Techstrong

2021 Media Kit

Tell Your Story the Most Powerful Way.

Who is Techstrong?

An Omniversal Tech Media Company.

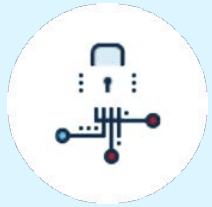
Techstrong is an omniversal tech media company covering IT industries and practices that are re-shaping the world of technology. Specifically, DevOps, cloud-native, cybersecurity and digital transformation are the communities we live in.

The Markets We Serve

Digital Transformation

DevOps

Cloud-native



Cybersecurity

Container Journal · DevOps.com · DevOps Institute · Security Boulevard · Techstrong Research · Techstrong tv

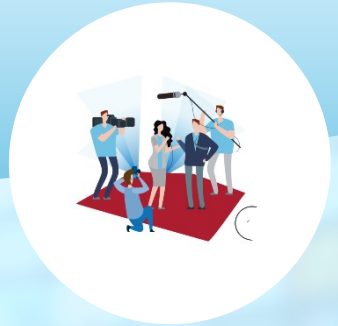
433K	13M	250+
Subscribers	Yearly Page Views	Sponsors

Webinars and Roundtables

Virtual Events

TechStrong TV Broadcasts

Video Production



What We Offer

Thought Leadership › Engagement › Leads

Analyst Research

Custom Content

Content Syndication

Blogs, Chats and Comics

DevOps.com

