



MEDIA KIT

Edge Industry Review is headquartered in Toronto.

Our experienced team of writers, editors, research analysts and producers deliver independent coverage about the global edge of the Internet infrastructure market and ecosystem.

The next Internet evolution is upon us and EdgeIR.com is at the forefront with insightful and targeted news, opinions, research and commentary since January, 2020.

We will cover the debates that are occurring and explain the implications for the network, data center, cloud, platform, software and hardware providers as well as the investors and people that are building new edge services and devices. We will also address the overall ecosystem including but not limited to: IoT, IIoT, AI, ML, 5G and more. As part of the discussion, we will also present the viewpoints of the thought leaders in the Edge Ecosystem.

We will deliver high quality organic traffic and products for our advertisers and sponsors.

We pride ourselves in being nimble and responsive to their needs and work hard to help them accomplish their marketing goals.

Contact Us:

Editorial: Abigail Opiah, Editor
Email: abigail@edgeir.com or news@edgeir.com

Business Inquiries, Sales, Advertising, Sponsorship:
Candice Rodriguez
Email: candice@edgeir.com

Phone: 305-926-7751

Get Email Updates:
<http://www.edgeir.com/newsletter>



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OVERVIEW

Edge Industry Review is an online trade publication delivering relevant and actionable news, articles, research and resources to a developing and constantly evolving industry, via regular posts and newsletter, industry associations and media partnerships as well as through social media platforms.

OBJECTIVE

We give our clients an edge by providing a customized, 360° strategic, marketing solution that guarantees maximum, targeted exposure through our extensive network. The EdgeIR.com subscriber base is diverse and influential.

REACH

Reach over 15,000 unique users per month Including readers from vertical enterprise executive decision makers, engineers, edge data center providers, real estate companies, Telcos, OEMs, device manufacturers, edge software companies and potential investors. Plus, take advantage of our media partnerships with industry events and associations. Now averaging over 32,000 pageviews per month and 86% new users.

AUDIENCE

Our audience is primarily Americas (45%) but with readers spanning the globe - Europe (26%) , Asia 26% and other. Predominantly male (70%), executive decision makers (87% Director level and above) involved in various aspects of Edge Computing and Enterprise. Verticals include: Smart City/Automation, Retail, Oil & Gas, Manufacturing, Agriculture, Telecommunications, Healthcare, finance, education and more.

Contact Candice Rodriguez - candice@edgeir.com or call 305-926-7751



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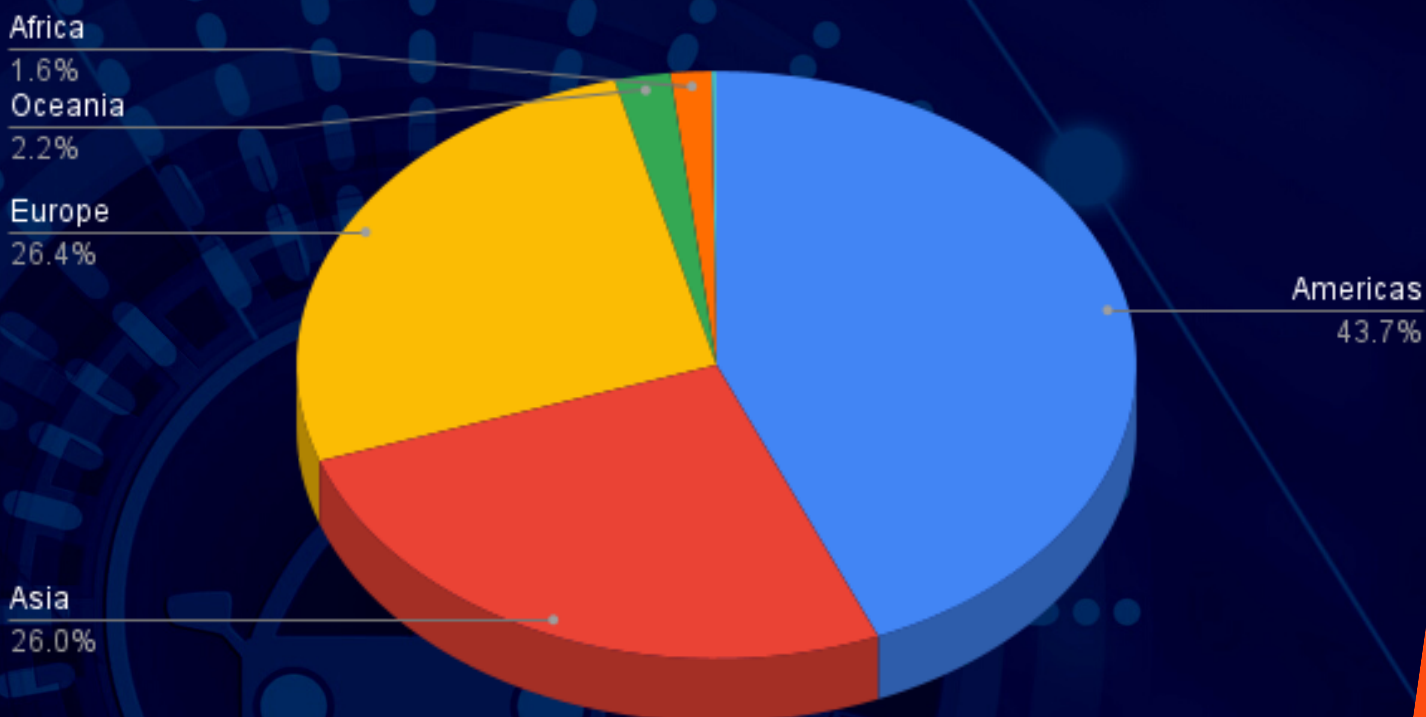
WORLDWIDE USERBASE

