# Technically

A news organization that helps you connect with our community of technologists and entrepreneurs.

# 2022 Media Kit

# REACH

Each month, we reach more than 150,000 diverse technology professionals, including hard-to-reach software engineers, entrepreneurs and more.
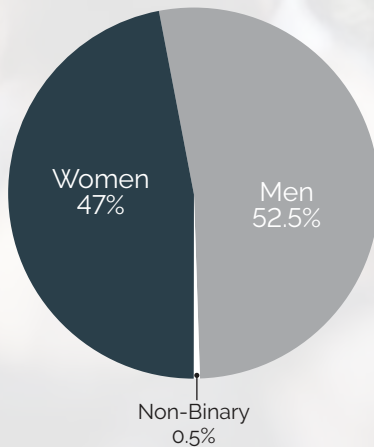
**150k** unique readers per month

**174k** pageviews per month

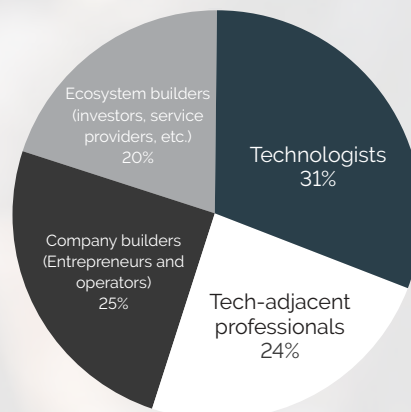**1.1m** impressions per month, across web, email, and social
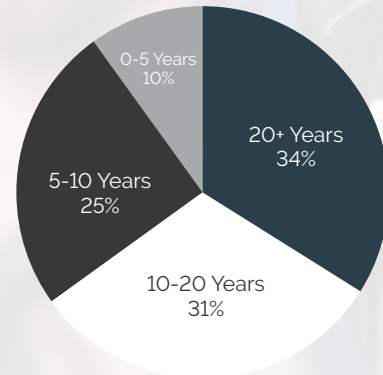
# DEMOGRAPHICS

## GENDER IDENTITY

Women 47%

Men 52.5%

Non-Binary 0.5%

### DIVERSE
Nearly 1 in 3 Technical.ly readers are people of color

## ADVANCED

Ecosystem builders (investors, service providers, etc.) 20%

Technologists 31%

Company builders (Entrepreneurs and operators) 25%

Tech-adjacent professionals 24%

## EXPERIENCED

0-5 Years 10%

20+ Years 34%

5-10 Years 25%

10-20 Years 31%

# ENGAGEMENT

### Local
80% of readers say they rely on Technical.ly to keep informed about their hometown

### Loyal
Nearly half of Technical.ly readers engage with us weekly;
20% do so daily

### Career-Minded
34% of readers use Technical.ly to research job opportunities;
25% use us to identify business opportunities business opportunities

### Engaged
Technical.ly readers spend an average of 2 minutes and 42 second on each page, and our newsletters boast between 25%-40% open rates

### Curious
54% of our readers use Technical.ly to be inspired by new ideas;
30% look to learn about other tech economies;
48% use us to meet new people

### Innovative
Technical.ly readers overwhelmingly identify as entrepreneurial and inventive, including early adopters and trend-setters

# PERSONAS

### Technologists and Tech-Adjacent Professionals
Both active and passive jobseekers, and decision makers

### Company Builders
Entrepreneurs, operators and HR professionals, all of whom are budget holders

### Ecosystem Builders
Investors, policymakers, econ dev execs, service providers and more

# STRENGTH IN STORYTELLING

## PHILOSOPHY

• **Align your brand with trusted editorial**
  Our sponsored content is written by a curated network of local contributors.
• **Join an organic and impactful story**
  We use data to understand how to activate the highest reader engagement and community impact.
• **Gain credibility with an engaged audience**
  Our team collaborates with customers on earning brand recognition.

## APPROACH

• **From start to finish**
  We identify the story, produce the content, distribute it to the right audience and report on the results.
• **We know what works**
  Our team helps you make important decisions about the story you're trying to tell. What's in it for us? Great content for all.
• **Put it on the calendar**
  This is editorial you can count on. We'll publish the content timed to your marketing strategy.

## HEADLINES

**Highlight exciting projects your tech talent is leading**



**Give readers insight and behind-the-scenes access to your organization**



**Share your story of business growth**



**Use storytelling to strengthen recruitment and diversity efforts**

# TALENT

**Technical.ly Talent is the employer branding arm of our network.**

Technical.ly helps companies tell their employer brand stories to our diverse audience of tech and tech-adjacent professionals. This platform helps companies grow their hiring pipelines and amplify their employer brands.

