



TECH JUNKIE

Email us: advertising@techjunkie.com

2018 Media Kit

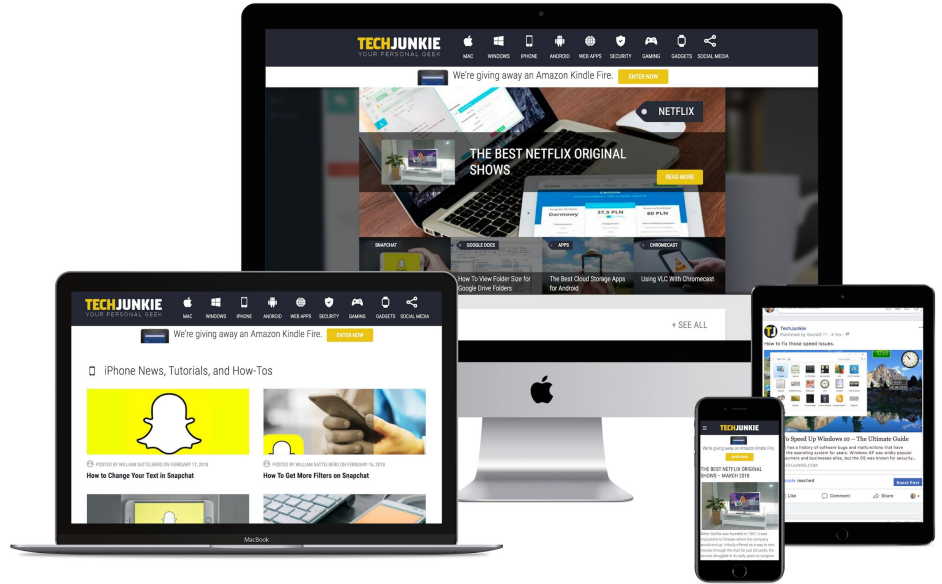
ABOUT US

OUR STORY

Founded in 2010, **Tech Junkie** is a **fast-growing hub for tech** how-to tips, gadget tutorials, and socially shareable entertainment content.

Tech Junkie's editors cover a broad array of topics including Apple and iPhone, Microsoft and Windows, Google and Android, as well as the latest buzz from Netflix, social network platforms and the how-to and gadget hacks today's consumers can't live without.

If you're looking to reach a, young, passionate and brand loyal audience of tech junkies, look no further than TechJunkie.

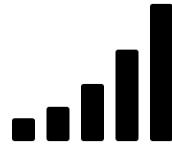


HOW WE WORK WITH BRANDS



Build Brand Awareness & Loyalty

Build awareness and loyalty among our audience of passionate tech enthusiasts and influencers.



Drive Online and In Store Sales

Drive new customers to your digital or retail storefront and sell your products. Proprietary measurement tools for managing return on ad spend.



Create Positive Brand Interactions

Beyond awareness, we help brands tell their stories to create positive brand interactions across social media platforms.

HOW WE WORK WITH PUBLISHERS



AUDIENCE DEVELOPMENT

**Drive Engaged &
Highly-Qualified
Website Visitors**



SOCIAL AMPLIFICATION

**Syndicate Video and
Content Across Social
Media, Website, and
Newsletter Channels to
Grow Your Audience**



LEAD GENERATION

**Grow Newsletter and
Email Marketing Lists
Across the TechJunkie
universe**

OUR CORE AUDIENCES



2 million monthly unique visitors

TechJunkie.com



Millions of monthly social impressions across brand page and affinity communities

Facebook, Twitter, Pinterest, Email and beyond



SOME MIND-BLOWING METRICS



New site visitors up

691.44%

(year over year)



Our audience loves video, with over 4 million video delivered monthly across site, social, and syndicated channels and growing.



From broadly targeted technology content to niche and esoteric topics,

social media reach is up 347%

across all channels, with millions of monthly impressions.

