



GeekWire

MEDIA KIT 2026

GeekWire

CELEBRATING 15 YEARS OF INDEPENDENT JOURNALISM IN 2026



GEEKWIRE IS A FAST-GROWING TECHNOLOGY NEWS SITE WITH STRONG ROOTS IN THE PACIFIC NORTHWEST, AND A LOYAL AUDIENCE OF TECH-SAVVY READERS AROUND THE GLOBE.



**GEEKWIRE INFORMS, ENTERTAINS, CONNECTS
& INSPIRES THE SMARTEST PEOPLE ON THE PLANET.**



GEEKWIRE.COM

1.3 MILLION+ AVERAGE MONTHLY PAGEVIEWS

850,000+ MONTHLY UNIQUE VISITORS



NEWSLETTERS

24,000+ ENGAGED SUBSCRIBERS

THE GEEKWIRE DAILY + GEEKWIRE WEEKLY
+ UPCOMING EVENTS + GEEKWIRE STARTUPS +
GEEKWIRE MID-WEEK UPDATE + LOCAL E-BLASTS



EVENTS

2,000+ ANNUAL IN-PERSON & VIRTUAL/ON-DEMAND
ATTENDEES

GEEKWIRE AWARDS, VIP DINNERS, GEEKWIRE SUMMIT,
SUMMER BBQ, GEEKWIRE GALA, & MORE



PODCASTS

12,000+ MONTHLY DOWNLOADS

GEEKWIRE WEEKLY PODCAST—
WEEK IN GEEK

SOCIAL MEDIA

452,000+

FOLLOWERS CONNECTED TO THE
GEEKWIRE SOCIAL MEDIA COMMUNITY



141,000+



167,000+



32,715+



10,200+



102,000+

GeekWire

CATEGORY CHANNEL UNDERWRITING

EXCLUSIVE UNDERWRITING OF A CONTENT CHANNEL

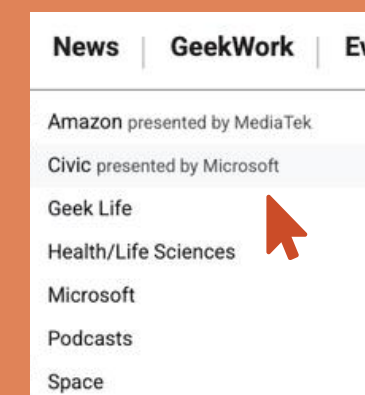
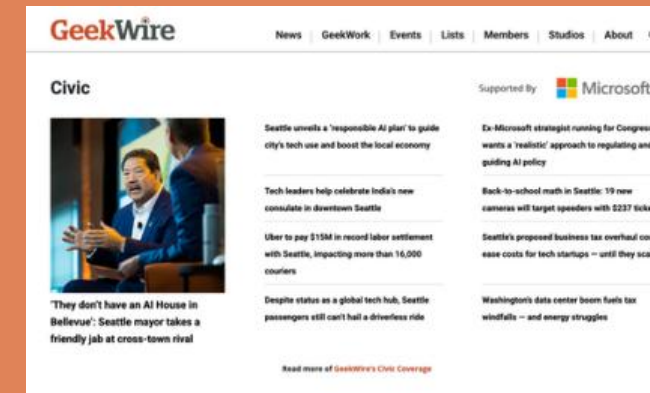
GeekWire offers underwriting opportunities for editorial channels aligned with your brand—from AI and startups to Amazon, Microsoft, sustainability, and more. Sponsorship provides consistent visibility, thought-leadership positioning, and exposure to GeekWire’s engaged, influential audience.

Become the exclusive sponsor of a GeekWire channel and support journalism.

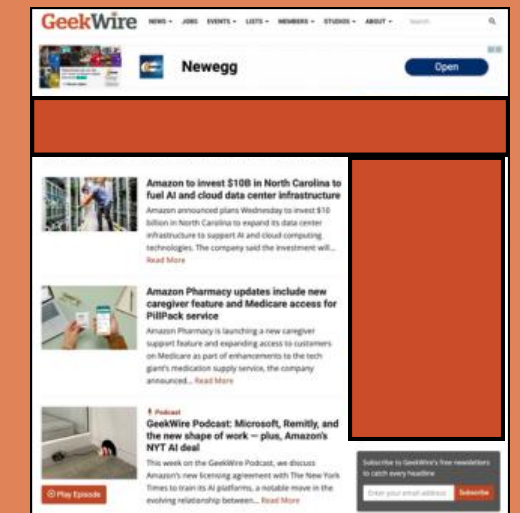
Channel Underwriting includes:

- Sponsor exclusivity and first rights for renewal
- Sponsor branding visible on each article posted in the channel
- Sponsor name listed on “dropdown” menu;
- Brand on custom header on landing page;
- Display ad units– Billboard One and Premium Right Rail in rotation on landing page
- Sponsored post (375-characters, headline, image, call-to-action”) for branding and messaging on each article filed under the channel
- Promotional campaign running quarterly on GeekWire– display, newsletter and social.
- Quarterly advertorial– article written by the sponsor and featured on GeekWire’s home page for 2 days and in the news feed for 10 days.

