



# TechGenix

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Media Kit 2020



TechGenix attracts highly educated, certified IT administrators, IT managers and executive decision makers with direct influence over the purchasing process. As a distinguished authority within the IT realm, visitors turn to us for trusted recommendations on their buying decisions, tips, tricks, and their everyday news in the information technology sphere. With an ever increasing visitor base searching for solutions to their problems, we can help you connect with and reach the right kind of audience and generate targeted sales leads.

## MONTHLY SITE STATISTICS



**650,000**  
monthly unique visitors



**750,000**  
monthly visits



**900,000**  
monthly page views



**200,000**  
opt-in subscribers

# Audience Demography

**70%** of visitors consult TechGenix to find specific products to fulfill their technical requirements.

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**50%** of visitors say that TechGenix has a major or very high influence in forming their opinion on related products and services.

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**40%** of visitors work for organizations of at least 1,000 employees.

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**40%** of visitors work for organizations with an annual IT budget of at least \$1 million.



# Topic Channels

Optimize your ad campaign by targeting specific topic channels that relate to your products and services. We provide our customers with access to several core topic channels to allow them to generate interest among the readers that really count. Many of these channels have been nurtured for well over 15 years and have helped establish TechGenix as one of the leading publications for IT pros.

## **Exchange Server / Office 365 Channel**

Since 1996 the TechGenix network has been the top resource for information on Microsoft Exchange & Office 365 with contributions from leading experts in the field.

## **Networking Channel**

The TechGenix portal is packed with tutorials and tips on how to set up, maintain and troubleshoot computer and cloud networks of any size, making it a firm favorite among IT professionals.

## **Security Channel**

For years TechGenix has been providing security news, articles, tutorials and reviews for information security professionals on a wide range of topics, from firewalls and intrusion detection to viruses and malware and more!

## **Virtualization Channel**

TechGenix is home to one of the most trusted virtualization resources around and provides exclusive information on how to maintain and manage virtualized IT infrastructure.

# Advertising Options

## Product Reviews

Have your product reviewed by one of our certified experts and receive a Bronze, Silver or Gold award. The review will appear on the site homepage for up to 3 days and will remain permanently available to our visitors from within our Product Review section and any other relevant article sections. A link to the review will be included in the TechGenix Weekly IT Update Newsletter which is mailed out to over 200k opt-in subscribers.



## Live case example showcasing KerioConnect

**TechGenix**

REVIEW: ENTERPRISE-CLASS EMAIL SOLUTION KERIO CONNECT

There was a time when tech journalists were widely predicting the demise of email. Even so, email remains one of the most critical services for almost any business, and a business' choice of email server can have a major impact on both its security and its bottom line.

Although mail servers have gained a reputation for being expensive and overly complex, it doesn't have to be that way. GET's Kerio Connect is designed to be secure, intuitive, and affordable, without sacrificing the features that people have come to expect. I was curious to see how Kerio Connect stacked up against some of the higher-priced mail servers.

### Installation process

As someone who has worked extensively with Microsoft Exchange, I was expecting the Kerio Connect setup process to be really tedious and time-consuming. However, the opposite ended up being true. I was able to get Kerio Connect up and running in less than 10 minutes.

I found the installation process to be straightforward, especially when compared with some of the other mail servers that I have installed. I created an MX record on my DNS server and then launched the installation wizard. The installation wizard prompted me to provide a few basic pieces of information such as the server's Internet hostname and email domain. Once I had answered a few simple questions, the installation process completed and Kerio Connect was up and running.

### Working with Kerio Connect

I wasn't quite sure what to expect about Kerio Connect's administrative interface. Some of the mail server applications that I have seen over the years use a convoluted GUI or force you to do everything from the command line. When I opened Kerio Connect's administrative tool for the first time, I was taken to a very intuitive dashboard view. You can see what this looks like in the screenshot below.

Kerio Connect dashboard

As you can see in the screenshot, the administrative tool provides a series of tabs that you can use to monitor system health, the message queue, traffic, and various other statistics.

Once I had Kerio Connect up and running, I wanted to see what was involved in creating user mailboxes. I also wanted to attach a client to the mail server to see what the end-user experience was like.