Security Boulevard

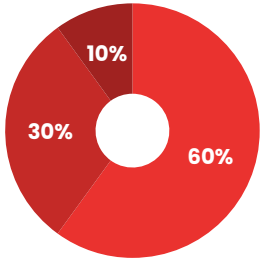
Container Journal

Techstrong tv

DevOps.com

Company Size*

*Based on revenue

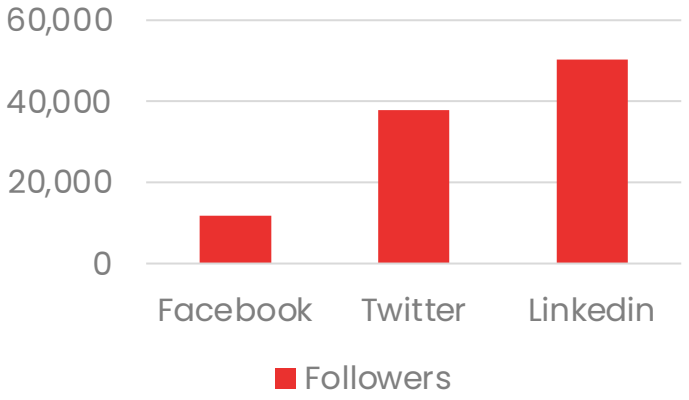


Enterprise **$1B**

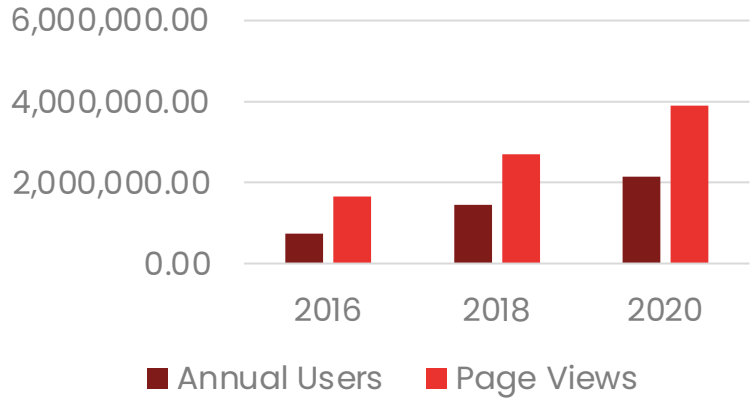
Midsize **$100M–$1B**

Small **<$100M**

Followers

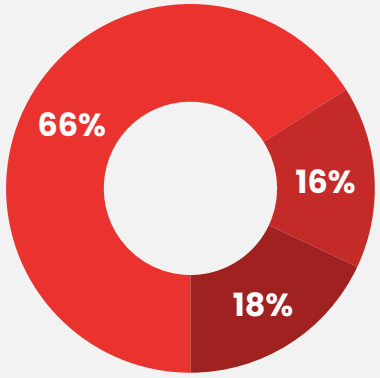


Annual Traffic



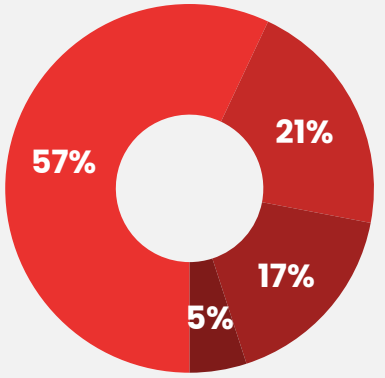
Job Titles

- Practitioners
- Executives
- Leadership



Regions

- North America
- APAC
- EMEA
- LATAM



Security Boulevard

Company Size*

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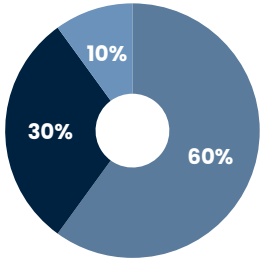

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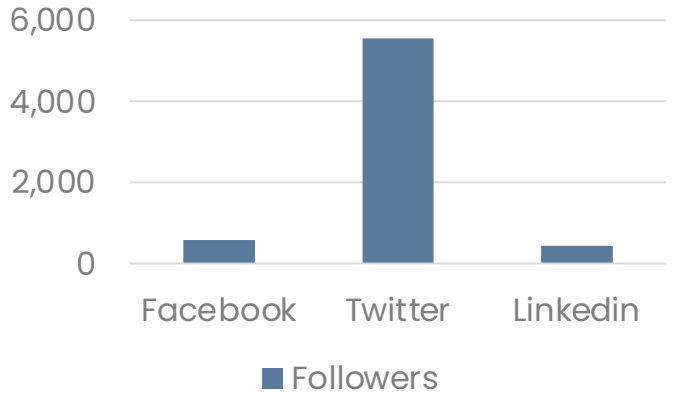

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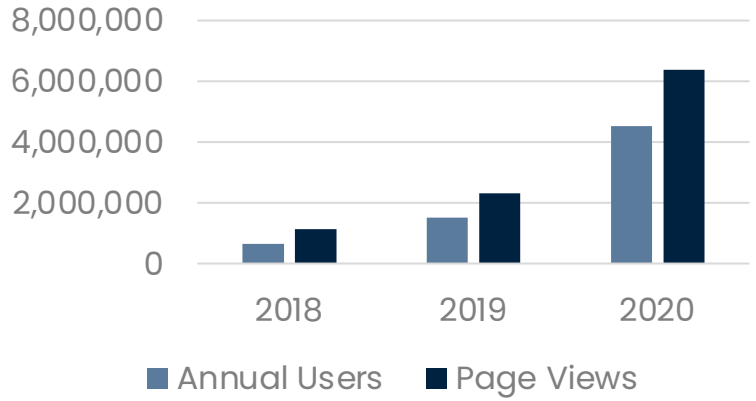

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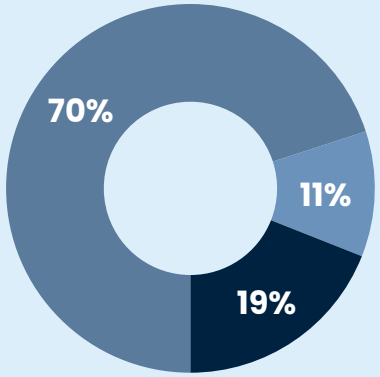

