MEDIA KIT 2020

DIGITAL BULLETIN

TECH FOR GOOD
Today’s business leaders are delivering technology-driven transformations with the potential to change all of our lives. Digital Bulletin and its sister publication, Tech For Good, exist to tell their stories.

While Digital Bulletin offers deep insight into the technological forces revolutionising enterprise, Tech For Good exists to highlight how new technologies - and the leaders implementing them - are bringing positive change to the world around us.

Via our website and substantial network of distribution channels, Digital Bulletin and Tech For Good reach hundreds of thousands of technologists and senior leaders in enterprise every month with news, podcasts, high-end video, long-read case studies and features, as well as high-profile thought leadership.
OUR PLATFORMS

digitalbulletin.com
Digital Bulletin Magazine. Long-form insight, news, and multimedia thought leadership on technology-driven change in enterprise.

techforgood.digitalbulletin.com
Tech For Good Magazine. Breaking news and inspiring rich-media stories of technology leadership in an era of vital social and environmental challenges.

Video
Exceptional video by our award-winning videographers and animators, produced either remotely or on location around the world, viewed by hundreds of thousands of people on multiple digital channels.

Podcasts
Our collection of podcasts offer an informative and entertaining take on the business-tech world via debate, exclusive interviews and candid, myth-busting discussion around industry buzzwords.

Channels
Facebook, LinkedIn, Twitter, Medium, Spotify, Instagram, YouTube, SoundCloud
Our Audience

LAST YEAR

Reach 4,000,000
Users 1,100,000
Video views 750,000

Top locations
- US
- UK
- India
- Germany
- France
- Hong Kong
- Netherlands
- Canada
- Australia
- Sweden

Seniority
- Senior
- Director
- VP
- CXO
- Entry

Job function
- Information technology
- Business development
- Sales
- Marketing
- Operations

Industry
- IT services
- Computer software
- Telecommunications
- Logistics & supply chain
- Financial services
- Marketing and advertising
- Internet
- Consumer goods
- Oil & energy
- Management consulting
Data Intelligence
- AI
- Machine Learning
- RPA
- Analytics

Connectivity
- 5G
- Networks
- Smart cities
- IoT

People
- Skills and certifications
- Talent management & retention
- CIO/CTO in the c-suite
- Diversity

IT Services
- Cloud computing
- Data centres
- CRM/ERP services
- Edge computing

Future
- Quantum computing
- Autonomous transport
- AR/VR for enterprise
- Workplace of the future

Security
- Blockchain
- Data privacy
- Legislation & compliance
- Securing enterprise with AL & ML

Closing Bulletin
To close out each issue, we give a technology executive the platform to write about one of the industry’s burning issues.

A Life in Tech
Each month we profile a leading figure in the technology world, exploring their career, their insights and some of the lessons they’ve learnt along the way.
OUR TOPICS

Education
• Tools and software
• Industry/academia partnerships
• Future education: VR/AR, gamification
• Mobile learning
• Data intelligence in education

Healthcare
• Digital triage
• Artificial intelligence and robotics
• Automation
• Pharma and drug development
• Data intelligence in healthcare

Social Good
• Jobs and employment (skills, job disruption, automation)
• Civic engagement (politics, justice, public services)
• Equal opportunities (empowering marginalised groups)
• Security (crime, defense, national security, borders)

Environment
• Renewable energy
• Mobility
• Water
• Sustainability
• Agriculture

Public Sector
• Smart environments
• Services
• PPPs
• Government practice
• Data intelligence in the public

Expert Insight
First-person opinion from pioneers and high-profile leaders working to test technology against the world’s greatest challenges.

Leadership
Standout examples of corporate and individual leadership in driving tech for good.
**Case Studies**

The best long-reads in audio form, including exclusive interviews.

**PODCASTS**

**The Digital Bulletin Podcast**
Our monthly Digital Bulletin Podcast presents debate, discussion and interviews on business technology’s most important topics. The panel delves into the biggest news stories of the month and takes listeners inside our comprehensive case studies and features.

**Fragmented Reality**
Are there too many buzzwords in the world of business technology? Fragmented Reality aims to cut through the noise by asking industry leaders for their candid thoughts on some popular - and maybe overused - terms like ‘digital disruption’, ‘blockchain’ and ‘future of work’.
THOUGHT LEADERSHIP

Digital Bulletin and Tech for Good host exclusive third-party content, delivering insights directly from technology leaders and companies in every major industry.

Are you interested in getting yours or your client’s views across to our influential audience? We offer two tiers for thought leadership content:

Standard (free)
- Published on Digital Bulletin or Tech For Good
- Shared once via LinkedIn, Facebook and Twitter

Premium
- Published as a premium Thought Leader with prominent homepage placement fixed for one month
- Published in the Digital Bulletin or Tech For Good magazine
- Published on Apple News and Medium
- Paid media campaign to a targeted audience you define, backed up by a detailed analytics report once the campaign concludes to demonstrate ROI
- 12 re-promotions via Twitter and Facebook over a three-month period
- Prominent placement in four editions of our weekly subscriber email, as well as magazine-launch direct email
- Prominent placement in The Digital Bulletin Podcast; our monthly business technology podcast
WHO WE’VE WORKED WITH

accenture
KPMG
aws
SAP
Hewlett Packard Enterprise

blueprism
Adobe
Lenovo
UiPath
Microsoft

rubrik
SIEMENS
salesforce
McAfee

BT
vmware
wipro
DXC.technology
Infosys

NGINX
Tableau
ABB
HCL
Teradata
We offer bespoke sponsorship and advertising opportunities across our range of platforms for both Digital Bulletin and Tech For Good.

If you’re interested in working with us, please email business@digitalbulletin.com