

WIRE19

# Advertising Kit

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Stay ahead in the world of digital transformation  
with the fastest-growing IT news channel.

2023

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## Who we are

Wire19 is a leading news portal dedicated to driving the digital transformation forward, by providing informative and insightful coverage of the latest industry developments and trends. We are committed to thought leadership, expert analysis, and engagement with the wider tech community to help them stay ahead of the curve in the rapidly evolving digital landscape.

## Focused On

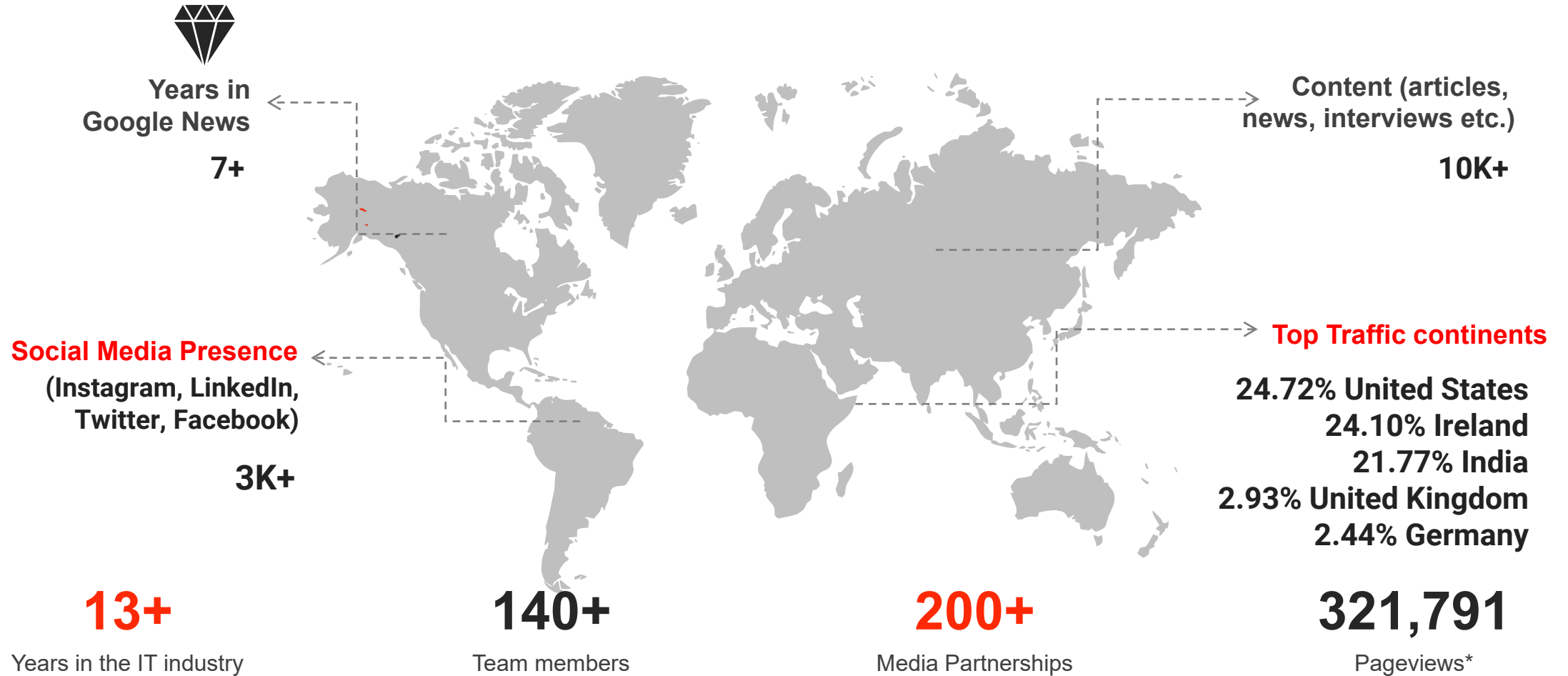
C-suite executives including Chief Information Officers (CIOs), Chief Executive Officers (CEOs), Chief Technology Officers (CTOs), Chief Marketing Officers (CMOs), Chief Financial Officers (CFOs) and related roles; infrastructure specialists, Decision makers, Telecommunication businesses and their end customers.

