

NewStatesman

**Tech**

**Media**

Information **2016**



### **Visits Worldwide**

**420,000** unique users per month

Over **2.1m** page views per month

An average of **83,000** page views every day

An average visitor dwell time of almost **10 minutes**

Users view an average of **4 pages** per visit

NewStatesman

# Tech

# Media

Information 2016

## About Us

**NS Tech** is a new division of the century-old and globally respected *New Statesman*.

Our mission is to dig beneath the surface of the technology industry for senior executives and decision-makers who are increasingly asked to do more, better.

We are interested in what drives the public sector towards certain suppliers and what makes private sector enterprise computing tick, of course – but so is everybody else.

**What really interests us is exploring what lies behind the big issues.**

- **Digital transformation in the internet of everything**
- **Skills, from the c-suite to new recruits**
- **Disruptors upending traditional suppliers**

**On NS Tech you'll find:**

- **Up-to-date news and insights**
- **Analysis to offer you the bigger picture of what's going on**
- **Case studies from your contemporaries in the real world**
- **Video – listen and watch the body language of industry leaders as we quiz them on what's happening**

**NS Tech** is seen as an essential reference tool for the nation's key decision-makers and opinion formers. Many readers occupy senior positions and are responsible for substantial strategy and spending decisions. Whether you are looking for a high-impact awareness campaign, demand generation, content syndication or a round table dinner, we can put you in front of the right audience and deliver the right solution that will ensure a clear ROI.

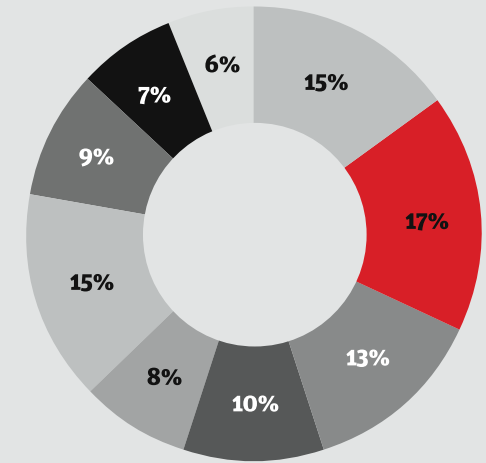
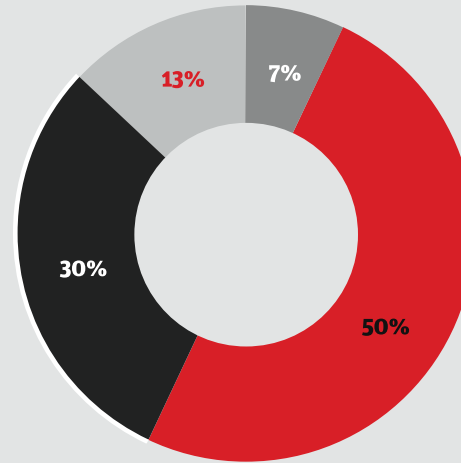
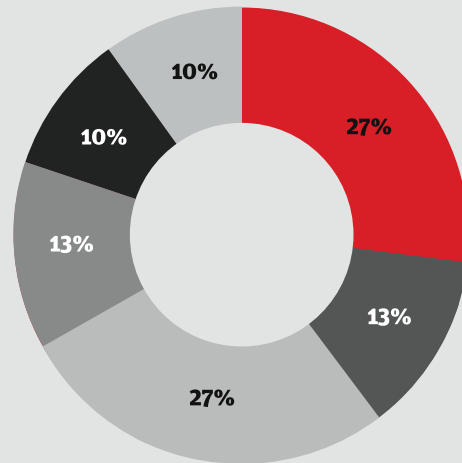
The NS has a long history of talking to people at the top of business, politics and culture, and explaining how their views will affect the wider world.

**NS Tech** is applying the same rigour when supporting our new readership of IT professionals in enterprise-level companies.

