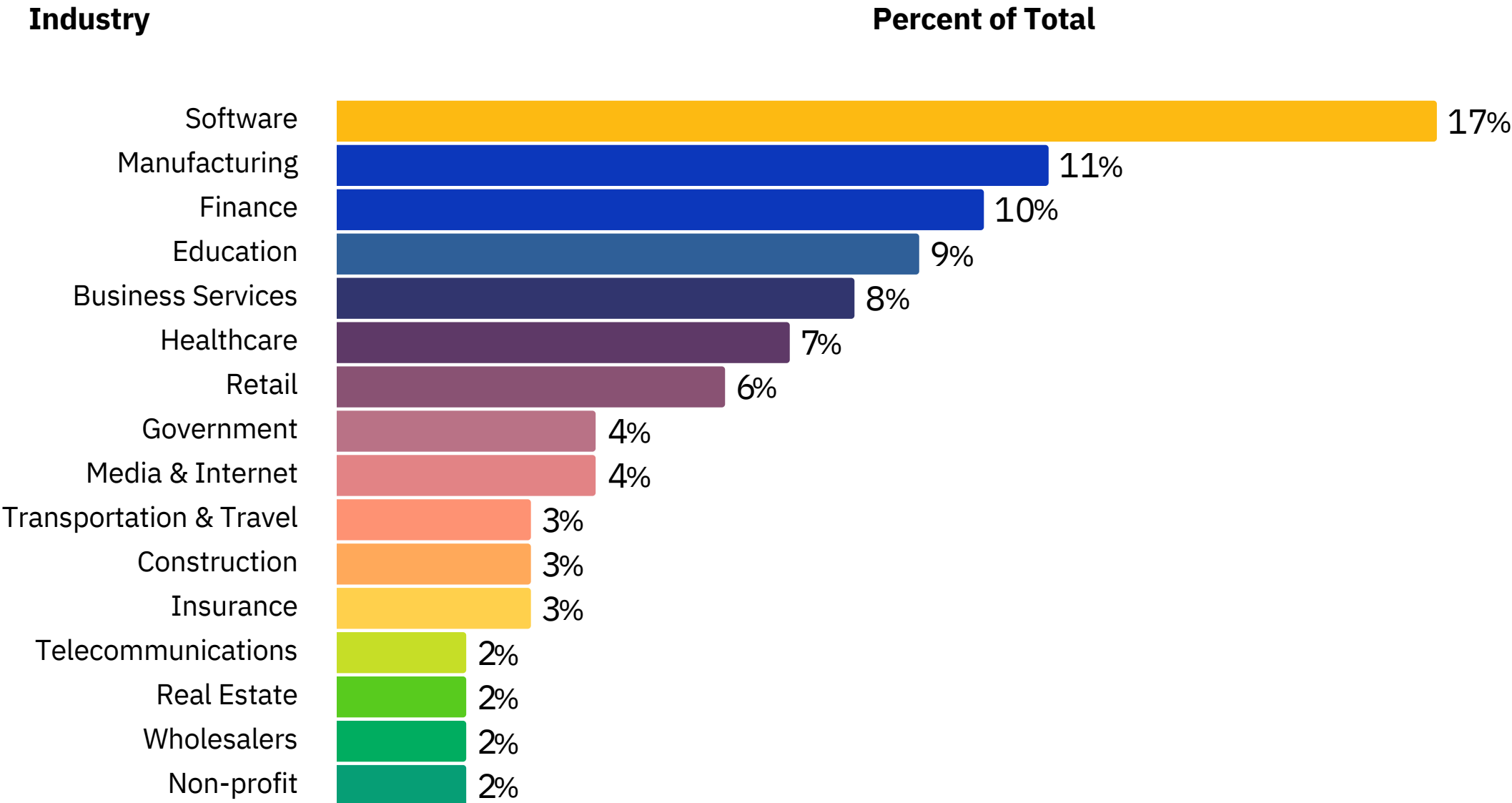


WE SERVE BUSINESSES WITH SIGNIFICANT REVENUE:
47% HAVE \$200M+ IN REVENUE, 32% HAVE \$1B+ IN REVENUE

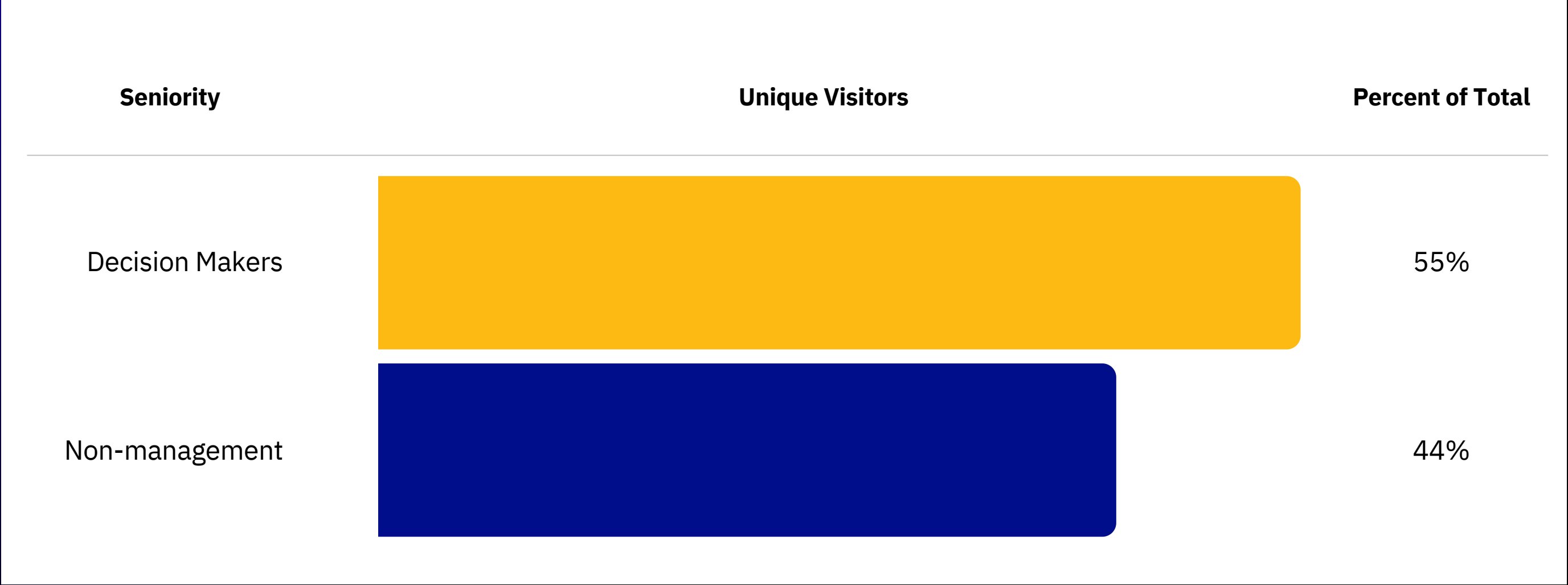
T



REPRESENTATION ACROSS KEY INDUSTRIES



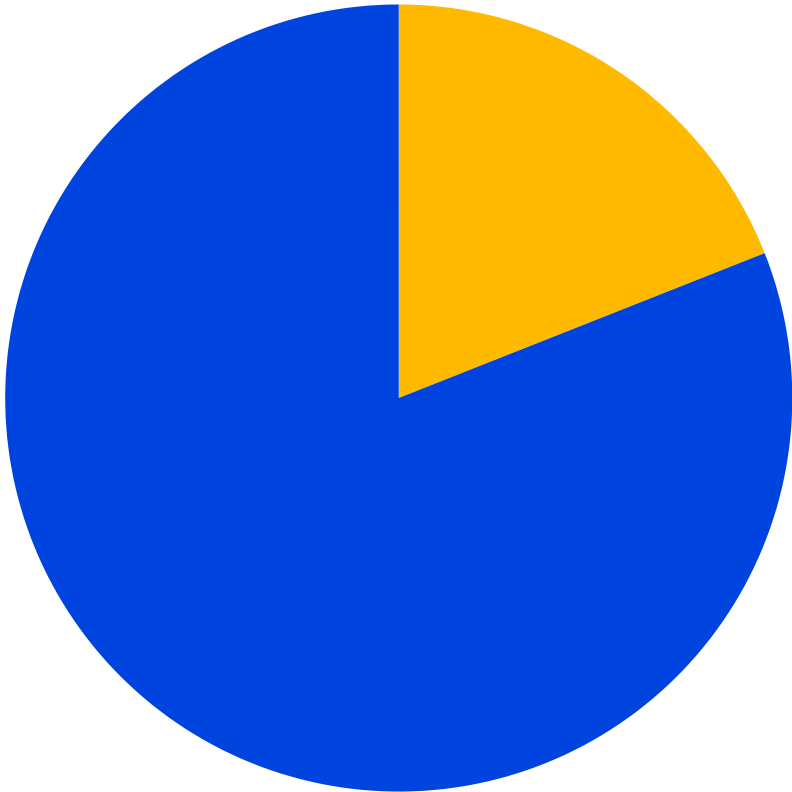
55% OF VISITORS ARE DECISION MAKERS



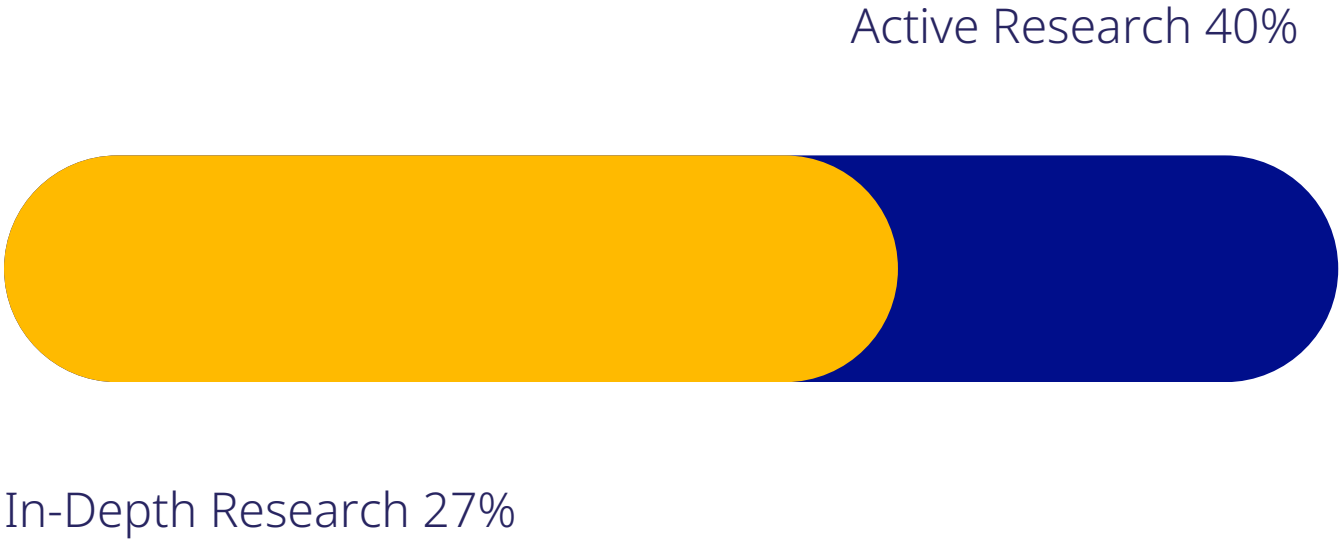
REACHING AN AUDIENCE WITH BUYING INTENT



81% of visiting businesses
have Buying Intent



67% of visiting domains are in
Active or In-Depth Buying Stage



The background is a deep blue gradient. In the upper left, there are two blue liquid droplets; the larger one is partially cut off by the top edge, and the smaller one is below it. On the right side, there is a complex, transparent glass-like structure with multiple facets and sharp edges, resembling a modern chair or a sculpture. The text "Editorial Overview" is centered in the lower half of the image.

