

DC Hub

Global Data Center Intelligence Platform

2026 Media Kit & Advertising Opportunities

20,000+

Data Center
Facilities Tracked

140+

Countries
Covered

9,500+

Monthly Unique
Visitors

261K+

Monthly
Requests

dchub.cloud | advertising@dchub.cloud

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About DC Hub

DC Hub is the most comprehensive data center intelligence platform in the world, tracking over 20,000 facilities across 140+ countries. Our platform provides M&A; transaction data, market analytics, energy infrastructure mapping, and facility-level intelligence used by investors, operators, developers, and enterprise buyers to make critical infrastructure decisions.

Unlike general technology publications, DC Hub delivers highly specialized, actionable data that decision-makers rely on daily. Our audience isn't browsing — they're actively researching markets, evaluating facilities, and executing deals worth millions.

Our Audience

DC Hub attracts a concentrated audience of high-value infrastructure professionals. Every visitor represents significant purchasing power and decision-making authority in the digital infrastructure ecosystem.

Audience Composition

Segment	Share	Description
Data Center Operators & Providers	~30%	Colocation, hyperscale, and edge operators evaluating markets
Investors & Financial Services	~25%	PE firms, REITs, sovereign wealth, and investment banks
Enterprise IT / Cloud Buyers	~20%	CIOs, VPs of Infrastructure sourcing colo and cloud capacity
Developers & Real Estate	~10%	Site selection, power procurement, and campus development
Consultants & Advisors	~10%	Industry analysts, M&A advisors, and strategy consultants
Government & Regulatory	~5%	Policy makers, energy regulators, and economic development

Why Our Audience Commands Premium Rates

- **High Intent:** Visitors are actively researching data center markets, not casually browsing. Every session represents real commercial interest.

- **Decision-Maker Density:** Our audience skews heavily toward C-suite, VP, and director-level roles with direct purchasing authority.
- **High Deal Values:** A single data center lease, acquisition, or infrastructure deal influenced by an ad on DC Hub can be worth \$1M–\$500M+.
- **Global Reach:** Coverage across 140+ countries means advertisers reach both established and emerging markets.
- **Low Noise:** Limited ad inventory means your message gets undivided attention — not lost in a sea of banners.

Platform & Traffic Overview

Key Platform Features

- **Facility Database:** 20,000+ data centers with detailed specs, power capacity, certifications, and connectivity
- **M&A; Intelligence:** Comprehensive transaction tracking with deal values, acquirers, and market trends
- **Market Analytics:** Regional market analysis, supply/demand metrics, and pricing benchmarks
- **Land & Power Map:** Energy infrastructure visualization with substations, transmission lines, and site suitability
- **News Aggregation:** Real-time industry news from 40+ curated sources
- **API & AI Integration:** MCP server and API access enabling AI-powered data center research

Traffic Metrics (Last 30 Days)

Metric	Value	Notes
Unique Visitors	9,500+	Monthly uniques, growing month-over-month
Total Requests	261,000+	Indicates deep engagement per session
Pages Per Session	~27	Exceptionally high for B2B (industry avg: 2-4)
Avg. Session Duration	High	Users conducting in-depth research across facilities
Geographic Distribution	Global	140+ countries, weighted toward North America & Europe
Traffic Trend	Growing	SEO expansion from 2,000+ indexed facility pages

Why 9,500 DC Hub visitors > 100,000 general tech visitors:

In B2B infrastructure, audience quality dramatically outweighs volume. Each DC Hub visitor represents a professional actively evaluating data center investments, partnerships, or infrastructure decisions. A single conversion from our platform can represent a multi-million dollar deal. General B2B tech sites charge \$25–\$75 CPM. Specialized infrastructure intelligence platforms like DC Hub command \$50–\$150+ CPM due to the concentrated purchasing power of our audience.

Sponsorship Packages

DC Hub offers tiered sponsorship packages designed to match your marketing objectives and budget. All packages include performance reporting and a dedicated account contact.