Data sources: Google Analytics, comScore, Facebook Insights, Twitter Insights, Pinterest Analytics, YouTube Insights, Facebook Analytics, Social3

SOCIAL POSTING & SYNDICATION

Your content delivered to TechJunkie's social media audiences.



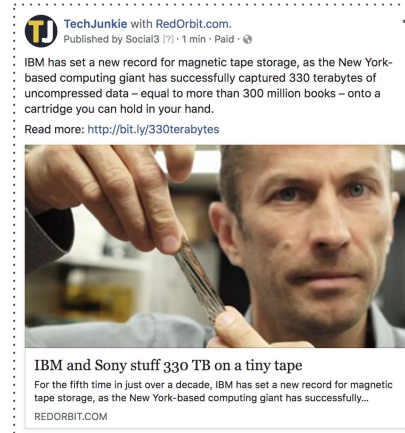
TJ TechJunkie
Published by Social3 [?] · 1 hr · 🌐

Virgin Mobile has great deals for iPhone users:



TECHJUNKIE.COM

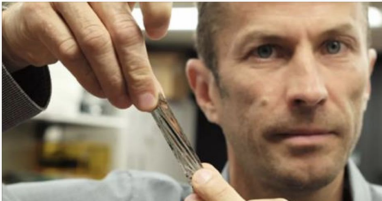
5 Reasons iPhone Users Should Switch to Virgin Mobile
iPhone users are a loyal bunch. Trying to offer them a phone with a...



TJ TechJunkie with RedOrbit.com.
Published by Social3 [?] · 1 min · Paid · 🌐

IBM has set a new record for magnetic tape storage, as the New York-based computing giant has successfully captured 330 terabytes of uncompressed data – equal to more than 300 million books – onto a cartridge you can hold in your hand.

Read more: <http://bit.ly/330terabytes>



IBM and Sony stuff 330 TB on a tiny tape
For the fifth time in just over a decade, IBM has set a new record for magnetic tape storage, as the New York-based computing giant has successfully...

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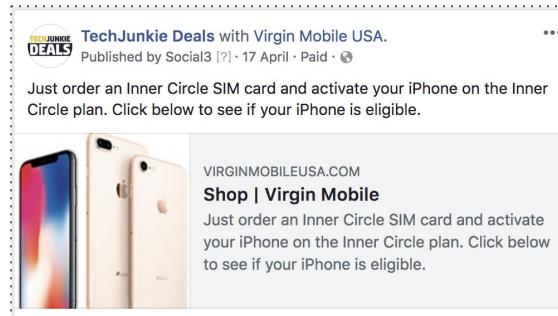


TJ TechJunkie @TechJunkieCom · 12s
IBM has set a new record for magnetic tape storage, as the New York-based computing giant has successfully captured 330 terabytes of uncompressed data #sponsored @redorbit




IBM and Sony stuff 330 TB on a tiny tape
For the fifth time in just over a decade, IBM has set a new record for magnetic tape storage, as the New York-based computing giant has successfully...

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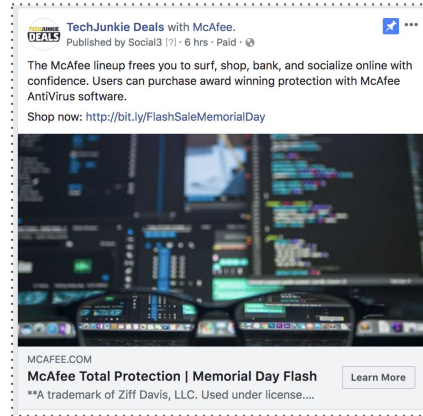


TECHJUNKIE DEALS TechJunkie Deals with Virgin Mobile USA.
Published by Social3 [?] · 17 April · Paid · 🌐

Just order an Inner Circle SIM card and activate your iPhone on the Inner Circle plan. Click below to see if your iPhone is eligible.




VIRGINMOBILEUSA.COM
Shop | Virgin Mobile
Just order an Inner Circle SIM card and activate your iPhone on the Inner Circle plan. Click below to see if your iPhone is eligible.