Editorial Overview

VISITOR TOPICS OF INTEREST



Hot Topics in the Industry

Topic Name	Website Visitor Domains	Spiking Domains	Intent Index	Market Penetration
DevSecOps	27,645	36,114	1,766	76.5%
Security as Code	26,864	34,998	1,771	76.8%
CI/CD	22,929	29,923	1,768	76.6%
Infrastructure as code (Ia...)	20,388	26,231	1,793	77.7%
Shift-Left Security	19,400	24,791	1,805	78.3%
GitOps	17,895	22,389	1,844	79.9%
Static Application Securit...	15,358	19,798	1,790	77.6%
Source Code Analysis	12,767	16,558	1,779	77.1%
Functional Testing	12,639	16,417	1,776	77.0%
Security Architecture	11,733	14,886	1,818	78.8%
SecOps	11,389	13,747	1,911	82.8%
Open Web Application Se...	10,453	13,413	1,798	77.9%
Application Services	10,168	13,105	1,790	77.6%
Infrastructure as a Servic...	9,730	12,361	1,816	78.7%
Security Orchestration	9,080	10,895	1,923	83.3%
Information Governance	8,537	10,586	1,860	80.6%
Chaos Engineering	8,253	10,044	1,896	82.2%
Serverless Architecture	8,152	10,030	1,875	81.3%
Software as a Service (Sa...	7,294	8,818	1,908	82.7%
Site Reliability Engineerin...	6,079	7,210	1,945	84.3%

Techstrong Group Advantage

- Articles must be original and not previously published elsewhere - THIS INCLUDES CORPORATE BLOGS.
- Articles must be exclusive to Techstrong Group properties (DevOps.com, Security Boulevard, Cloud Native Now, Techstrong.AI, DigitalCxO, Techstrong ITSM, PlatformEngineering.com).
- Articles must speak to our main audience, which is practitioners (or wannabes).
- Articles must be vendor-neutral and vendor-agnostic and NOT promotional in any way(this includes links).
- Articles should be 600-1,000 words in length
- Once the article is complete, please use the following link to submit it: <https://article-submission-form.paperform.co/>



Please note that because of the large volume of content we receive, we are not able to respond individually to each contributor. We will contact you when the piece has been edited and scheduled to post, which may take anywhere from one to six weeks, depending on the amount of content we have in the queue. In the meantime, if we have feedback regarding the article or need anything further, we will reach out to you.

Programs and Tactics



LEARNING EXPERIENCES: WEBINARS



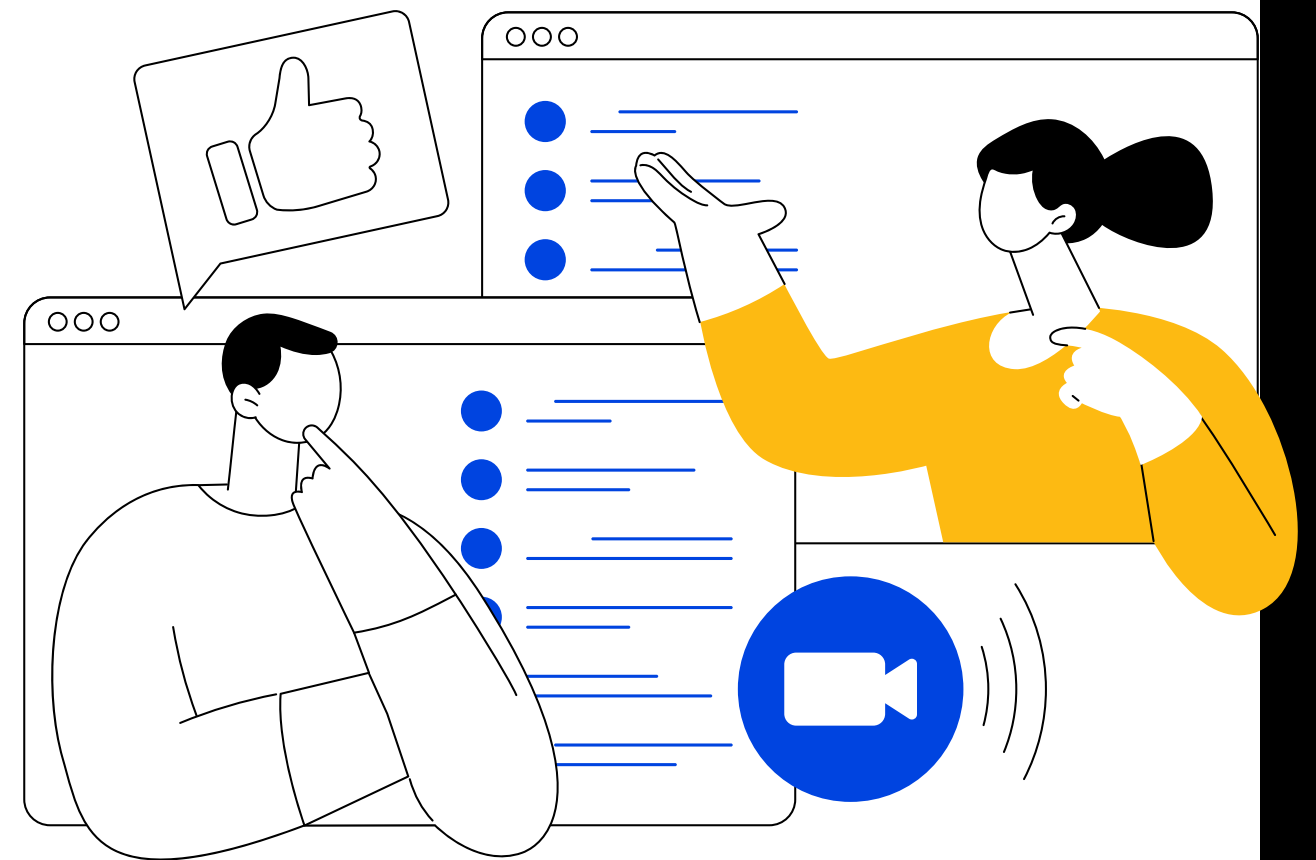
Live and on-demand demos, panel discussions, workshops, and fireside chats that not only educate and connect with our audience through interactive Q&As, polls, and surveys but also spotlight industry challenges and innovative solutions with a clear focus on the unique benefits of each offering.