User Geographic Distribution:

45% of users are from the Americas

26% are from Asia

26% are from Europe



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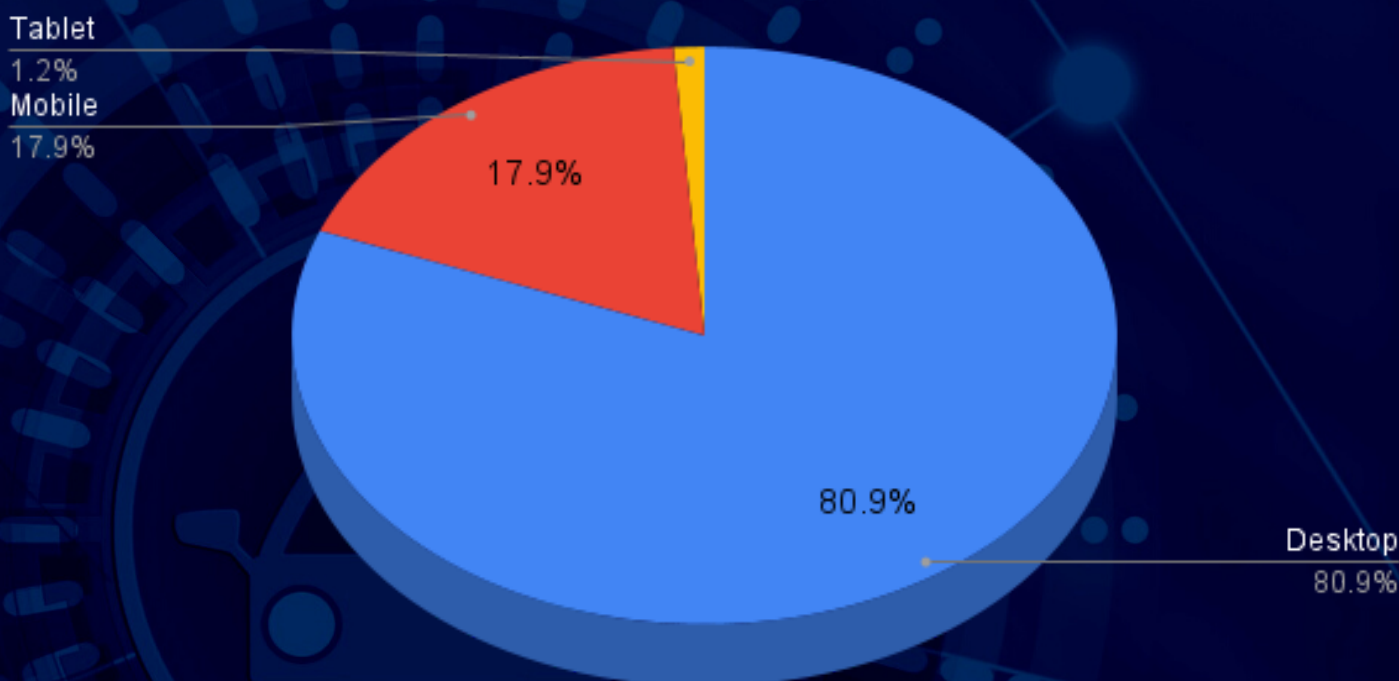


DESKTOP VS. MOBILE

Most websites today see the majority of traffic from mobile devices. That's not the case with EdgeIR.com

- 81% of users are on a Desktop computer
- 18% of users are on Mobile
- 1% of users are on a Tablet

This indicates people use EdgeIR.com from their work computers.



