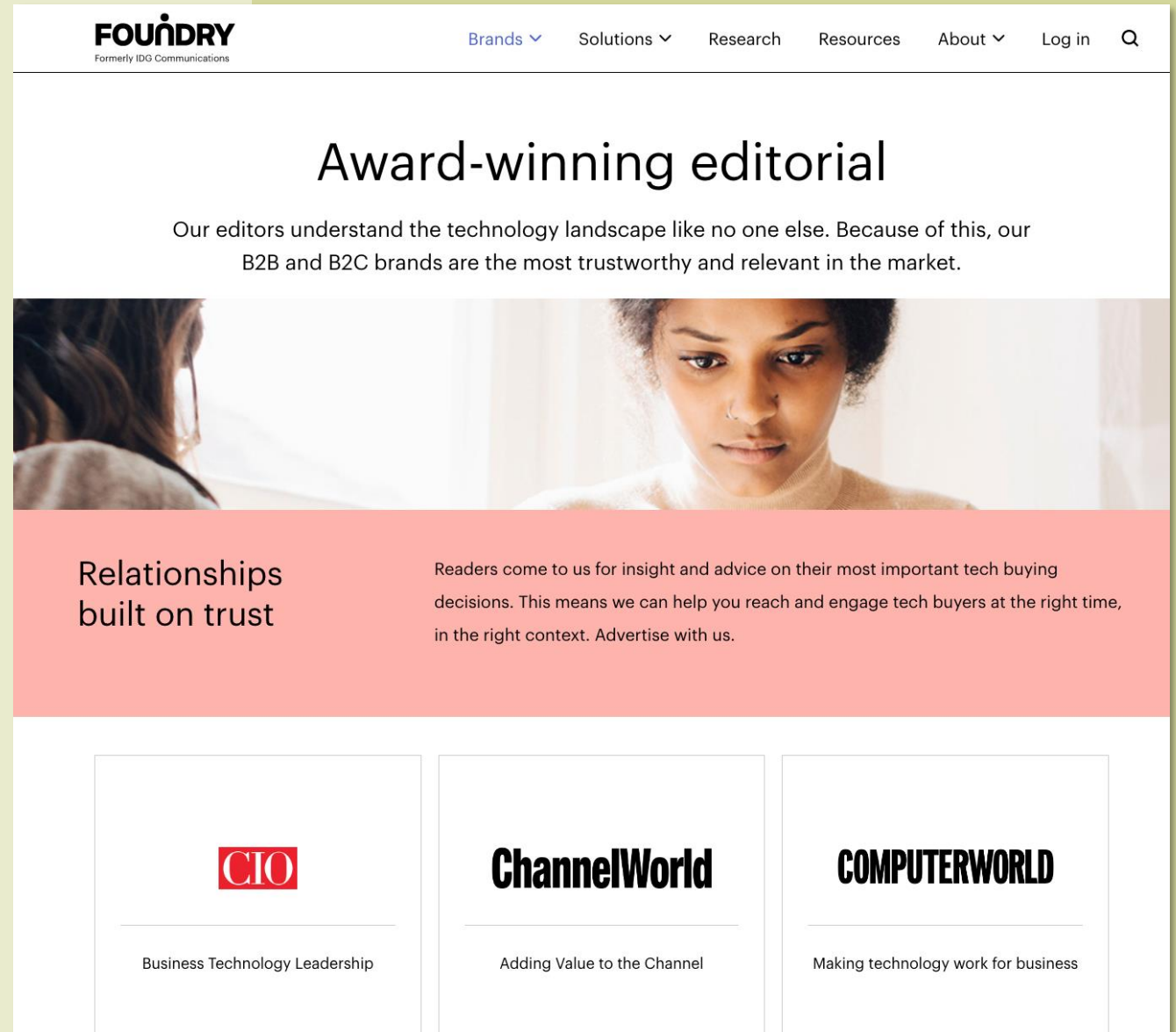# FOUNDRY

Foundry audiences and turnkey advertising

Foundry Ads Media Deck

Foundry is the #1 global database of technology buyers with over 55 years of award-winning editorial experience covering the evolving technology landscape.

Award-winning editorial

Our editors understand the technology landscape like no one else. Because of this, our B2B and B2C brands are the most trustworthy and relevant in the market.

