

**DIGITAL JOURNAL**

**MEDIA  
KIT  
2024**

ESTABLISHED IN 1998

# ABOUT DIGITAL JOURNAL

Digital Journal is a global media platform that elevates voices in the news cycle. From leadership profiles, to company deep dives, to unpacking industry insight, Digital Journal is a media business where journalists publish alongside subject matter experts and thought leaders.

Started in 1998 as a tech publication, today Digital Journal broadly explores the transformative journeys of organizations and their leaders as they adapt to the digital age.

Our focus on innovation is a spotlight on the creative minds and visionary leaders who are bringing new concepts to life. We cover technological advancements, including new tools, platforms, and systems that are transforming businesses. We explore the dynamics shaping industry sectors with expert perspective and coverage of market trends, regulatory changes, and economic shifts that are creating change and new opportunities for businesses and leaders living in an era of constant change.

Learn more at [digitaljournal.com](https://digitaljournal.com)





WE'RE A  
NETWORK OF  
JOURNALISTS  
AND **SUBJECT  
MATTER  
EXPERTS** WHO  
SHARE STORIES  
IN AN AWARD-  
WINNING  
PUBLICATION  
**READ BY  
MILLIONS OF  
PEOPLE**





**1.5 MILLION**  
MONTHLY READERS



**150K+**  
SOCIAL MEDIA FOLLOWERS



**678,000X**  
ARTICLES SHARED IN THE LAST YEAR



### **Search distribution**

Publishing since 1998 with millions of backlinks and a strong search profile



### **News distribution**

Google News publishing partner since 2005 with regular story pickup



### **Research distribution**

Articles catalogued and shared in research from companies like LexusNexus and Thomson Reuters.

**REACH**

## DIGITAL JOURNAL



### TOP MARKETS

1. New York
2. Los Angeles
3. Atlanta
4. Chicago
5. Dallas
6. Houston
7. Seattle
8. Boston
9. San Francisco
10. Phoenix

# UNITED STATES READERSHIP

The U.S. audience accounts for 50-60% of Digital Journal's monthly readership numbers, depending on what traffic the news cycle is driving.



## TOP MARKETS

1. Toronto
2. Montreal
3. Vancouver
4. Calgary
5. Ottawa
6. Edmonton
7. Mississauga, ON
8. Winnipeg
9. Halifax
10. Saskatoon

# CANADIAN READERSHIP

The Canadian audience accounts for 30-40% of Digital Journal's monthly readership numbers, depending on what traffic the news cycle is driving.

# 8X

WE  
OVER-  
INDEX  
ON  
DECISION  
MAKERS

Digital Journal readers are 8x more likely to be decision makers in IT, Finance, HR and Marketing with senior (director +) titles than the average internet user.

## We reach people in every size business



**33%**

SMALL  
BUSINESS

<\$10MM ANNUAL REVENUE



**22%**

MEDIUM-SIZED  
BUSINESS

<\$100MM ANNUAL REVENUE



**45%**

LARGE  
ENTERPRISE

\$100MM+ ANNUAL REVENUE

## Readers work in transformation industries



**TECH**



**MANUFACTURING**



**FINANCE &  
BUSINESS SERVICES**



**HEALTHCARE**



**ENERGY**



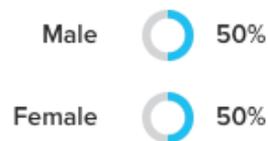
**AGRICULTURE**

DEMOGRAPHICS



Our readers are women and men with higher-than-average income and education.

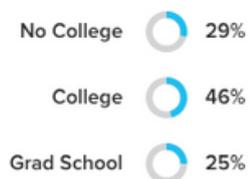
## GENDER



## INCOME



## EDUCATION



## AGE



DEMOGRAPHICS

# WE OVER-INDEX ON READERS WHO CARE ABOUT:



CAREERS



FINANCE



BUSINESS



ENVIRONMENT



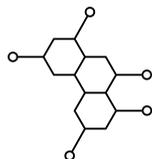
TECHNOLOGY



REAL ESTATE



EDUCATION



SCIENCE



NEWS



SOCIETY



AUTOMOTIVE



HEALTH

CONTENT INTERESTS