

techspective

...a unique perspective on technology[©]

ABOUT THE WEBSITE

TechSpective covers information, trends and breaking news related to computers, mobile devices, the internet, and technology in a meaningful way that brings value to the story, and provides you with information that is relevant to you. We offer in-depth reporting and long-form feature stories, as well as product reviews, and community content in plain English terms, and with a unique perspective on technology.



DEMOGRAPHICS

26% are 18-34
57% are 35-44
32% are women
69% are from U.S
18% are from U.K.,
Australia and Canada

SITE TRAFFIC

214,223

Monthly Page Views

1,058

Newsletter Subscribers

81,046

Monthly Unique Visitors



ABOUT THE FOUNDER

Tony Bradley, has written or co-written a dozen books on technology and information security topics, and is a prolific author for a variety of media outlets. What he has found is that there is no shortage of media outlets and websites able to rapidly regurgitate press releases, or share “breaking news” in a race to be the first to post something online, but what is often lacking is some perspective—the “Why should you care about this?” or “What does this mean for you?”.



@RealTonyBradley



@techspective



@techspective



@techspective



@realtonybradley

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MISSION STATEMENT

The mission of TechSpective is to explore all aspects of computers, the internet and technology and provide a unique perspective that enlightens the audience and helps readers get more out of the technology they use.



OUR WRITERS

The writers for TechSpective bring real-world experience to the table and a passion to share their unique perspectives on technology in a way that readers can relate to and apply in their own lives.

TOPICS THE AUDIENCE LOVES

Our writers cover a range of subjects related to technology, Windows, mobile devices, and information security, but some topics get more attention than others.

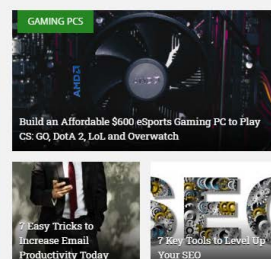
- Product reviews
- PC and network security
- Microsoft and Windows
- How-to articles
- Cloud and DevOps
- Technology News

PAST COLLABORATIONS

- Adobe
- CrowdStrike
- SentinelOne
- ReliaQuest
- Tanium

NEWS & ANALYSIS | SECURITY | MICROSOFT | REVIEWS | TECHNOLOGY

NEWS & ANALYSIS BUSINESS SECURITY MICROSOFT PODCASTS TECHNOLOGY REVIEWS



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Run a campaign on social media. Promote a product or service or conduct contest with coordinated social media campaign across Facebook, LinkedIn, Twitter, and Instagram. \$1,000

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Guest appearance on TechSpective Podcast to discuss a topic of your choosing. Includes blog post and social media promotion. \$1,500

LEADERBOARD AD – 728 X 90px

\$650 / month - 1 Slot available

TOWER AD – 600 x 200px

\$500 / month - 2 Slots available

FOOTER AD – 728 x 90px

\$550 / month - 2 Slots available

STANDARD DISPLAY AD – 336 x 280px

\$450 / month

10 Slots available (Ads rotated)

WHAT OTHERS SAY

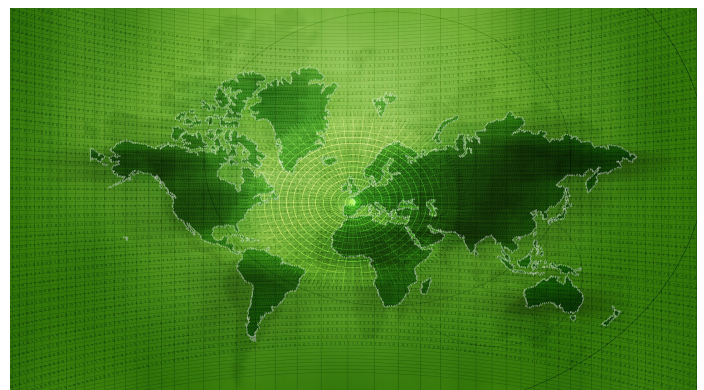
"I've always been so impressed by Tony and his ability to multi-task projects. He is a brilliant writer, social media guru, content strategist and a top influencer in the Security market! He has a strong knack for easily understanding cybersecurity trends and technologies and he brings them to life through powerful headlines and stories. If you need a strong writer or content strategist -- one who sees the big picture challenges in our market yet can still go deep technically -- I'd highly recommend Tony."

-Michelle Schafer, Merritt Group

"Tony is a gifted writer and company evangelist. He is wonderful to work with because he can understand complex or technical concepts but can boil it down and write about it in a way that is digestible so anyone can understand them. He is hard working and reliable, so it is always a pleasure to work with him."

-Melinda Marks, Soluble

RATES ARE VALID UNTIL 12/31/2024



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* 4x display ad placement

* Social media promotion

* Logo displayed on email newsletter

* Rotating guest appearance on TechSpective podcast

Ready To Get Started?

Feel free to contact us by **Phone: 281-904-0591** or by **Email: info@xpective.net**