## Readership

### Global Geographic Coverage:

<b>United Kingdom</b>	<b>60%</b>
<b>Benelux</b>	<b>12%</b>
<b>USA</b>	<b>11%</b>
<b>France and Germany</b>	<b>10%</b>
<b>Rest of the World</b>	<b>7%</b>



### Visitors

Comprised exclusively of senior decision makers, Newstatesman.com/tech's readership includes business decision makers, C level IT decision makers heads of various IT departments and technical IT job titles. All from medium and Enterprise size businesses.

### Senior-level Decision Makers by Job Title

- 27% Director/CEO
- 27% IT decision makers
- 13% Public sector decision makers
- 13% HR decision makers
- 10% Marketing decision makers
- 10% Head of Finance/Finance Director/CFO

### By Company Size (number of employees)

- 50% 1,000-5,000
- 30% 500-1,000
- 13% 5,000-10,000
- 7% 100-500

### By Sector

- 17% Banking & Financial
- 15% Manufacturing & Engineering
- 15% Banking Services
- 13% Media & Entertainment
- 10% Retail & Distribution
- 9% Central, Local Government
- 8% Telecommunications
- 7% Health
- 6% Education

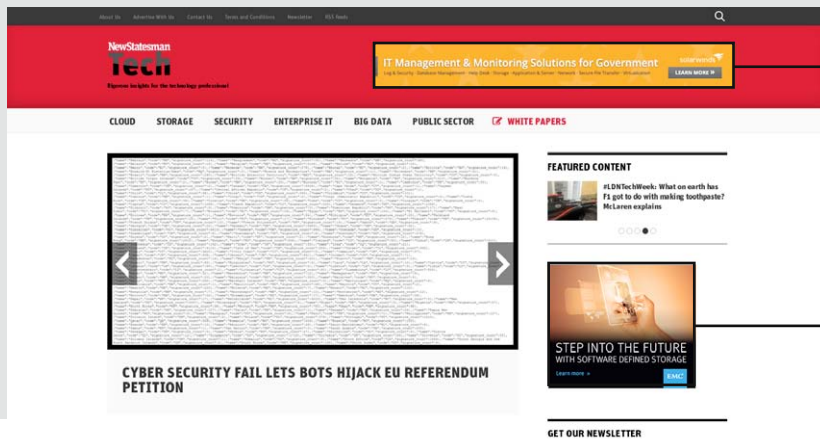
### They have financial clout:

- 100% are business decision makers
- 47% responsible on average for business budget of **over £100,000**
- 53% are responsible for a budget of **over £200,000**

### They are affluent

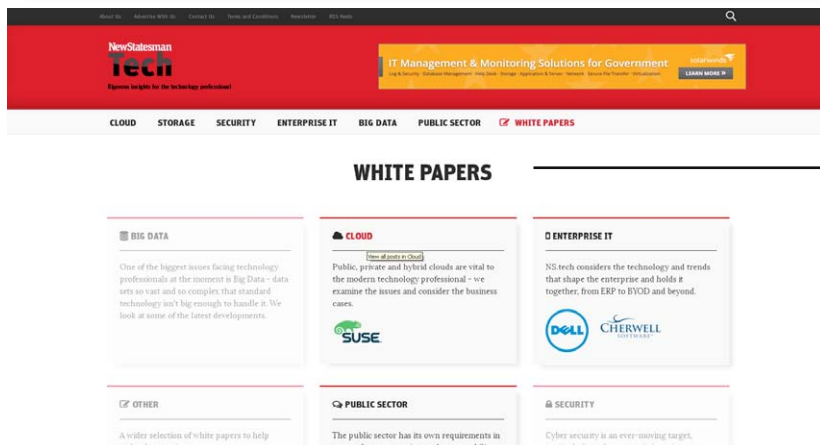
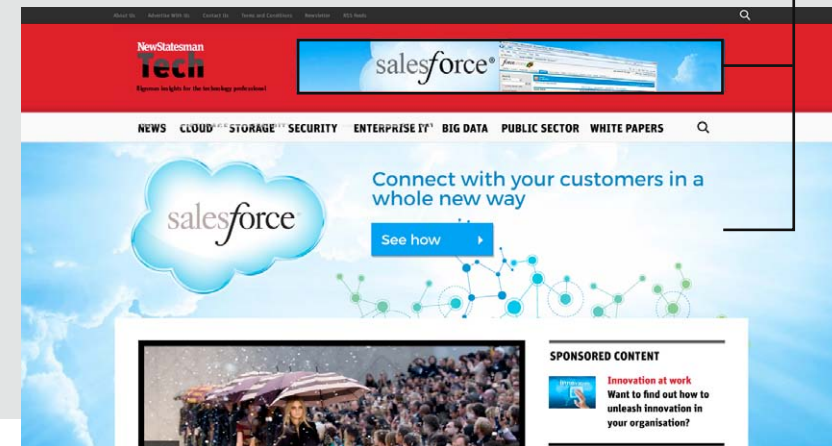
- 100% are B2B
- 62% earn more than **£50k** per annum
- 24% earn more than **£75k** per annum