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CLIENTS

Lenovo

Cox Edge


Couchbase

 **OSS**
ONE STOP SYSTEMS

 **edgeconnex®**


sixsq.

avassa

ZEEDA

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SOLUTIONS



Brand Awareness and Content Marketing

You're betting big on using content marketing and integrated tactics to attract and engage your customer. Let us help you drive engagement with your existing marketing assets, we can work with you to co-create remarkable content designed to delight and engage your target market. Let our freelance writer guide you with custom content written for your brand.



Display Advertising

We offer a range of standard IAB units on EdgeIR.com.

728x90 JPG/GIF 25k max

300x250 JPG/GIF 25k max

125x125 JPG/GIF 20k max

Advertorial, sponsored content and other native opportunities are available. Please call discuss a custom package for your brand.



Social Media Support

We'll curate custom posts to promote your company to our followers or repost your social posts.



Lead Generation

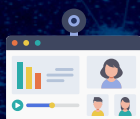
We can help drive interest in your company's products or services. Our whitepapers section offer companies the opportunity to generate leads and purchase only the ones you want.

- enhanced company listing
- home page spotlight ads at the top of categories.



Thought Leadership

Our audience of decision-makers wants to hear from you. Establish yourself as an industry leader with a guest post. Let our freelance writer guide you with custom content written for your brand.



Webinars/Videos

Let us co-create your next webinar/video and determine the topic and format to accomplish your marketing goals and drive leads or let us promote your webinar to drive leads before and after your live event.



Company Listing

Add your company to our directory of edge services firms for free!

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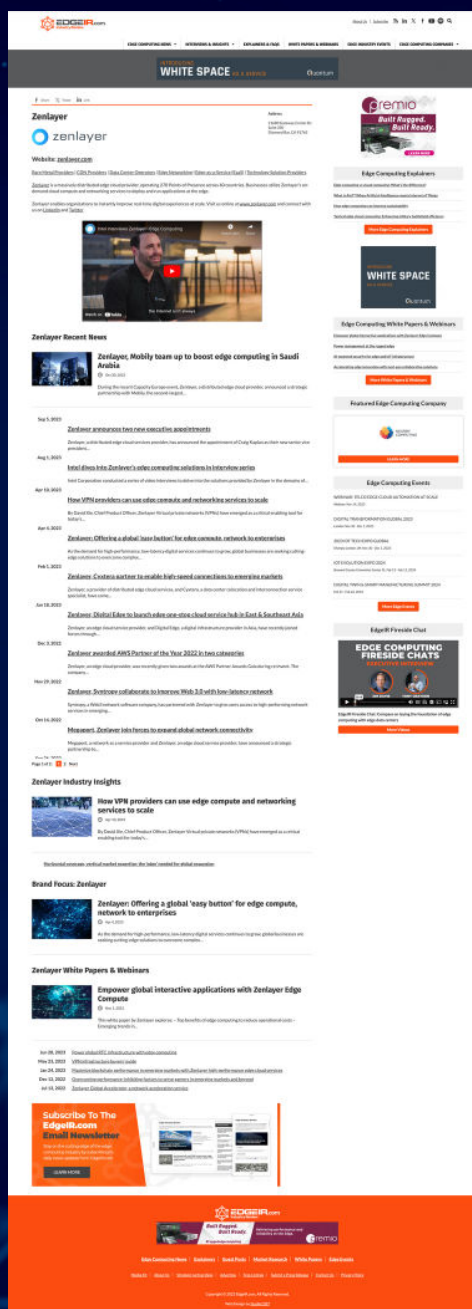
ANNUAL SUPPORTERS PACKAGE

Become an EdgeIR.com Supporter

COMPLETE PACKAGE

- Enhanced company profile page featuring logo, video, whitepapers/webinars, interviews, articles and more.
- Targeted category directory ads
- Run of site 125x125 spotlight ad & description in rotation
- 728x90 & 300x250 banner ad in rotation & a bonus 468x60 in the newsletter when available.
- Brand focus feature interview
- White paper/webinar promotion and free lead generation
- Editorial preference and more perks!