Annual Sponsorship (12 months): \$100,000



Sponsor logo featured on GeekWire home page and added to channel header.



Ad rotation in billboard one and premium right rail– Sponsor creative or promo ad.

Branded header and footer message appear on each Startups article during underwriting sponsorship.



“CHANNEL Presented by <Sponsor>” on drop-down menu.

GeekWire

UNDERWRITING CONTENT

NEW! SPECIAL FEATURE UNDERWRITING: STARTUP RADAR

Startup Radar is GeekWire's twice-monthly spotlight on early-stage startups in the Pacific Northwest, highlighting innovative companies and founders at the beginning of their entrepreneurial journeys. Each edition features a diverse mix of new ventures

Special Feature Underwriting: Startup Radar

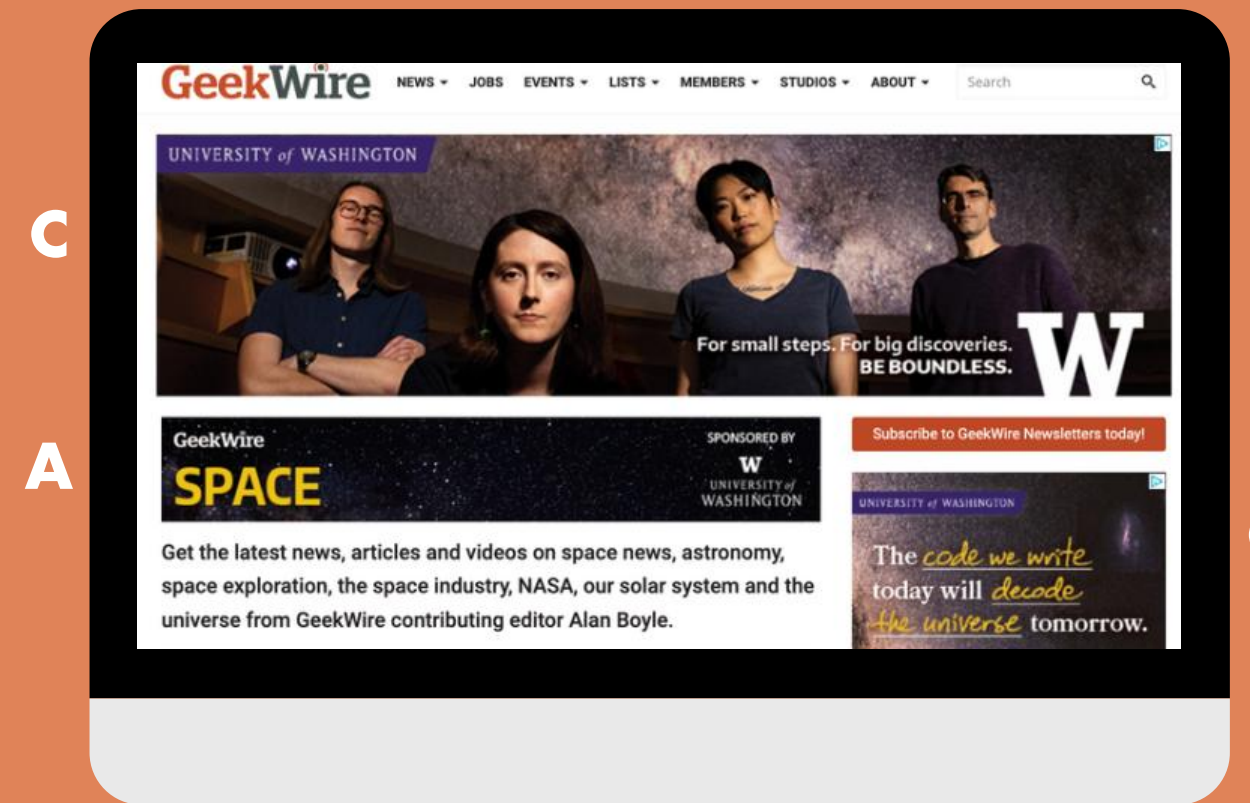
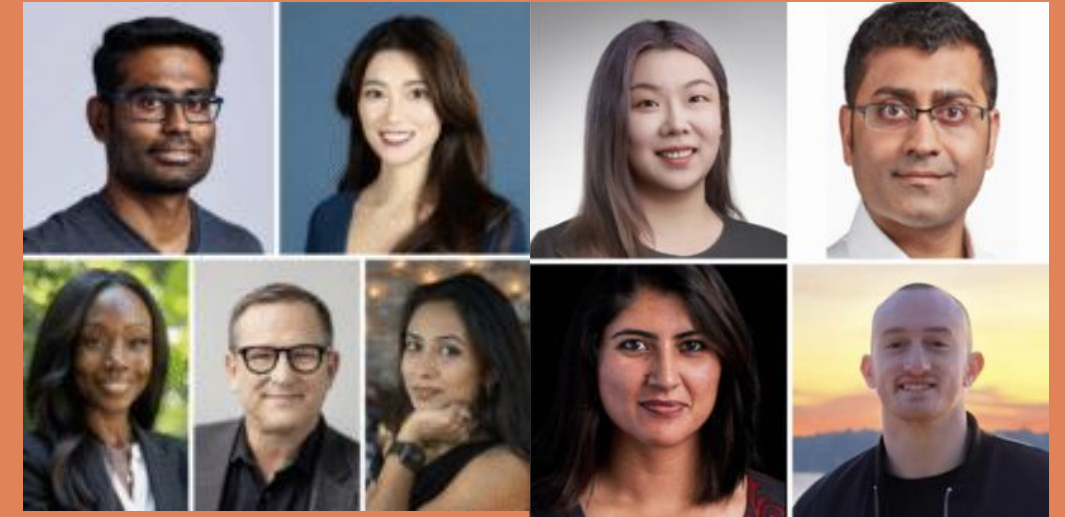
This newly added feature is gaining popularity quickly amongst readers and the startup community.