## Content Focus

Cloud Computing, Artificial Intelligence (AI), Internet of Things (IoT), Augmented/Virtual Reality, Big Data, Blockchain, Deep Learning, Big Data, Digital Transformation, E-commerce, Enterprise Mobility, Fintech, Healthcare, Supercomputers, Telecommunications, Quantum Computing, 3D Printing.

**Target Regions:** United States (US) and Asia

# Wire19 - The Statistics



\*Statistics are of one year (Apr 1, 2022, to Mar 31, 2023)

# Wire19 - Top Trending Articles

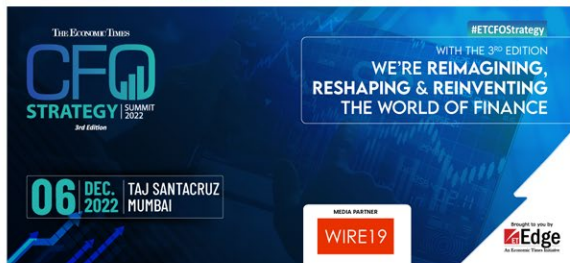
Top 10 trending\* articles and their impressions

Article URLs	Impressions
<a href="https://wire19.com/amazon-microsoft-and-google-cloud-infrastructure-market/">https://wire19.com/amazon-microsoft-and-google-cloud-infrastructure-market/</a>	182,236
<a href="https://wire19.com/top-3-android-keyboard-alternatives/">https://wire19.com/top-3-android-keyboard-alternatives/</a>	173,251
<a href="https://wire19.com/vdi-options-compared-vmware-horizon-vs-citrix/">https://wire19.com/vdi-options-compared-vmware-horizon-vs-citrix/</a>	157,229
<a href="https://wire19.com/6-most-famous-american-educators/">https://wire19.com/6-most-famous-american-educators/</a>	109,625
<a href="https://wire19.com/how-to-watch-a-video-offline/">https://wire19.com/how-to-watch-a-video-offline/</a>	107,870
<a href="https://wire19.com/ai-development-engines-platforms/">https://wire19.com/ai-development-engines-platforms/</a>	104,250
<a href="https://wire19.com/what-is-chatgpt/">https://wire19.com/what-is-chatgpt/</a>	97,672
<a href="https://wire19.com/9-screen-related-issues-and-solutions-for-computers/">https://wire19.com/9-screen-related-issues-and-solutions-for-computers/</a>	76,183
<a href="https://wire19.com/real-life-examples-of-ai-in-education/">https://wire19.com/real-life-examples-of-ai-in-education/</a>	68,197
<a href="https://wire19.com/wire19s-global-listing-of-top-it-ites-cios-ctos-and-technology-leaders/">https://wire19.com/wire19s-global-listing-of-top-it-ites-cios-ctos-and-technology-leaders/</a>	58,169

\*Statistics are of one year (Apr 1, 2022, to Mar 31, 2023)

# Wire19 - Media Partnerships

## Media Partnerships with Major IT Industry Events



AISS by DSCI-NASSCOM

ET Edge Digital Banking Summit and CFO Strategy

Mobile World Congress Events

Hannover Messe 2023

Capacity Asia 2022

Reuters Next

NASSCOM NISC 2020

Metro Connect USA Virtual (Capacity Group)

International Telecoms Week 2021 (Capacity Group)

Datacloud Global Congress 2021 (Capacity Group)

9th Edition India CFO Summit 2021

Smart Nation 2021 Expo & Forum

European SharePoint, Office 365 & Azure Conference (ESPC) 2019 (DHN)

# Sign Up For Media Partnership With Wire19

WIRE19

## Media Partnership Benefits

### Event Hosting

Take Your Event to the Next Level: Let a Senior Representative from Wire19 Host Your Next Event

### Social Media Promotion

Dedicated Social Media Posts to help you spread awareness and seek registrations for the event

