DIGITAL EDGE

2025
MEDIA
KIT

THE FUTURE IS NOW...

We are standing on the edge of a new dawn, a new beginning—a Fifth Industrial Revolution. This era, often referred to as the Cognitive Age, is characterised by an unprecedented synergy between human and machine intelligence, heralding transformative changes across industries.

It is a fascinating time. Technology such as Artificial Intelligence (AI), Data Analytics, Cloud Computing, and Cybersecurity are not mere tools but foundational pillars driving business innovation and efficiency.

AI is revolutionising decision-making processes, automating complex tasks, and enabling personalised customer experiences. Its integration into business operations is reshaping strategies and outcomes.

The ability to harness and interpret vast amounts of data empowers organisations to make informed decisions, predict market trends, and gain a competitive edge.

Cloud technology offers scalable resources and flexibility, facilitating seamless collaboration and operational efficiency. It is the backbone of modern digital infrastructure.

As digital transformation accelerates, safeguarding information assets against cyber threats has become paramount. Robust cybersecurity measures are essential to maintain trust and compliance.

For C-level executives, staying informed at this time is crucial. **Digital Edge magazine** serves as an indispensable resource, offering in-depth analyses, expert insights, and strategic guidance on leveraging these technologies to drive business success.

By engaging with **Digital Edge**, industry leaders gain access to thought leadership that not only elucidates current trends but also anticipates future developments, ensuring they remain at the forefront of the Cognitive Age.

READERS & REACH

Digital Edge is a global digital magazine focused on technology, innovation, digital transformation, data, and cybersecurity across industries such as manufacturing, supply chain, retail, healthcare, hospitality, and more. We feature in-depth interviews with C-level executives, industry leaders, and decision-makers, offering valuable insights on the latest trends and developments shaping the future of business.

With a global audience of professionals, executives, and decision-makers, Digital Edge is the premier publication for thought leadership in digital transformation.

REACH GLOBAL THINKERS, LEADERS AND INNOVATORS.

56k
C/V Level Executives

12k
Post Impressions

13K
Monthly Web Visits

107k
Newsletter Opt-In
Subscriptions

1m+
Global 'C' & 'V'
Level Data Points

DETAIL IN THE NUMBERS...

56,619 EXECUTIVE FOLLOWERS

DESIGNATION:

C-level	28%
Director	24%
Entrepreneur	9%
V-level	19%
Senior Manager	17%
Other	3%

BEHAVIOUR & ENGAGEMENT:

Website visits pcm	13.4k
Avg. unique web visits per day	192
Multiple sessions	5.4%
Bounce rate	13.85%
Session duration	2m51s

BUSINESS FUNCTION:

Technology	33%
Manufacturing/Operations	19%
Supply Chain	21%
Procurement	27%

GEOGRAPHY:

UK & Europe	31%
US & Canada	29%
APAC	17%
MEA	15%
ANZ	8%

INDUSTRY:

Manufacturing
Technology
Finance & Insurance
Logistics, Distribution & Warehouse
Hotel & Hospitality
Retail
Construction
Energy & Mining

COMPANY SIZE:

10,000+	26%
5,000-10,000	39%
2,000 - 5,000	19%
1,000 - 2,000	12%
500 - 1000	4%

CONTENT STRATEGY

Our goal is to bring together industry leaders to discuss the challenges, opportunities, and strategies that drive business success in the digital age.

By providing a platform for insightful content and thought leadership, Digital Edge empowers its audience to embrace innovation and navigate the ever-evolving digital landscape.

EVERY LEADER HAS A STORY...

WE TELL THEM.

ADVERTISING OPPORTUNITIES

Individual advertising opportunities are available throughout the Digital Edge platforms.