>>Two feature articles monthly.

- Exclusive sponsorship and first right of renewal
- Branded category bar above each article (A)
- Custom sponsor post in the footer of each article page (B)
- Premium display ads on category/feature landing page– billboard one, and premium right rail (C)
- Listing as a channel/feature sponsor on the GeekWire drop-down navigation bar (D)
- Promotional campaign running quarterly on GeekWire
- Annual sponsorship includes 1 advertorial– article written by the sponsor and featured on GeekWire's home page for 2 days and in the news feed for 10 days.

Annual investment (12-months): \$40,000

**ADDITIONAL FEATURES AVAILABLE FOR UNDERWRITING:
Tech Moves, Out of Office, AI Toolbox, Ask An Expert, Space and more!**



B

Message from the Underwriter

Husky undergrads are helping scientists decode the universe.

Astronomy undergrads at the University of Washington are testing their cutting-edge coding skills in the classroom — and the cosmos. By analyzing data to interpret what a revolutionary new telescope will discover in the night sky, they're helping scientists observe present phenomena and unravel the universe's past — while launching their own careers into the future.

[Read more.](#)



GeekWire

SPONSOR CONTENT

SHARE YOUR THOUGHT LEADERSHIP AND ANNOUNCEMENTS WITH ADVERTORIALS AND SPONSORED POSTS ON GEEKWIRE

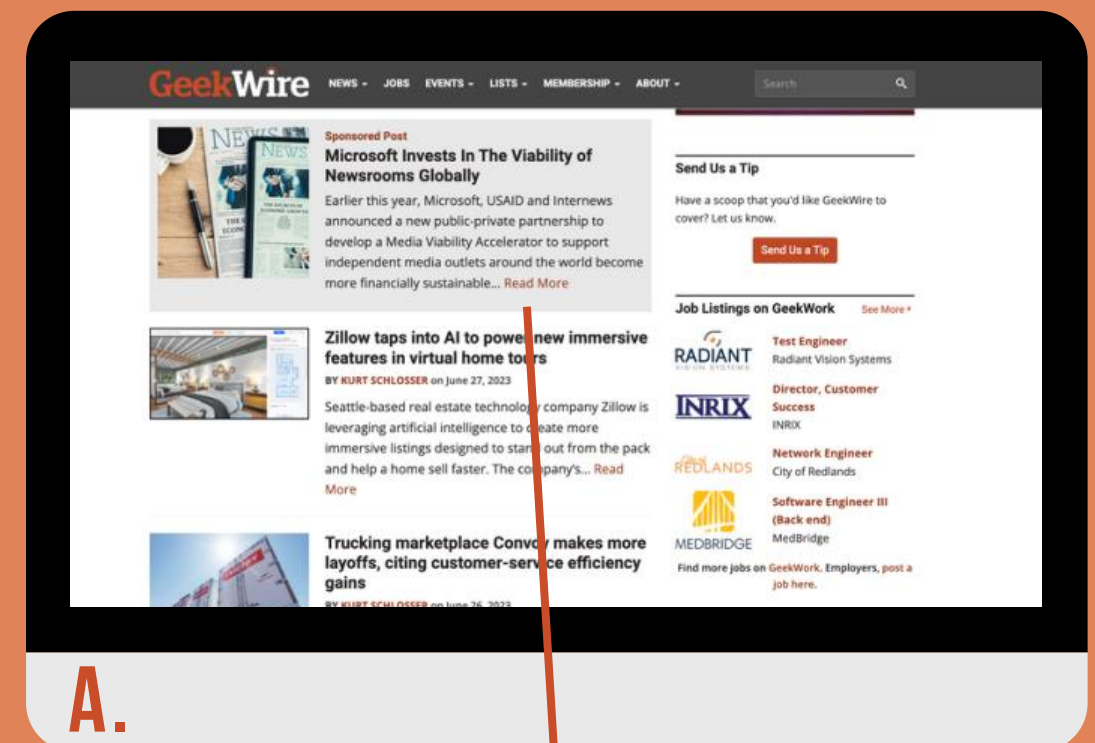
A. Sponsored Post (\$2,000 each)

