

**TECH
FOR
GOOD**

MEDIA KIT 2021

ABOUT TECH FOR GOOD

Launched in July 2020 and growing fast, Tech For Good exists to highlight how new technologies are bringing positive change to the world around us.

Through its website and multiple syndicated channels, monthly premier magazine, video, podcasts, and social media, Tech For Good aims to educate, inspire and elevate the people and projects that will make a real difference to lives around the world.



MULTI-CHANNEL UNIVERSE

Tech For Good's experienced creative team develops a compelling portfolio of news, audio and video, and longform features every month via interviews with some of the most influential leaders in their field.

Every article is published to our flagship magazine, as well as to our website and a range of other high-profile channels – custom designed for each – and individually promoted across all leading social media.

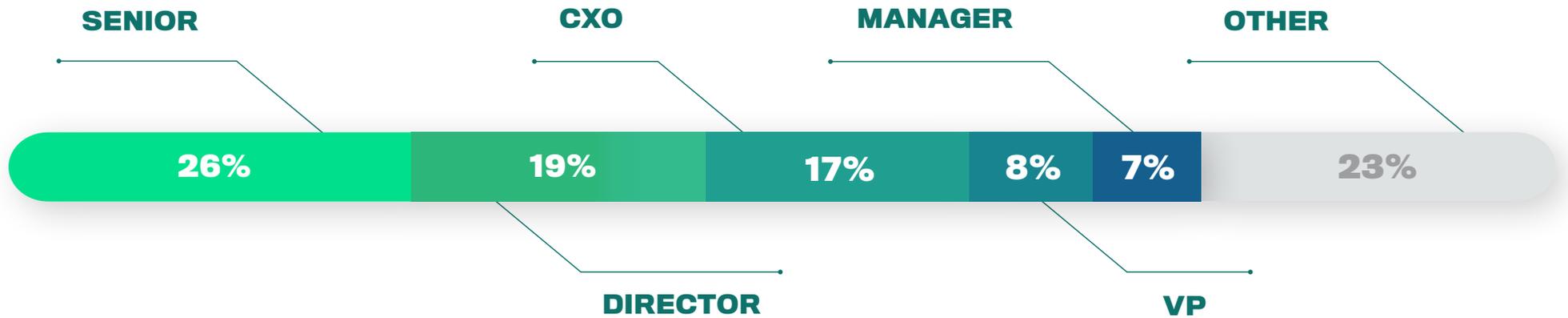
MAGAZINE  

NEWS   

PODCASTS    

SOCIAL     

OUR AUDIENCE 2020



READERS
30,000

AVG. READ TIME
7mins

REACH
2.5mn+

OUR REACH

19%

NORTH AMERICA

63%

EMEA

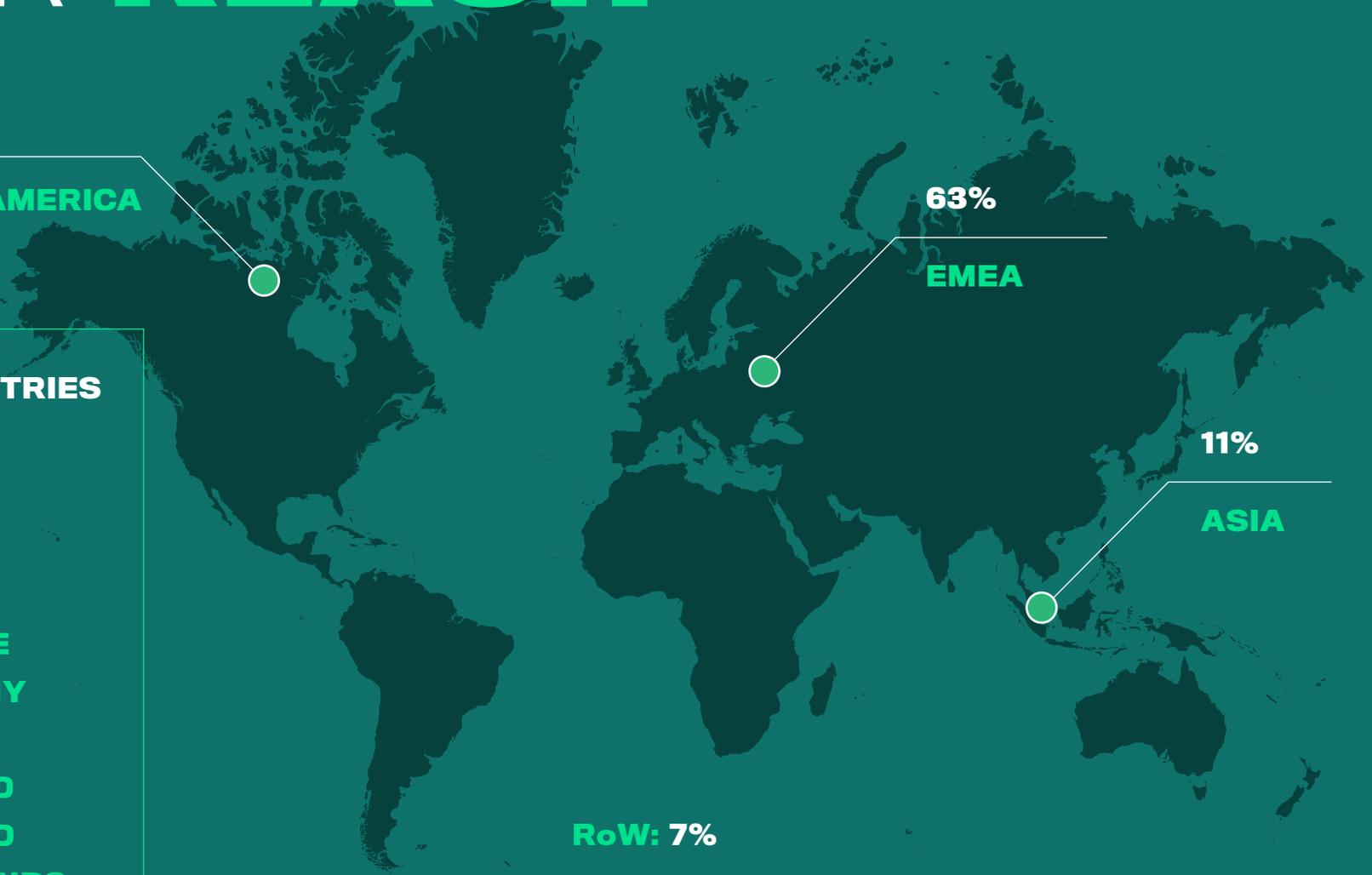
11%

ASIA

RoW: 7%

TOP 10 COUNTRIES

- UK
- USA
- INDIA
- SPAIN
- FRANCE
- GERMANY
- ITALY
- FINLAND
- IRELAND
- NETHERLANDS



OUR TOPICS

EDUCATION

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

ENVIRONMENT

- Renewable energy
- Mobility
- Water
- Sustainability
- Agriculture

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)

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.

A FLAVOUR OF 2020



PODCAST

