



TECHNETWORK FROM IDG

A Publisher-Driven Network

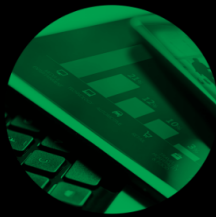
TechNetwork from IDG delivers premium technology audiences at scale, without sacrificing quality. The Network is powered by IDG's first-party data to identify target audiences based on in-market purchase intent, anchored by IDG's industry-leading flagship publications with over 50 years of editorial authority, and amplified by a focused global network of premium technology publishers, vetted for quality.

Our Quality

Strict quality control standards ensure advertisers are only associated with premium content in a brand-safe environment. We maintain partnerships with data, rich media, and ad verification partners to ensure best-in-class service solutions for our clients.

Our Audience

Our deep relationship with active consumers and influential business professionals creates a unique opportunity for tech marketers to engage with their target audiences.



Interactive Ad Units

View all available TechNetwork ad units in IDG's US Product Library

[Learn More](#)

Tech Media Exchange

IDG's private marketplace, the industry's first tech-focused private ad exchange, efficiently and effectively delivers upon the global buying needs of tech advertisers. Our Private Marketplace is a transparent solution for all agencies, trade desks, and DSP's to access quality inventory in an intelligent manner across a variety of media platforms and ad packages.

Our programmatic marketplace is a unified platform solution that delivers:

- o Global access to IDG's multi-channel inventory pool
- o IDG's DMP for real-time data segmentation and targeting efficiency
- o Increased performance through uniform ad formats and packages

[View IDG's 2017 Programmatic Buying Study](#)



For Publishers

Leveraging IDG's global audience and decades of technology expertise, we have developed a community of high-quality technology and non-endemic publishers unmatched in the market.

Benefits:

- o Worldwide sales team
- o Deep relationships with top-tier advertisers
- o High engagement
- o Custom programs and solutions
- o Revenue opportunities across multiple platforms
- o Ease of billing & financial management

Advertise with Us

Are you involved in tech marketing?*

Yes

No

Job title *

Company name *

Where are you located? *

I'm looking to target my marketing campaign to the following audience: *

I'd like to market to the following region(s): *

I am looking to learn more about the following marketing channels: *

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> Content Marketing | <input type="checkbox"/> Video |
| <input type="checkbox"/> Demand Generation | <input type="checkbox"/> Digital |
| <input type="checkbox"/> Digital Magazines | <input type="checkbox"/> Events |
| <input type="checkbox"/> Marketing Services | <input type="checkbox"/> Research |
| <input type="checkbox"/> Channel and Partner Enablement | |

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