



ABOUT THE WEBSITE

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.



DEMOGRAPHICS

- 23% are 18-34
- 61% are 35-44
- 35% are women
- 63% are from U.S
- 23% are from U.K., Australia and Canada

AUDIENCE

241,527
Monthly Page Views

37% increase **83,162**
Podcast Listeners Monthly Unique Visitors

ABOUT THE FOUNDER



Tony Bradley, founder of TechSpective.net, has authored or co-authored over a dozen books on technology and information security. As a prolific writer for numerous media outlets, Tony brings depth and insight to the rapidly evolving tech landscape. He has observed that many media platforms focus on quickly regurgitating press releases or racing to publish “breaking news” online. However, what often lacks is the essential perspective—answering questions like “Why should you care about this?” and “What does this mean for you?” Through his work, Tony ensures that readers not only receive the latest information but also understand its significance and impact on their lives.



@RealTonyBradley



@techspective



@techspective



@techspective



@realtonybradley



techspective

...a unique perspective on technology[©]

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

- CrowdStrike
- SentinelOne
- Adobe
- ReliaQuest
- Tanium

NEWS & ANALYSIS | SECURITY | MICROSOFT | REVIEWS | TECHNOLOGY

- NEWS & ANALYSIS
- BUSINESS
- SECURITY
- MICROSOFT
- PODCASTS
- TECHNOLOGY
- REVIEWS



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CONTENT MARKETING

\$2,500 per month (billed quarterly)

2,000 words per month of content used however you choose: blog posts, ghostwritten articles, case studies, white papers, etc.

SINGLE ARTICLE

\$1,000

A custom-written 600-850 word blog post.

SOCIAL MEDIA CAMPAIGN

\$2,000

Run a campaign on social media. Promote a product or service or conduct contest with coordinated social media campaign across Facebook, LinkedIn, X, and Instagram.

TECHSPECTIVE PODCAST

\$1,500

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

CUSTOMIZED CONTENT

TBD

We are flexible and anxious to work with you in a consulting capacity to help you reach your content and brand marketing goals.

WHAT OTHERS SAY

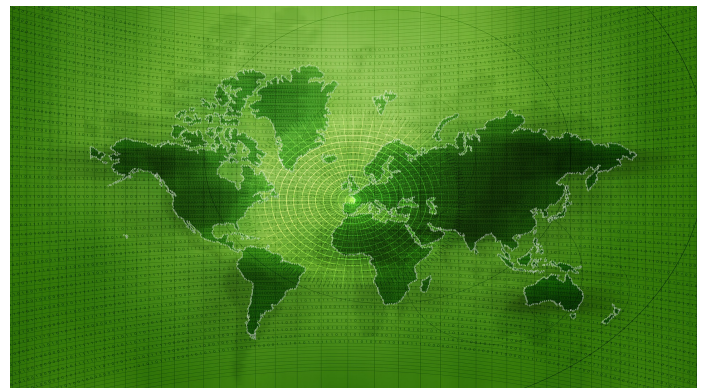
"I've always been so impressed by Tony and his ability to multi-task projects. He is a brilliant writer, social media guru, content strategist and a top influencer in the Security market! He has a strong knack for easily understanding cybersecurity trends and technologies and he brings them to life through 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 12/31/2025



Ready To Get Started?

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