



## Partner with VentureBeat

VentureBeat provides advertisers with over 8 million monthly unique readers and thousands of event attendees who are tech-savvy, engaged, socially-connected, and value VB insight.

## MEDIA KIT 2016

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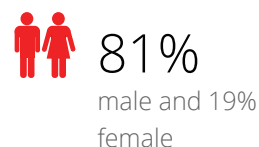
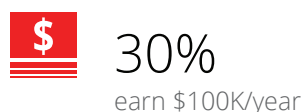
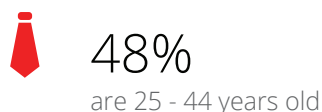
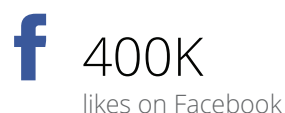
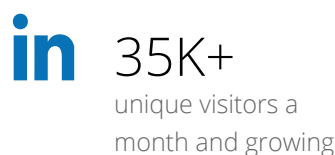
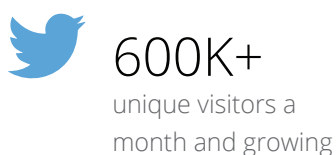
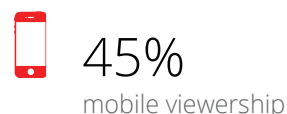
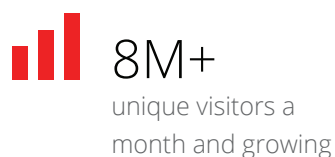
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# Reach & Readership

VentureBeat is a media company obsessed with covering amazing technology and why it matters in our lives. From the most innovative tech and gaming companies — and the incredible people behind them -- to the money fueling it all, we're devoted to exhaustive coverage of the technology revolution.

Our news, events and research appeal to high-value technology professionals who actively participate in our programs. If you are looking to reach a qualified, engaged audience for branding, thought leadership or lead generation activities, let's talk.



## Readership Global Distribution



- 61% United States & Canada
- 11% EMEA
- 9% APAC
- 19% Other

## Readership Job Level



- 21% VP and above
- 38% Senior / Director Level
- 12% Manager Level
- 29% Entry Level

## Readership Company Size



- 13% 0 - 10 Employees
- 51% 11 - 200 Employees
- 10% 200 - 1000 Employees
- 26% 1000+ Employees

\*Source: LinkedIn Marketing Solutions, Quantcast, Google Analytics

# Display & Content

VentureBeat offers a full spread of news display and news content offerings to reach your audience where they're engaging. Whether it's standard IAB, high impact, or mobile units you're looking for, we've got the medium for your message.

## High Impact Media

### Awareness & Lead Generation

VentureBeat's high-impact solutions are tailored to help you achieve your brand awareness and conversion goals. Ask us also about our full suite of custom site skins, content marquees, and full channel takeovers and all with customized targeting and highly-competitive pricing structures.

