



Gigaom is the leading independent voice focused on exploring the trends and opportunities in rapidly evolving technology areas such as cloud, big data, mobile, work futures, and the internet of things.

We work closely with innovative technology vendors and enterprise organizations, offering subscriptions, advisory services, presentations, and primary research to help business leaders confront the implications and challenges of emerging technologies in their businesses and industries.

Gigaom reaches over 2 million monthly unique readers, a majority of which are mobile. We offer a range of sponsored content and activities, with a campaign offering to fit any client's budget and marketing goals.

For more information about sponsorship opportunities at Gigaom, please contact us at sales@gigaom.com.



Our audience comprises investors, entrepreneurs, decision makers, and rising leaders in technology vendors and enterprise organizations.

Highlights

| | |
|--|-----|
| C-level, VP and Director titles | 38% |
| From companies 5,000+ employees | 29% |
| IT Decision Makers in their Organization | 54% |
| Own and use a tablet often | 60% |

Job Titles

| | |
|----------------|-----|
| C-level titles | 18% |
| VP / Director | 20% |
| IT Staff | 20% |

Annual Technology Budget

| | |
|-------------|-----|
| Over \$5M | 16% |
| \$1M - \$5M | 12% |
| Up to \$1M | 72% |

Company Size

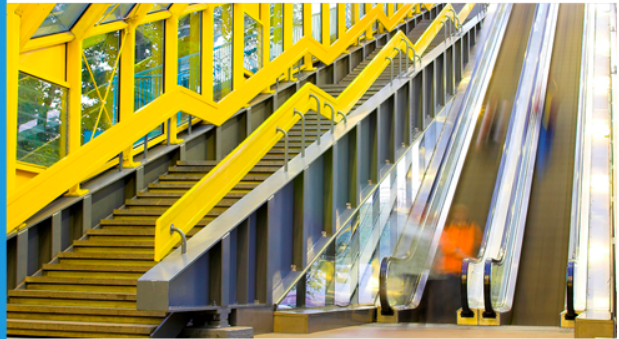
| | |
|-----------------|-----|
| 5,000 - 50,000+ | 29% |
| 100 - 5000 | 16% |
| 1 - 99 | 50% |

Top Verticals

| |
|-----------------------------------|
| 20% Technology |
| 10% Education |
| 7% Telecommunications & Cable |
| 6% Media |
| 6% Services |
| 4% Government |
| 4% Advertising/Internet Marketing |
| 4% Healthcare |
| 4% Manufacturing |
| 3% Financial Services |
| 3% Energy & Utilities |

Data provided by comScore reader survey, April 2014.

Sponsored Content and Activities



We offer a range of sponsored content and activities, with a campaign offering to fit any client's budget and marketing goals.

Topics

Sponsors focused in a specific area may sponsor a topic of the Gigaom website. Topic areas include *Cloud, Big Data, Mobile, Work Futures, the Internet of Things, Social*, and others.

Monthly sponsorship, \$1,500

Quarterly sponsorship, \$4,000

Posts

Sponsored posts (250 to 500 words) are written by qualified Gigaom analysts on topics of your choice. Posts are identified as sponsored through styling and inclusion of sponsor's logo. They appear in the *Sponsored* content section on the Gigaom home page. They are aggregated on the Sponsor's page. A series of sponsored posts is recommended for maximum impact. **\$3,000 / post**

Website Ads

Insertion of ads in the Gigaom.com website with a readership of over 2 million unique monthly visitors, 54% of which are on mobile platforms. Rates may vary depending on placement.

728 x 90 unit / \$30 CPM

300 x 250 unit / \$30 CPM

300 x 600 unit / \$30 CPM

970 x 250 unit / \$30 CPM

300 x 250 mobile unit / \$30 CPM

320 x 50 mobile anchor unit / \$30 CPM

Newsletter

Insertion of 565 x 100 ad unit with distribution to 400K newsletter subscribers. Artwork is to be provided by the sponsor.

Weekly sponsorship, \$2,000

Monthly sponsorship, \$6,000

Infographics

Your proprietary data sets presented in visually engaging infographics to tell your story. Fee includes design, creative services and online placement. Pricing available upon request.

Webinars

Work with a Gigaom analyst to develop a topic and content for a webinar. Gigaom will provide a moderator; other participants may include representatives from your organization. End-to-end production may be handled by Gigaom, or through your platform provider. Webinars are promoted on the Gigaom website, newsletter, and social channels. Pricing available upon request.

Tweetchats

Work with a Gigaom analyst to develop a topic and agenda for a one-hour tweetchat. Gigaom will provide an expert analyst to moderate the session. Tweetchats will be promoted on the Gigaom website, in the newsletter, and social channels.
\$3,000 / one-hour tweetchat

GIGAOM

Clients



Tom Lassandro
Director of Marketing Programs
Telx

“One of the things I like about Gigaom is not only do you get the strategic insight of what’s going on today and what’s going on in the future, but the analysts also provide practical insight on how you can take that strategy and apply it in your day-to-day business.”



Jennifer Lin
Senior Director of Product Management
Juniper Networks

“The research that was being done by Gigaom takes a very customer-centric approach, but also thinks about the new disruptors and some of the new market trends that are creating new pain points in the marketplace.”



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