Relationships built on trust

Readers come to us for insight and advice on their most important tech buying decisions. This means we can help you reach and engage tech buyers at the right time, in the right context. Advertise with us.

CIO
Business Technology Leadership

ChannelWorld
Adding Value to the Channel

COMPUTERWORLD
Making technology work for business

What powers Foundry?

Real relationships

Foundry's unmatched global audience is built for tomorrow's post-cookie world, with a dataset that has offered their permission to engage with our content, our partners and your brand.

And behind that is Foundry's people, with decades of domain expertise that can quickly deliver the results you need to power your business.

Real data

Our proprietary data, delivered at a global scale, gives us the precision you need to quickly identify and engage the right people at the right moment, and then track those people dynamically.

Real results

You want the ability to deploy campaigns quickly, find the leads that can drive the most success from your efforts, and be able to understand your audience journey to make future campaigns more effective.

FOUNDRY

Tech expertise for work, home, and play

- Our product is engagement with a defined, influential audience.

- Our editorial USPs are deep domain expertise, in a trusted environment.

- We publish award-winning written and multimedia content across multiple platforms.

- We address the tech needs of real people, from work to home, and everything in between

- We hold ourselves to the highest standards of journalism.

B2B brands

CIO

COMPUTERWORLD

CSO

InfoWorld

NETWORKWORLD

B2C brands

PCWorld

Macworld

TechHive

TECH ADVISOR

FOUNDRY

B2B brands with established audience relationships

Quality content tailored to all stakeholders across the buyer's journey

CSO	InfoWorld	CIO	COMPUTERWORLD	NETWORKWORLD
Business risk leadership	Building the nextgen enterprise	Business technology leadership	Making technology work for business	From the data center to the edge
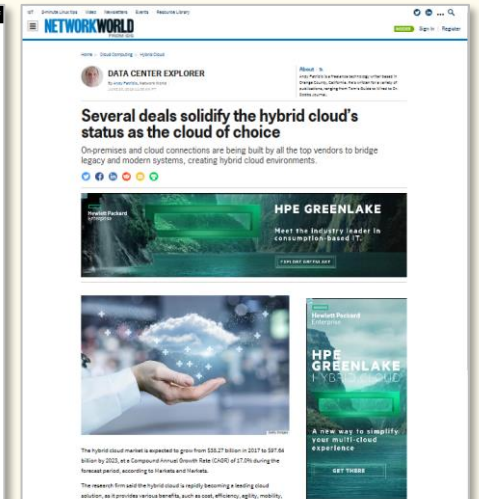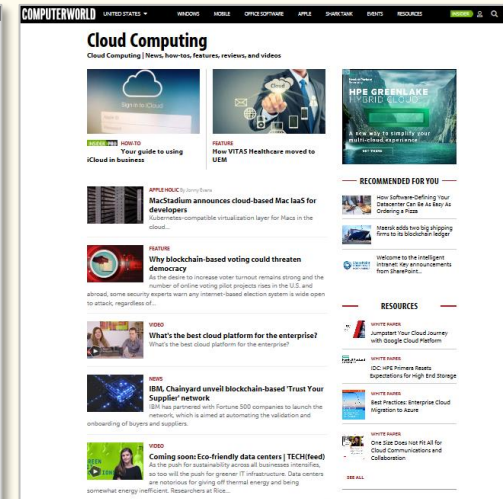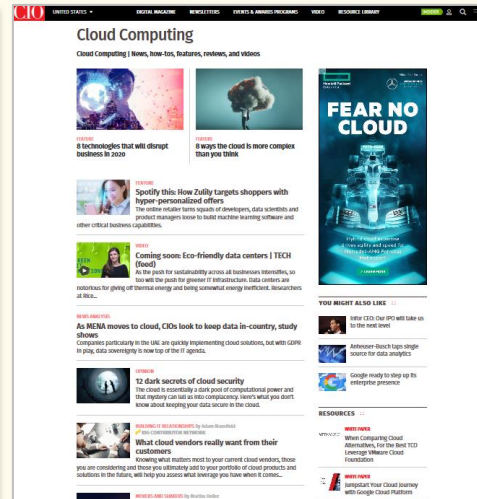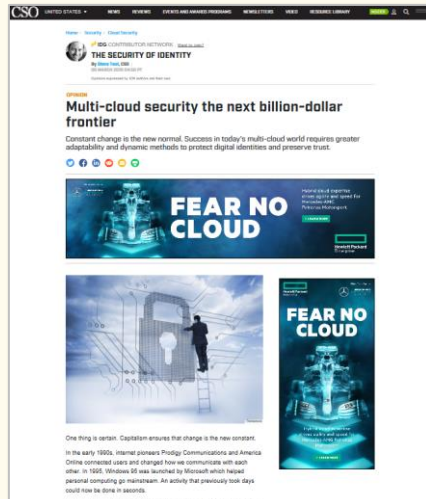
908K	1.4M	2.7M	6.9M	888K
views per month	views per month	views per month	views per month	views per month
CSOs, CISOs, Enterprise Security Decision-Makers	Developers IT Architects	CIO Business Execs	Enterprise IT, Management, LOB, SMB	Network Management, Data Center Managers