### Highlights:

- extra customized targeting
- highly convenient pricing

## Advertising Units

### Custom Site Skins

1400px X 800px

### Leaderboard

970px X 250px or  
728px X 90px

### Tower

300px X 600px or  
300px X 250px

### Pushdown

970px X 90px or  
Expands to 970px X 415px

### Interstitial

640px X 480px

### Channel Takeover



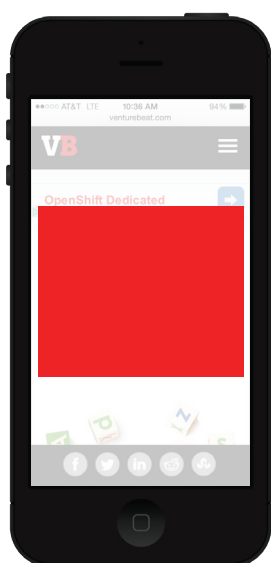
## Mobile Impact

### Awareness

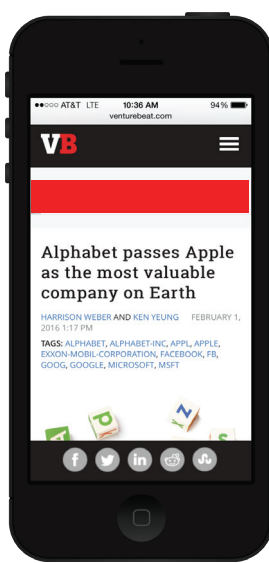
45% of VentureBeat content is viewed on mobile, one of the highest ratios in the industry, making VentureBeat the clear choice for brands looking to reach a tech savvy, mobile-first audience.

### Highlights:

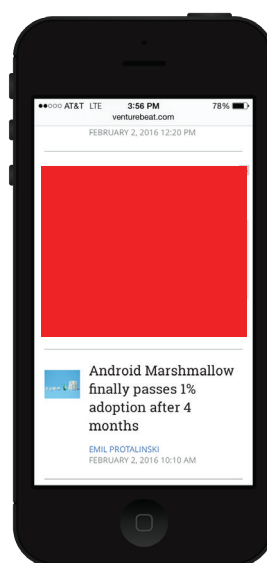
- customized styling for maximum brand awareness
- highly targeted for business professionals on the move



**Interstitial**  
300px X 250px



**Leaderboard**  
320px X 50px



**Tower**  
320px X 250px



**AdTile**  
Full Screen

\*Source: Google Analytics



**7M** monthly flips from 1MM+ users on Flipboard **1.3% - 1.5%** CTR

Ask us about our Flipboard opportunities

\*Source: Flipboard

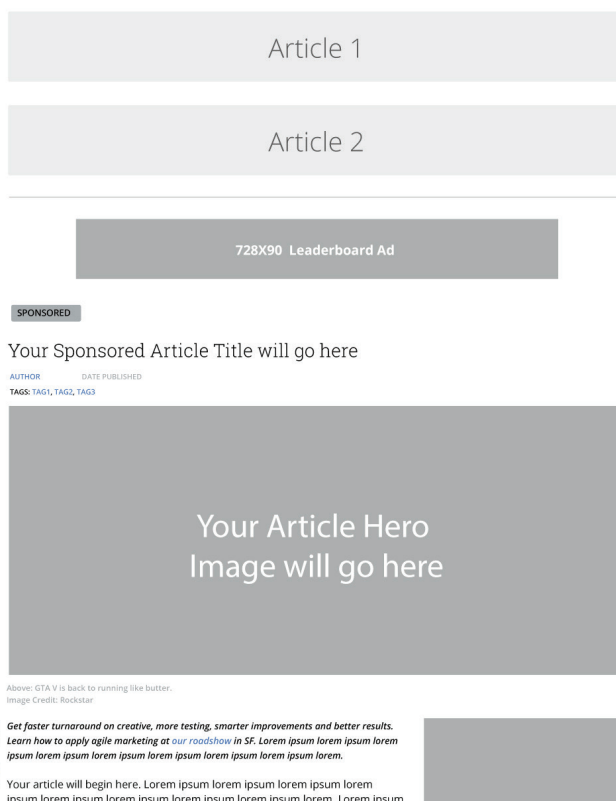
## VB Sponsored Content

## Gauranteed pageviews

VentureBeat is thrilled to introduce a new native style sponsored content product that's unprecedented in the media world. Our sponsored posts provide a native opportunity to get your messaging across to our sophisticated tech audience, and we also can now offer guaranteed article views.

With VB native style content, your sponsored article will appear in alignment with all other content on the site. Readers will see your post seamlessly in the infinite scroll experience as they read through VB news stories. The key difference is the organic exposure to the content instead of the reader intentionally clicking on the content to be seen.

VB Premium Content features organic pageviews in addition to a pageview guarantee and ad roadblocks surrounding your post for reinforced branding.