Choose from standalone magazine Ads, Web Ads, Premium Ad positions and bespoke campaigns.
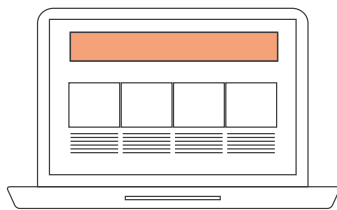
FEATURE ADS

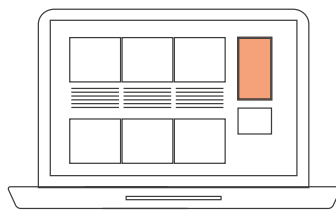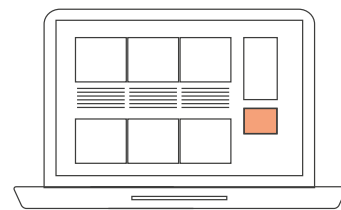| DPS	FPC	Half	Quarter
£9995	£7495	£5995	£2495

WEB ADS

Billboard	HPU	MPU
Height: 365 pixels Width: 1416 pixels	Height: 600 pixels Width: 300 pixels	Height: 250 pixels Width: 300 pixels
£995	£595	£295

PREMIUM ADS

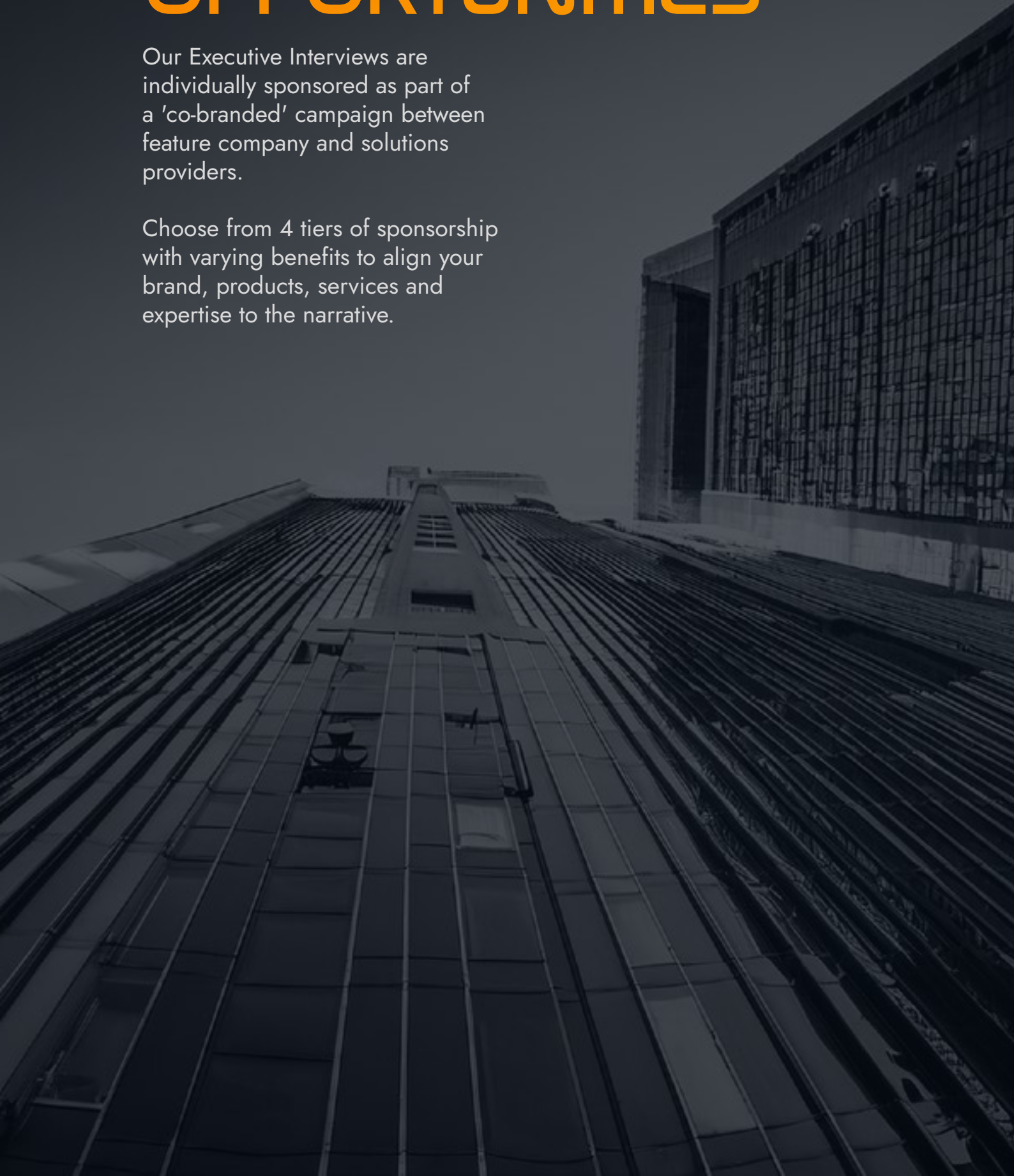| Inside Cover	Editors Page	Inside Back Cover
£12,995	£6,995	£8.995