Creating a user account is no simple as going to the Users tab, right-clicking in the Users pane, and choosing the Add command. This brings up a dialog box that you can use to create a user account. As an alternative, you can import users from the Active Directory or a CSV file.

# Advertising Options

## Sponsored Posts

Establish your thought-leadership credentials by taking your content to the forefront of the TechGenix audience. Provide us with your own content or hire a TechGenix industry expert to create unique content on your behalf for promotion to the TechGenix audience. All sponsored posts receive the same priority exposure as our standard articles and each post will remain permanently online within the relevant article section.

Live case example showcasing **ManageEngine**

The screenshot shows a sponsored article on the TechGenix website. The article is titled "EMPOWER YOUR SERVICENOW TECHNICIANS FOR ACTIVE DIRECTORY MANAGEMENT" and is sponsored by ManageEngine. The content discusses the benefits of ADManager Plus for ServiceNow, including centralized control and improved visibility. It includes a screenshot of the ADManager Plus interface and a call to action for a free resource kit. The article is part of a featured product section on the website.

# Advertising Options

## Interviews

Give our readers the inside scoop on how your organization is serving the IT community by booking an interview with 12-time Microsoft MVP, Mitch Tulloch. Based on your preference, the interview can either be published as an article on the TechGenix site or as the main editorial in the WServerNews newsletter that is mailed out to over 180,000 opt-in subscribers every Monday.



Mitch Tulloch,  
12-time Microsoft MVP

Live case example showcasing **VEEAM**

The screenshot shows a TechGenix article page. At the top, there's a navigation bar with links like 'DECISIONS', 'TODAY'S NEWS', 'TUTORIALS', 'REVIEWS', 'NEWSLETTERS', 'PODCAST', 'PRODUCT DIRECTORY', 'WEBINARS', and 'ABOUT'. Below the navigation is a large banner image with the Veeam logo and the text 'INTELLIGENT DATA MANAGEMENT: INTERVIEW WITH RICK VANOVER OF VEEAM'. The article content includes a photo of Rick Vanover and text discussing data protection and availability in the cloud. The page also features a 'FEATURED PRODUCT' section, a 'Join Our Newsletter' sign-up, and a 'LATEST PODCAST' section.

# Advertising Options

## Lead Generation Webinars

Educate our audience on the value and benefits of your product and acquire a guaranteed volume of opt-in leads. Each webinar includes a 10 to 15 minute presentation by a TechGenix subject expert that is then followed by another 10 to 15 minute presentation by your subject expert which ties into the main presentation topic.

*Live case example showcasing* **ManageEngine**



# Advertising Options

## Virtual Conference Sponsorship

A variety of popular online conferences are held by TechGenix every year with each one focused on a broad topic area such as Office 365, security, virtualization and more. As a conference sponsor, you will have your own 30-45 minute presentation slot at the conference of your choice and you'll also receive up to 1,500 opt-in leads.