Focus Areas:

- DevOps
- Cybersecurity
- AI
- Cloud Native
- Digital Transformation
- Platform Engineering
- ITSM

Our Services Include:

- 200+ quality leads guaranteed
- Speaker recruitment
- Content support
- Webinar moderation
- Sponsorship opportunities
- Marketing campaigns
- Post-webinar reporting
- On demand recordings
- Webinar platform with live interactive chat and Q&A



Roundtables examine vital trends in DevOps, cybersecurity, cloud native, AI, digital transformation, ITSM, and platform engineering. Our expert editorial team curates the latest news, research, and insights to empower IT leaders to unlock success.

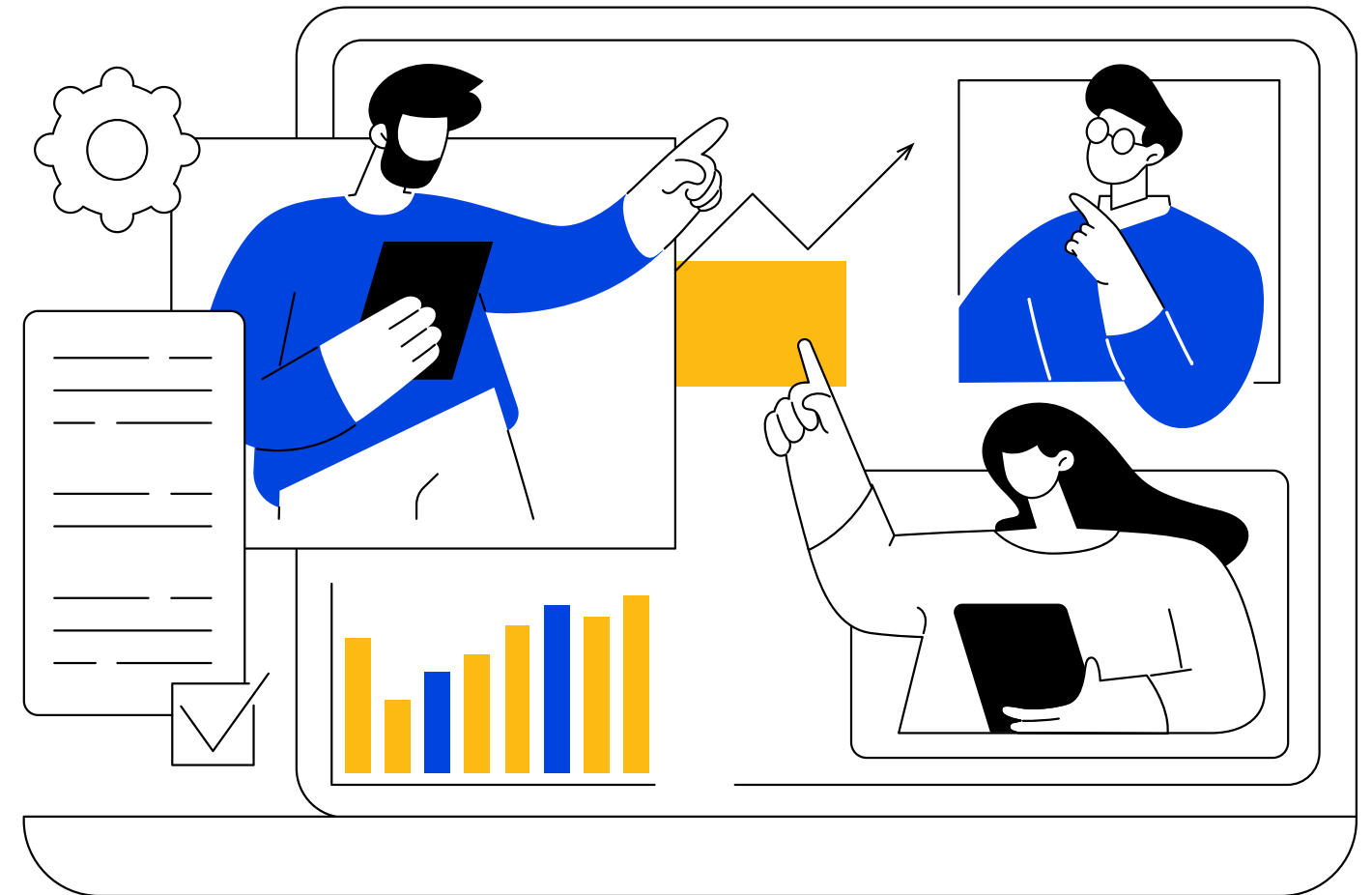
Delivered through dynamic presentations and panel discussions led by industry analysts and sponsor panelists, these sessions offer valuable insights into key industry challenges and opportunities shaping the future of IT.