3:30 MIN

Average time on page\*

\*Source: Google Analytics

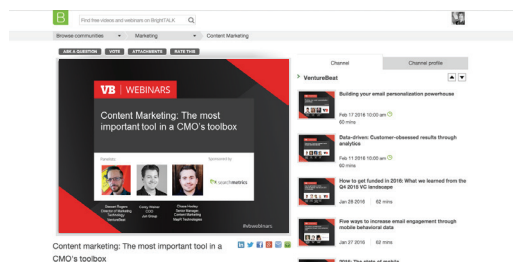
# Webinars

## Webinars

### Lead Generation & Engagement

VentureBeat's interactive web events are a unique platform to showcase market leadership and generate quality leads. We'll work with you to design a webinar that meets your business goals and resonates with our audience.

Choose between two formats: Insight webinars headed by VB's industry research team who tackle complex questions and share rich analysis, or Partner Webinars where VB produces and promotes your thought leadership on a topic relevant to your industry, tailored toward our VB audience.



45min avg engagement time per webinar\*

Source: BrightTALK

### Attendee Role



- 20% Exec Level (C-level/President/Founder/Partner)
- 16% Director Level
- 7% VP Level
- 36% Manager Level
- 21% Other

### Attendee Company Size



- 57% 1 - 100
- 14% 101 - 499
- 14% 500 - 999
- 15% 1000 - 5000

Source: Internal webinar data

VentureBeat has produced 3 out of the 5 of the top rated marketing webinars out of all BrightTALK content.



# Events

VentureBeat events are the heart of how our influential community networks. Sponsor, speaker and media partnership opportunities are available to show your expertise in your domain in front of our passionate attendees at one of our three styles of events:

## Beats

Sought-after public events for professionals, our Beats show relevance and thought leadership to a broad audience of business influencers and tech decision-makers networking around Games and Mobile.

## Summits

These exclusive invitation-only events focus on facilitated networking and relationship-building, VB Summits empower business leaders to make smarter, better, faster decisions and offer a targeted thought leadership opportunity.

## Roadshows

Highly curated Roadshows are invite-only on-site events which showcase your messaging alongside VentureBeat research and discussions and boast extensive live digital branding experiences.

### Highlights:

- high touch lead generation
- immersive live and digital branding opportunities

90%

of Summits attendees are  
Director Level or above

83%

of Beat attendees are  
Director Level or above

### Attendee Role



- 41% Exec Level  
(C-level/President/Founder/Partner)
- 17% Director Level
- 18% VP Level
- 10% Manager Level
- 13% Other

### Attendee Company Size



- 49% 1 - 100
- 12% 101 - 499
- 22% 500 - 999
- 17% 1000 - 5000

Source: EventBrite

# Research

Insight is VentureBeat's leading-edge research arm, publishing future-focused reports, studies, and analyses that are purely data-driven and always completely independent. Align your brand with VentureBeat Insight for unique thought leadership and lead generation opportunities.



## **Reports**

Proprietary research on leading technologies and strategies keep insight members ahead of trends.



## **Corporate Memberships**

Priority access to cutting-edge reports and guaranteed Analyst Relations time help you tease out the insights you need.



## **Licensing**

Distribution rights to your entire network show your thought leadership and leadership and leverage the VB brand.



## **Consulting**

A dedicated, on-site consultative engagement with product or market analysis helps you take the insights and adapt them to your business.



# Impact

“ VentureBeat is one of two tech blogs that I regularly read.”

Mark Zuckerberg  
Founder & CEO, Facebook

“ We found that VB [...] drove more organic traffic for us and more leads and more revenue than the WSJ, Fortune, or Forbes...”

Heather Zynczak,  
CMO, Domo

**Top brands are already partnering with VentureBeat**



Microsoft

salesforce

MailChimp



Localytics



supersonic



tableau  
SOFTWARE



ORACLE

IBM

SAMSUNG