SPONSORSHIP OPPORTUNITIES

Our Executive Interviews are individually sponsored as part of a 'co-branded' campaign between feature company and solutions providers.

Choose from 4 tiers of sponsorship with varying benefits to align your brand, products, services and expertise to the narrative.

PLATINUM
PACKAGE

£9,995

INCLUDES:

Double Page Advert

Billboard Web Advert

Optional Double/Single Page Case Study

Social Media Promotion
Digital Brochure

GOLD
PACKAGE

£6,995

INCLUDES:

Full Page Advert

HPU Web Advert

Optional Single Page Case Study

Social Media Promotion

Digital Brochure

SILVER-Λ
PACKAGE

£4,995

INCLUDES:

Half Page Advert Landscape

MPU Web Advert

Social Media Promotion

Digital Brochure

SILVER-B
PACKAGE

£4,995

INCLUDES:

· Half Page Advert Vertical
· MPU Web Advert
· Social Media Promotion
· Digital Brochure

ARTWORK SPECS

Enquire about our complimentary
advert design and copywriting
services at:
studio@articul8media.com

PREMIUM ADS

DOUBLE PAGE
Trim 420mm x 297mm
Bleed 426mm x 303mm
Type Area 400mm x 277mm

FULL PAGE
Trim 297mm x 210mm
Bleed 303mm x 216mm
Type Area 277mm x 190mm

HALF PAGE HORIZONTAL
Trim 145mm x 210mm
Bleed 151mm x 216mm
Type Area 135mm x 190mm

HALF PAGE VERTICAL
Trim 297mm x 102mm
Bleed 303mm x 109mm
Type Area 272mm x 90mm

QUARTER PAGE
Trim 135mm x 90mm

BILLBOARD PACKAGE
Trim 210mm x 30mm
Bleed 216mm x 36mm
Type Area 190mm x 20mm

Accepted format: 'High quality' PDF with fonts embedded and 300dpi images

CASE STUDY

Our Advertising positions are also available as a Case Study or Advertorial, as an alternative to the DPS or FPC within the magazine and brochure.
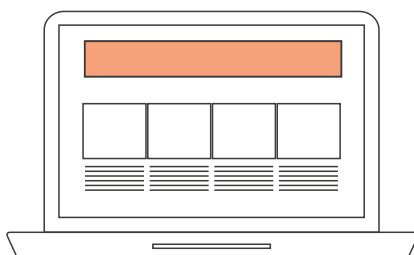
If you would like us to design this in house, please send:
• your company logo
• a selection of images
• approx 600 words of approved content.

• 297mm (height) x 420mm (width) +3mm bleed

• All images at 300dpi

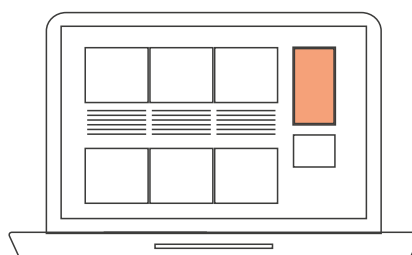• Supplied in High Quality PDF format

WEB ADS

File formats: GIF, JPG or PNG   **Max File Size:** 150KB
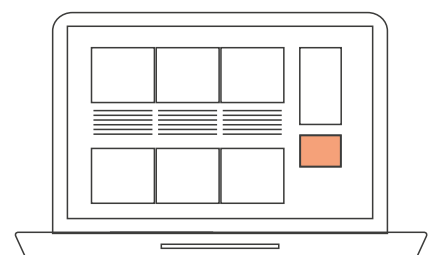**Border:** Please add a visible border if using a white background