### CONFERENCE SPONSOR INCLUDES



Your own 30-45 minute  
presentation



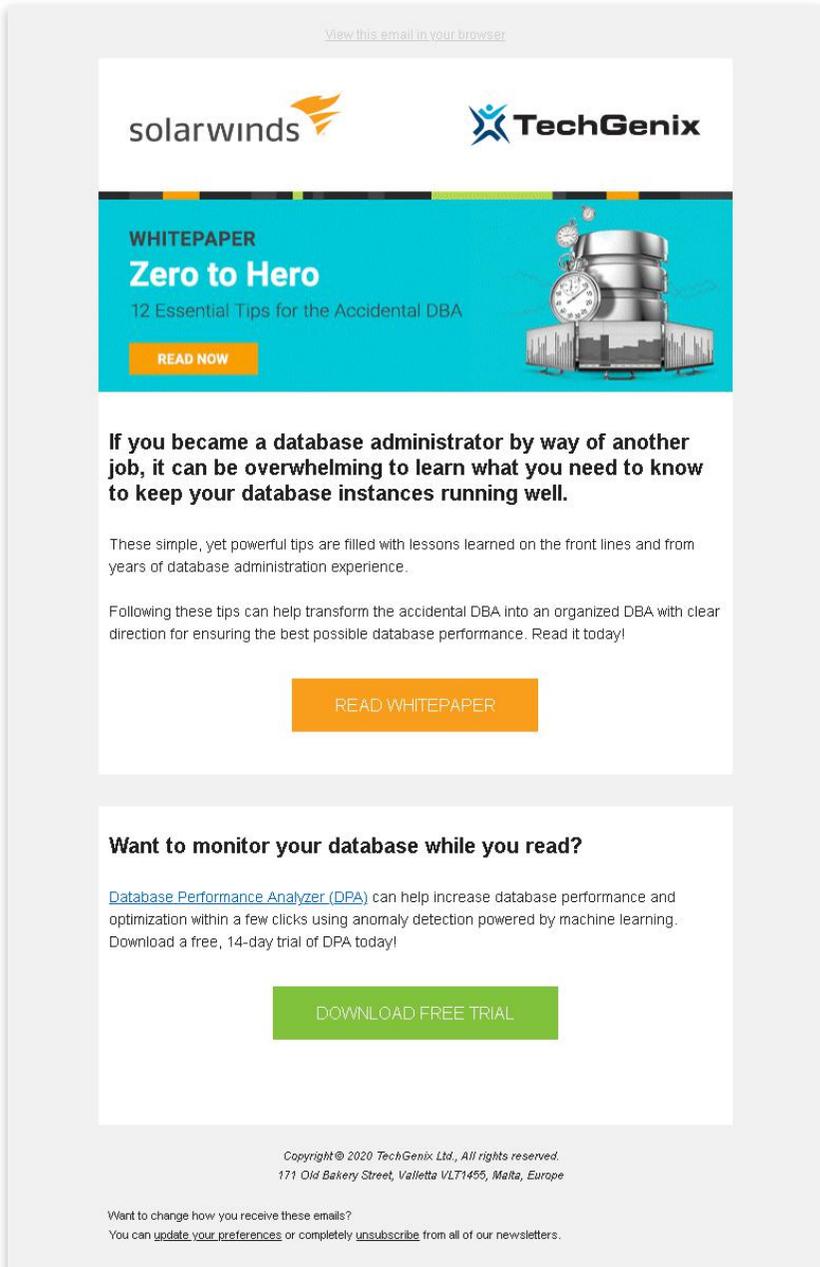
Receive up to 1,500  
opt-in leads

# Advertising Options

## Dedicated Email Blasts

Deliver your message to our entire promo list of 140,000 subscribers or to a subset of subscribers based on filtering criteria such as country and interest topic. Your branded creative and subject line will be sent to our opt-in subscribers within our recognizable email template to maximize engagement.

Live case example showcasing solarwinds 



View this email in your browser

solarwinds  TechGenix 

**WHITEPAPER**  
**Zero to Hero**  
12 Essential Tips for the Accidental DBA

[READ NOW](#)

**If you became a database administrator by way of another job, it can be overwhelming to learn what you need to know to keep your database instances running well.**

These simple, yet powerful tips are filled with lessons learned on the front lines and from years of database administration experience.

Following these tips can help transform the accidental DBA into an organized DBA with clear direction for ensuring the best possible database performance. Read it today!

[READ WHITEPAPER](#)

**Want to monitor your database while you read?**

[Database Performance Analyzer \(DPA\)](#) can help increase database performance and optimization within a few clicks using anomaly detection powered by machine learning. Download a free, 14-day trial of DPA today!

[DOWNLOAD FREE TRIAL](#)

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171 Old Bakery Street, Valletta VLT1455, Malta, Europe

Want to change how you receive these emails?  
You can [update your preferences](#) or completely [unsubscribe](#) from all of our newsletters.