FOUNDRY

Consumer brands that guide everyday tech purchases

Covering the technology used everyday from home, car, or in the cloud

PCWorld
Navigate the PC ecosystem
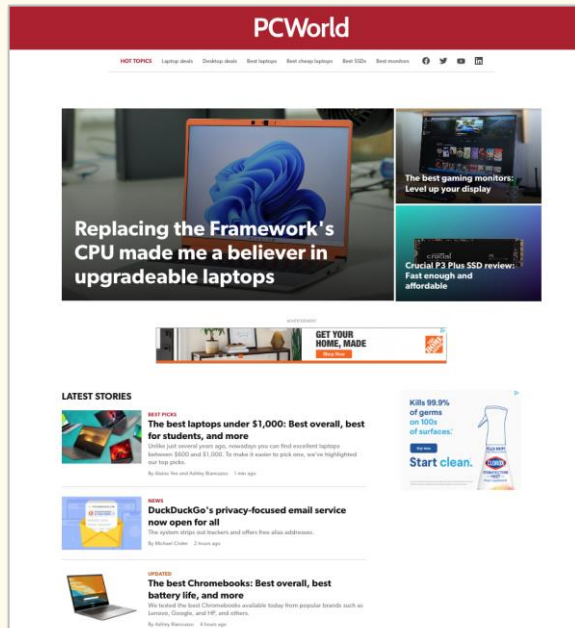
Macworld
All things Apple

TechHive
The connected home

TECH ADVISOR
Covering all consumer tech needs
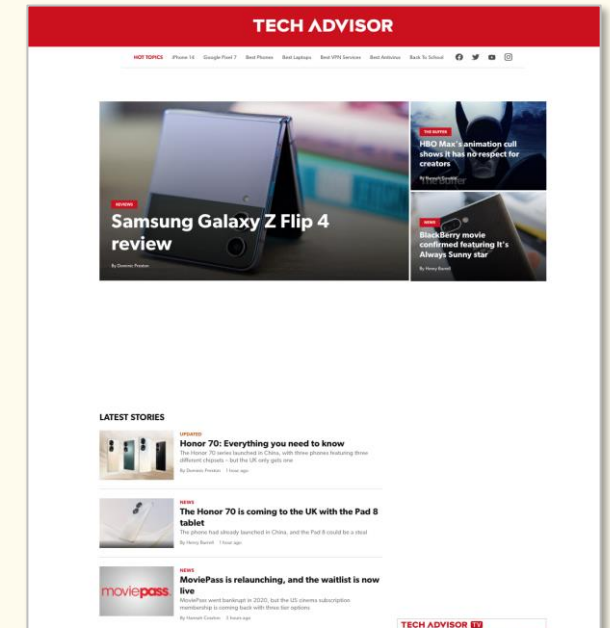
6.7M	6.3M	3M	5.4M
views per month	views per month	views per month	views per month