Through exclusive interviews with business leaders, The Tech For Good Podcast explores technology's growing role in solving humanity's biggest issues. From the environment to social injustice, to healthcare and education, we go deep on the topics that matter—and ask how tech can truly change our world for the better.

LISTEN NOW



ADVERTISING RATE CARDS

MAGAZINE

POSITION	DPS	PAGE
Inside Front	-	£5,995
Inside View (p.4-5)	£5,995	-
Contents (p.8-9)	£4,995	-
Feature Break	£3,995	£2,995
Back Cover	-	£1,995

WEBSITE + APPLE NEWS

£4,495pcm

Site-wide leaderboard persists across desktop, mobile and all Apple News content.

WEBSITE

Super leaderboard: 970x90
Initial weight 200,
Max subload 400



MOBILE

Smartphone Banner: 350x50
Initial weight 50,
Max subload 100



APPLE NEWS

Leaderboard: 728x90
Initial weight 150,
Max subload 300

PODCAST

All ad placements in the podcast are baked-in 15-20 second reads hosted in perpetuity. Includes MPU ad, social tagging with promotions and direct mail placement.

3x EPISODES

£1,495

6x EPISODES

£2,495

ADVERTISING RATE CARDS

Choose the best topical fit for your placement. Each article is promoted multiple times across our full range of channels, with links direct to the content in both the magazine and on our website. Every article is interview led and further shared by featured individuals and companies.

Ads can be supplied or designed for you by our in-house team, and can be copy-focused advertorial or designed for visual impact. Your ad placement is designed into the flow of the long-form feature in our magazine format, on our website and into the article on Apple News and Google News.