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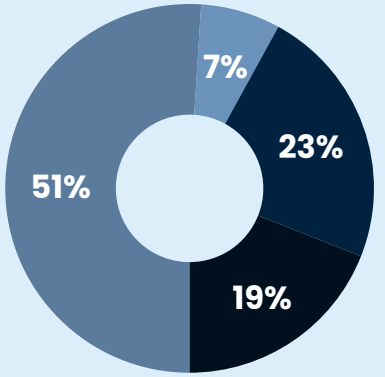

Container Journal

Company Size*

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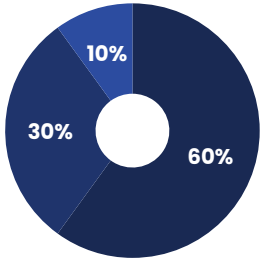

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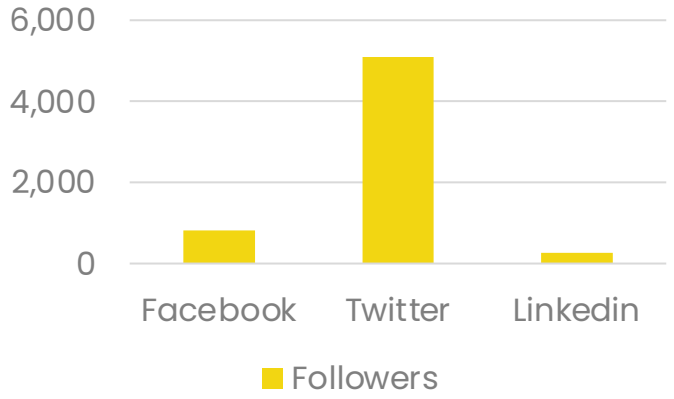

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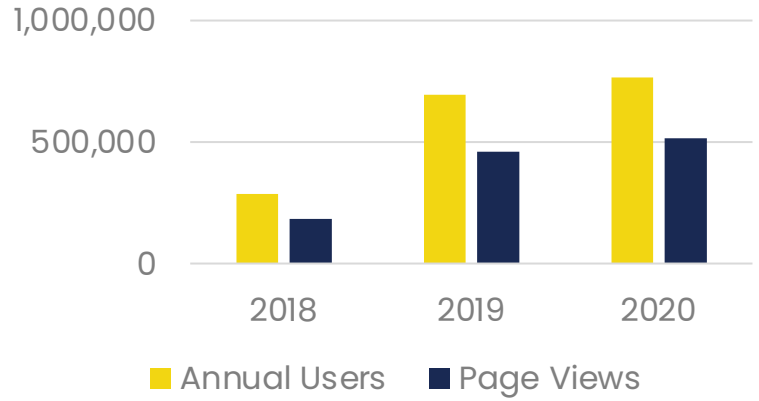

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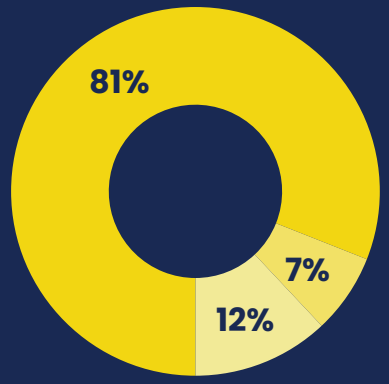

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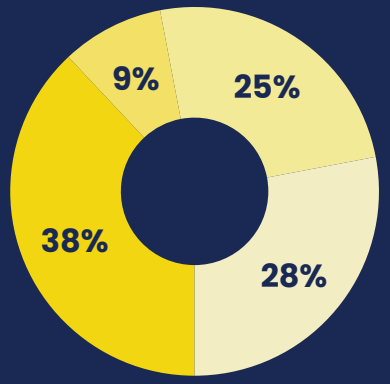


Broadcast

A groundbreaking broadcast platform featuring high-quality, engaging content related to all things IT and technology.