Marketing Value:

- Top of Funnel Leads
- Thought Leadership
- Branding

Sponsors:

1-6



Workshops and demos offer an immersive opportunity for prospects to see firsthand how your solution tackles their challenges. Designed for middle-of-funnel consideration, these sessions combine expert presentations, panel discussions, and interactive demos—whether client-provided or delivered via an engaging sandbox experience. Featuring a live chat and Q&A, this format fosters deep, meaningful engagement with the Techstrong community.

Marketing Value:

- Thought Leadership
- Branding
- Middle-of-Funnel Leads: Prospects who actively invest time assessing how your solution addresses their challenges

Duration:

1 hour

Sponsors:

1



The thought leadership series provides the content from the most watched video in the disciplines of DevOps, cybersecurity, cloud native, AI and digital transformation. The most watched and respected content from a discipline will be aired as webinar content and our Techstrong analysts will interact in the chat and Q&A.

Marketing Value:

- Top of Funnel Leads
- Thought Leadership
- Branding

Sponsors:

1- 4



Incorporate ABM into practices

- Align marketing and sales on your target accounts.
- Engage and reach your best prospects effectively.
- Create opportunities faster.

Build your Framework!

- Identify target list: When a target Company list has been identified. Techstrong account matching algorithms determine how many verified connections are in our database compared to yours to find similarities in the accounts.
- Identify Target Roles and Titles: Verify number of targeted individuals are available.
- Contact and Interested detail by account: Determine target individual interested based upon their engagement with Techstrong.
- Campaign Build: Build a solid and successful integrated campaign to reach this audience and generate revenue!



Tech buyers rely on our content to keep up with rapidly evolving technologies and gain maximum business value.

Our sites feature a solid mix of custom content that deliver in-depth insights into relevant tech topics. We also offer branding and sponsorship opportunities with display ads and logo placement.

We have built an online community of IT professionals from around the world, looking to continuously learn about the latest tech trends, best practices and technologies that will empower them to advance their careers, grow their business and reap the benefits of digital transformation.

Custom content includes:

- Blogs
- Videos
- Whitepapers
- Podcasts
- eBooks
- Infographics
- Pulseometers



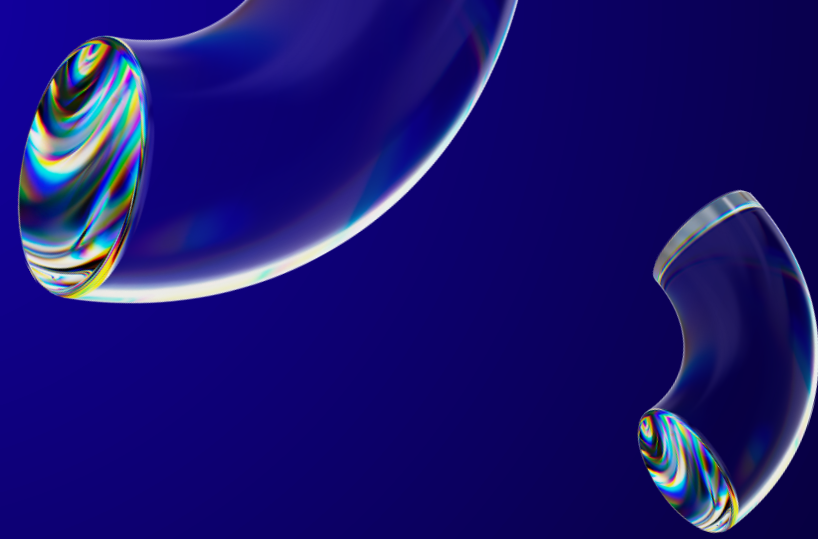
Flash Poll and Report

- Survey with 5-6 questions topic-specific questions
- 1-2- page survey report with infographic
- 140 character limit per question

