We’ve built a faithful following through commitment to our mission:

To guide our audience through an increasingly complex digital world by humanizing technology and filtering out the noise.
Audience Solutions Social Channels
High Earners Not Rich Yet

The HENRY lean into the best of today and tomorrow. Upwardly mobile, they are typically in moments of life-stage transition. They are educated, affluent, investing in improving their lives and tend to influence how others around them spend.
Affluent, Educated, and Highly Successful.

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
<th>HHI</th>
<th>Average IEI</th>
<th>Average HHI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male/Female</td>
<td>49/51</td>
<td>$115.8K</td>
<td>$67.6K</td>
<td>$112 INDEX</td>
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<tr>
<td>MRI Generations:</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Millennials (B.1977-1996)</td>
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<td>$115.8K</td>
<td>$67.6K</td>
<td>$112 INDEX</td>
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<tr>
<td>C-Suite</td>
<td>125</td>
<td>$169</td>
<td></td>
<td>$150K+</td>
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<tr>
<td>Top Management</td>
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<td>$153</td>
<td></td>
<td>$250K+</td>
</tr>
<tr>
<td>Total Business Decision Makers</td>
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<td>$132</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Decision Makers for 10+ Products/Services</td>
<td>199</td>
<td>$199</td>
<td></td>
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<tr>
<td>College Graduate</td>
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<td>$121</td>
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</tr>
</tbody>
</table>

Source: 2020 comScore Multi-Platform/MRI-Simmons (12-20/S20); DTMG Total Audience = 16.6MM

*DTMG December 2020 comScore Audience Estimate Adjusted to Reflect the 3 Month Average of June, July, August 2020 comScore Releases.
Engage Directly with DT’s Social Audience

6M+
Social Followers

577M+ Social Impressions
150M+ Video Views
20% Increase in Social Engagement YOY

1.8M+ Followers
2M+ Followers
330K+ Followers
741K+ Followers
1M+ Followers
Our House Of Brands.

Reader Solutions.

Advertiser Solutions.

digitaltrends

digitaltrends

digitaltrends.

ES

THE MANUAL

TOUGHJOBS

NewFolks

Blissmark

HappySprout

pawtracks

21OAK

iPhoneLife

droidlife

AH

Intersecting

Engineering

DTX
Intender Audience

Audiences come to Digital Trends to learn more about products they are considering and explore new ideas they want to incorporate into their lifestyle. Our full-funnel approach capitalizes on our audience’s desire to make purchases that impact and improve their lives.
We Drive Action.

Whether browsing for ideas or looking for validation before buying, our audiences engage with us at various points of the consumer journey. We reach them where they already are, with information at their fingertips.

Discovery
Learn about new products, innovation and adopt technology trends.

Research
Read what our experts think about each product.

Intent
A seamless transition to purchase

After Purchase
Using products to bring joy and enrich people’s lives.
Align yourself with content audiences love and invest in solutions that drive your business forward.
Increase interest, brand recognition, and most importantly action!

Banner ads are also a multisensory advertising tool. Customers can read the message on the ad while being able to look at a visual representation.

Reach out audiences across the DTMG properties.

Media sizes available:
300x250, 728x90
SEO Optimized Content

Our team will create custom content around your brand, products and value. Content is unique and SEO optimized to capture in-market and highly qualified users. Written in-house using SEO best practices

Evergreen high impact content (with optional logo)
SEO Best practices
SEO Optimized headlines
Indexable
Sponsored Post

Place your branded content on the pages of a credible, industry-leading technology lifestyle publisher.

**Sponsored posts include:**
- Creative control over content posted
- Potential SEO benefits
- Option to drive relevant audiences to sponsored post via DTx
Social Post

Place your branded content on the pages of a credible, industry-leading technology lifestyle publisher.

**Sponsored social posts include:**
- Logo placements
- Static and video formats
- Platforms include: YouTube, Instagram, TikTok, Facebook and Twitter
Digital Trends’ Daily Decrypted Newsletter make our readers’ inboxes more exciting each day. Be prominently featured in the Daily Decrypted.

Sponsored newsletter posts include:

• 100% SOV
• All three placements: one 970x250 unit and two 300x250 units
• Newsletter Cadence: 5x per week, Monday-Friday
• Sponsorship Length: 1 day to weekly

Happy New Year! To start your week off with a bang, we’ve got an anti-drone subscription-enabled personal drone, a new trend speaker system, and an interview with the house winning VHF direct anti-drone tech.

ANTI-DRONE TECH

Insane new anti-drone system zaps the sky with targeted microwaves

Commercial use of a device that can zap a swarm of drones, for $99, which the manufacturer claims is the “world’s first” solution to this problem. The device, which is built to disorient the drones using microwaves, is designed to be used in conjunction with traditional security measures to protect areas like airports and military installations.

