

IOT BUSINESS NEWS

MEDIA KIT 2026

Your Gateway to IoT Intelligence



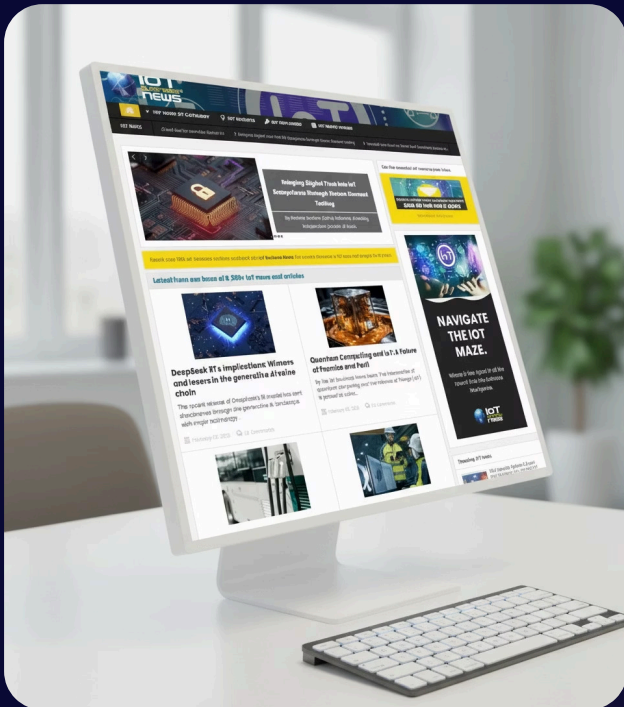


Your Gateway to Strategic IoT Industry Intelligence

IoT Business News is the trusted source for the full spectrum of professionals engaged in the IoT economy—innovators, integrators, adopters, analysts, and decision-makers who need clear, reliable intelligence in a market that evolves every single day.

As the Internet of Things continues to reshape industries and redefine business strategies, our readers rely on us to decode complexity, highlight what matters, and identify emerging opportunities across the connected world.

For 15 years, our mission has remained unchanged: to deliver business-critical intelligence on the Internet of Things—covering the companies driving innovation, the technologies enabling transformation, and the market dynamics accelerating global adoption.



With more than a decade of dedicated coverage, we have built a reputation for clarity, depth, and strategic relevance.

We help our audience anticipate opportunities, understand emerging trends, and make informed decisions with confidence, whether they are building new solutions, entering new markets, or navigating the next wave of IoT evolution.

Through expert analysis, timely reporting, and curated insights, **IoT Business News empowers professionals across the entire ecosystem to stay competitive in one of the world's most dynamic technology sectors.**

What Makes Us the Reference Media in IoT



Breaking News You Can Act On

Stay informed with real-time updates on IoT mergers, acquisitions, partnerships, and strategic moves that shape the industry.



Expert Analysis & Market Insights

Explore in-depth reports, trend analysis, and executive commentary to elevate your strategic thinking and guide your investments.



Exclusive Executive Interviews

Gain insider perspectives from the industry's leading innovators, decision-makers, and visionaries.

A Vibrant B2B Community

Join an active audience of IoT professionals: entrepreneurs, integrators, solution providers, analysts, and adopters across all major verticals.

Extensive Resource Library

Access 8,500+ IoT articles, case studies, and reports built over more than a decade of coverage.



Your Ideal **Media Partner** to Promote IoT Solutions

01

A Targeted Audience of IoT Decision-Makers

Reach thousands of IoT business professionals and technology adopters who engage with our content every day.

02

High-Impact Visibility Across Multiple Channels

We deliver consistent awareness and engagement for global leaders in IoT – our track record speaks for itself.

03

Unmatched Value for Money

Flexible formats, competitive pricing, and performance-driven options ensure you maximize ROI. We're responsive, results-oriented, and committed to your campaign's success.



A Highly Qualified & IoT-focused Audience

47K

Unique Visitors
per month

83K

Sessions
per month

160K

Pageviews
per month

2.5

Minutes
average reading time

8.5K

Published Articles
in our library

69

Domain Authority
Ahrefs Rating

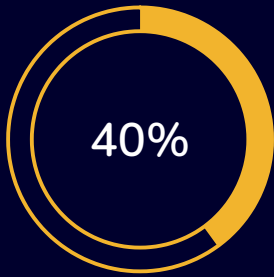
IoT Business News has built a large and steadily growing audience, establishing itself as a key source for IoT insights and updates

Thanks to its comprehensive coverage of the Internet of Things, the platform attracts a diverse mix of professionals—from innovators and entrepreneurs to technical leaders and C-suite executives—who rely on it to track trends, breakthroughs, and market shifts.