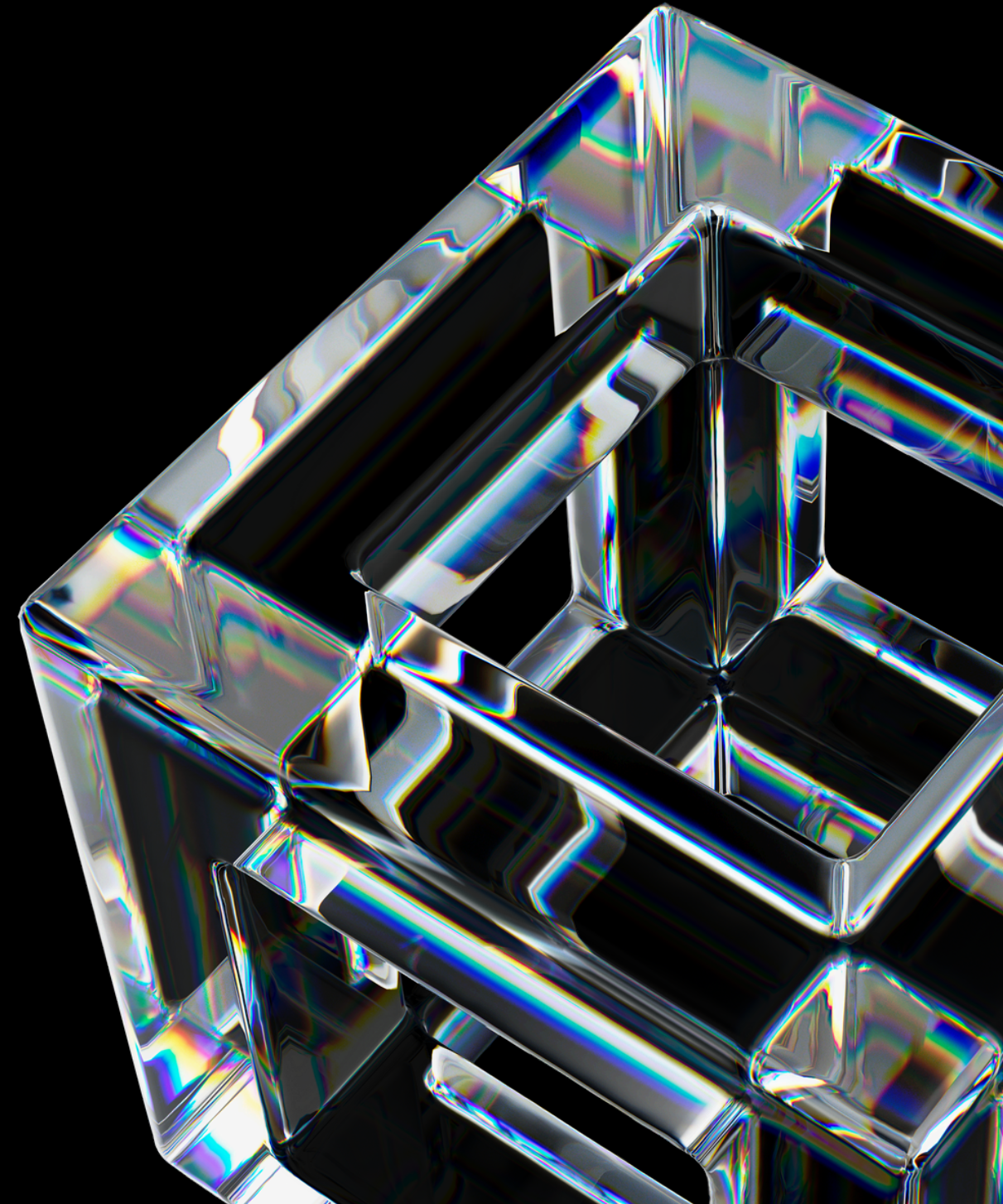
Panel Roundtable Webinar

- Video roundtable panel discussion with client leadership as well as key leaders in your organization
- Panel webinar requires registration ensuring lead generation





Broadcast



Video Production + Distribution + Sponsorships

Techstrong TV is a premier livestream channel featuring exclusive industry news, events, announcements and conversations with IT experts and business leaders. With fresh content uploaded daily, our channel ensures you're always in the loop with the latest trends, innovations, and best practices shaping the tech landscape.

A Techstrong TV appearance enhances your brand's credibility and expands your reach by showcasing your expertise to a highly engaged tech audience.

20k+
Daily Impressions

Multiple Formats

- Custom apps for smartphones and tablets
- Channels on popular streaming platforms/hardware
- Accessible via web browser

Conversations with **30K+ Tech Experts**

Transformational leaders, innovators, and experts sharing their insights and best practices.

Comprehensive Broadcast Coverage

- In-Studio Interviews
- On-Site Interviews
- Live Coverage
- On-Demand Replays

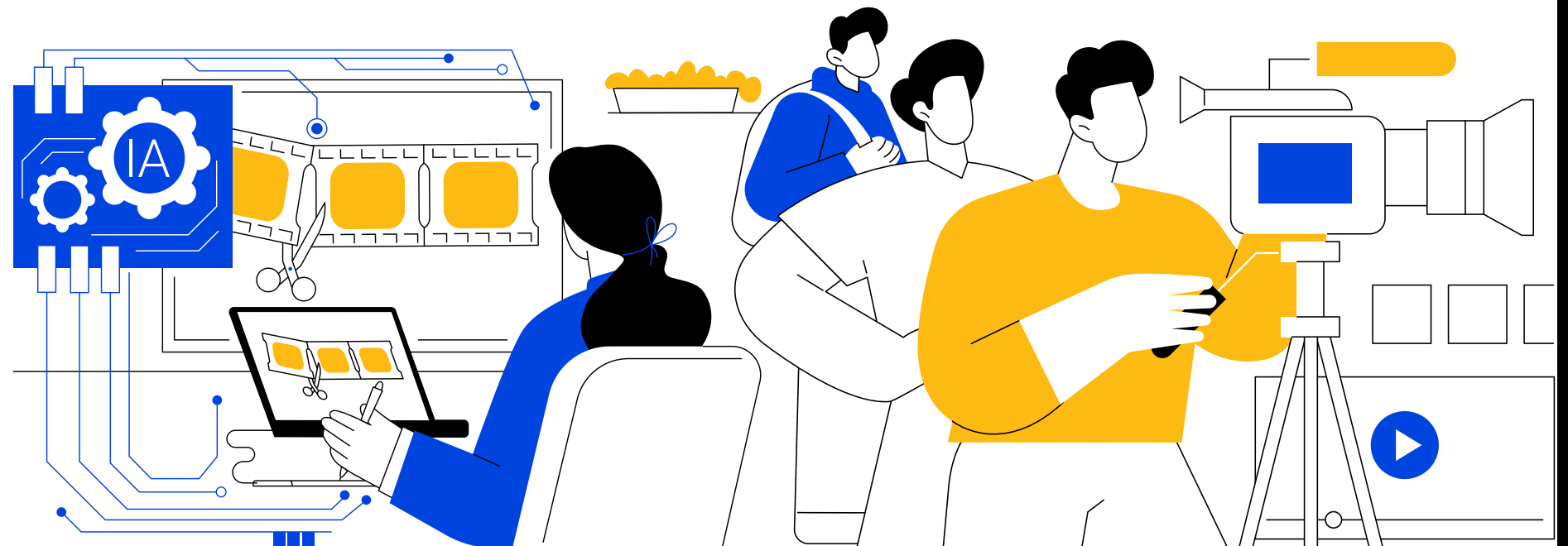
Groundbreaking video and podcast platform, featuring prime tech content.