# TALENT PACKAGES

### Talent Builder

Designed for early stage companies establishing their employer brand. We help broaden the company footprint to reach top talent in the Mid-Atlantic region and beyond.

Already have a compelling and effective Employer Value Proposition and looking for additional exposure? Planning on low to moderate headcount growth? This package is for you!

### Talent Pro

Our high-value, market tested offering for companies with moderate to high-growth plans who want to tell their full employer brand story, crafted with assistance from our talented team of writers and designed for maximum impact.

If you want to reach our network of professionals in multiple ways and understand the value of truly becoming a part of the dynamic Technical.ly community, you've come to the right place.

### Talent Enterprise

Designed especially for large corporations wanting the complete employer branding experience.

A perfect fit for large companies or workplaces who want to go all in on their employer branding efforts, this package offers the ultimate opportunity to engage with our community on all levels.

# CONTENT STUDIO

**Technical.ly Content Studio is the sponsored content and advertising arm of our network.**

We deliver engaging and authentic sponsored content and display advertising directly to a growing audience of people who care about local impact.

# CONTENT STUDIO | SPONSORED CONTENT

We work with clients to determine content marketing goals and we produce content that delivers impact. Articles stay online forever.

Content appears on the Technical.ly platform, on the homepage and article pages.

Links to the sponsored articles exist in a special module in our newsletter to drive traffic.

Content is promoted in our social channels, including Facebook, Twitter, and LinkedIn.
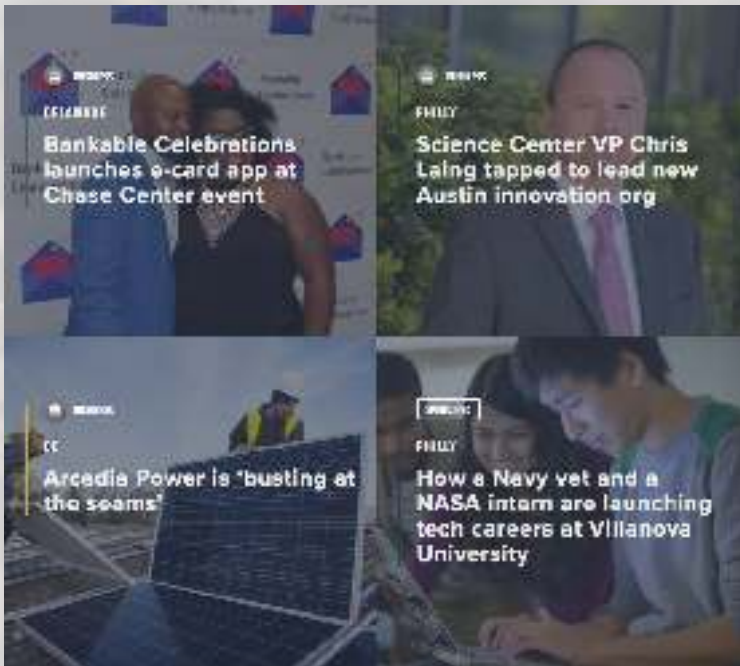
## AVERAGE COMMUNITY ENGAGEMENT

**500** PAGEVIEWS

**3:14** AVG TIME ON PAGE

# CONTENT STUDIO | SPONSORED CONTENT



**Bankable Celebrations launches e-card app at Chase Center event**

**Science Center VP Chris Laing tapped to lead new Austin innovation org**

**Arcadia Power is "busting at the seams"**

**How a Navy vet and a NASA intern are launching tech careers at Villanova University**



**Medical device companies find an ideal home in the UM BioPark**

**How a Navy vet and a NASA intern are launching tech careers at Villanova University**

Tyler Von Pein and Stephen Werpehowski took advantage of Villanova's College of Professional Studies, which offers courses that adapt to industry trends.

# CONTENT STUDIO | UNDERWRITING

Align with relevant subject matters scheduled to be covered by our Technical.ly editorial team in a given month. Each article would be branded with a "This month's topic underwritten by [your company]" label. It also supports providing a guest post on each underwritten topic. Monthly topics can be found on the Technically website.