- Your brief message, image and call-to-action featured for up to 12 days on GeekWire's home page (2-3 days) and home page news feed (10+ days)
- Clicks through to your website or advertorial content
- Includes: opening headline, closing tagline, 200x225 image, 375-character body

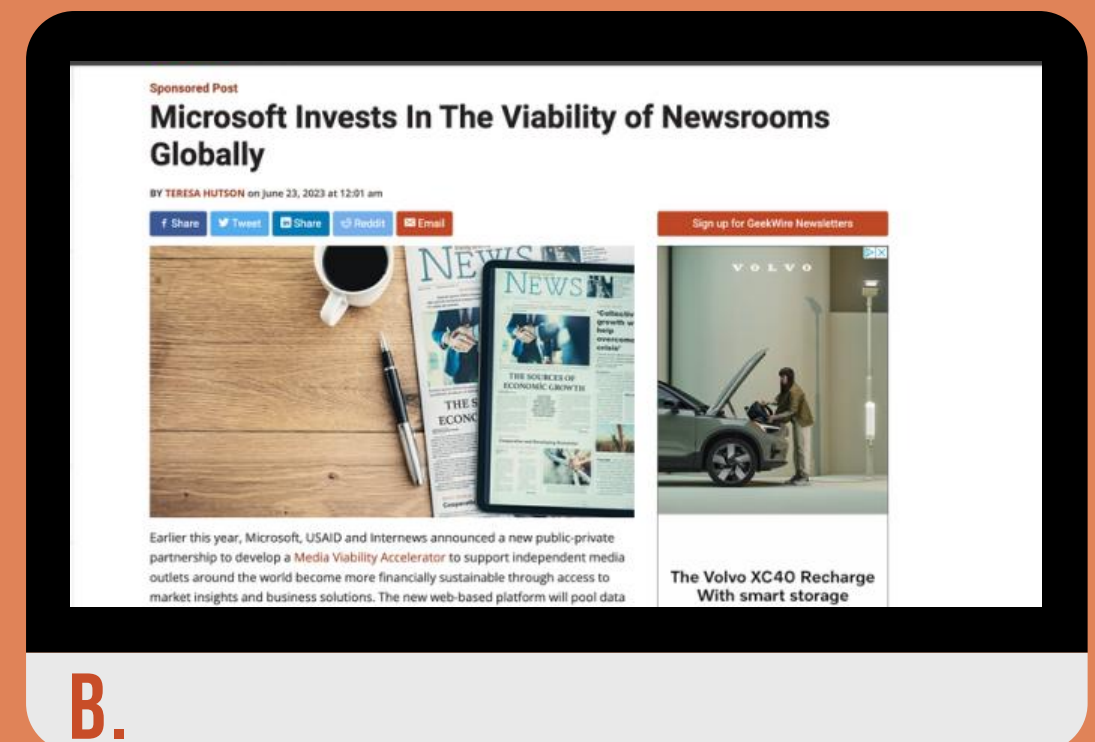
B. Advertorial (\$3,000 each)

- Provide unique value to the reader, drawing from your expertise—showcasing your leader
- Includes clickable text/images linked to related content on your site; promoted with social post
- Includes: headline, main image (600px wide), thumbnail image (200x225), 500-800 words of text, author headshot and two-sentence author bio
- Includes sponsored post (shown in A.) linked to your advertorial hosted on Geekwire.com

Sponsored posts receive an average of 500k impressions.
Advertorials receive an average of 500-800 unique viewers.



A.



B.



PODCAST ADVERTISING

REACH OUR AUDIENCE WHERE THEY LISTEN— 12,000 AVERAGE MONTHLY DOWNLOADS FOR GEEKWIRE'S WEEKLY PODCAST

GeekWire's long-running weekly podcast is a must-listen for the tech community, delivering news, analysis, and conversations with leaders shaping the innovation economy. Episodes are available via RSS feed or by subscribing on Apple Podcasts, Spotify, Stitcher, TuneIn.

Advertising is available on a monthly installment basis, offering brands consistent visibility with our highly engaged audience. Option to provide your creative, or read by GeekWire talent.