# Advertising Options

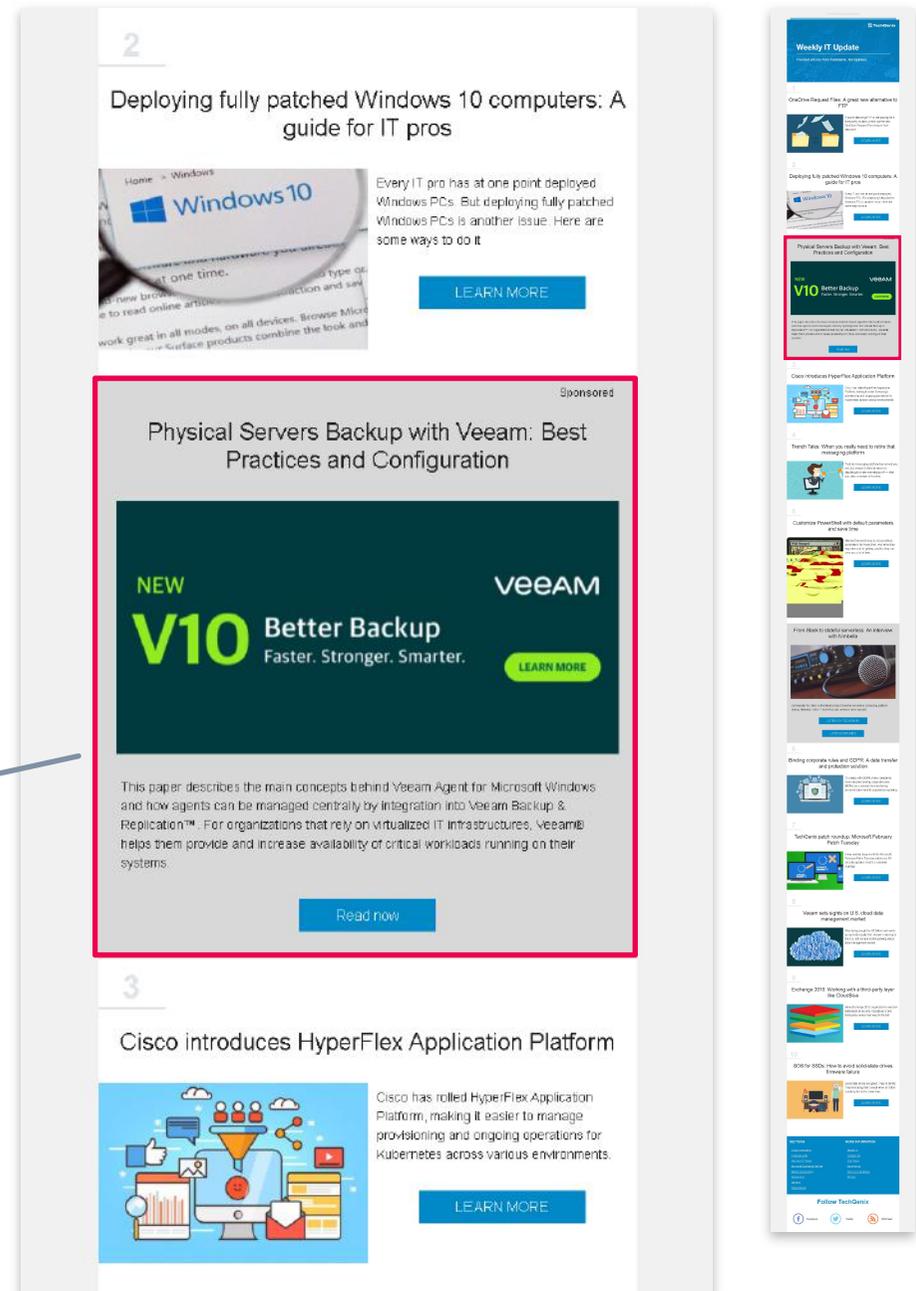
## TechGenix Weekly IT Update Newsletter Sponsorship

Boost the profile of your products, events and offers by placing up to 450 characters of your promotional text and your 560x280 graphic within this newsletter that features a roundup of the week's top TechGenix articles and reaches over 200,000 subscribers every Tuesday.

