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## 01 AUDIENCE

50K

unique monthly visitors

83%

of subscribers are manager-level or above

100%

of Fortune 100 companies read CIO Dive

CIO DIVE

83,700

SUBSCRIBERS

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- EVP & CTO, Oracle
- Deputy CTO, IBM
- HQ CTO, NASA
- Chief Enterprise Strategy, Salesforce
- CIO & SVP, NBA (National Basketball Association)
- CIO & SVP Global Business Solutions, PepsiCo
- CIO & Global Director, General Motors Canada
- CIO, Lowe's Companies
- CIO, Dell Financial Services
- VP Information Technology, Johnson & Johnson

## 02 TOP-PERFORMING CONTENT

Facing significant growth and innovation along with new issues and disruptions, CIOs are being kept on their toes as the IT landscape continues to evolve at a rapid pace. The shift to remote work has put a particularly heavy strain on IT networks. Coupled with a new class of emerging technologies, even the world's foremost experts are being challenged as they navigate a wave of novel problems and unknowns. Not to mention, an uncertain economy is threatening IT leadership jobs everywhere — in big tech, and across a range of other industries. Let's take a look at what our readers have been focused on most.

### Top 5 topics

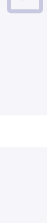
1. IT strategy
2. Leadership
3. Cloud management
4. Workforce
5. AI & future tech

### Top 10 CIO Dive stories

3 cloud trends to watch in 2023



Southwest lands on AWS as preferred cloud for modernization push



United Airlines CEO calls out tech failures in the aviation sector



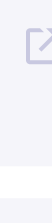
Amazon to lay off 9,000 more workers, AWS among impacted teams



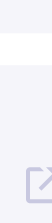
How EY approaches generative AI



OpenAI lowers ChatGPT API price



Threat actors can use ChatGPT, too. Here's what businesses should watch



3 technology lessons from Southwest's IT failure



Tyson CTO departs company, responsibilities left to IT team



Shopify expects productivity boost from meeting ban



## 03 TRENDS

### A tangled economy

- Spending cutbacks
- Salary normalization
- Higher inflation rate

### Inter-industry tech push

- Increase of digital technology investments
- Rise of FinOps
- Verticalized clouds for specific industries

### Adoption of AI

- Wary of threats posed by adoption; cyberattacks, data leaks, etc.
- Some corporations remain cautious, while others go all in
- Shifting cost structure to be more accessible to enterprises

### Workforce worries

- Big tech's mass layoffs
- Correction of previous hiring boom
- Attempt to sustain long-term talent attraction

Our readers spent nearly 2x as long on these stories than the average story:

- [Cloudflare to launch monitoring dashboard](#)
- [Understanding the effects of mass layoffs on the tech sector](#)

### Economic implications and job losses

The past few years have been a whirlwind for IT professionals. The pandemic ushered in a massive hiring push, creating an employee's market where professionals held high negotiating power. But in light of an economic downturn that appears to only be inching toward a recession, many large corporations find themselves now correcting for over-hiring in the form of mass layoffs.

Layoffs have been seen across industries, but big tech in particular is executing layoffs in droves. Measures like salary normalization are also being implemented to reduce salary variations among IT leaders. While IT leadership is still highly in demand, it's a fraction of what it was at its pandemic high, and is only being further stilted by high inflation rates amid economic uncertainty.

CIOs are glued to the recent surge in AI. Some are racing toward adoption, while others remain more cautious. The release of Google's Bard, Microsoft's OpenAI-powered Bing, and OpenAI's ChatGPT has presented a new slate of threats, challenges, and opportunities. In the past few months, the restructuring of costs surrounding AI tools has made them more readily available to enterprises and laypeople alike. This spike in popularity has concerns swirling around misinformation, and misuse in cases like the scaling of malware as a service, phishing, leaks/improper data handling, and other cybersecurity threats. Today's CIOs must navigate these uncharted waters to protect their companies at all costs.

### Increased importance of IT across industries

Across industries, corporations are undergoing digital transformation in an attempt to gain a competitive advantage. This action has only increased the importance of — and associated burdens on — CIOs, as investment and resources are being funneled toward IT operations. Even in tough economic times, CIOs are not willing to fall behind in the race to modernization, and are embracing increased spending on critical areas like cloud management.

As more focus is being placed on cloud integration, CIOs are adopting FinOps — a data-driven approach to cloud-cost management that allows executives to track spending and optimize resources in cloud ecosystems. As verticalized clouds gain popularity, mass adoption is being seen across a range of industries, from airlines, to healthcare, to manufacturing.

## 04 MARKETING INSIGHTS

Crack the code with this audience by reflecting the content preferences of over 83,700 CIO Dive subscribers in your strategy:

### Content Characteristics

- High-level
- Industry-agnostic
- Calculated
- Solutions-oriented
- Comprehensive

### Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

### Deliver solutions across domains

These executives engage with broad, industry-agnostic coverage that addresses hot-button issues and is presented in a high-level, easy-to-digest manner. Help them overcome the obstacles they face daily by providing them with the latest information from across the landscape, coupled with comprehensive, actionable solutions.

### Present peer perspectives

CIOs want to hear what other industry thought leaders are doing to navigate the unknowns presented by digital transformation, AI adoption, cloud management, and both the fallout and outlook of our uncertain economy. Inspire them to develop their own solutions by showing them how the biggest names in the industry are tackling change while keeping their operations efficient and secure.

### Give them byte-size takeaways

CIOs face information overload on a daily basis. Be mindful of their time and explore skimmable or listen-at-your-leisure formats. Even in more comprehensive content like white papers and in-depth reports, seek to deliver value straightaway, provide quick-hit summaries, and whenever appropriate, counter an issue with an actionable takeaway/solution.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