Audio Commercials

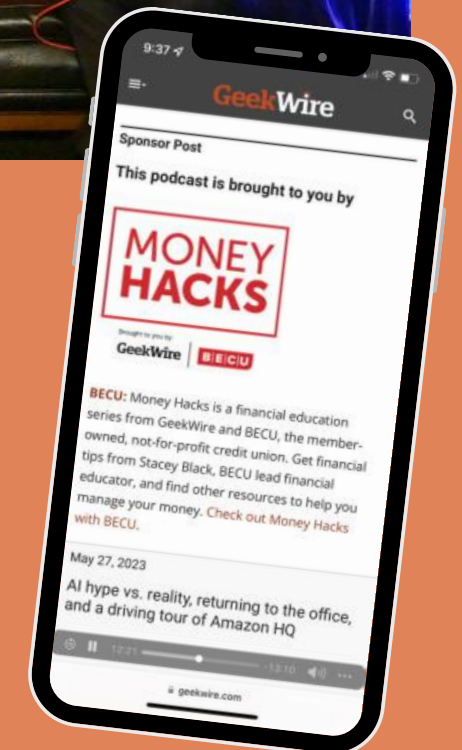
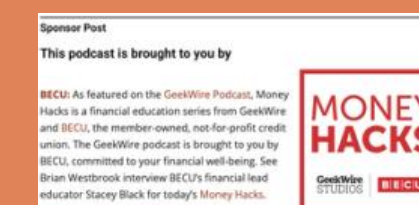
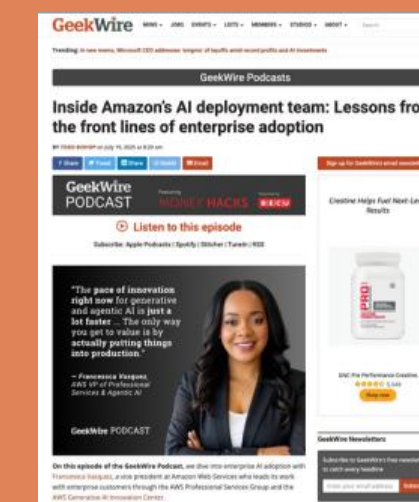
- :30 seconds (\$2,000/month) or :60 seconds (\$3,000/month) commercial audio (one per episode, for 4 total)

Title Sponsorship of GeekWire Podcast

- Includes intro and outro sponsor mentions; and one :30/:60-second commercial inclusion
 - Commercial copy can be changed monthly
- Category exclusivity. Branding and sponsor footer post inclusion on GeekWire site with each episode posting
- Promotional schedule featuring sponsor's branding
- \$60,000 for 12 months; \$35,000 for 6 month

Special On-Location Podcast

- GeekWire will record our podcast from your office, retail location, event or conference with unique branding opportunities
- Packages starting at \$15,000, including promotion



Podcast episode editorial post includes featured advertiser in the footer.



E-NEWSLETTERS & SPONSORED ADS

REACH NEARLY 25,000 GEEKWIRE READERS WITH MESSAGING
DELIVERED RIGHT TO THEIR INBOX!

GeekWire Daily E-Newsletter

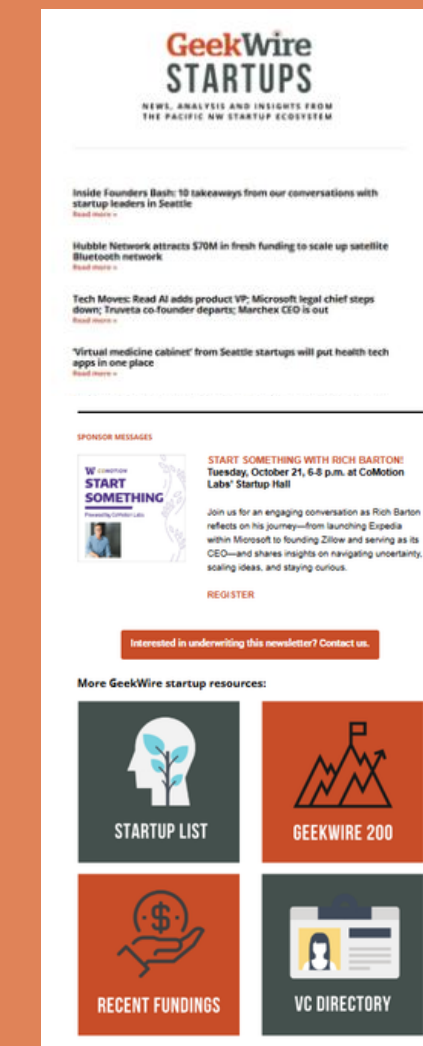
- Ad placements designed to attract attention including:
 - Newsletter Banner: 415x100 (\$2,000/week)
 - Premium Header: 30 character max (\$1,000/week)
 - Sponsor Post: headline, 300x200 image, 375 characters of copy (\$2,000/week)