### CONTENT DETAILS

- **Image Specs:** 560x280 pixels
- **Copy:** up to 450 characters of text

Live case example showcasing **veeam**



# Advertising Options

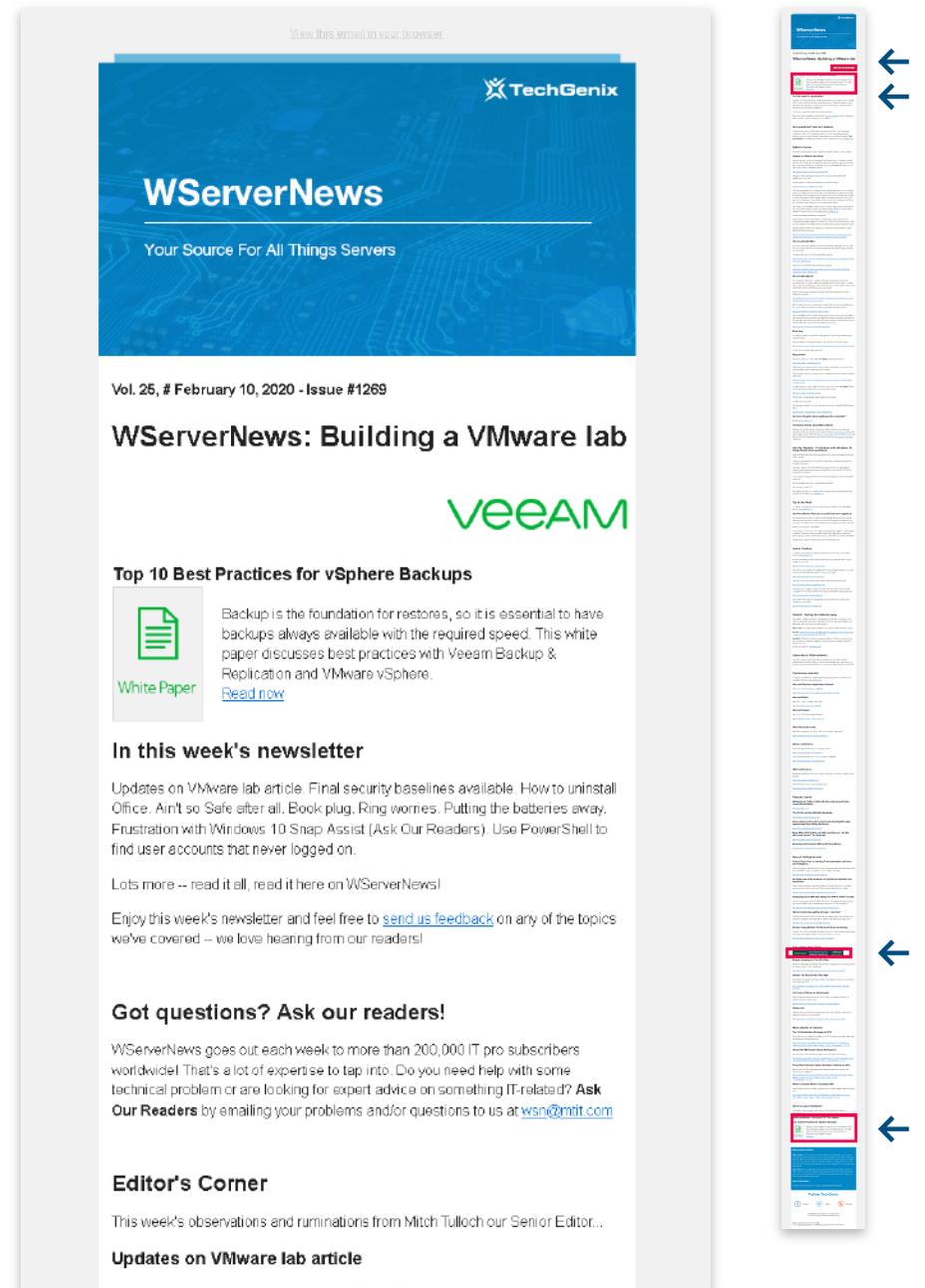
## WServerNews Newsletter Sponsorship

In circulation since 1997, this popular newsletter reaches 180,000 subscribers every Monday and features insights, tips and news from industry veterans Mitch and Ingrid Tulloch. As a premium sponsor, you'll be able to insert multiple text-based and image-based creatives throughout the newsletter.