BILLBOARD
Height: 365 pixels Width: 1416 pixels

HPU
Height: 600 pixels Width: 300 pixels

MPU
Height: 250 pixels Width: 300 pixels

CAMPAIGNS &
CONTENT PLANS

INTERVIEWS

Request our 'Tech-Insights' Interview Campaign Brochure at
hello@articul8media.com

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PODCASTS

Request our 'In conversation with...' Podcast Brochure at
hello@articul8media.com

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NEWSLETTERS

Sponsorship of our monthly newsletter to over 36,000 executives at £1,995 per quarter
(3 x campaigns)
enquiries@articul8media.com

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PRESS RELEASES

Tailored press releases written by our professional copywriters to a targeted campaign audience.
Price upon request at
enquiries@articul8media.com

TESTIMONIALS

The creators of Digital Edge have been working with business leaders and their organisations to showcase their stories of digital transformation for almost 20 years…

Here's a selection of testimonials from that time.

It was a real pleasure wor
Their professionalism, appr
a both stimulating and hig

**Bjorn Bengtsson, Chief Pr
officer, U**

The project was a pleasure for me and the interview gave excellent exposure to the work we're doing at Pinecliffs in terms of digitialisation and our procurement strategy

Manuela Figueiredo, Regional Director of Procurement, Pine Cliffs Resort.

It was a real pleasure to work with
the team. I was amazed by the reac
such a high number of views befo

Karine Waksman, Vodaf

I was thoroughly impressed by James and the Tech-Exec team. Their professionalism, creativity, and commitment made the article's creation enjoyable and successful. Highly recommended!

Vip Parmar, Global Head of Data Management at WPP

I have worked with James recently on an article for Tech-Exec magazine. Not one to typically aspire to the limelight, James encouraged me to tell my story for the benefit of other data leaders. A genuinely great chap - lots of fun to work with and his output has been impressive. One colleague commented that the article was one of the best he'd ever seen!

Ross Offer, VP of Data & AI at Atkins Realis

I've worked with James on his Tech-Exec publication and found him engaged, knowledgeable and well connected across industry. The connection with peers across the technology and data space has been fantastic, as has the exposure I have gained from working with Tech-Exec and being interviewed by the magazine. The production and editorial staff are incredibly professional and the quality of the publication itself is amongst the best in the industry. It was a great experience personally and for my company.

Lee Fulmer, Chief Data Officer at UBS and Data IQ 100 Lifetime Achievement Award Winner 2024

rking with the Purchaser.
oach and insight made for
hly enjoyable experience.

roduct and Supply Chain
Untuckit

James has consistently shown that a people-first approach to business is what they stand by as a part of their value proposition. Never is anything too much, never can they do enough, always a can-do attitude whilst delivering a top class service. I am excited to see Tech Exec grow, the next few years are going to be brilliant. A Top class human and friend.

James Parkes, Former professional Rugby player and Founder of MyDay

I had a blast engaging with James and the rest of the team behind Tech-Exec magazine. It was a slick, easy process, and they held my hand throughout. I would highly recommend working them.

Alex Richards, Interim UK&I IT Director at Royal BAM Group

James, Charlotte and
ction! I have never had
re, close to 6k so far.

fone Ireland

They have a unique ability to craft a compelling narrative and capture your essence in just a few paragraphs. The team communicated updates throughout the process and were also very supportive. Working with James and the Tech-Exec team was a pleasure, and I am delighted to recommend them.

Tia Cheang, Chief Data & Analytics Officer

Fivetran

FIVETRAN HAS ENJOYED WORKING WITH JAMES AND THE TECH-EXEC TEAM, ADVERTISING AND SPONSORING SEVERAL OF THEIR DATA LEADER INTERVIEW SERIES TO GREAT SUCCESS FOR BOTH PARTIES.

OUR PARTNERSHIP ENABLES US TO PROMOTE OUR BRAND, PRODUCTS AND SERVICES VIA THEIR CHANNELS. WE HAVE RECENTLY EXPANDED ON THIS PARTNERSHIP, SPONSORING THEIR DATA LEADER AWARDS AND INSIGHT NEWSLETTER.

