Datafloq

MEDIA KIT 2027

FOR SOFTWARE & HARDWARE VENDORS IN TECH

Put your brand where data & AI buyers read.

For 13 years, Datafloq has been the one-stop source for data, AI and emerging tech, read every month by the engineers, architects and executives who evaluate and buy the technology you sell.

250K Visitors per month

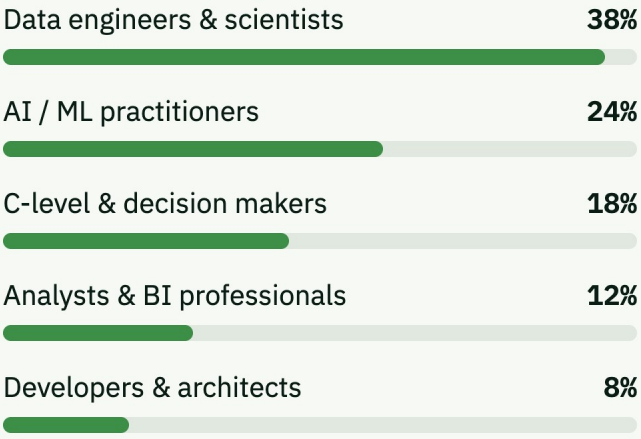
10K+ Newsletter subscribers

45K+ Social media followers

13 Years of publishing

Who reads Datafloq

Share of audience by role



190+ countries represented in our readership

Our channels

45K+ social followers combined

Website `datafloq.com`	**250K** visitors / month
Weekly newsletter 52 editions a year	**10K+** subscribers
X `@Datafloq`	**37.5K** followers
Facebook `facebook.com/Datafloq`	**4.5K** followers
LinkedIn Datafloq company page	**3.8K** followers

COVERAGE AI · Big Data · Cloud · Cybersecurity · Blockchain · IoT · Robotics · Startups · Strategy

ONE PARTNERSHIP · 52 WEEKS OF VISIBILITY

One year. Five ways to be seen.

A single annual partnership for software and hardware vendors that keeps your brand in front of Datafloq's data and AI audience, every week of the year.

1 **Claimed company profile**
Your own organization page in the Datafloq companies directory, with logo, story, products and social links.

4 **Branded content articles**
Your stories published in editorial context on Datafloq as partner content, in front of practitioners and buyers.

1 **Whitepaper**
Your whitepaper published in the Datafloq whitepaper library, where readers research solutions.

52 **Weekly newsletter partner**
A fixed partner placement in every edition of the weekly newsletter: 52 sends to 10,000+ subscribers.

4 **Social media features**
Four partner features a year across X, Facebook and LinkedIn, reaching 45K+ followers.

ANNUAL FEE

€4,879

per year · about €407 per month

YOUR YEAR IN NUMBERS

520K+
newsletter deliveries with your brand (52 × 10K+)

3M+
site visits a year around your profile and content

Become a partner
dataflog.com/advertize

EVENTS **Promoting an event?** Post it on Datafloq or promote it through our channels. It counts as one of the postings in your package.

YOU'RE IN GOOD COMPANY

Brands that have partnered with Datafloq before

ORACLE · Microsoft · aws · drimble

BUILT FOR SaaS & data platforms · AI & ML tooling · Cloud & infrastructure · Cybersecurity · Hardware & IoT

MEDIA PARTNER TO INTERNATIONAL CONFERENCES

Your event, amplified.

Dataflog has been media partner to data, AI and technology conferences around the world. Whether you organise the event or exhibit at it, we put it in front of our audience.



MEDIA PARTNER TO

A selection of recent conferences

TechEx Global	QCon San Francisco	CDAO Fall	Data Innovation Summit
London · Feb 2026	San Francisco · Nov 2025	Boston · Oct 2026	Stockholm · May 2026

ALSO CIO & CAIO Exchange Europe · Customer Experience Asia · Chief Data Officer Exchange · CDO Healthcare Exchange · Automated Enterprise Summit · CISO Healthcare

EVENT PROMOTION

€1,300

one-off, per event

Share your event once across all Dataflog channels

Website
Featured in the Dataflog events calendar

Newsletter
In the weekly edition to 10K+ subscribers

Social media
Shared on X, Facebook and LinkedIn

Annual partners: an event promotion counts as one of your package postings.

3,500+ events & courses listed

190+ countries reached

13 years of publishing

PUBLISH ON A 13-YEAR-OLD AUTHORITY DOMAIN

Rank in search. Show up in AI answers.

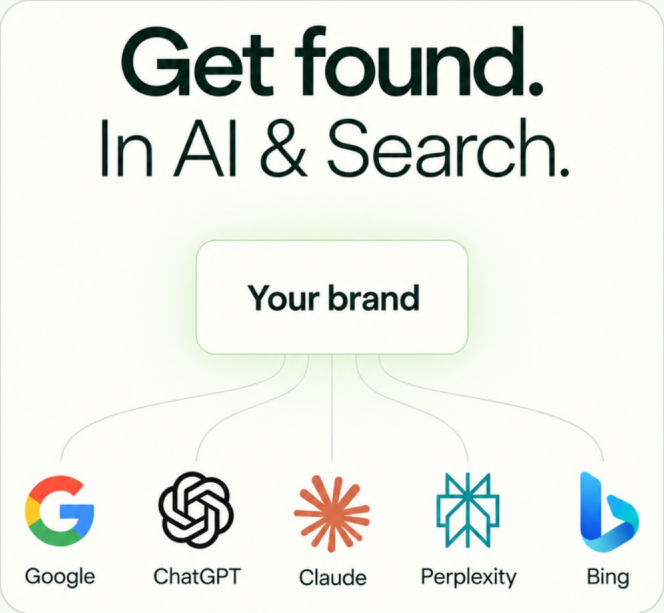
A branded article on Datafloq puts your story on an established data and AI publication: the kind of trusted source search engines rank and AI assistants draw their answers from. It gives your brand a strong push in both SEO and AI visibility.

BRANDED ARTICLE

€195 per article

- Published on datafloq.com as partner content
- Minimum of 500 words per article
- Up to 3 do-follow links

Grey-niche content: €395 per article



WHY PUBLISH ON DATAFLOQ

SEO

Authority that passes on

Do-follow links from a domain with 13 years of history in data and AI send strong ranking signals to your site.

AI VISIBILITY

Be part of the answer

AI assistants such as ChatGPT, Gemini and Perplexity draw on trusted publications. Datafloq puts your brand in those sources.

AUDIENCE

Read by the right people

250K monthly visitors, from data engineers to C-level decision makers, read your story in editorial context.

HOW IT WORKS

01 Order
Choose a standard or grey-niche article and pay online.

02 Submit
Send your article: at least 500 words, up to 3 do-follow links.

03 Publish
After editorial review, your article goes live on Datafloq.

TIP Publishing regularly? The annual partner package includes 4 branded articles, a whitepaper and a weekly newsletter placement.