We create professionally produced custom videos and podcasts to tell your story and reach a global audience. Our state-of-the-art production studio is designed to meet any project requirements.

You also receive the fully edited video and audio files to power your marketing, thought leadership, and lead generation campaigns. This turnkey solution not only amplifies your brand but also provides a lasting asset you can leverage across all your channels.

Our Services Include:

- Expert interviews
- Educational series
- Case studies
- Brand marketing videos
- Storytelling testimonials
- Sponsorship opportunities

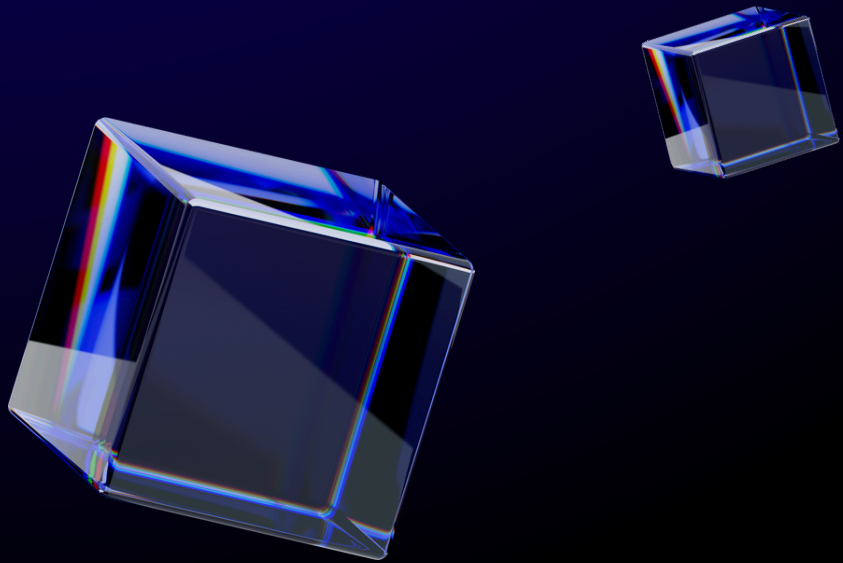


The Techstrong TV Series program offers a unique way to converse with our audience, build brand and generate leads.

The program includes custom Techstrong TV interviews with a roundtable webinar.



Virtual Events



Did you know?

Techstrong is the producer of DevOps Experience, the industry's first, true virtual conference.

We offer the most powerful virtual conference platform for thought leadership and lead generation.

We create and deliver engaging virtual experiences that bring the tech community together to connect, collaborate and learn about the latest trends, technologies and practices reshaping the industry. Our virtual events are an effective way to boost brand awareness by sharing your vision and expand your customer base through high-quality lead generation.

For attendees, our virtual summits deliver an unparalleled networking and learning experience in a dynamic and interactive environment.

60,000+

**Total
registrations
(2023-2024)**

Event Management and Production:

- Call for papers
- Speaker onboarding
- Website design
- Video production (live and pre-recorded)
- Website and content support
- Marketing campaigns
- Entertainment and gamification
- Post-event reporting and analytics

Sponsor a Techstrong event or one will be produced dedicated to your company.

TECHSTRONG EVENTS



Predict'25 POWERED BY Techstrong | Learning

[January 9 / 9:00 ET / Virtual]

PREDICT 2025

The Beat Goes On

REGISTER FOR FREE

Techstrong POWERED BY Techstrong | Learning RSAConference2025

10th Season at RSAC

AI and Security: Transforming Modern AppDev

Save your Seat →

April 28, 2025 • 9:00 am - 3:00 pm PT • Moscone Center, San Francisco

POWERED BY Techstrong | Learning

CLOUD NATIVE NOW

The Many Faces of Cloud Native

JULY 11, 2023
9:00AM-3:00PM ET
VIRTUAL

At Cloud Native Now we'll explore the various facets of cloud-native that are essential for a successful digital transformation and enterprise modernization.

POWERED BY Techstrong | Learning

Techstrong Con

Modernizing Digital Transformation

April 3, 2024
9:00 AM - 3:00 PM EST
Online

POWERED BY Techstrong | Learning

VIRTUAL • OCTOBER 16, 2024
9:00 AM - 2:00 PM ET

DEVOPS EXPERIENCE:

ACCELERATING DEVOPS - PLATFORMS, CULTURE AND VELOCITY

REGISTER NOW

POWERED BY Techstrong | Learning

Digital CxO Summit

DATE	TIME	PLACE
Sept. 13, 2023	9:00-3:00 pm ET	Virtual

Accelerate Now

POWERED BY Techstrong | Learning

THE ARTIFICIALLY INTELLIGENT ENTERPRISE ONLINE CONFERENCE

The World's Largest Free AI Conference for Business

WATCH ON DEMAND

POWERED BY Techstrong | Learning

DataOps Day

August 16, 2023
9:00 am - 3:00 pm ET
Virtual

It's All About the Data!