GeekWire Interest Based E-Newsletters

- GeekWire’s curated-interest newsletters send once/week: Upcoming Events (featured PNW events from our community calendar, sends Thursday or Friday), Mid-Week (top news headlines for the week, sends Wednesday), and Startup Newsletter (stories of interest to our Startups community, sends Thursday or Friday)
- Featured posts– brief copy and image, with links to you– available (\$1,000/week)
- E-newsletters available for sponsorship

GeekWire Local Email Blast

- Over 8,000 subscribers (\$2,000)
- Share your exclusive message in a custom email blast to GeekWire subscribers
- Sends on a mutually-agreed upon weekday



GeekWire

BANNER DISPLAY ADS

BILLBOARD BANNER ONE

970X250 + MOBILE 300X250 (\$30 CPM / \$40 GEO)

ALSO AVAILABLE— LEADERBOARD: 728X90 (\$15 CPM / \$20 GEO)

GeekWire

News | GeekWork | Events | Lists | Members | Studios | About

What happens here matters everywhere.

News Tips

AMAZON MICROSOFT STARTUPS AI SCIENCE TECH MOVES SUSTAINABILITY CIVIC GEEK LIFE



Fred Hutch turns 50: Seattle cancer center rose from scrappy roots to global pioneer — but giant funding cuts loom

PREMIUM RIGHT RAIL DISPLAY

300X600

(\$25 CPM / \$30 GEO)

STORYBOARD DISPLAY

300X250

(\$10 CPM / \$15 GEO)

Latest Stories

Using AI to upgrade your personal OS: Insights from an executive coach

Fred Hutch turns 50: Seattle cancer center

ADDITIONAL DISPLAY UNITS:

- **BILLBOARD BANNER TWO** BELOW THE FOLD, 970X250 (\$15 CPM / \$20 GEO)
- **GEEKWIRE E-NEWSLETTER BANNER** 415X100, \$2,000 / WEEK

GeekWire

BILLBOARD MOBILE

300X250 (PACKAGED WITH BB1)

300X50 (PACKAGED WITH LEADERBOARD)

+ 300X250- BELOW THE FOLD (PACKAGED WITH BILLBOARD TWO)

Trending: Meet the 6 women innovators featured in a new STEM exhibit at Seattle's Pacific Science Center



Meet the 6 women innovators featured in a new STEM exhibit at Seattle's Pacific Science Center

geekwire.com



Geo-targeting available!

SIGNATURE EVENTS CONNECT THE COMMUNITY

AGENTS OF TRANSFORMATION: INSIDE THE AI SHIFT MARCH 24, 2026

GeekWire's flagship AI Transformation 2026 event brings together 400 industry leaders to explore the promise and impact of agentic AI. As AI rapidly reshapes how we work, play, and live, this gathering will examine the breakthroughs and challenges driving the next era of innovation. Featuring in-depth conversations with key speakers, panels and networking. At Block 41 in Seattle.

GEEKWIRE AWARDS. MAY 7, 2026

The much-anticipated and hotly-contested GeekWire Awards celebrates the top innovators, entrepreneurs and technology leaders in the Pacific Northwest. Our in-person event includes a special evening of networking, dinner, entertainment and coveted awards handed out in more than a dozen categories. At Showbox SoDo in Seattle with anticipated attendance 400+.

GEEKWIRE SUMMER PARTY. SUMMER 2026

Celebrate summer in the PNW with a fun gathering of the community for a BBQ and networking event. Eat, drink, connect and play games with other geeks with a Seattle summer night as the backdrop.

2024 plans to be released soon. Anticipated attendance: 500+.

GEEKWIRE ANNIVERSARY SUMMIT. MORE SOON!

Coming Fall 2026, GeekWire will celebrate its 15th anniversary with a one-of-a-kind Anniversary Summit in Seattle. This journalism-centered event will bring together 500+ attendees for fireside chats, panels, and special activations highlighting GeekWire's most memorable stories and guests, while looking ahead with fresh voices, bold predictions, and a glimpse into the future of tech.

GEEKWIRE GALA. DECEMBER 2026

Join the GeekWire community at the annual end of year Gala! "Tech the Halls" with food, music, fun, and surprises, bringing together over 600 tech fanatics at the Showbox SoDo in Seattle.



SPONSORSHIPS AVAILABLE

GeekWire VIP DINNERS

AN EXCLUSIVE, INVITE-ONLY DINNER BRINGS TOGETHER TOP TECHNOLOGY AND BUSINESS LEADERS– YOUR IDEAL PROSPECTS!

Experience what GeekWire brings to the table:

- Two seats at the table, joining more than a dozen top technology and business executives.
- Recognition as the sponsor on the invite, at the event, and in the post-event recap.
- Work alongside GeekWire on a brainstorm list of potential dinner guests.
- Ability to provide a parting gift to dinner guests.
- Access to guests via post-dinner email.
- Turnkey: GeekWire manages the details and leverages its network for you!

VIP DINNERS BOOK OUT QUICKLY, AND ARE AVAILABLE ON A FIRST-IN, FIRST-SERVED BASIS, WITH DATES/LOCATIONS MUTUALLY-AGREED UPON. RESERVE YOURS TODAY!