The power of quality relationships

Marketers are prioritizing their branding efforts on premium sites

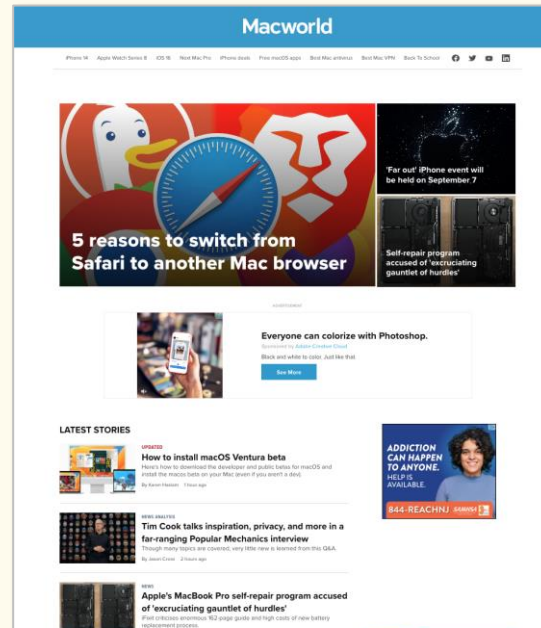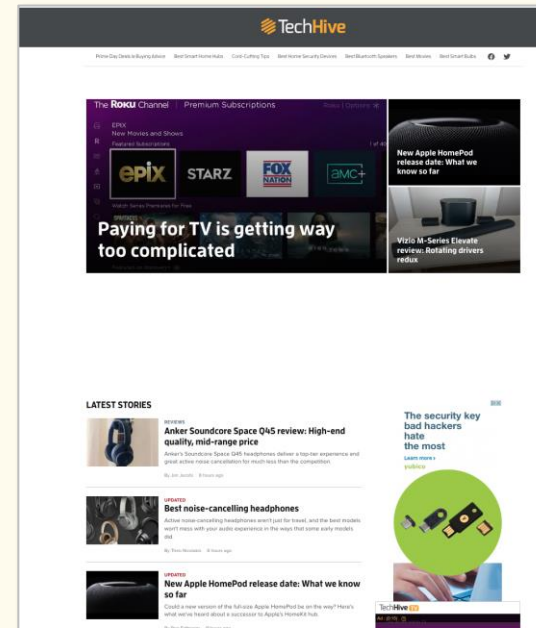Foundry reaches the most influential tech buyers in an environment they trust. Our **100% brand safe** and **privacy compliant** brands help solve concerns marketers have about brand safety, quality data, viewability, transparency and accurate targeting.

- Global partner of **IAS**

- Implemented **Ads.txt**

- Average viewability of **70%**

- **Sensitive** advertiser categories blocked

- Quality and relevant ad environment – **closed** to Open Auction clutter/noise – 100% direct sold inventory

- 100% GDPR compliant database of **300M+ ITDMs and purchase influencers**
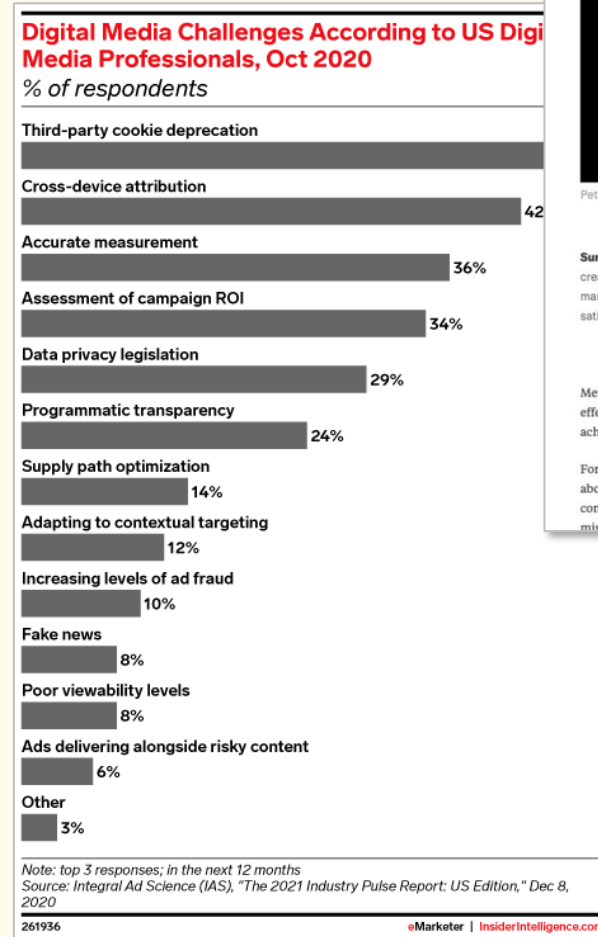
Marketing

Do Your Marketing Metrics Show You the Full Picture?
by Paul Magill and Christine Moorman
April 04, 2022

Peter Dazeley/Getty Images

Summary. To provide a full view of creating a marketing road map that i marketing campaigns, the role of ma satisfaction, the value of the brand...