Techstrong tv

OFFERINGS

Video Production + Distribution + Sponsorships

Sponsors can produce and/or distribute content for both branding and lead generation campaigns.

Multiple Formats

Custom apps for smartphones and tablets

Channels on popular streaming platforms/hardware and, of course, via web browser.

Conversations with Tech Experts

Transformational leaders, innovators and experts sharing their insights and best practices

In-depth Coverage

Leading-edge companies and technologies

VIEW RECENT COVERAGE AT → **techstrong.tv**

10,000+

Daily Viewers

Past broadcasts are archived on **digitalanarchist.com**

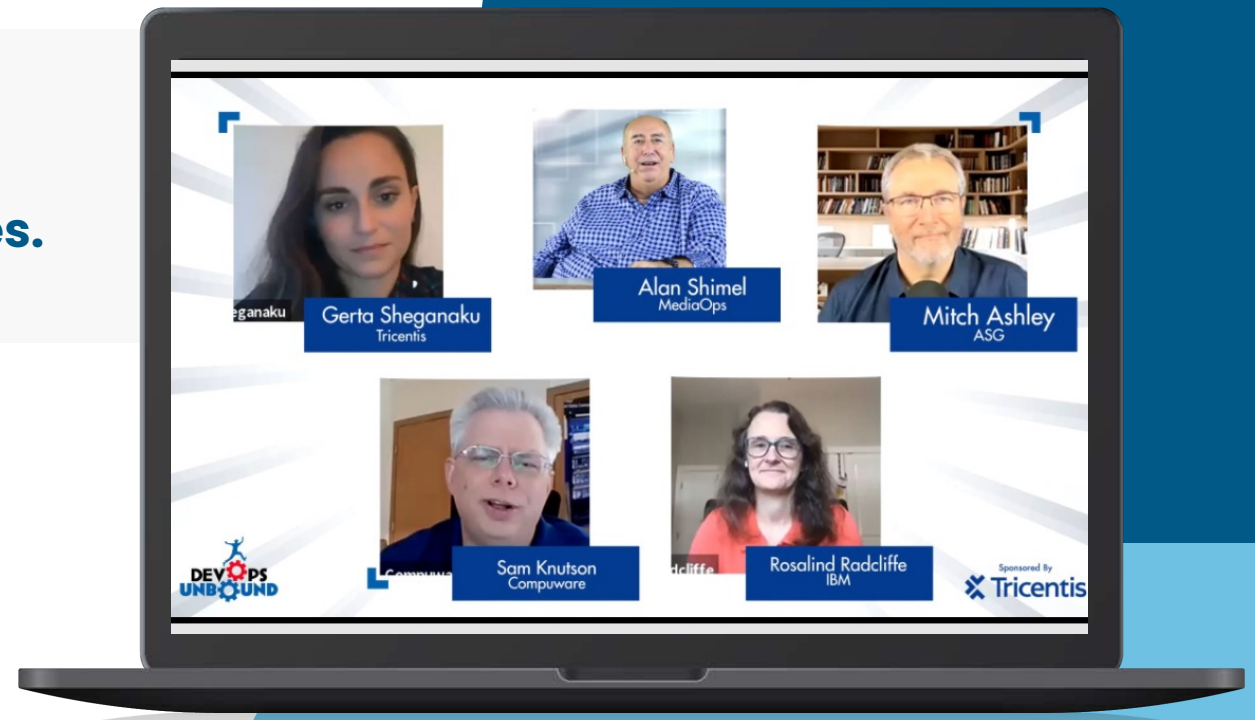
Content Pillar Programs

An integrated, multi-channel program customized to fit your needs.

Techstrong

BENEFITS

Convey thought leadership, branding opportunities and demand generation activities.



Infographic and Feature Article

- One Infographic, followed by TechStrong TV segment.
- Transcribed into a text feature article.
- Gating of infographic is optional.