- **PER DINNER SPONSORSHIP: \$25,000**
- **CO-SPONSORED DINNERS (FOR TWO COMPLEMENTARY COMPANIES): \$15,000 EACH**
- **RECEPTION-STYLE EVENTS ALSO AVAILABLE**



GeekWireSTUDIOS



Let us tell your story!

GeekWire Studios delivers tailored strategic planning, production, and audience engagement for your projects:

- Expert content planning and ideation with your team
- Organized speaker and production logistics
- Professional content capture– video, audio, written
- Custom landing page, and event registration
- Featured on GeekWire's YouTube and available for your site and use
- Amplification to GeekWire's audience and extended targeted reach
- Watch our examples [HERE!](#)



A division of
GeekWire

GeekWork

GeekWork: Connect with Exceptional Talent

Your company's growth depends on the people you hire. GeekWork partners with trusted recruiting firms to deliver highly qualified candidates who fit your culture, goals, and mission—helping you hire faster and smarter.

Benefits:

- **Precision Hires:** Shortlist of top candidates—no resume overload
- **Deep Alignment:** Candidates who match your culture, goals, and needs
- **Flexible Staffing:** Agile, tech-forward solutions for evolving hiring needs
- **Boosted Visibility:** Tap into GeekWire's trusted network, telling your story via targeted messaging
- **No Upfront Fees:** Pay only when you successfully hire



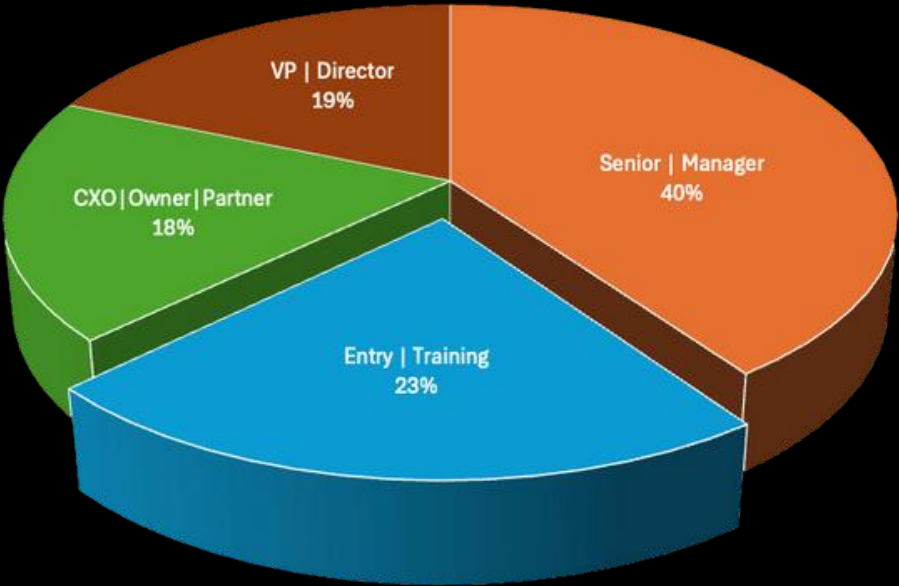
Learn more today!

GeekWire

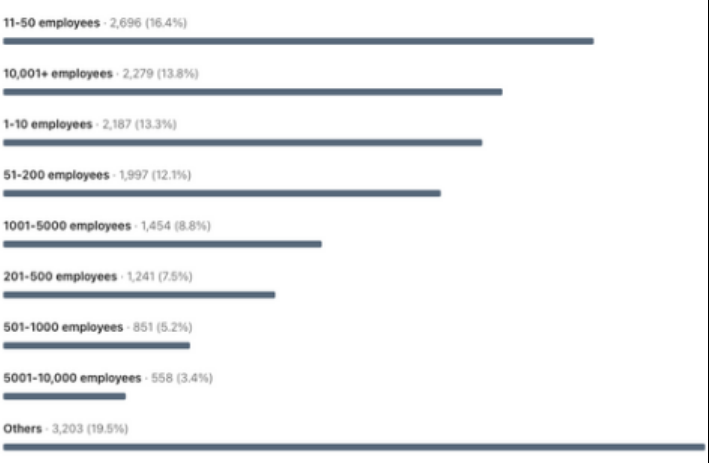
REACHING YOUR IDEAL AUDIENCE!