Metrics matter. T
effectiveness of k
achieved.

For marketers, th
about how we vie
contribute to the
misleading or un

05-20-22

Say your final goodbyes to third-party cookies and say hello to first-party data

The "demise" of cookies means brands no longer have individual consumers' data at their fingertips and they need new ways to collect and sort this valuable information.

[momius /AdobeStock]

PUBLISHERS

Dotdash Meredith CEO Neil Vogel: Contextual 'Beats Cookie-Based Advertising' Every Time

By Anthony Vargas
Wednesday, February 16th, 2022 – 5:22 pm   Share:

Digital Media Challenges According to US Digi Media Professionals, Oct 2020
% of respondents

Third-party cookie deprecation	
Cross-device attribution	42
Accurate measurement	36%
Assessment of campaign ROI	34%
Data privacy legislation	29%
Programmatic transparency	24%
Supply path optimization	14%
Adapting to contextual targeting	12%
Increasing levels of ad fraud	10%
Fake news	8%
Poor viewability levels	8%
Ads delivering alongside risky content	6%
Other	3%

Note: top 3 responses; in the next 12 months
Source: Integral Ad Science (IAS), "The 2021 Industry Pulse Report: US Edition," Dec 8, 2020

261936   eMarketer | InsiderIntelligence.com

Our commitment to editorial excellence delivers a trusted content environment

- **Over 50%** of revenue invested in editorial

- **175 full-time editors** in 16 countries

- **1,500** highly vetted contributors

- **Over 200** independent awards won in last 4 years

FOUNDRY

Our relationships, quantified

55+

Years of technology content expertise

230+

Identified keywords rank in the top 5 on Google searches

16K+

Global tech event attendees 90 countries

625K+

Active editorial newsletter subscribers (56 editions)

5.3M

Social followers

FOU∩DRY

Our relationship scale

117.4M
Annual global unique visitors

North America

32.9M	48.7M
Unique visitors	Views

373.2K
Newsletter subscribers

Latin America

2.1M	2.9M
Unique visitors	Views

Europe / Middle East / Africa

63.1M	171M
Unique visitors	Views

215.8K
Newsletter subscribers

Asia Pacific

19.3M	26.4M
Unique visitors	Views

36K
Newsletter subscribers

Expanding our brand footprints (2020-22):

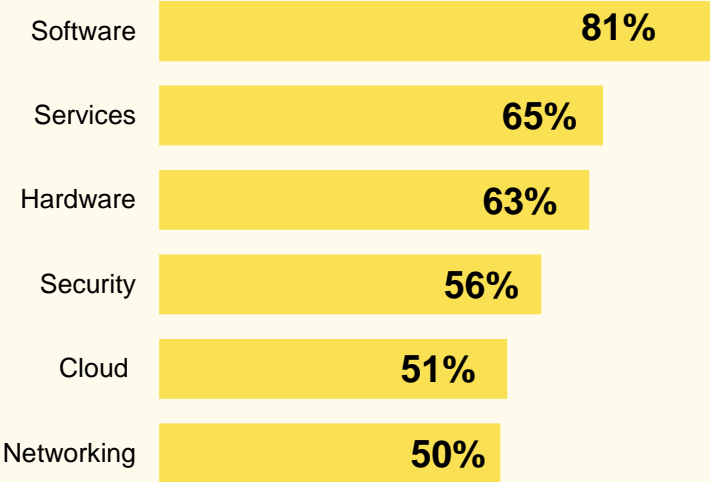CIO: Canada, ASEAN, Middle East, Africa
CSO: Germany
Network World: Asia

Reaching audiences with spending power

96%
Take action after visiting Foundry sites

Involved in the business purchase of

Category	Percentage
Software	81%
Services	65%
Hardware	63%
Security	56%
Cloud	51%
Networking	50%