Panel Roundtable Webinar

- Video roundtable panel discussion with client leadership as well as key leaders in your organization.
- Panel webinar requires registration ensuring lead generation.

Expert IT Analyst Services

Industry experts deliver insightful, intelligent, useful information relevant to the IT community in a variety of content formats.

Techstrong Research

Custom research

- Engage with our analyst team to research a topic of your choosing.

Scheduled research

- Research is based on relevant and timely topics determined by our editorial staff.

Editorial surveys

- Every quarter, we run a vendor-neutral survey to focus on important trends within the IT community.

Format The Techstrong Research team will deliver research results in a format of your choosing - video, webinar, eBook, standard report and/or event presentation.

Sponsorship

Each research activity is a sponsorship and branding opportunity. Your logo will be placed on the relevant research report and your company will be mentioned during survey promotion.

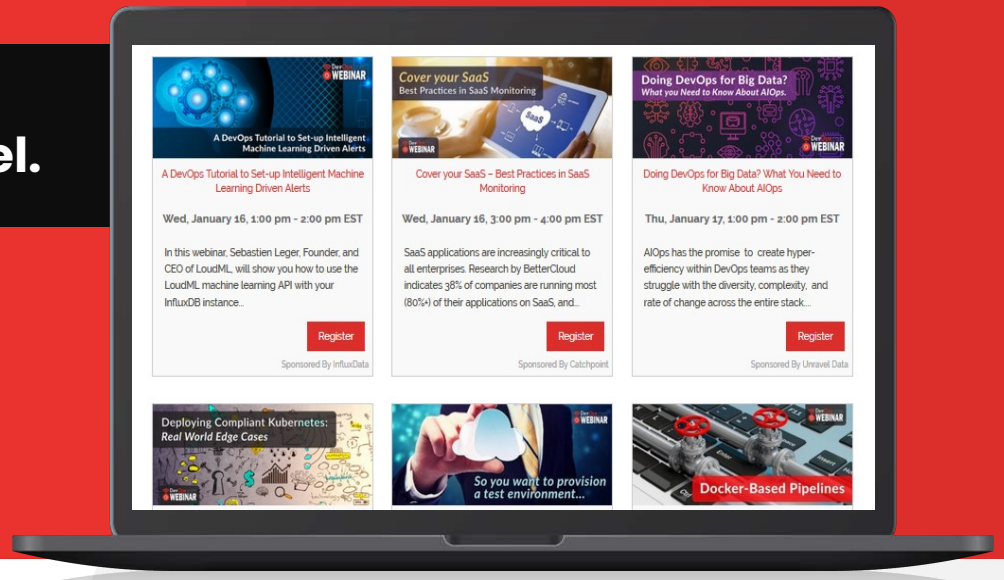
Webinars

We use BigMarker, the #1-rated platform to create, distribute and build traction with live, on-demand and automated webinar content.

DevOps.com

DID YOU KNOW?

Webinars can be a very effective lead generation channel.



Sponsors

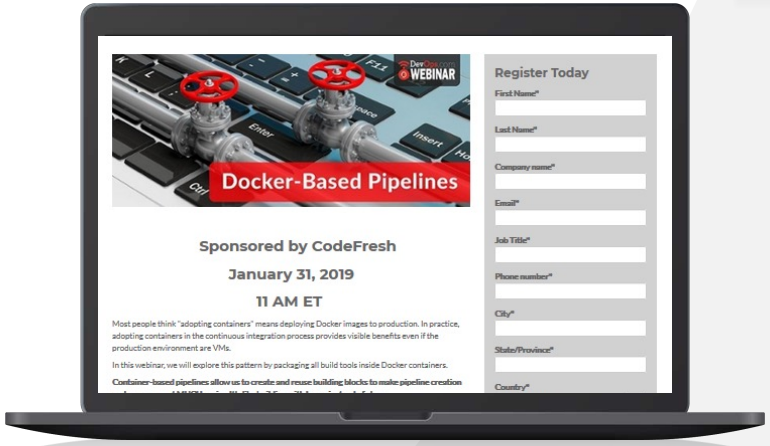
Opportunity to work with editorial staff to define topics that matter to your prospects.