## Online Exposure



**Banner advertising**  
Run-of-site for maximum coverage or sector-specific to focus your campaign.

**Home takeover**



**White papers**  
Publish with us to ensure your latest news is read by C-level decision makers.

Branding

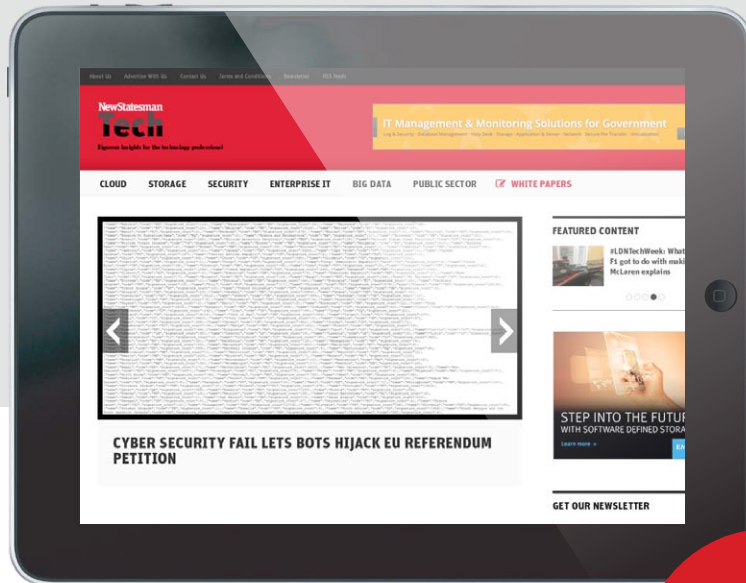
Homepage Takeovers

Billboards

Native



## Email Opportunities



### E-Shots

For measurable ROI and quality lead generation, select a segment of our database of C-level decision makers and we will target them with your marketing message.

### Daily and Weekly Newsletters

Promote your brand by featuring in one of our daily or weekly newsletters read by industry decision makers.