MAGAZINE: SELECTED EDITORIAL

TOPIC	DPS	PAGE
Education	£8,995	£6,995
Healthcare	£8,995	£6,995
Public Sector	£8,995	£6,995
Environment	£8,995	£6,995
Social Good	£8,995	£6,995
Expert Insight	£6,595	£4,595
Leadership	£6,595	£4,595

ADVERTISING SPECIFICATIONS

DIGITAL/MPU

WEBSITE: 500x417px
3mm bleed
GIF/JPG/PNG

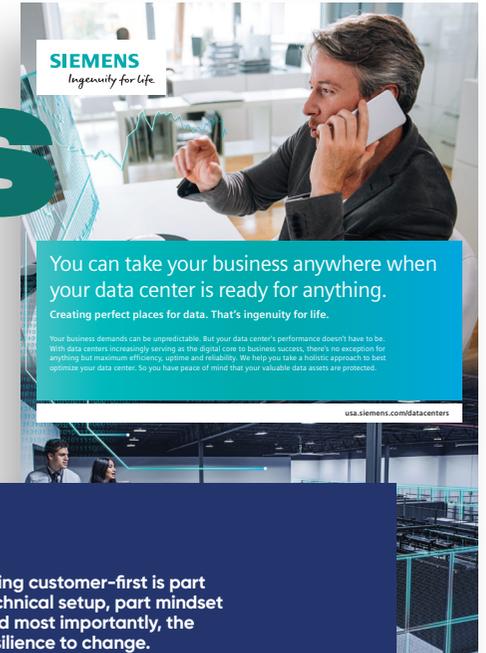
APPLE: 300x250px
3mm bleed
GIF/JPG

GOOGLE: 300x250px
3mm bleed
GIF/PNG

MAGAZINE

PAGE: 210x297mm
3mm bleed
PDF

DPS: 210x297mm
3mm bleed
PDF



THOUGHT LEADERSHIP

The Tech For Good website and its channels represent an outstanding opportunity to publish first-person thought leadership direct to a niche global audience of very senior technology decision makers.

As standard, individuals and marketers can access the Tech For Good audience with contributed content published to our website and supported with organic promotion via social media and via our subscriber newsletter.

Premium Thought Leadership sees us deploy the full weight of our channels, creative talent, distribution expertise and paid-media promotion to ensure fantastic, measurable results.

Contributed content must be written in the first-person and adhere to Digital Bulletin's editorial guidelines.