Techstrong

Techstrong staff will moderate the webinar and can also facilitate recruitment of speakers.

Panel Webinars and Roundtables

Our editorial team will facilitate lively debate and discourse among webinar panelists. The webinar will feature practitioners discussing relevant topics selected by our editorial staff.



Sponsorship

Place an expert speaker from your company in the webinar. Your logo will be on the accompanying infographic. Registration is behind a registration wall.

Virtual Events

We offer the most powerful virtual conference platform for marketing and lead generation.

Techstrong

Demand Generation

DID YOU KNOW?

We are the producer of DevOps Experience, the industry's first, true virtual conference.

This inaugural event featured luminaries such as Gene Kim, Dr. Nicole Forsgren, Kohsuke Kawaguchi and speakers from industry. All presenters shared expert insights from their DevOps experiences.

Attendees

Virtual summits offer the best networking and learning experience in a fun and engaging way.

Sponsors

Virtual summits offer a cost-effective way to generate more leads, improve lead quality and build brand awareness through the sales cycle.

EXAMPLES OF PAST CONFERENCES →

DevOpsExperience.io | DevOpz.io | KubeVirtual.com

2021 Topic Spotlight

DevOps.com | Container Journal | Security Boulevard

Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Enterprise Digital Transformation	Cloud-Native Goes Native	Value Stream Management	Low-Code/ No-Code/ Digital Transformation	RSA Conference 2021	Modern Incident and Change Management	Continuous Delivery	SRE	Observability, Monitoring and Analytics	DevSecOps	Chaos Engineering	Best of 2021
Rise of 5G	Kubernetes - Beyond Orchestration	Container Networking	Kubernetes in the Enterprise	RSA Conference 2021	Container/ Kubernetes Management	Cloud-Native Security	Container Storage/ Rise of Stateful Apps	App Dev Platforms for Kubernetes	Kubernetes at the Edge	Containers and Microservices in the CI/CD Pipeline	Best of 2021
Security Challenges and Opportunities of Remote Work	Securing the Cloud	Identity and Access Management	AppSec	RSA Conference 2021	AI and Machine Learning in Security	Deep Fake and Other Social Engineering Tactics	API Security	Securing the Edge	Regulatory Compliance	Securing Open Source	Best of 2021

Virtual and Hybrid Events

Predict **Jan 21-22**	Open Mainframe **Feb 11**	Security Summit **March 4**	Healthcare **April 22**	DevOps Connect: DevSecOps **May 19**		Splunk DevOps ASEAN Day **July 8** TechStrong Con **July 14-15**	Cloud Native Virtual **Aug 4-5** India Virtual Summit **Aug 27-28**	Transform Gov't **Sept 9** GitOps Evolution **Sept 23** InnoTech Dallas **Sept 28**	InnoTech Austin **October 13** DevOps Experience **Oct 28-29**	Low Code Virtual **Nov 18**	InnoTech Oklahoma **Dec 1** FinConDX **Dec 9**

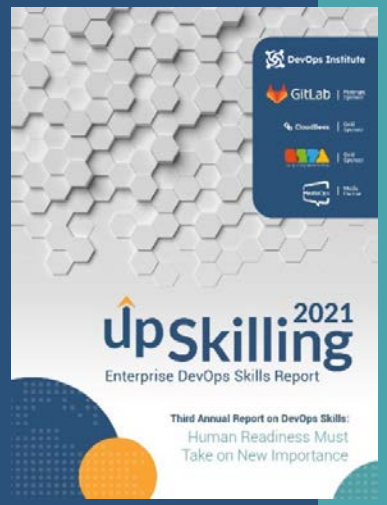
DevOps Institute SKILup Days

	Cloud Native and Serverless **Feb 25**	Value Stream Management **March 18**	Agile Transformation **April 22**	SRE **May 20**		CI/CD **July 22**	DevSecOps **Aug 12**	Government SKILup Day **Sept 9**	Container Orchestration **Oct 21**	APAC ½ Day **Nov 18**	Global SKILup Festival **Dec 1-2**