### Email Promotion

Newsletter Ads  
Inclusion of Event PRs in weekly newsletters

### Promotion through Website

Static Web Banners

Press Releases

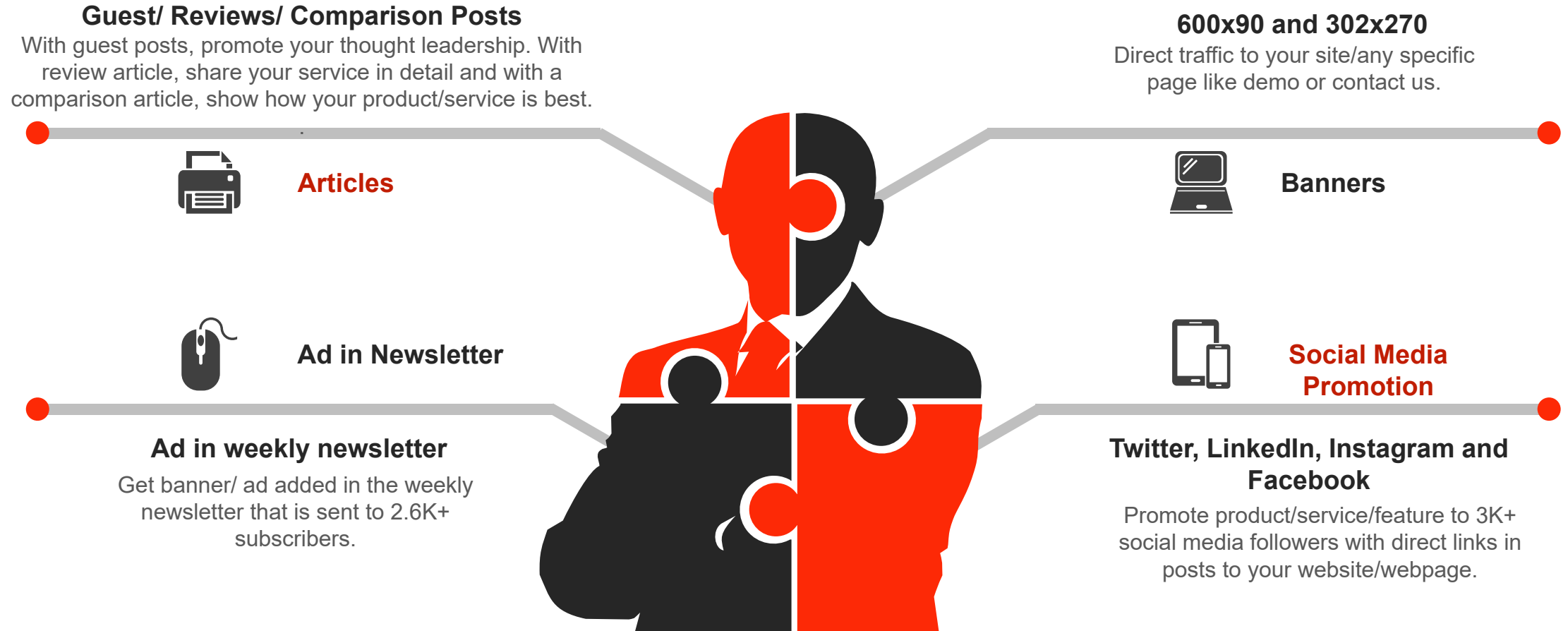
Speaker Interviews  
(Online, Video, or on-site\*)

\*For onsite interviews, event will need to provide accommodation and logistics support to Wire19  
(minimum 2 members)

Need a customized package? Contact us at [enquiry@wire19.com](mailto:enquiry@wire19.com) along with the requirement.

T & C Apply

# Wire19 Advertisement options





# Pricing Structure for Advertising Options

WIRE19

Ad options	Monthly
Pop-up (Exit Intent) for one month	\$1800
A Dedicated Mailer to 2.6K+ Subscribers	\$1000
One Ad in Weekly Newsletter (Width:750px   Height:102px)	\$800
A Guest Blog/Interview/Press Release	\$300
A Social Media Post ( LinkedIn, Twitter, FB & Instagram)	\$100

Event Organizing Services	
Organizing an IT event comprising planning; marketing and social media promotion; design and branding; registration and ticketing; on-site management and post-event evaluation activities.	For details, get in touch at <a href="mailto:enquiry@wire19.com">enquiry@wire19.com</a>

Banner Size	Monthly	Quarterly	Semi Annually	Annually
1200 X 180	\$1200	\$1800	\$3600	\$7200
600X90	\$1000	\$1500	\$3000	\$6000
500X500	\$800	\$1200	\$2400	\$4800

For banners, we can also create customized packages as per your requirements.

For contractual commitment, we can give a discount of 20% on the price mentioned above. You can send 4 mailers - 1 per quarter in a year.