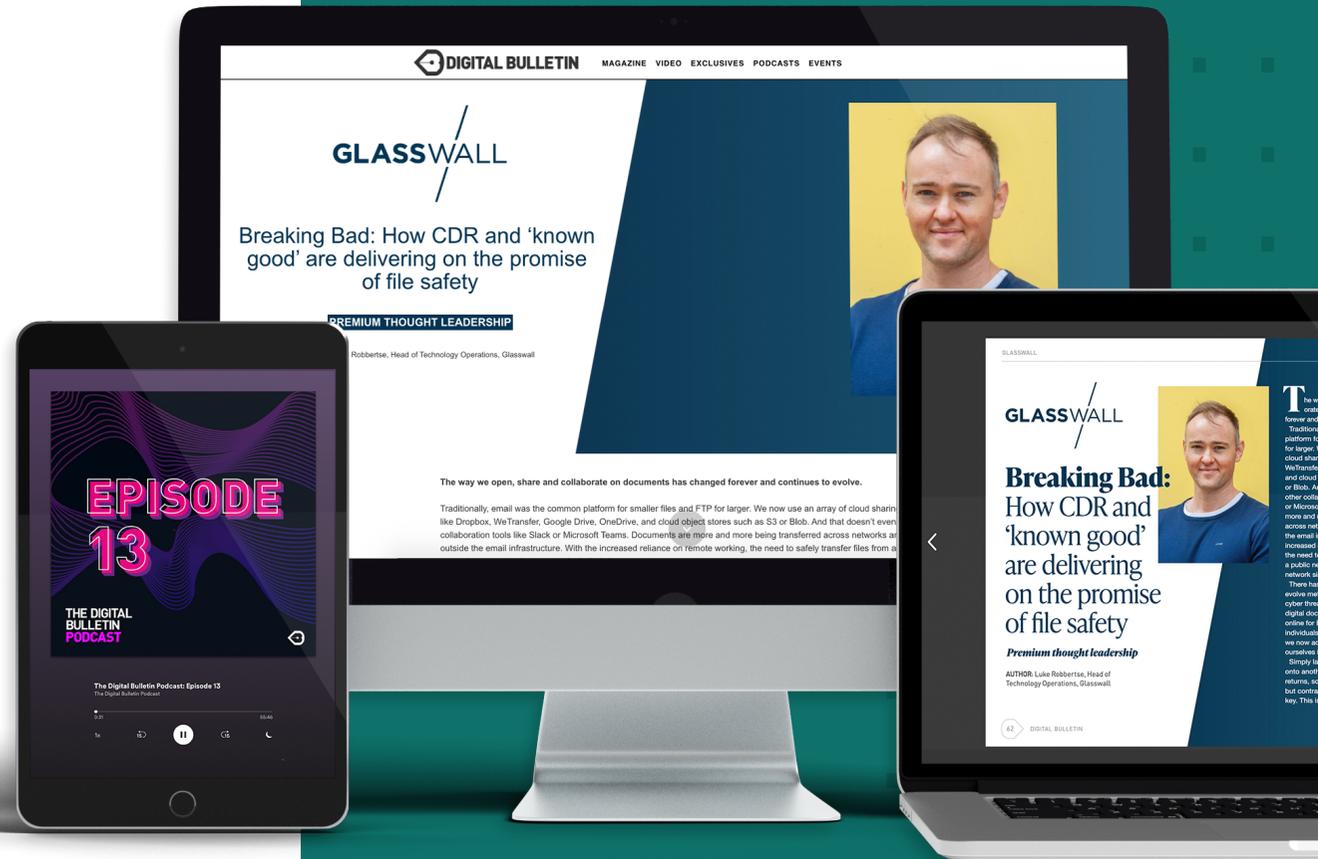
	STANDARD	PREMIUM
Self-authored article	✓	✓
Professionally ghost written		✓
Magazine publication		✓
Tech for Good website publication	✓	✓
Apple News publication		✓
Google News publication		✓
Medium publication		✓
Targeted paid media support		✓
Content performance reporting		✓
Launch promotion – Social		✓
12 re-promotions		✓
Subscriber e-mail promotion	✓	✓
Tech for Good Podcast Interview		✓
Podcast promotion		✓
Podcast publication to website Spotify, Apple Podcasts, Google Podcasts, Stitcher		✓
	£2,995	£9,995

Discounts available for multiple bookings

THOUGHT LEADERSHIP

“It can often be hard to find real value in media activities, but the Digital Bulletin team exceeded all our expectations. We were really impressed with the process throughout, the quality of the end product, and the results were fantastic. We encouraged our whole organisation to share it, and they did. We’re looking forward to working with the Digital Bulletin team again in the future”

Nick Bloom, SVP, Glasswall Solutions



TITLE SPONSORSHIP

DURATION & PLACEMENT	HOME PAGE PLACEMENT	PREMIUM INSIDE COVER ADVERT	PODCAST PRE-ROLLS	MPU PODCAST ADVERTS	PREMIUM THOUGHT LEADER	CO-HOSTED LIVE EVENTS
1 month – £12,995	✓	✓	✓	✓		
3 months – £27,995	✓	✓ 3	✓ 3	✓ 3	✓	
6 months – £46,995	✓	✓ 6	✓ 6	✓ 6	✓ 2	✓
9 months – £65,995	✓	✓ 9	✓ 9	✓ 9	✓ 3	✓
12 months – £83,995	✓	✓ 12	✓ 12	✓ 12	✓ 4	✓ 2

PROMINENT HOMEPAGE PLACEMENT

Custom full-width Leaderboard. Update the design whenever you like.

MPU PODCAST ADS

Prominent placement on all podcast episode pages.

PREMIUM INSIDE COVER

Full-page ad in Tech for Good magazine's most sought after position.

PREMIUM THOUGHT LEADERS

Full-service article publication with paid-media support and reporting.

PODCAST PRE-ROLLS

20" pre-roll sponsor message(s) with Tech For Good podcast.

CO-HOSTED LIVE EVENTS

Tech For Good Live: Panel-based event broadcast live or as live with pre and post promotion.



OUR CLIENTS