POWERED BY Techstrong | Learning

Techstrong @ RSAConference2024

DevSecOps and Generative AI: Security in an AI Universe

May 6, 2024 • 8:00 am - 3:00 pm PT
Moscone South 308 • San Francisco

Register Now

POWERED BY Techstrong | Learning

DevOps Experience 2023

ACHIEVING BALANCE

DATE	TIME	PLACE
OCT.10 Tuesday	8:30am 3:00pm ET	Virtual

POWERED BY Techstrong | Learning

NOVEMBER 9, 2023
9:00-3:00 PM ET
VIRTUAL

SECOPS VISION FOR 2024

Help is on the Way!

POWERED BY Techstrong | Learning

DevOps Onramp

Your DevOps Adventure Starts Here!

May 4th, 2023
9 am - 4 pm ET
Virtual

Register Now

More Events



Analyst-Driven Research

Powered by **Futurum**

Turn Research into High-Impact Assets

As part of **The Futurum Group**, we empower your brand with in-depth analyst insights and strategic research. Our expert analysts conduct comprehensive qualitative and quantitative assessments of technology solutions, market drivers, and end-user demand.

We support you every step of the way, working closely with your Analyst Relations, Product, and Marketing teams to transform research into compelling thought leadership assets that drive go-to-market success and elevate your brand recognition.

- Transform research insights into impactful thought leadership assets
- Enhance advisory investments through visually engaging reports
- Amplify analyst validation via co-branded assets for events, webinars, and campaigns
- Leverage Futurum's analyst expertise to strengthen positioning and competitive messaging



ANALYST PANEL ROUNDTABLE



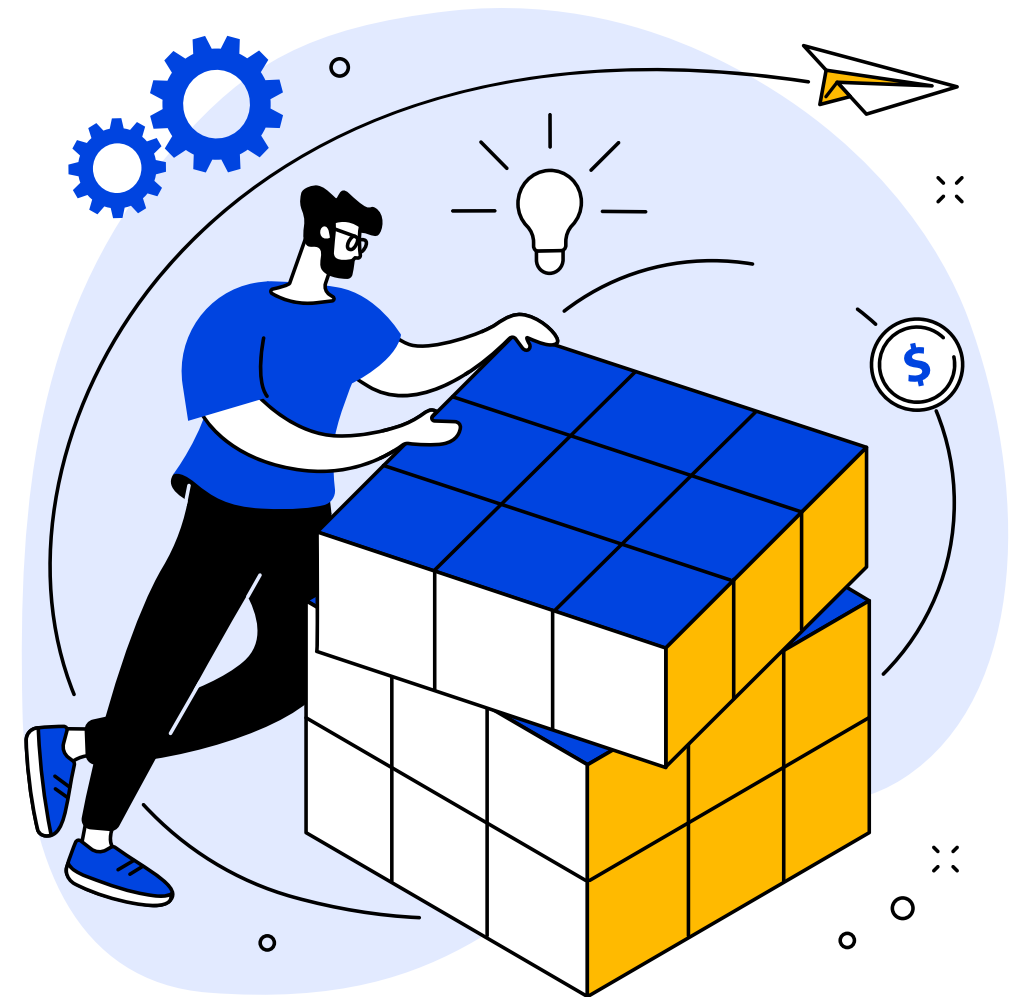
The research team facilitates dynamic roundtable discussions featuring industry practitioners, analysts, and thought leaders. These sessions spark lively debate and deliver authentic insights on key industry trends. Clients benefit from on-air recognition and exclusive branding integrated into the post-webinar survey report, which summarizes the key points for all attendees. This integrated approach positions the client as trusted authorities in the industry.

Marketing Value:

- Thought Leadership
- Branding
- Top of Funnel Leads

Sponsors:

1 to 4



The background features a dark blue gradient. In the top left, there are two small, clear glass rings. On the right side, there is a large, intricate arrangement of overlapping glass lenses and rings, creating a complex, organic shape that resembles a stylized flower or a cluster of optical elements. The glass surfaces are highly reflective, showing highlights and refractions of light.

THANK YOU

For more information, contact sales@techstronggroup.com

Techstrong
2025 MEDIA KIT