### PLACEMENTS OPTIONS ON THE NEWSLETTER

- 1 company logo at the top
- 2 text ads with thumbnail image (one at the top and one at the bottom)
- Static banner (468x60)
- 1 text link

Live case example showcasing **veeam**



# Advertising Options

## FitITproNews Newsletter Sponsorship

Mailed out to over 175,000 subscribers every month, this newsletter provides IT pros with practical tips from Mitch and Ingrid Tulloch on how to stay fit and healthy in their lines of work. As a premium sponsor, you'll be able to insert multiple text-based and image-based creatives throughout the newsletter.

### PLACEMENTS OPTIONS ON THE NEWSLETTER

- 1 company logo at the top
- 2 text ads with thumbnail image (one at the top and one at the bottom)
- Static banner (468x60)
- 1 text link

Live case example showcasing **VEEAM**

The screenshot shows a newsletter header with the TechGenix logo and the title 'FitITproNews' with the tagline 'Real fitness for real IT pros'. Below the header, it indicates 'Vol. 03, #03 - March 18, 2020 - Issue #0099'. The main article is titled 'FitITproNews: Barbells and shoulder impingement'. A Veeam logo is prominently displayed. Below the logo is a 'White Paper' section for 'V10 Better Backup - Faster. Stronger. Smarter', featuring a document icon and a 'Try now' link. The newsletter also includes a 'In this week's newsletter' section with a list of topics and a 'Subscribe to FitITproNews!' section with a call to action and a link to the website. A disclaimer is visible at the bottom.



# Advertising Options

## Product Category Sponsorship

Get the edge over your direct competitors by locking your product listing into first position in one or more matching product categories. Add an “Editor’s Pick” badge to your listing for an extra fee. This opportunity allows you to reach IT pros that are actively searching for and comparing B2B products, such as your own, before making a purchase.

### Netwrix Auditor

EDITORS' PICK

NETWORK MONITORING // APRIL 8, 2020 // NETWRIX

Netwrix Auditor is an agentless data security platform that empowers organizations to accurately identify sensitive, regulated and mission-critical information and apply access controls consistently, regardless of where the information is stored. It enables them to minimize the risk of data breaches and ensure regulatory compliance by proactively reducing the exposure of sensitive data and promptly detecting policy violations and suspicious user behavior.

[MORE DETAILS](#) [DOWNLOAD](#)