Plan to purchase for use at home in the next 12 months

Category	Percentage
Computers	57%
Computer accessories	50%
Computer components	41%
Televisions	38%
Printers	36%
Streaming services	32%
Smart home	27%
Wearables	24%
Security & Productivity	23%
Streaming hardware	17%
Gaming	13%
Virtual AI assistants	5%
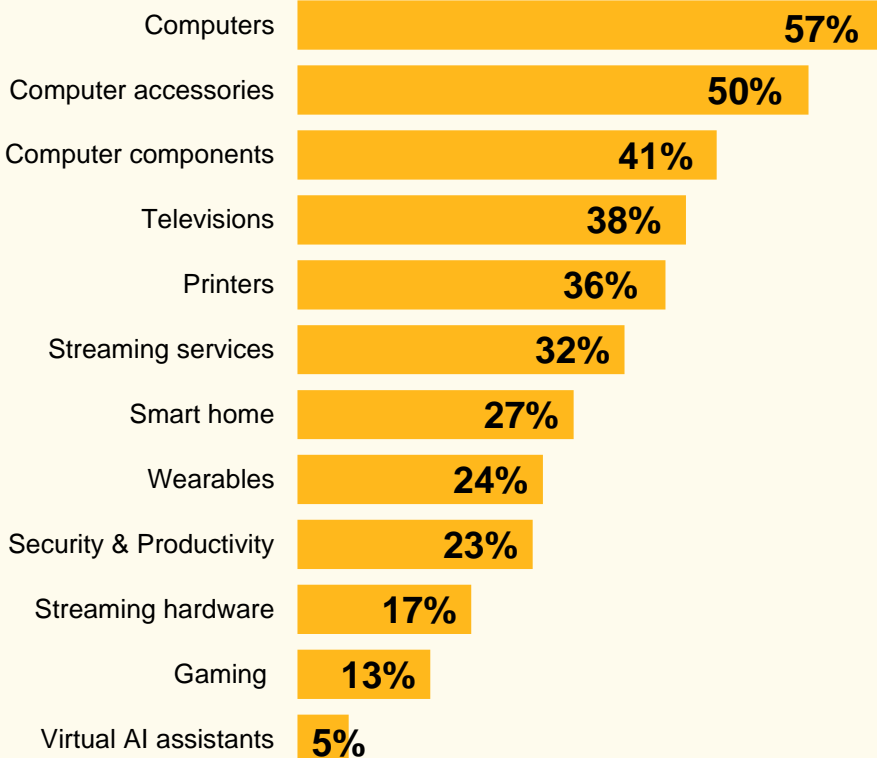
FOUNDRY

Access to buyers throughout purchase process

20

stakeholders in the tech purchase process

Our brands reach them all

Position	CIO Business technology leadership	COMPUTERWORLD Making technology work for business	CSO Business risk leadership	InfoWorld Building the NextGen enterprise	NETWORKWORLD From the data center to the edge	FOUNDRY B2B overview Media data services
Online page views per month	**2.7M**	**6.9M**	**908K**	**1.4M**	**888K**	**12.8M**
Online unique visitors per month	**1.6M**	**4.1M**	**630K**	**964K**	**583K**	**7.9M**
Company size: 500+	61%	51%	55%	49%	45%	52%
IT Manager +	59%	45%	56%	45%	60%	53%
LOB	14%	11%	12%	8%	10%	11%
Local Market Websites	US, UK, Germany, Sweden, Netherlands, Spain, Australia, New Zealand, India, Canada, Ireland, Portugal, Korea, Africa, ASEAN & MEA	US, UK, Germany, Sweden, Australia, New Zealand, Spain, Portugal, Poland, Netherlands, India, Korea, ASEAN	US UK Germany Australia India ASEAN	US UK	US UK Asia	

Educating tech influencers

58%

Are sought after for advice and recommendations about tech products and services

	Macworld	PCWorld	TechHive	FOUNDRY B2C overview
Online page views per month	6.3M	6.7M	3M	16.3M
Online unique visitors per month	4.2M	4.4M	2.2M	11M
Mobile/tablet traffic	47%	36%	64%	55%
Household income	$122K	$100K	$102K	$110K
Purchases made via site	$8M	$25M	$4M	$37M

