



TECHNOLOGYADVICE ANNOUNCES STRATEGIC PARTNERSHIP WITH VOGEL IT-MEDIEN

Nashville, TN, USA, October 24, 2022 — TechnologyAdvice has announced a strategic partnership with Vogel IT-Medien of Germany, further driving its core purpose of creating opportunity by helping tech buyers find the best business technology and by helping customers connect with these buyers when and where they are doing their research.

“This partnership means UK and Ireland-based B2B vendors, IT channel companies, and their marketing and media agencies will benefit from access to new solutions, the opportunity to reach new ideal customer profiles, better navigation within a fragmented B2B market, and professional service from a UK-based B2B specialist sales and marketing team,” said Rob Bellenfant, Founder and CEO of TechnologyAdvice. “We’re thrilled to be extending our current capabilities in this market to provide a better service for our customers.”

Both TechnologyAdvice and Vogel IT-Medien are characterised by a strong focus and years of expertise in the IT B2B sector. The new partnership fits perfectly into TechnologyAdvice’s growth strategy, offering new and existing customers demand generation, integrated brand to demand content solutions, and events, as well as display, programmatic, and social advertising options in both global English language and German regional content, all marketed in the UK and Ireland from one source, TechnologyAdvice.

"This strategic partnership expands our ability to serve vendors and their agencies by driving efficiencies and opportunities with the leading authorities in English and German language IT B2B media," said VP of Sales, EMEA, Chris Turner-Green. "Our strong position on the global market combined with Vogel IT-Medien's focus and authority on DACH, solidifies our status as a leading player in serving vendors' marketing needs."

“Because Rob and I both began our businesses in university and have turned them into trusted media brands, it was easy to see early on how our companies could synergise,” said Werner Nieberle, Founder and CEO of Vogel IT. “The similarities between our growth strategies and the high level of effort we put towards serving our customers made this partnership an easy decision, and I’m excited to combine our efforts to provide even better results for our vendors.”

About TechnologyAdvice

TechnologyAdvice is a leading B2B platform, delivering advice and facilitating connections between business technology decision-makers and the world's best technology companies. They have been listed in the Inc. 5000 list of America's fastest-growing private companies six times, and are a six-time recipient of the annual Tennessee Top Workplaces awards. The TechnologyAdvice portfolio includes 23 digital media brands which connect over 100 million technology buyers with the world's best technology companies each year. For more information visit technologyadvice.com.

About Vogel IT-Medien

Vogel IT-Medien, Augsburg, is a 100% subsidiary of Vogel Communications Group GmbH & Co.KG, Würzburg. Since 1989 the publishing house has been publishing specialist media for decision-makers who are professionally involved in the production, procurement or use of information technology. It serves its target groups promptly and comprehensively with decision-relevant information. In addition to the classic print media, it also offers a broad event portfolio. Since last year, the publishing house has focused on expanding its portfolio in the online sector.