Live case example showcasing **netwrix**

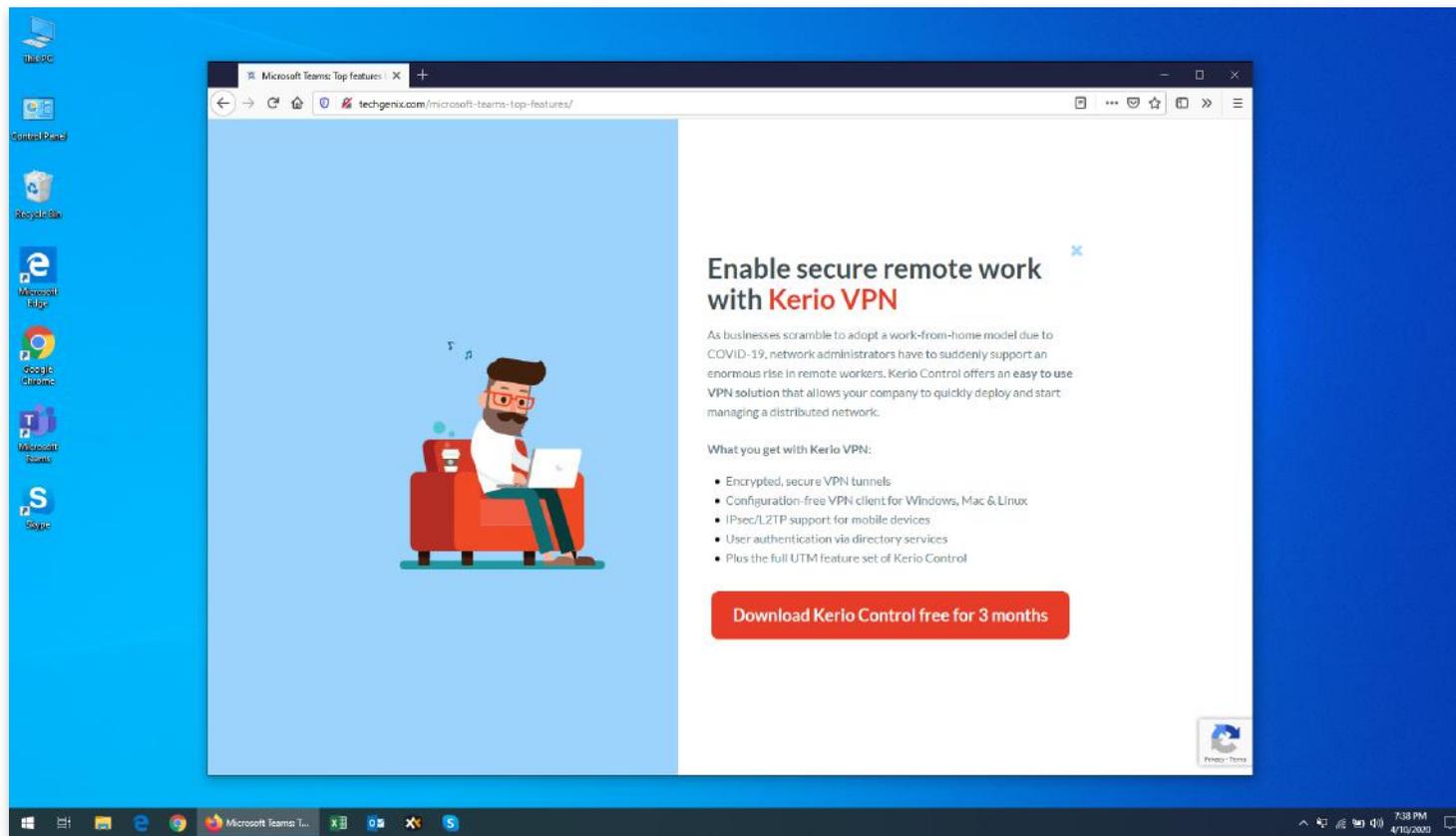
The screenshot shows the TechGenix website's 'NETWORK MONITORING' section. The 'Netwrix Auditor' product listing is highlighted with a red box and a red arrow pointing to the 'EDITORS' PICK' badge. The listing includes the product name, a description, and 'MORE DETAILS' and 'DOWNLOAD' buttons. Other products listed include Network Olympus: Monitoring, Heroix Longitude, ManageEngine NetFlow Analyzer, Exprise CloudReady, ManageEngine OpManager, and AdRem NetCrunch Monitoring Suite. The page also features a newsletter sign-up form and a latest podcast section.

# Advertising Options

## Full Screen Overlays

Increase registration for your ebooks, white papers, events and competitions with this effective option for capturing our visitors' undivided attention. A/B testing is available to optimize campaign performance.

*Live case example showcasing KerioControl*



# Advertising Options

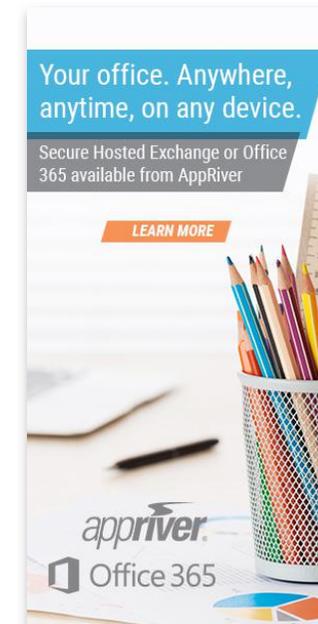
## Banner Ads

Get your ad campaign up and running in no time at all with our choice of display options. Coming in a variety of standard IAB sizes including 728x90 leaderboard, 336x280 inline, 300x250 rectangle, 300x600 half-page and more, engaging with our audience couldn't be easier. Reach as many readers as possible with a run-of-site campaign or take a more measured approach by specifically targeting one or more topic channels.