**6 month test packages also available*



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LEAD GENERATION

Live Webinars & Webinar Promotion

Assets we gate keep and provide unlimited leads

Live Webinar with EdgeIR Editor and select panelists: \$2,000 USD

- We can co-host and facilitate a live webinar via Zoom webinar with our editor-in-chief as a moderator (if preferred)
 - *Option to make it a LinkedIn Live event as well.*
- Bring together panelists on your behalf for a webinar discussion.
- Promotion of the webinar before and after to our audience
 - On website with an event listing
 - 2 dedicated emails
 - 1 News article write up
 - Newsletter promotion
 - Social media promotion on EdgeIR.com channels.
- Archive Video posted to YouTube
- It also includes leads before and after with an on-demand lead generation form that remains on the website.

Promotion of Client Webinar - \$1,000 USD

- Client hosts its own live webinar and EdgeIR does the promotion
- Promotion of the webinar before and after to our audience
 - On website with an event listing
 - Newsletter promotion
 - Social media promotion on EdgeIR.com channels.
- It also includes leads of the archived video with an on-demand lead generation form that remains on the website.

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LEAD GENERATION

White Paper & eBook Promotion

Assets we gate keep and provide unlimited leads

Promotion of Client White Paper - \$1,000 USD

- On website with a white paper listing that is gated (included in supporter campaign)
- Newsletter promotion (included in supporter campaign)
- 1 News Article highlighting the white paper
- 1 Dedicated email blasts featuring the white paper in a 1 month period
- 2x Social media posts promotion on all EdgeIR.com channels in a 1 month period
- Leads are not guaranteed but we will keep the white paper active till you hit your goal

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VIDEO INTERVIEWS

ZOOM or IN-PERSON Video Interviews

Zoom Recorded or In-Person - \$1,000 USD/video

- On camera Interview with Abigail Opiah our Editor
- Article write up with video embedded
- Distribution via our YouTube and Vimeo Channels
- Newsletter promotion
- Social media promotion across all channels

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WRITING SERVICES

Professional writing projects for your brand

Deliverable	Delivery Timeframe	Fee
General writing and editorial services (Assignments can be capped at an agreed-upon number of hours)	TBD	\$150 per hour
Blog post ~ 750 – 1,000 words	1 week	\$550
Solution brief/case study ~ 1,500 words	1-2 weeks	\$1,500
Short white paper ~ 2,000 words	1-2 weeks	\$2,000
Long white paper ~ 3,000 – 4,000 words	2-3 weeks	\$3,000

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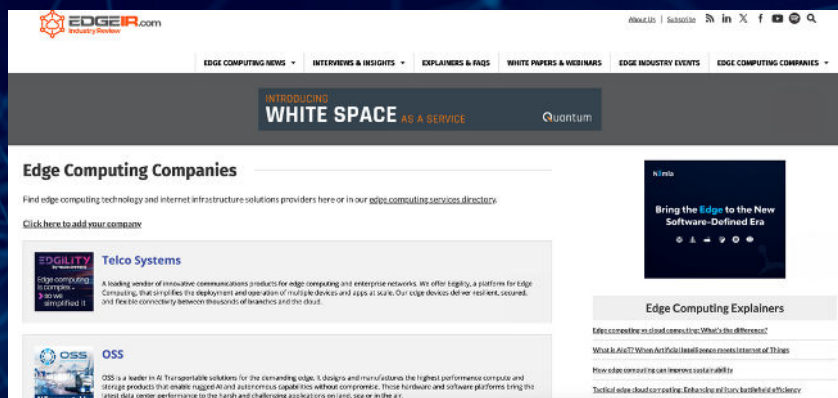




PACKAGE FEATURES

Become an EdgeIR.com Supporter

- Targeted category directory ads (Eg. Edge Software)
- Run of site 125x125 spotlight ad & description in rotation
- 728x90 & 300x250 banner ad in rotation
- Editorial preference and more perks!



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PACKAGE FEATURES

Become an EdgeIR.com Supporter

- Whitepaper distribution and lead generation
- Editorial preference and more perks!



“Edge Industry Review has become one of my ‘must reads’. You are filling a very specific niche and you’re surfacing stories in a unique way.”

– Matt Trifiro, CMO of Vapor IO

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