Turnkey solutions

Our portfolio of solutions drive actionable results

- Audience extension
- Topic sponsorship
- Native sponsorship
- Events
- Content promotion
- Branded editorial posts
- Brand-to-demand
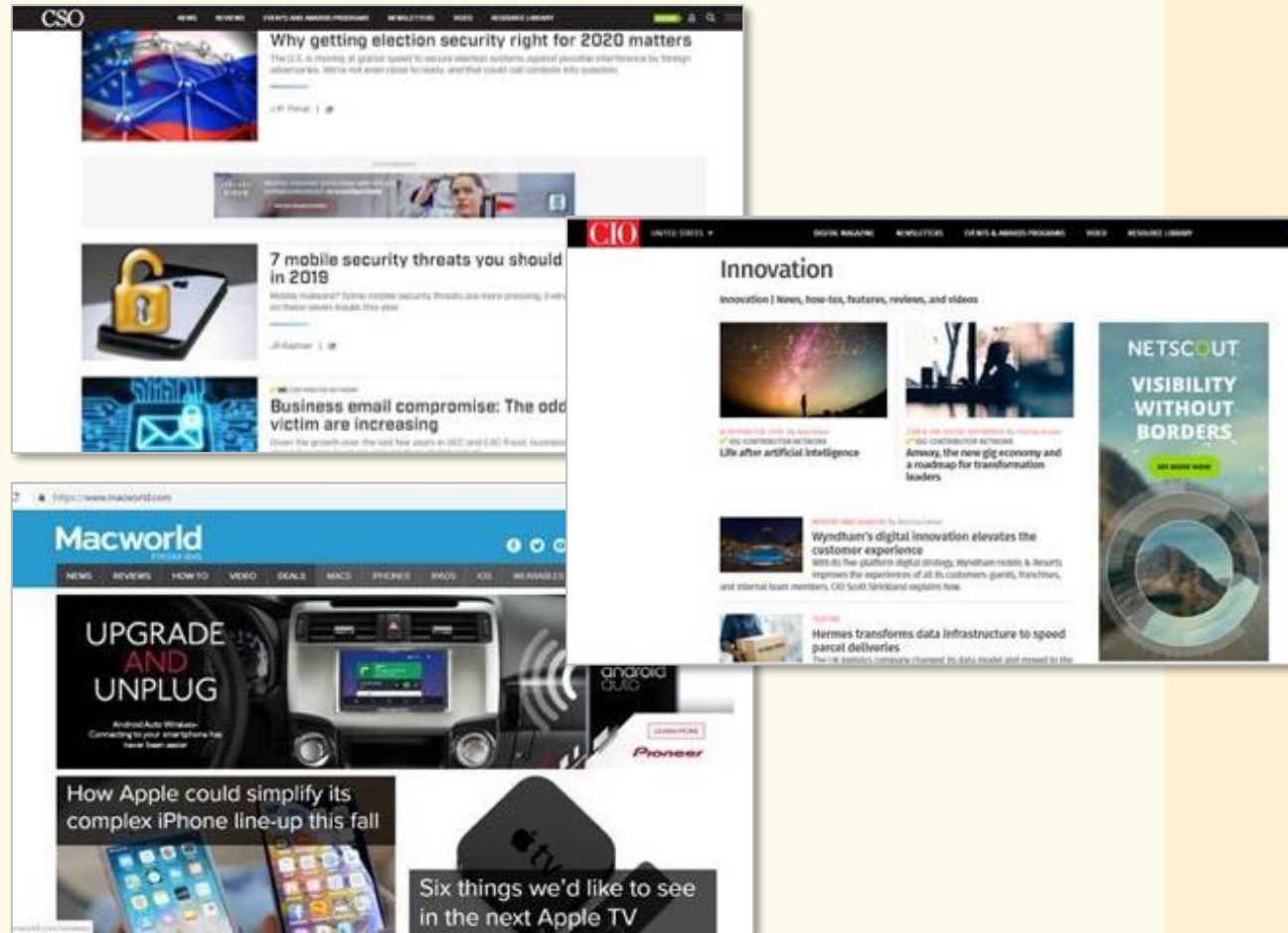
Formats

Native

Display

Video

Social

OTT

FOUNDRY

Our solutions activate audiences across the funnel

Foundry Solutions

Customer Needs

High impact contextual & target audience display media → **Consideration**

Thought leadership via topical & native sponsorships → **Discovery**

On and off domain audience extension & content promotion → **Engage**

Brand-to-demand activation designed to fulfill on buyer's journeys with multiple touchpoints for deep engagement → **Purchase**