728x90



300x600



336x280



300x250



# Advertising Options

## Sponsored Text Links

Display up to 280 characters of text below the primary page content throughout the site or topic channel of your choice. Limited to five spots per page to ensure that your text link will stand out.

### Featured Links

**Query Tune for Faster SQL Server Performance**  
Database Performance Analyzer gives you all your performance data in an intuitive dashboard - monitor essential metrics, analyze SQL statements, and receive expert tuning advice.

**Backup and recovery for your company's Office 365 mailboxes**  
As Microsoft doesn't provide native backup options, Altaro enables you to back up and restore your Office 365 emails, attachments, contacts and calendars. Get your free 30-day trial of Altaro Office 365 Backup!

**Detailed reports on Office 365 with PROMODAC Reports - Free trial version**  
If native Office 365 reports are not sufficient for you and if you need more details on your email traffic such as the sender, recipient and email subject, try PROMODAC Reports for free now!

## Live case example

### Restoring Teams data will never be simple

Restoring Microsoft Teams data will never be easy. The fact is that it's not simple to restore an ongoing persistent chat and associate the stuff that is stored in other services into the right spots. Teams is a data aggregator and other than messaging doesn't actually generate much data itself. Instead, everything is available and associated with the app. There's a lack of metadata pointers, something that says this file was mentioned here and resided here at this time. So, as admins, our restore process is limited to getting the data but being unable to make it pretty again. The only solution to that problem is to educate your users to report when a channel goes missing quickly. You really don't want to miss that 30-day window.

*Featured Image: Pilsnik / Flickr.com*

#### Featured Links

**Query Tune for Faster SQL Server Performance**  
Database Performance Analyzer gives you all your performance data in an intuitive dashboard - monitor essential metrics, analyze SQL statements, and receive expert tuning advice.

**Backup and recovery for your company's Office 365 mailboxes**  
As Microsoft doesn't provide native backup options, Altaro enables you to back up and restore your Office 365 emails, attachments, contacts and calendars. Get your free 30-day trial of Altaro Office 365 Backup!

**Detailed reports on Office 365 with PROMODAC Reports - Free trial version**  
If native Office 365 reports are not sufficient for you and if you need more details on your email traffic such as the sender, recipient and email subject, try PROMODAC Reports for free now!

READ NEXT

**IT networking commands every Windows admin should use**

**Surprising places where your Microsoft Teams data is stored**

**Using PowerShell to evaluate group policy issues**

**Short but sweet: Useful PowerShell one-liner**

**Ensuring DHCP servers have conflict detection enabled with PowerShell**

**OneDrive Request Files: A great new alternative to FTP**

DATA PROTECTION | MICROSOFT TEAMS | PRIVATE CHANNELS

HOME » CLOUD COMPUTING » OFFICE 365 » RESTORING MICROSOFT TEAMS DATA AFTER EX-1070 GUID

ARTICLES

**Amy Babinechak**

I am the owner of three IT related businesses: Harbor Computer Services, Third Tier and Sell My MSP and have been working in small and medium business IT field for more than 20 years. I'm a technical person with advanced skills in networking, design, management and implementation. I value technology for what it does for people and the success it brings to business.

LEAVE A REPLY

POST COMMENT

**TECHGENIX**

TechGenix reaches millions of IT Professionals every month, and has set the standard for providing free technical content through its growing family of websites, empowering them with the resources and tools that are needed to set up, configure, maintain and enhance their networks.

**RECENT POSTS**

- Data protection strategies and privacy regulations: Backup vs. archive
- Service management and collaboration tools for secure remote work
- Creating files and folders the easy way with PowerShell!

**YOUR ACCOUNT**

You seem to be currently logged in

- Edit profile
- Log out



**TechGenix**

Contact Us



**Sean Buttigieg**

Director, TechGenix



[seanb@techgenix.com](mailto:seanb@techgenix.com)



[seanb.techgenix](https://seanb.techgenix)