TECHJUNKIE DEALS TechJunkie Deals with McAfee.
Published by Social3 [?] · 6 hrs · Paid · 🌐

The McAfee lineup frees you to surf, shop, bank, and socialize online with confidence. Users can purchase award winning protection with McAfee AntiVirus software.

Shop now: <http://bit.ly/FlashSaleMemorialDay>

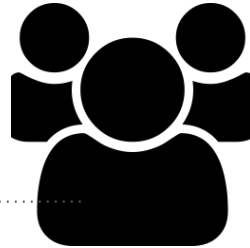
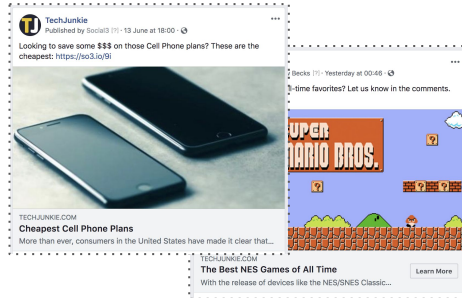


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CONTENT SYNDICATION

From social videos to articles, across any channel, TechJunkie can syndicate your content to the perfect audience.

With our proprietary audience and content matching technology powered by Social3, we match the right content with the right consumers to ensure maximum return of ad spend and marketing investment.



NATIVE/BRANDED CONTENT

Let the TechJunkie Brand Studio tell your company's story, and bring the power and reach of Tech Junkie to your branded content.

- *Original content can live on TechJunkie.com in-perpetuity, provided earned media value long after the campaign has concluded.*
- *Multichannel distribution across website, social, and email newsletter channels.*
- *Editorial focus on shareable, unique content design to drive earned media in furtherance of your campaign goals.*

The image shows a screenshot of a TechJunkie article. At the top, there's a navigation bar with the TechJunkie logo and various icons for social media and site navigation. Below the navigation bar, the article title is "5 Reasons iPhone Users Should Switch to Virgin Mobile". The author is listed as "TechJunkie Brand Studio on June 11, 2018". The article text begins with "iPhone users are a loyal bunch. Trying to offer them a phone with a different operating system is like asking Count Dracula if he'd like extra garlic with sunlight; they'd sooner die than switch. Virgin Mobile loves this about them, and has a network just for them. Here are five reasons iPhone lovers should switch to Virgin Mobile today." Below the text is a photograph of a hand holding an iPhone with a tree-themed wallpaper. The article is part of a sponsored content series, as indicated by the "SPONSORED CONTENT" label at the top. Below the main article, there are several promotional banners for Virgin Mobile, including one that says "Bring your own iPhone and get 6 months for \$17/mo" and another that says "What are you waiting for? Switch to Virgin Mobile now!". At the bottom of the page, there is a disclaimer: "THIS POST CONTAINS AFFILIATE LINKS AND/OR SPONSORED CONTENT. IF YOU MAKE A PURCHASE AFTER CLICKING ON THESE LINKS, TECHJUNKIE.COM MAY EARN A COMMISSION. THIS COMMISSION SUPPORTS THE WORK OF THE TECH JUNKIE TEAM; YOUR SUPPORT IS APPRECIATED."

The image shows a social media post from TechJunkie with Virgin Mobile USA. The post is titled "5 Reasons iPhone Users Should Switch to Virgin Mobile" and is published by Andrew Becks. The main content of the post is a photograph of a hand holding an iPhone with a tree-themed wallpaper. Below the photo, the text reads "5 Reasons iPhone Users Should Switch to Virgin Mobile" and "iPhone users are a loyal bunch. Trying to offer them a phone with a...". The post includes a link to the full article on TechJunkie.com. The social media interface shows the TechJunkie logo, the name "TechJunkie with Virgin Mobile USA", and the publication date "Published by Andrew Becks".

NEWSLETTER SPONSORSHIP

SPONSOR LOGO

Sponsored by



SPONSORED CONTENT



5 Reasons iPhone Users Should Switch to Virgin Mobile

SPONSORED

Here are five reasons iPhone lovers should switch to Virgin Mobile today.