Seniority Level

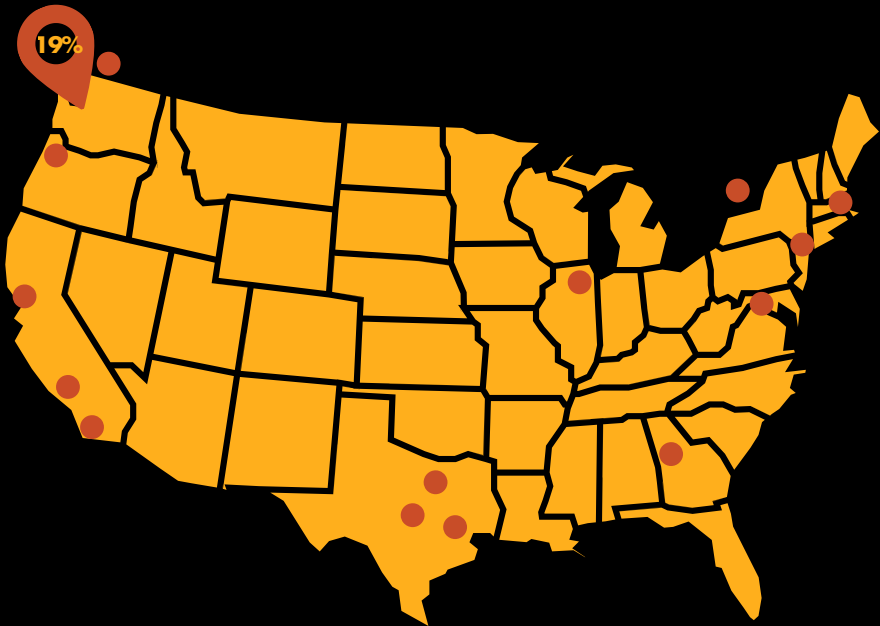
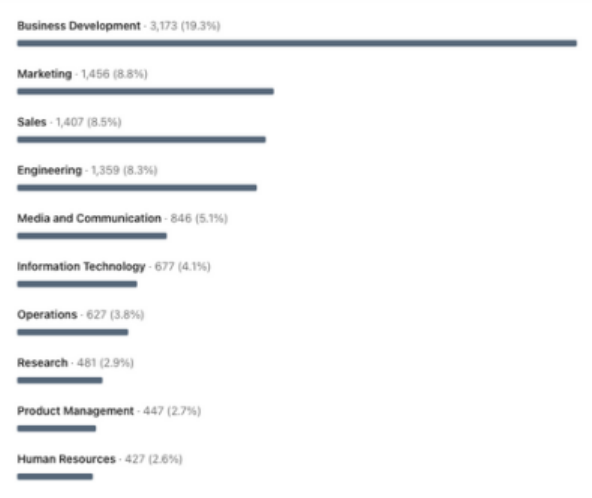
★ 77% Senior Level and above



Company Size



Top 10 Job Functions



Top 15 North American Locations

- 1 Greater Seattle Area
- 2 San Francisco Bay Area
- 3 New York City
- 4 Los Angeles
- 5 Spokane-Cover d'Alene
- 6 Portland, OR
- 7 Greater Chicago Area
- 8 Washington DC-Baltimore
- 9 Greater Boston
- 10 Dallas-Fort Worth
- 11 Greater Pittsburgh
- 12 Austin
- 13 Greater Toronto Area
- 14 Atlanta
- 15 San Diego

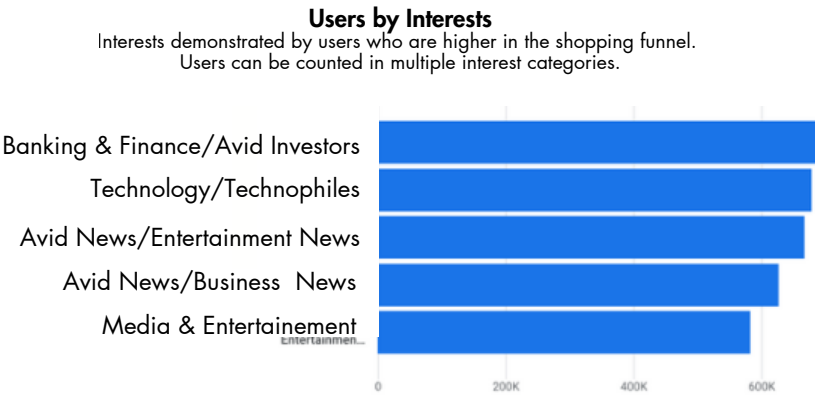


Top 15 Industries

- 1 Software Development
- 2 IT Services and IT Consulting
- 3 Advertising Services
- 4 Financial Services
- 5 Communication and Public Relations Services
- 6 Technology, Information and Internet
- 7 Business Consulting and Services
- 8 Venture Capital and Private Equity Principals
- 9 Higher Education
- 10 Hospitals and Health Care
- 11 Biotechnology Research
- 12 Non-profit Organizations
- 13 Staffing and Recruiting
- 14 Research Services
- 15 Retail



Top Interests



Google Analytics

August 2024



LinkedIn Visitor Metrics: 11/22/23 - 11/20/24: Traffic metrics for unique visitors and page views over time. Mobile metrics include LinkedIn native apps and mobile web browsers.



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