TechstrongEvents.com

Overview

Upskilling 2021
Enterprise DevOps Skills Survey and Report



DevOps Institute

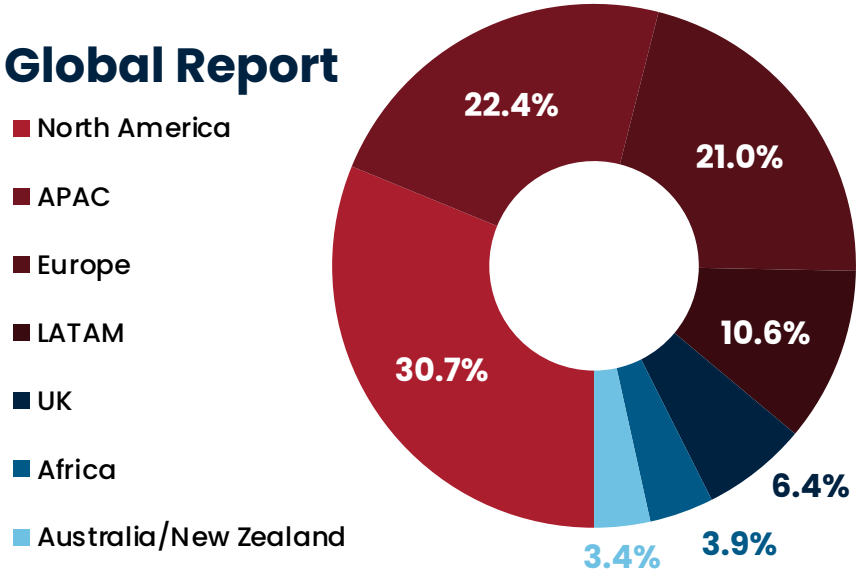
Survey/Report #s

>2,000
Survey Respondents

>4,000
Report Downloads*
*(March-December 2020)

2021 Prospectus

Global Report



Leverage the research and contribute to the most recognized survey and report of its kind in the DevOps space.

What

Annual survey and report explores the top issues facing the DevOps industry today and keeps a pulse on the needs of the future.

Who

Engineers, Developers, Managers, C-level, VP, Director, HR.

When

- Report published annually, in Q2.
- Survey opens in August, each year.

Where

Global participation.

Why

- Increase your brand exposure: Visibility to more than 80,000 DevOps Institute community members
- Hear from your customers: Give your community a voice to express their opinions and feedback.

DevOps Institute

Events

SKILup Days

**Join in. Gain knowledge.
Make connections.**

SKILUP DAYS

Focused

Focused on specific industry practices that examine “how-to” perspectives of the people, process, and technology aspects of IT. Recognized by TechTarget as one of the top industry conferences to participate at in 2021.

Engaging

Extremely engaging opportunity to connect with the DevOps Institute community.

Opportunities

Speaking and promotional opportunities.

80,000+

Members in the community

Techstrong

Why Partner With Us

IT-Focused Sponsor Value

IT Professionals

Techstrong is the trusted source for the most current and useful knowledge that improves job effectiveness and career advancement.

IT Marketers

Techstrong provides access to highly engaged IT professionals through a range of omniversal media platforms. Grow demand generation by educating target audiences.

IT Experts

Techstrong is the global platform to share your and your company's industry vision and experience. Tell your story and help advance your industry.

Techstrong

2021 Media Kit

Thank You

For more information, contact
sales@techstronggroup.com