To address this growing threat, Ephus, which builds modern defense systems to address 21st-century threats, has created Leonidas: A portable, powerful microwave energy weapon that can be used to disable a swarm of drones simultaneously or knock out an individual drone within a group with extremely high precision. It could very well be the future of anti-drone warfare.
Managed Service Trading Desk with DTx

Leverage Digital Trends’ 1st party audience data to target relevant users across the web across a curated list of web properties. With our own seat on AdX, we can set up and optimize programmatic campaigns to deliver on performance.
Drive awareness and increase your customer base among a highly-engaged audience. Instagram in-feed posts allow you to connect with more people and build trust and influence with compelling content. Posts may be static, video, or include carousel capabilities.

**Offering:** Branded Content Collab (In Paid Partnership); Caption/Tag with Link-in-Bio

**Formats Offered**
- Static
- Carousel
- Video (60s or less)

Images for illustrative purposes only. 3-weeks lead time from receipt of IO required.
With Instagram stories, DT shares quick-hitting facts, moments, and experiences. With text, music, stickers (polls, quizzes & more), GIFs, and video capabilities, Digital Trends presents Brand with this dynamic offering that brings products and ideas to life in a matter of seconds.

**Offering:** Branded Content Collab (In Paid Partnership); Caption/Tag + Swipe-up

**Formats Offered**
- Static
- Video (15s or less)

Images for illustrative purposes only. 3-weeks lead time from receipt of IO required.
IGTV Longform Video

Longform video on Instagram makes it easy for Digital Trends to tell engaging stories, connect with audiences, and reach more users. Longer-form video is immersive and takes up viewers’ entire screens for maximum impact.

**Offering:** Branded Content Collab (In Paid Partnership); Caption/Tag

**Format Offered**
- Video (>1 min)

**Video available:**
- Did They Get It Right?

Images for illustrative purposes only. 3-weeks lead time from receipt of IO required.
Instagram Reels

Instagram Reels bring ideas to life in short, entertaining, multi-clip videos. With the addition of music, sounds, VO, AR filters, and more, DT will use Reels to say more and capture users’ attention in a short amount of time.

Offering: Branded Content Collab (In Paid Partnership); Caption/Tag

Format Offered
• Video (15s or 30s)

Videos available:
• Easter Eggs
• Did You Know/Tech Facts
• Tech Explainers

Images for illustrative purposes only. 3-weeks lead time from receipt of IO required.
Facebook

Facebook allows companies to build a meaningful community and business. With Facebook In-Feed posts, Digital Trends will engage users with seamless posts that may be static, video, or include carousel capabilities.

**Offering:** Branded Content Collab (In Paid Partnership); Caption/Tag with Link Out

**Formats Offered**
- Static
- Video (60s or less)
500 million people watch videos on Facebook every day, and nothing captures attention and builds engagement like video. With Facebook longform videos, Digital Trends will use sight, sound, and motion to get potential customers talking about the latest technology.

**Offering:** Branded Content Collab (In Paid Partnership); Caption/Tag

**Format**
- Video (3 min+)

**Video available:**
- Did They Get It Right?

Images for illustrative purposes only. 3-weeks lead time from receipt of IO required.
Twitter connects people at the center of what's happening, bringing strong business results. Whether your goal is to build awareness, drive consideration, or deliver conversions, standard Tweets convey key messages in a short, efficient, and effective manner. Customize Twitter posts with GIFs or polls.

Offering: Caption/Tag + Link (optional)

Format Offered
• Static
Twitter Video

Make the message memorable by aligning with Digital Trends’ Twitter videos. Videos are the fastest-growing and most engaging media format, and on Twitter, videos reach people at the center of what’s happening while maximizing reach.

**Offering:** Caption/Tag + Link (optional)

**Format Offered**
- Video

**Video Available:**
- Text-on-screen videos
Tiktok Video

TikTok offers unique video engagement solutions and immersive formats, allowing you to reach highly engaged, passionate, and creative users. This short-form, vertical video experience will show Digital Trends' creative side and make connections with our viewers.

**Offering:** Caption/Tag and/or Shout-Out

**Format Offered**
- Video (15s or 60s)

**Videos available:**
- Easter Eggs
- Did You Know/Tech Facts
- Tech Explainers

Images for illustrative purposes only. 3-weeks lead time from receipt of IO required.
YouTube Video

Don’t just say it – show it. This is what YouTube allows brands to do. On YouTube, Digital Trends will reach customers where they’re watching and connect with an interested audience at scale during a time that online video is growing exponentially.

Offering: Up to 60-second-long inclusion after midpoint of video, Logo and “presented by” inclusion for first 5 seconds of the video.

Format Offered

- Video

Videos available:

- Product First Impressions
- How-To’s
- Product Reviews

Images for illustrative purposes only. 3-weeks lead time from receipt of IO required.
Thank you.

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