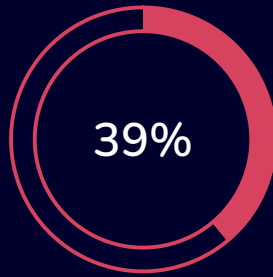
As IoT continues to reshape industries, our audience keeps expanding, reinforcing IoT Business News as an indispensable resource for navigating the evolving IoT landscape.



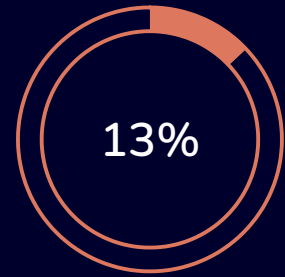
Geographical Distribution



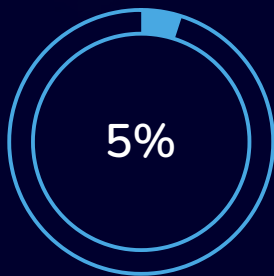
North America



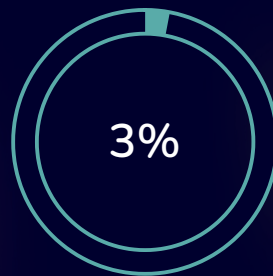
Europe



Asia-Pacific



Middle-East & Africa



Latin America

Company Size Breakdown



28%

Large Enterprises

5,000+ employees



35%

Mid-Market

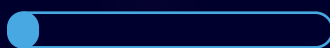
250–5,000 employees



27%

SMEs

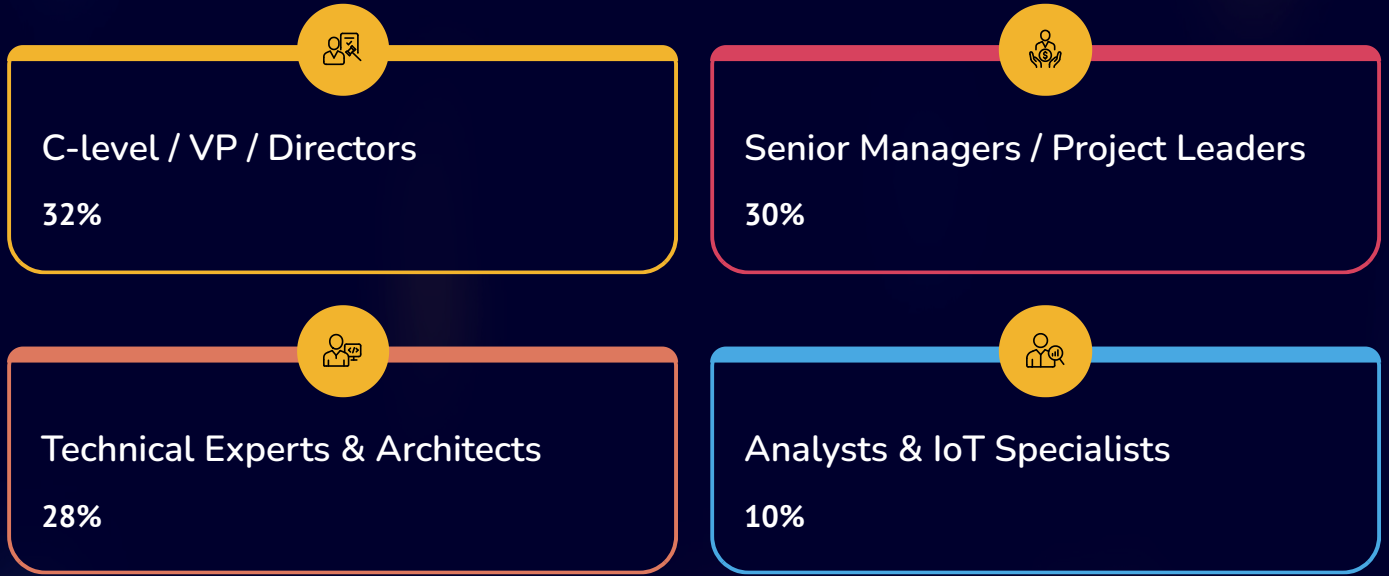
Less than 250 employees



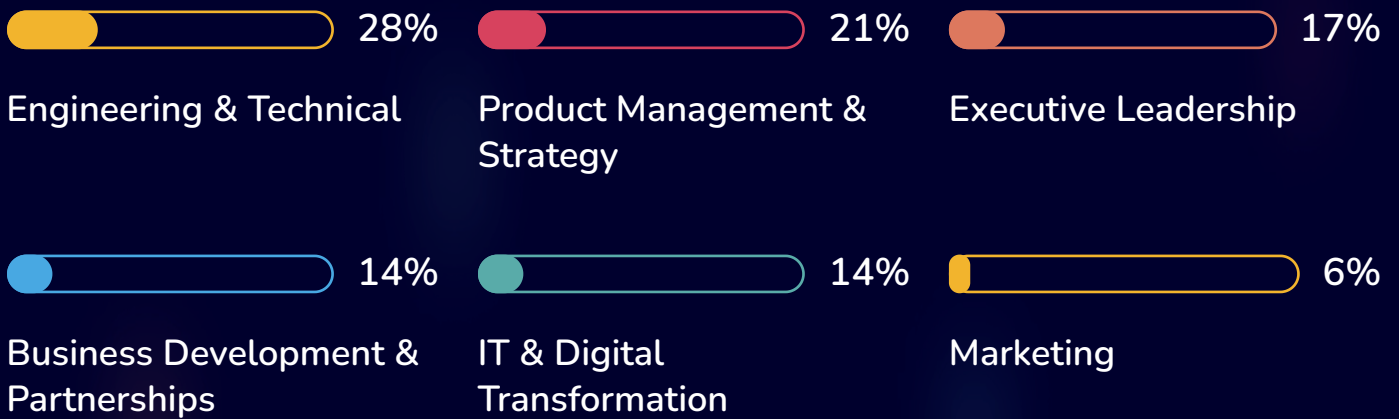
10%

Startups & Early Growth

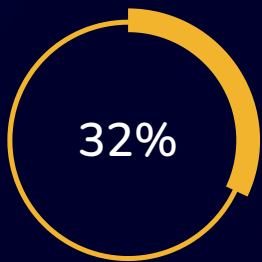
Seniority & Decision-Making Level



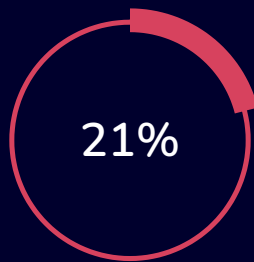
Job Roles



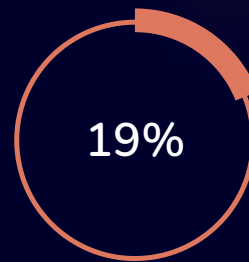
Position in the IoT Value Chain



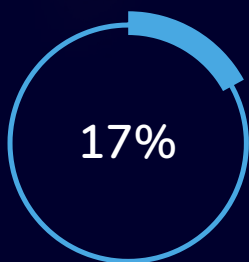
IoT Solution Providers & Integrators



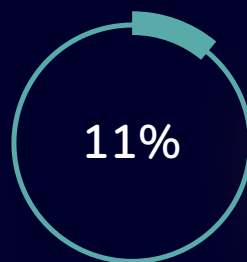
Enterprise IoT End-Users



Hardware / Device Manufacturers



Connectivity Providers
MNO/MVNO/LPWAN



Cloud / Software / SaaS / PaaS

Industry Verticals



Industrial & Manufacturing



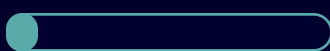
Fleet, Transport & Logistics



Smart Cities / Infrastructure



Telecoms & Connectivity



Utilities / Energy



Automotive & Telematics



Healthcare



Consumer IoT / Retail / Other

Trusted & Read by the Leaders

The most influential players in the global IoT ecosystem choose IoT Business News to promote their solutions, launch products, announce partnerships, and strengthen their brand authority.

Our platform has supported successful campaigns for hardware manufacturers, connectivity providers, cloud platforms, integrators, and enterprise adopters—all benefiting from our highly targeted audience and proven performance.



The IoT Business News'Letter

Stay informed with our monthly digest, curated for forward-thinking IoT professionals. **18,000+** subscribers already rely on it to track the latest trends and innovations.

