Media Sponsorship
Guide

2022

Presented by

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ReadWrite's Response to Covid-19

The novel coronavirus accelerated the worlds shift to a virtual economy. While we've always valued face to face interaction the ReadWrite team has invested heavily in digital access and engagement. Our current approach emphasizes digital engagement and this Media Guide will highlight our abilities to deliver for our partners in the new virtual economy.

In response to Covid-19 ReadWrite has done the following:

- Developed 100% digital product suite and engagement tools

- Reduced pricing on long-term media engagements

- Updated sponsorship model to mitigate-risk for new partners

- Flexible sponsorship terms and no minimum budget requirement

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Why Work with ReadWrite?

ReadWrite has been a leading technology and business blog since early 2003. We work with the industry's top technologists, thinkers, and companies to tell stories that drive this world forward.

Our emphasis on community development coupled with rich data insights has enabled us to build a segmented, vertical-rich database of business and technology leaders.

We develop each partnership by carefully mapping our customers' use case with our platform's capabilities. We develop content, run targeted campaigns, and produce high-value leads that result in critical revenue gains.

Our Partners Include

Who Do We Reach?

ReadWrite leverages our vertical-rich media platform to reach millions of business and technology professionals across the globe. Our assets include the ReadWrite publication, social media channels, opt-in database, and several syndication and media partners.

500K
Average Monthly Pageviews

1.8M
Social Media Followers

1.2M
Database Subscribers

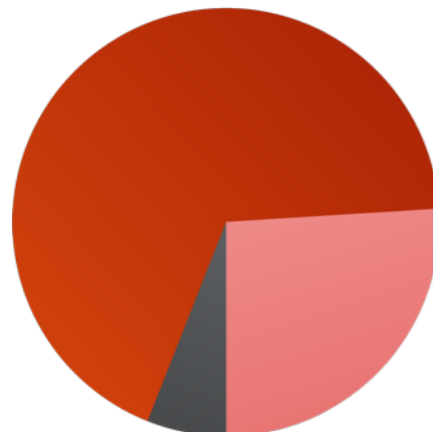## Our CxO & Enterprise Reach

Company Titles

- 34% Engineering & Technical
- 30% Operational Management
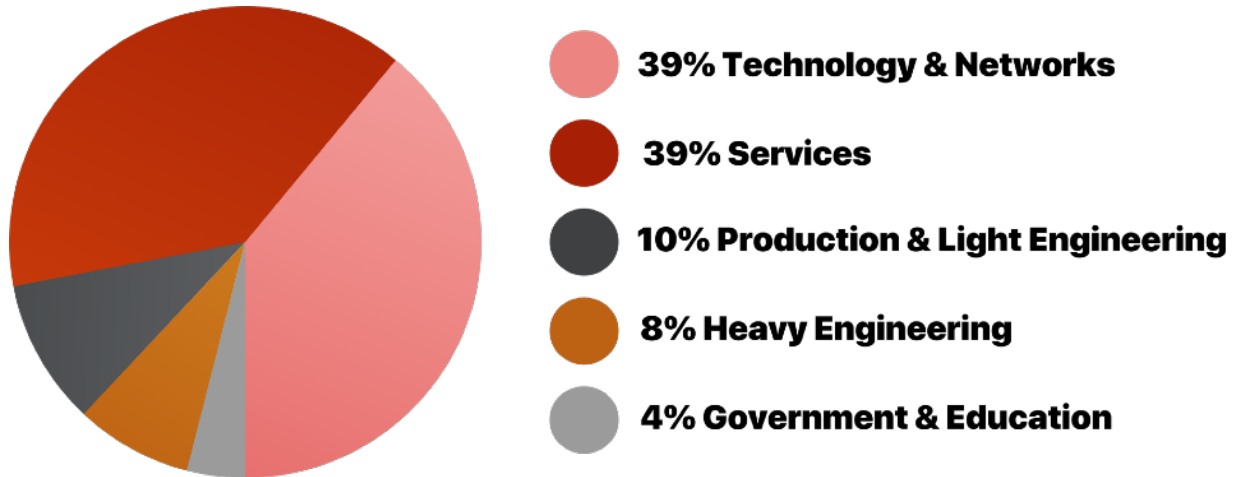- 28% Executive Management
- 8% Associate & Other