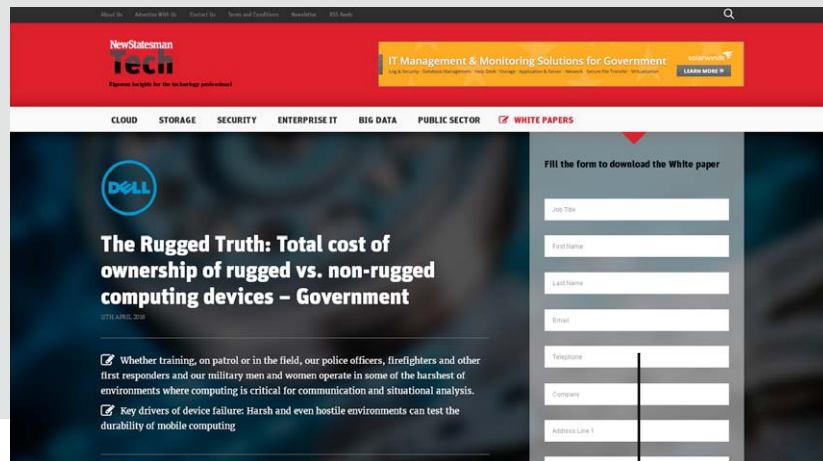
**High  
Visibility**

**28,000  
Decision  
Makers**

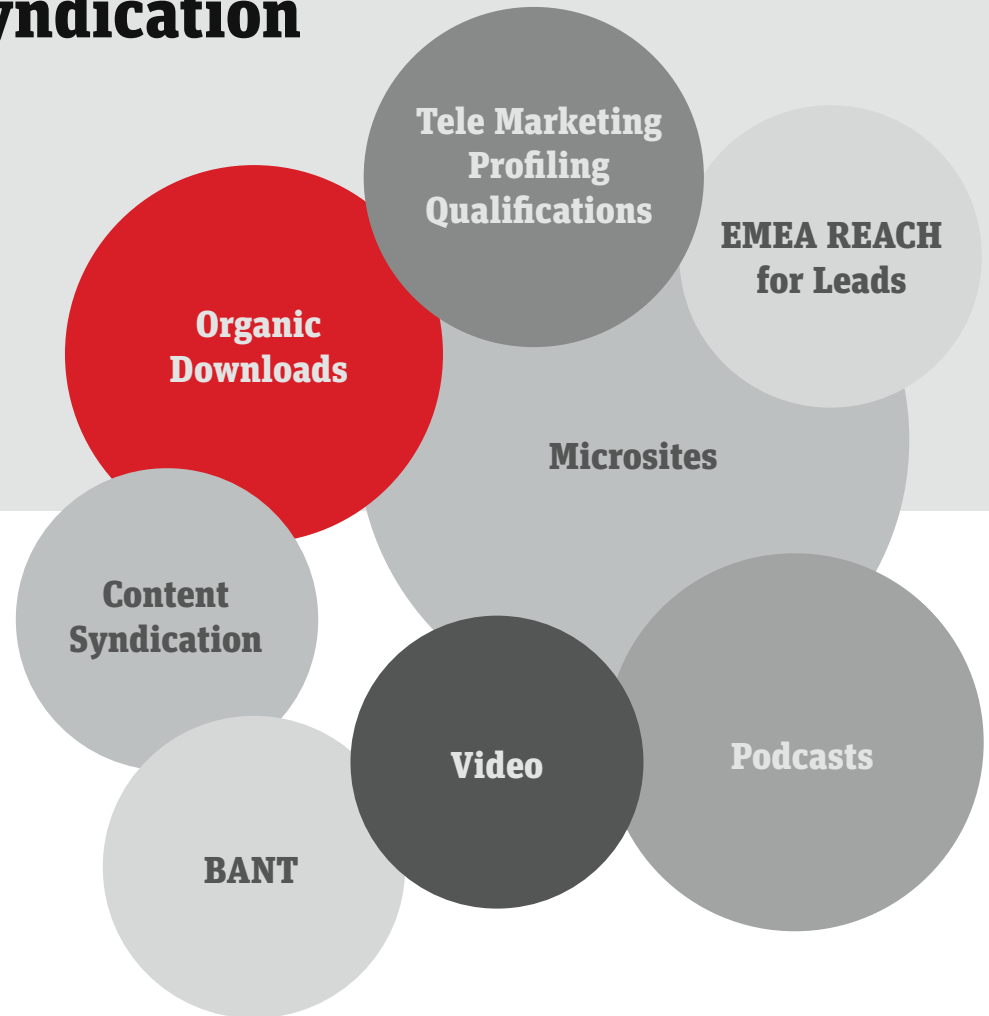
**Great  
Exposure**

**Sponsorship  
Opportunities**

## Lead Generation & Content Syndication



**Lead generation** • Feature in the suppliers' area of the site to generate high quality leads.



## Dining Club

One of the most effective ways of building new business relationships is to host an exclusive NS Tech Dining Club, providing all this in a beautiful private dining setting:

- Face-to-face interaction with prospective clients who meet your criteria
- Business discussion around a selected theme, aided by an expert moderator
- The opportunity to showcase your company's experience and capability
- Exclusive sponsorship of the evening



## Contact Details

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