THEIR DESIGN TEAM IS ALSO A JOY TO WORK WITH. THEY ARE INCREDIBLY KNOWLEDGEABLE ABOUT WORKING WITH BIG-NAME BRANDS AND SUPPORTING IN THE CREATIVE PROCESS OF DESIGNING ADVERTS AND BUILDING CAMPAIGNS.

I WOULD HIGHLY RECOMMEND WORKING WITH THEM IF YOU GET THE OPPORTUNITY.

Brendan Finnegan
Lead Marketing Manager, UK & Ireland

BRANDS WE'VE WORKED WITH...

EY
Building
working

NatWest

EDITORIAL CALENDAR 2025

FEBRUARY 2025

Feature Content:

"The Rise of Quantum Computing in Manufacturing"
Explore how quantum computing is revolutionising manufacturing processes, optimising supply chains, and enabling more precise materials design.

Business Focus:

"AI in Strategic Decision-Making: Empowering Leadership"
Insights on leveraging artificial intelligence to enhance business forecasting, decision-making, and competitiveness in fast-changing markets.

Sustainability:

"Green Robotics: Sustainability at the Heart of Automation"
Examining how collaborative robots (cobots) are being designed for energy efficiency and waste reduction in industrial settings.

JUNE 2025

Feature Content:

"Blockchain Beyond Crypto: Supply Chain Transparency"
Analysis of blockchain's role in enhancing traceability, combating counterfeiting, and fostering trust in global supply chains.

Business Focus:

"Navigating the Cyber-security Landscape: Preparing for Tomorrow's Threats"
Strategies for business leaders to safeguard digital infrastructure against evolving Cyber-security threats and breaches.

Sustainability:

"Energy Positive Buildings: The Role of IoT in Green Architecture"
Highlighting IoT-enabled solutions in constructing energy-positive factories and offices.

APRIL 2025

Feature Content:

"5G-Powered Smart Factories: A New Era of Connectivity"
Discuss how 5G is enabling ultra-reliable, low-latency communication in factories, transforming production lines and maintenance.

Business Focus:

"The Boardroom Tech Revolution: Integrating Digital Twins"
Guide for executives on implementing digital twins to simulate scenarios, improve efficiency, and drive innovation in corporate strategy.

Sustainability:

"Circular Economy in Manufacturing: Tech Innovations Driving Zero Waste"
Investigating advanced recycling technologies and systems that enable circular manufacturing practices.

AUGUST 2025

Feature Content:

"The Future of Additive Manufacturing in Aerospace and Defence"
Coverage of cutting-edge developments in 3D printing technology and its transformative impact on the aerospace sector.

Business Focus:

"Revolutionising Customer Experience with Augmented Reality (AR)"
A deep dive into AR tools that are reshaping customer interactions, training, and service delivery for businesses.

Sustainability:

"Biodegradable Materials in Tech: Closing the Loop on E-Waste"
Exploring breakthroughs in biodegradable electronics and their potential to tackle the growing e-waste challenge.

OCTOBER 2025

Feature Content:

"AI-Powered Predictive Maintenance: Saving Time and Costs"

Investigating how AI algorithms are improving up-time, reducing maintenance costs, and predicting machinery failures.

Business Focus:

"Leadership in the Age of Hyper-Automation"

How CEO's and managers can adapt to hyper-automation trends while ensuring human-centric innovation and employee empowerment.

Sustainability:

"Sustainable AI: Reducing the Carbon Footprint of Machine Learning Models"

Examining the environmental impact of training large AI models and emerging solutions to mitigate energy consumption.

DECEMBER 2025

Feature Content:

"Advanced Sensors for Precision Agriculture"

Unpacking the role of IoT and advanced sensors in enhancing productivity and sustainability in agriculture.

Business Focus:

"Driving Digital Transformation with Edge Computing"

Practical insights on how edge computing can improve data processing speeds, lower costs, and enhance operational efficiency.

Sustainability:

"Net Zero Ambitions: The Role of AI and Big Data in Carbon Management"

Insights on leveraging AI and big data analytics to monitor, report, and reduce carbon emissions across industries.

DIGITAL
EDGE

GENERAL
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EDITORIAL
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