FOUNDRY
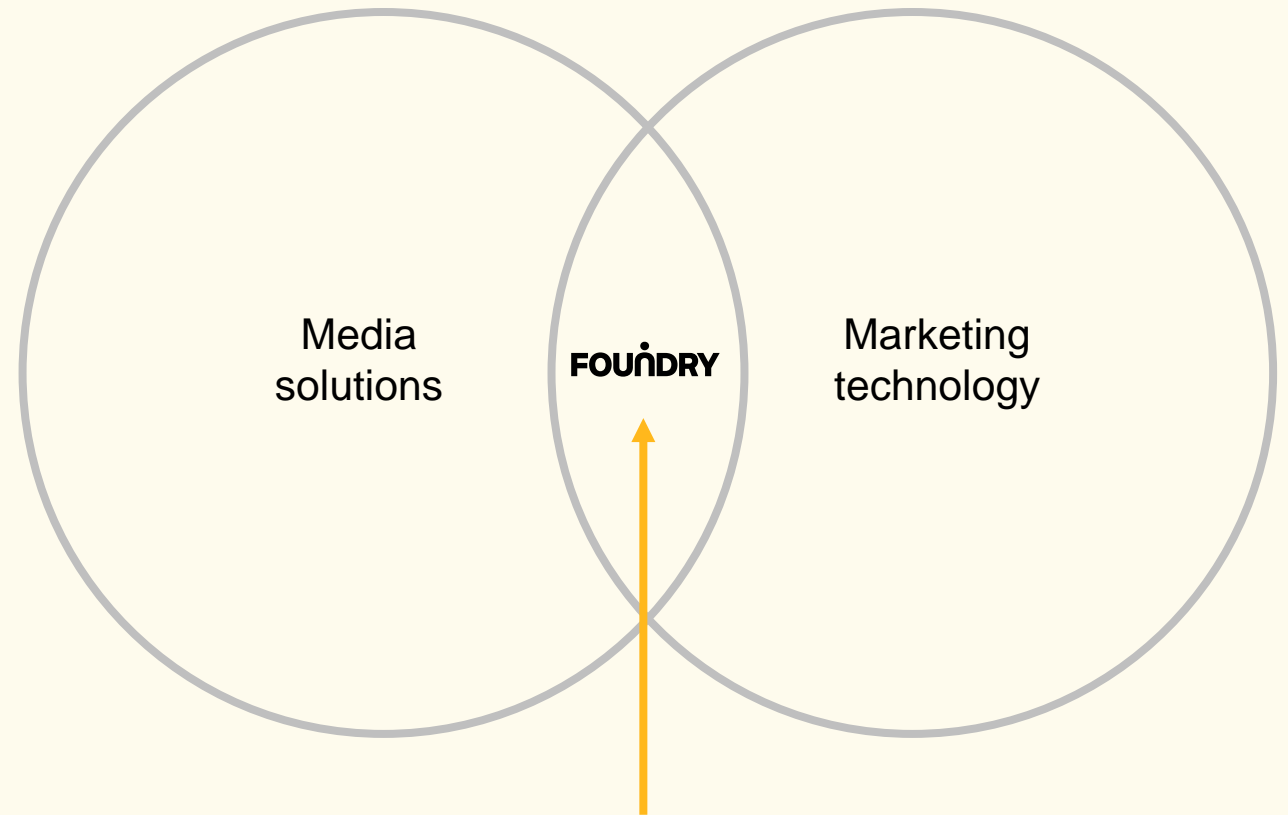
Built for performance

At Foundry, we have transformed our company by integrating our high-quality audience and our marketing technology with first-party data to drive your performance. And we do this at a global scale.

Media solutions

FOUNDRY

Marketing technology

Built on our first-party relationships and data

Foundry delivers

The right relationships

Across our award-winning editorial brands, Foundry **reaches the right buyers at the right time who can quickly deliver the results** you need to power your business.

The right data

Our **proprietary data informs our program strategies** to ensure that our solutions drive interest, engagement, and leads to fuel your pipeline.

The right results

We deliver unrivaled **account** & **contact-level intent, uncovering the leads** that will drive the most success from your efforts.

Foundry helps buyers make the smartest technology purchasing decisions; **building quality relationships** that fuel our **full-service global media, data,** and **marketing services** capabilities, which connect our customers with their audience.

FOUNDRY

How can we help you deliver real results?

- Let's discuss next steps.

FOUNDRY