Visits Worldwide

528,000 unique decision makers
Over 6.2m page views per month
Global readership exclusively of ITDM and BDMS
GDPR compliant
Fastest growing IT site in the EMEA
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.
Our Client Portfolio

- Alibaba Cloud
- datto
- Hso
- outsystems
- SOPHOS
- VMware
- CensorNet
- DELL EMC
- IBM
- Pure Storage
- SUSE
- Zerto
- Cherwell Software
- egress
- kainos
- RAPID7
- Tableau
- ZoneFox
- Citrix
- EXO
- Kaseya
- Samsung
- Tintri
- CODE42
- ExtraHop
- LogRhythm
- Secarma
- vapour
- ConnectWise
- F-Secure
- Nuance
- Skytap
- Veeam
- Custom Connect
- Helpsystems
- Oracle
- Softwire
- Verizon Telematics

www.ns-technology.co.uk
Readership

Global Geographic Coverage
Our global coverage has rewarded us with a strong presence and trusted reputation amongst EMEA regions through executing highly targeting campaigns in cyber security, fintech, emerging technologies, cloud, storage and public sector campaigns.

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
- 74% IT decision makers
- 26% Business decision makers

By Company Size (number of employees)
- 50% 1,000-5,000
- 37% 100-1,000
- 13% 5,000-10,000

By Sector
- 19% Banking & Financial
- 16% Manufacturing & Engineering
- 16% Legal & Insurance
- 18% Retail & Distribution
- 9% Public Sector
- 6% Telecommunications
- 16% Managed Providers MSPs

They have financial clout:
- 100% are business decision makers
- 47% responsible for business budgets up to £5 million
- 53% are responsible for a budgets of £6 million and upwards

They are affluent:
- 100% are B2B
- 62% earn more than £200k per annum
- 24% earn more than £350k 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
79,574 1st Party Data
Great Exposure
Sponsorship Opportunities
GDPR Compliant
Lead Generation & Content Syndication

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

**Multi-lingual campaigns**
We have a highly skilled team and are able to run campaigns in over 20 different languages, allowing you to launch your marketing activities in every corner of the world.
Since using NS TECH since March 2017, we have found the leads to be a good quality, especially their BANT offering, we have already secured business and generated over £400,000 in sales.

Marketing Manager, Dell

We provided the guys at NS with a specific list for our ABM mapping, NS gave us maximum exposure online and even helped us out with the press side of things, already secured some business with these guys, plus they came in with a competitive cpl for us.

Marketing Manager, Sophos

We had a very complex brief targeting finance decision makers in the UAE, the guys as NS delivered and nobody else could, we had a multi touch campaign and are pleased with all the result.

Account Director, Zenith

Having no luck with our usual providers to target the Baltic regions targeting IT decision makers, these guys delivered a complex BANT campaign for us and even had multilingual speakers, client is happy and they are now on our preferred supplier list.

Account Manager, Maxus
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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