Bronze Partner — \$750/month

- Company logo in Partners section on homepage and key pages
- Listing in the DC Hub Partner Directory with company profile
- Monthly performance report (impressions, clicks)
- Minimum 3-month commitment

Estimated CPM: \$50–\$75 | Est. Monthly Impressions: 10,000–15,000

Silver Partner — \$1,500/month

- Everything in Bronze, plus:
- Banner ad placement on high-traffic pages (facility search, market analytics, maps)
- Sponsored listing: featured position for up to 5 facilities or services
- Quarterly audience insights report
- Minimum 3-month commitment

Estimated CPM: \$40–\$60 | Est. Monthly Impressions: 25,000–40,000

Gold Partner — \$3,000/month

- Everything in Silver, plus:
- Exclusive category sponsor (e.g., 'Land & Power Map powered by [Your Brand]')
- Premium banner placement across all platform sections
- Newsletter sponsorship (logo + 50-word feature in monthly digest)
- Co-branded content opportunity (1 per quarter): sponsored market report or insight
- Priority placement in search results and facility listings
- Minimum 6-month commitment

Estimated CPM: \$30–\$50 | Est. Monthly Impressions: 60,000–90,000

Enterprise / Custom — \$5,000+/month

- Everything in Gold, plus:
- Dedicated branded map layer or data overlay (e.g., your facilities highlighted globally)
- API co-branding: 'Data enriched by [Your Brand]' attribution across platform
- Custom lead generation program with qualified lead delivery
- Exclusive webinar or virtual event co-hosting (quarterly)
- Executive positioning: thought leadership content featuring your experts
- Custom reporting and analytics dashboard
- Terms negotiated individually

Estimated CPM: Custom | Full platform integration

Ad Placements & Specifications

Placement	Size	Format	Location
Leaderboard Banner	728 x 90 px	PNG, JPG, GIF, HTML5	Top of page, all sections
Sidebar Banner	300 x 250 px	PNG, JPG, GIF, HTML5	Right sidebar, facility pages
Inline Content Banner	728 x 90 px	PNG, JPG, GIF, HTML5	Within search results / listings
Sponsored Listing	Text + Logo	100x100 logo + 150 chars	Featured position in search
Map Overlay	Custom	GeoJSON / KML	Land & Power map layer
Newsletter Banner	600 x 100 px	PNG, JPG	Monthly email digest
Category Sponsor	Logo + tagline	200x60 logo + 80 chars	Section header branding

Additional Advertising Options

- **Cost Per Lead (CPL) Programs:** Qualified lead generation at \$75–\$350 per lead, depending on targeting criteria. Leads include verified contact info, company, role, and expressed interest area.
- **Sponsored Content / Thought Leadership:** Co-branded market reports, facility spotlights, or industry analysis published on DC Hub with full attribution. Starting at \$2,500 per piece.
- **Event Sponsorship:** Virtual roundtables and webinars co-hosted with DC Hub. Includes promotion, registration data, and recording distribution. Starting at \$5,000 per event.
- **Custom Data Partnerships:** Integrate your data or services into the DC Hub platform as a value-added layer. Pricing based on scope and integration depth.

Rate Card Summary

Product	Rate	Minimum
Display CPM (run of site)	\$50–\$100	\$500/month
Display CPM (targeted section)	\$75–\$150	\$750/month
Sponsored Listing	\$500–\$2,000/mo	3 months

Product	Rate	Minimum
Newsletter Sponsorship	\$500–\$1,000/send	3 sends
Qualified Lead (CPL)	\$75–\$350/lead	10 leads
Sponsored Content	\$2,500–\$5,000/piece	1 piece
Bronze Package	\$750/month	3 months
Silver Package	\$1,500/month	3 months
Gold Package	\$3,000/month	6 months
Enterprise Package	\$5,000+/month	Negotiated

Getting Started

Partnering with DC Hub is straightforward. Here's how to begin:

1. Connect

Reach out via advertising@dchub.cloud or our website's 'Advertise' page. Share your objectives, target audience, and budget range.

2. Customize

We'll work together to design a package that aligns with your goals. Whether it's brand awareness, lead generation, or market positioning, we tailor every partnership.

3. Launch

Provide your creative assets (or work with us to develop them). We handle implementation, QA, and go-live across all agreed placements.

4. Measure

Receive detailed performance reports including impressions, clicks, CTR, and lead quality metrics. We optimize continuously throughout your campaign.

Ready to reach the data center industry's most engaged decision-makers?

Contact our advertising team today:

Email: advertising@dchub.cloud

Web: dchub.cloud/advertise

Platform: dchub.cloud

We look forward to building a partnership that drives real results for your business.