Company Size

- 68% 1001-10,000+
- 26% 11-1000
- 6% 1-10

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Industry Breakdown

Below we've outlined how our database is segmented by industry:

- 39% Technology & Networks
- 39% Services
- 10% Production & Light Engineering
- 8% Heavy Engineering
- 4% Government & Education

■ Technology & Networks

- Information Technology
- Computer Software
- Hardware & Networking
- Consumer Electronics
- Internet Services
- Semiconductors
- Telecom & Wireless
- Gaming
- AR/VR
- Blockchain

■ Services

- Consumer Goods & Services
- Media & Entertainment
- Healthcare
- Banking & Finance
- Retail & Hospitality
- Legal
- Business Services

■ Production & Light Engineering

- Farming & Food Production
- Transport & Logistics
- MFG & ENG
- Automotive

■ Heavy Engineering

- Building & Construction
- Heavy Industry
- Energy, Utilities, and Chemicals

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ReadWrite Sponsorship Model

At ReadWrite we value long-term partnerships over a one-off advertising deal. We invest early in relationships and work with our partners to build engaging and relevant content for the ReadWrite audience.

We leverage this content to create interest and demand for our partners' products and services. This creates a natural advertising model that cultivates a community of engaged high-value prospects for our partners.

Our standard engagement for new partners looks like this:

Budget & KPI Analysis

Campaigns are designed to deliver on partner KPIs and budgets. This approach provides a clear understanding of what will be delivered and at what cost.

Strategic Planning & Proposal

Each campaign is purpose-built. We start with partner requirements and cross-reference with internal data from similar success stories. Then we select the right media resources that best meet our partner KPIs.

Pilot Campaign & Asset Testing

Each campaign kicks off with a pilot. The campaign strategy and assets are tested to reduce risks, and to ensure we can achieve the expected results.

Campaign Launch

A full-scale campaign launches only after we've fine tuned the assets and media resources.

Campaign Analysis & Renewal

Once deliverable targets are met, the ReadWrite team analyzes the engagement and provides our partners with relevant data and statistics. We leverage best practices to build additional campaigns to drive more business.

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Content Creation & Promotion
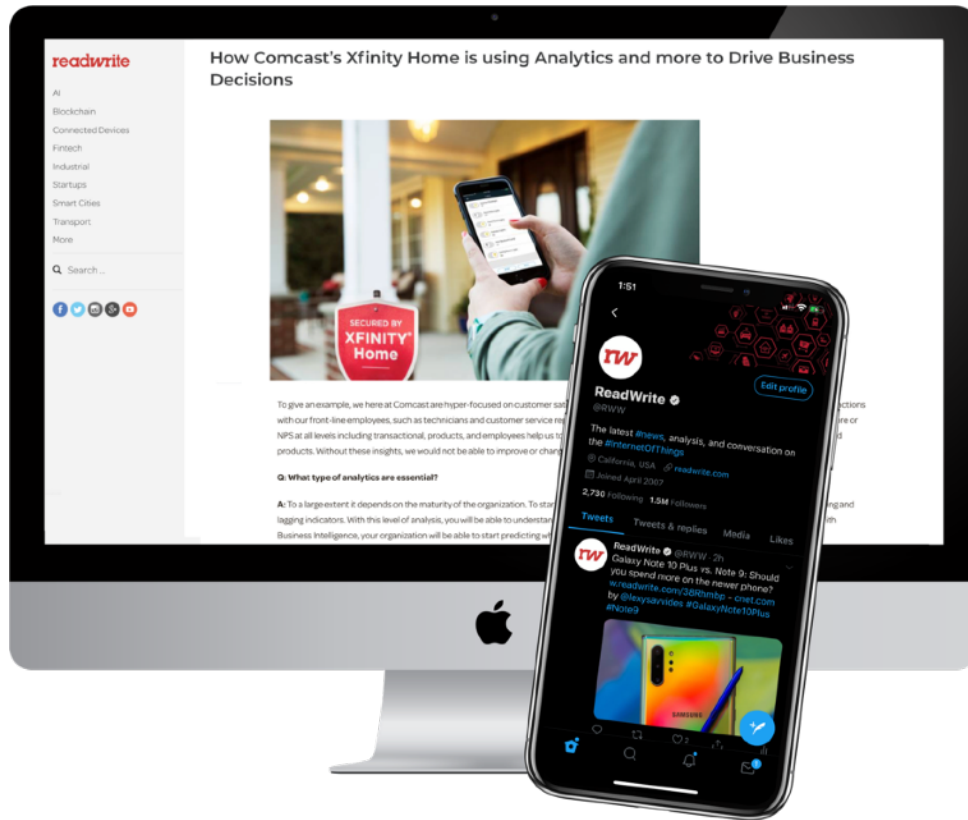
What you can expect from ReadWrite content creation & promotion:

■ Sponsored Articles

- Articles are written by a ReadWrite analyst or co-authored with sponsor
- Featured on homepage for 7 days
- Establishes thought leadership
- **3:52 average** time on page
- **100K** impressions

■ Social Media Promotion

- Sponsored posts promoting your content or event
- Campaigns include 10 posts across Twitter, LinkedIn, and Facebook
- **500K+** impressions per campaign

■ Display Inventory

- Custom creatives displayed on ReadWrite homepage and target categories
- 728x90 for maximum visibility
- **1M+** average monthly impressions

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Lead-Generation Programs

ReadWrite tracks tens of thousands of companies across our platform. We build custom email lists based on your targeting criteria to deliver engaged high-value leads.

What you can expect from ReadWrite Lead-Generation Programs:

■ Email Promotion

- Reach **200K subscribers** every week depending on community selected
- Industry leading **40% open and 10% click rates**
- Direct 1:1 email promotion and newsletter inclusion

■ Consulting & Advisory Services

- Digital asset creation and testing
- Pilot tests to ensure lead-quality and targeting match
- Analytics and actionable data insights

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Case Studies

ReadWrite and Microsoft have partnered the last 3+ years to grow its IoT business unit. ReadWrite built an end-to-end digital marketing campaign to drive registrations and awareness for Microsoft's in-person and virtual events.

KPIs: 2,000 registrations and 3M Impressions

Target Audience: End Customers, ISV/SI, and OEM/ODMs and or developers/practitioners in IoT

Titles and Geo: GM/Director/Manager or above from North America

Here's what ReadWrite delivered for the 2020 partnership:

- **115% of registration KPI** (2,300 registrations)
- **166% of impression KP**I (5M+ impressions)
- 98% of registrations from North America

- 31% CxO/VP/Owner and 54% GM/Director/ Manager (64% technical)
- 21% End Customers (energy, manufacturing, healthcare, retail), 27% ISV/SI, and 19% OEM/ ODM

"ReadWrite has been a great media partner to work with over the past year. As a team, they are proactive, goal-oriented, and willing to take the extra steps needed to achieve the best possible results for their client – from A/B testing to continually refining the target audience."

Justin Slade
Director IoT Partner Marketing

Case Studies

ARROW

Arrow Electronics relied on ReadWrite to expand its cloud storage business. ReadWrite created a 5-part webinar series, including content creation, email promotions, and webinar hosting for a highly specific customer profile.

KPIs: 250 registrations per webinar (1,250 total)

Target Audience: OEM/ODMs, ISVs, MSPs, SIs in IoT with segmentation on cloud vs. embedded

Titles and Geo: GM/Director/Manager and or system architects, engineers, and developers

Here's what ReadWrite delivered for the 2020 partnership:

- **118% of registration KPI** (1475 registrations)

- ~45min average session in webinar

- 80% Mgr, VP or above, 65% technical management

- 21% SI, 14% MSP, 13% ISV, 20% OEM, 32% Other

"I have worked with many media companies and ReadWrite stands out as the best in terms of support and overall engagement to help clients meet objectives."

Lalitha Oruganti
Principal Consultant
ARROW

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Let's Get Started

We are excited to continue to push the boundaries and innovate to create lasting value for our community and partners.

We know these are unprecedented times so we're ready to go above and beyond to deliver results.

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Ready to get the conversation started? Get in touch with our team today!

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