# Wire19 Video Marketing

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**Tips and tricks for savvy shoppers**  
By Ismail  
On May 9, 2023

**Wire19's listing of top 10 Cloud Storage companies to look fo...**  
By Ismail  
On May 2, 2023

**5 Confluence alternatives and their pros and cons**  
By Ismail  
On May 1, 2023

**How to improve your Digital Marketing results?**  
By Ismail  
On Apr 26, 2023

**5 Hottest Security Technologies of 2023**  
By Ismail  
On Apr 24, 2023

**Top 10 technology trends for Government CIOs**  
By Ismail  
On Apr 21, 2023

**Top five easy-to-use AIOps tools**  
By Ismail  
On Apr 14, 2023

**How can executives drive business resilience, growth,...**  
By Ismail  
On Apr 10, 2023

# Watch Web Stories

The collage features six distinct scenes related to the WIRE19 event:

- Top Left:** An in-person interview with a man in a suit and a woman, both holding microphones, against a red WIRE19 backdrop.
- Top Right:** Another in-person interview with a man in a white shirt and a woman, also with microphones and a WIRE19 backdrop.
- Middle Left:** An in-person interview with an older man and a woman, with a WIRE19 backdrop.
- Middle Right:** A virtual meeting grid showing six participants in a video conference, with a 'MIDDLE EAST 2022' header.
- Bottom Left:** A virtual interview featuring a man in a white shirt and a woman in a headset, with a WIRE19 logo.
- Bottom Right:** An in-person interview with a man in a suit and a woman, with a WIRE19 backdrop.

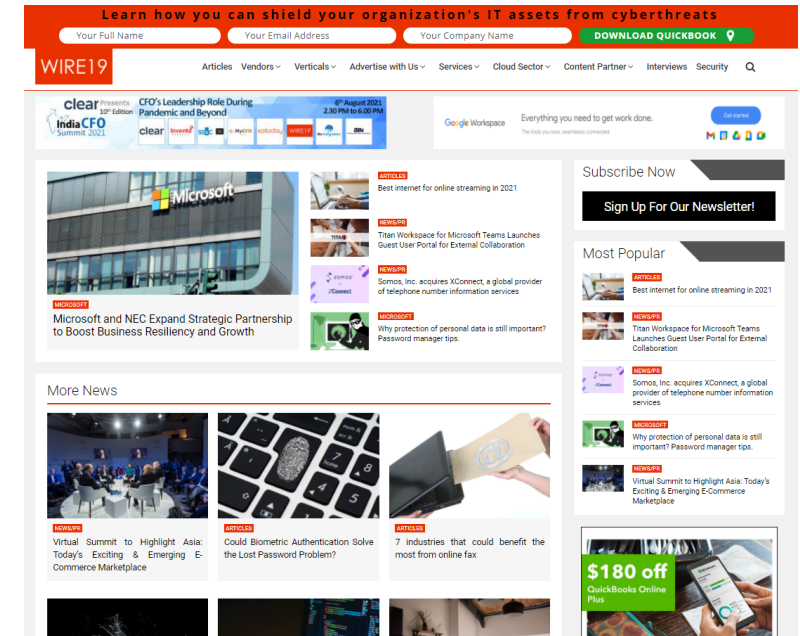
**Watch Interviews**

*Working with DHN/Wire19 is always quick and frictionless. They understand the industry and what makes a story newsworthy, and thanks to their reach with the relevant audience, a mention from them helps us increase the traffic our featured content receives by about 4x.*

**Larissa Murillo,**  
Marketing Manager,  
marketgoo

*Working with the ZNet across its Wire19 and Daily Host News media sites has been a particularly smooth and fruitful experience. The publications have increased visibility in the b2b technology target markets for several of our clients. The publication group does a great job of bringing valuable and actionable content to its audience, we'll absolutely be continuing to work with ZNet.*

**Kyle Peterson,**  
Partner, Clement Peterson





# Our Team

Being an insider in the IT industry, we know what our readers are most interested in or should be more aware of. An IT magazine that promotes thought leadership, Wire19 can also benefit the interested industry members by helping them transform their knowledge into business value.



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Founder



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# Thank You

The logo for WIRE19, consisting of the text "WIRE19" in white, uppercase, sans-serif font, centered within a solid orange rectangular background.

WIRE19

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