## THE REALIST

- **STARTUPS**
- **CONNECTORS**
- **ENGINEERS**

Each article is branded with your company's logo.
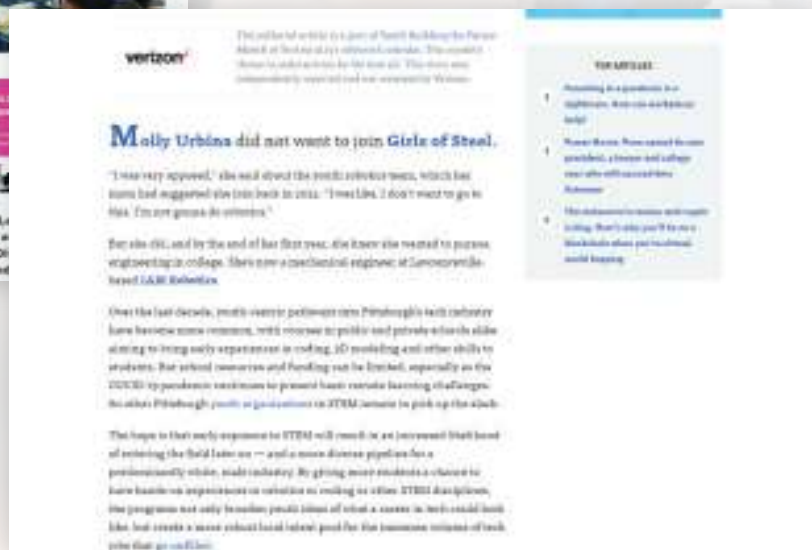
Each campaign includes at least four articles focused on that topic, including a guest post from the supporting company.

# CONTENT STUDIO

## DISPLAY ADVERTISING
## PLACEMENTS

Reach highly targeted audiences interested in how innovation and technology are shaping their lives. Special targeted audiences available, including HR pros and geo-targeted communities.

**Plan your marketing strategy around an audience you trust and content you believe in.**

We know how to connect with this community, with engaging editorial and clear distribution.

### 50,000+
Newsletter subscribers

### 150,000+
Unique readers comprised of entrepreneurs; technologists and innovation ecosystem supporters

**We offer 100% share-of-voice units appearing alongside editorial content on our sites and in our daily newsletters.**

A great way to increase visibility with the Technical.ly audience

**Premium**   site top - 970x250 | 300x250 | newsletter top - 600x300
**Standard**   site bottom -  970x250 | 300x250 | newsletter bottom -  600x300

### Website Placements

### Newsletter Placements

970x250

300x250

600x300

300x200

# ANNUAL EVENTS

**net//work**

A technology jobs fair showcasing vibrant companies seeking talent and talented people seeking work. Nothing stiff or stuffy about it. The companies at NET/WORK are psyched to show off their company culture — and get to know candidates outside of their resume.

**{DEV CONF}**

An annual "tasting menu" of pre-recorded technical talks and in-person discussions and networking with peers and fast-growing software teams. The Technical.ly Developers Conference is a professional development series featuring pre-recorded technical talks and in-person discussions for deeper dives.

**INTRODUCED 2022**
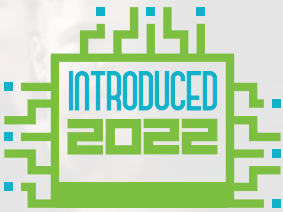
A learning series for company culture builders that culminates in an afternoon conference on building better companies. We introduce you to the ideas, people and opportunities that build better companies. Once a year Technical.ly brings together hundreds of entrepreneurs, business leaders, HR pros, and corporate innovation executives for a day of experience, engagement and activation.

**SUPER Meetup**

An annual gathering of local technical meetup group organizers and their members. The goal is to increase access to and visibility of technical user and support groups across memberships and those interested in supporting.

**Technical.ly Awards**

An annual awards series honoring impactful leaders, change-making companies and innovative technology products making communities better. Categories include Tech Community Leader, Invention, CTO, Startup, Growth Company and Culture Builder of the Year. Nominees are curated by the Technical.ly newsroom after a public call for suggestions, then voted on by the public.

# CLIENTS

# TESTIMONIALS

"Technical.ly is an insightful thought partner in our talent strategy. Their model is unique in the way it combines media with events and marketing."

COO

ARRO

"I'm grateful to have an online presence with a trusted, unbiased news source, so people can get an accurate message of who we are. Technical.ly has done a top notch job reflecting that"

CEO

smartlogic

"Everybody was always responsive and respectful in keeping us in the loop.
We appreciated the 48-hour deadlines."

Senior Manager
Marketing & Media Relations

Sc
science center

"Talent Pro allows us to be more visible in the Baltimore tech community through speaking engagements, sponsored articles, guest articles and unlimited job slots.
We hired a Director of Engineering through Technical.ly and highly recommend that you start your Talent Pro partnership today!"

Senior Recruiter

Kion

"Technical.ly allows us to build custom content to get right in front of tech jobseekers.
Not only will people learn about Perpay through Talent Pro but they'll be able to prepare themselves for an interview to join our team."

Talent Lead

perpay

''It's an amazing way to connect to technical and non-technical candidates in the Philadelphia market and an incredible way to connect with the Philadelphia community as a whole."

Manager, Talent Acquisition