Advertising & Marketing Solutions

Rate Card 2026 — All Prices in Euros

We provide flexible, high-performance options across display, content, newsletters, email marketing, and social campaigns – always designed to reach the right decision-makers at the right time.

Display Ads

Placement contract (months) Price/month

Banner size	Placement*	1	3	6
300x600	Right sidebar - top position	1 290 €	1 090 €	890 €
728x90	Top of pages	1 090 €	990 €	790 €
300x250	Right sidebar	990 €	790 €	590 €
600x150	End of news & articles	990 €	790 €	590 €
300x100	Right sidebar	590 €	490 €	290 €

*all placements are visible on 99% of the site. Banners can be changed during the campaign.

Dedicated Email Campaigns

Supercharge your marketing strategy with IoT Business News' dedicated eBlast service, designed to connect your message with a highly engaged audience of IoT enthusiasts and professionals.

20k Contacts

1 990 € / eBlast

40k Contacts

2 490 € / eBlast

60k Contacts

2 990 € / eBlast

A free retargeting run on non-opens is included with every eBlast.

Marketing Solutions

Press Release Package

Amplify your important announcements on our platform. Your press release will be published, featured in our newsletter, and shared across our social media channels for maximum visibility.

1,990 € / year – Up to **14 press releases** over 12 months (or **199 € for a single publication**)

eNews Featuring

Position your brand prominently with over 18,000 key IoT decision-makers.

790 € / insertion

Sponsored Posts

Establish your thought leadership in the industry by sharing your expertise with our engaged audience.

690 € / article

Social Media Marketing

Reach our community of over 40,000 followers on X, LinkedIn, and Facebook.

490 € / message (distributed across 3 channels)

Custom Brand Awareness & Lead Generation Campaigns

IoT Business News is your strategic partner for tailored marketing solutions, designed to achieve your unique objectives.

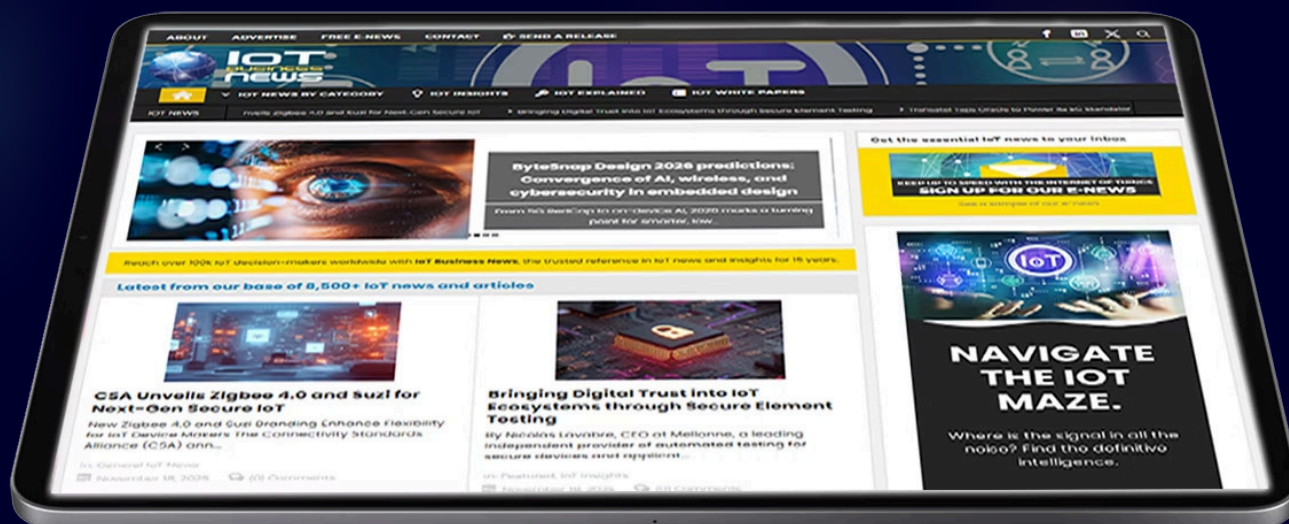
Whether you are looking to boost your brand awareness in the IoT sector or generate qualified leads, we help you thrive. Our campaigns connect you directly with key decision-makers and industry experts.

Contact us for a personalized proposal: contact@iotbusinessnews.com

Your Next Step:

Partner With a Recognized IoT Media Leader

Don't miss out on the opportunities of one of the world's most dynamic tech sector. Join IoT Business News and turn information into actionable business intelligence.



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