[Read More](#)

TWO BANNER ADS

Bring your own iPhone
and get your first
6 months for \$1/mo
Unlimited talk, text & high-speed data
(Just \$50/mo after that)

switch now

Bring your own iPhone and get
6 months for \$1/mo
unlimited talk, text and high-speed data

TECHJUNKIE

How To Lock Your Android Phone

How To Copy or Sync a Playlist from iTunes to iPhone

Bring your own iPhone
6 months for \$1/mo

How To Check if Someone is Using your WiFi

The Best Laptops for College Students

6 months for \$1/mo

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SOCIAL3 CUSTOM ANALYTICS

Custom campaign analytics powered by Social3 (Certified Partner)

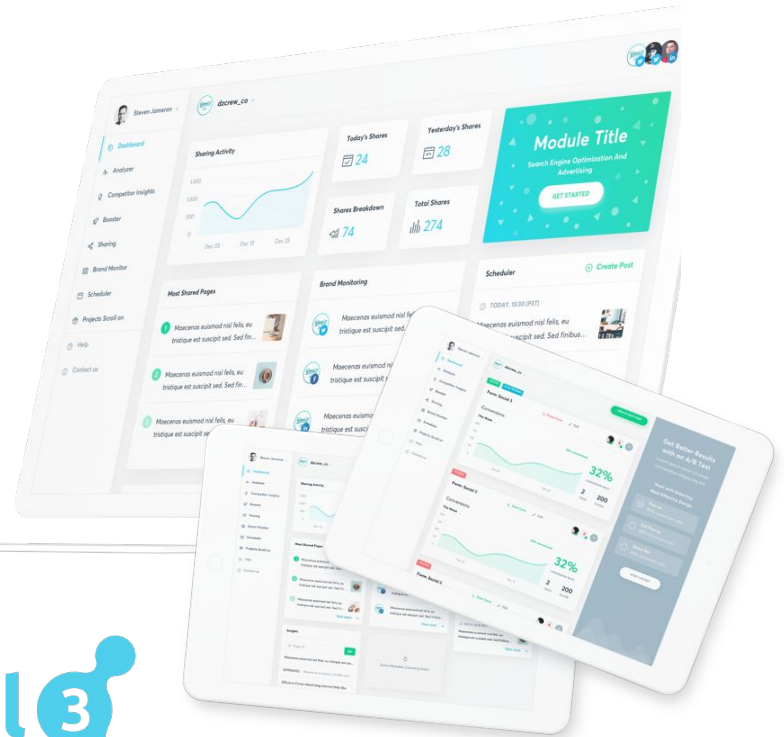


TechJunkie first-party audience data



Deep audience insights and campaign performance analysis to maximise return on ad spend and campaign learnings

Social3



RATE CARD

Minimum IO: \$5,000

<i>Ad Offering</i>	<i>Guaranteed Reach</i>	<i>Cost</i>
TechJunkie Desktop + Mobile Display Ads <i>Standard IAB ad units</i>	Varies	\$9 CPM (US) \$4 CPM (Worldwide)
TechJunkie Email Newsletter <i>Month-long sponsorship with 100% SOV</i>	10,000 ad impressions with sponsor logo integration	\$2,000
TechJunkie Social Syndication <i>Share your content across one or more of our social channels.</i> Great for social video.	Varies	\$15 CPM (US) \$3 CPM (Worldwide)
Content Syndication <i>Publish your content to TechJunkie.com</i>	Pricing based on unique visitors	\$40 CPM (US) \$15 CPM (Worldwide)
Native/Branded Content <i>Let the TechJunkie Brand Studio help tell your brand's story with the creation of custom articles, videos, or infographics.</i>	Varies	Starts at \$5,000
Custom Sweepstakes	Varies	Starts at \$5,000
Performance Marketing Campaigns & Integrations	Varies	

YOUR BRAND

+ **TECHJUNKIE**

***Thanks for your consideration!
For more information, contact:***

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andrew@techjunkie.com

