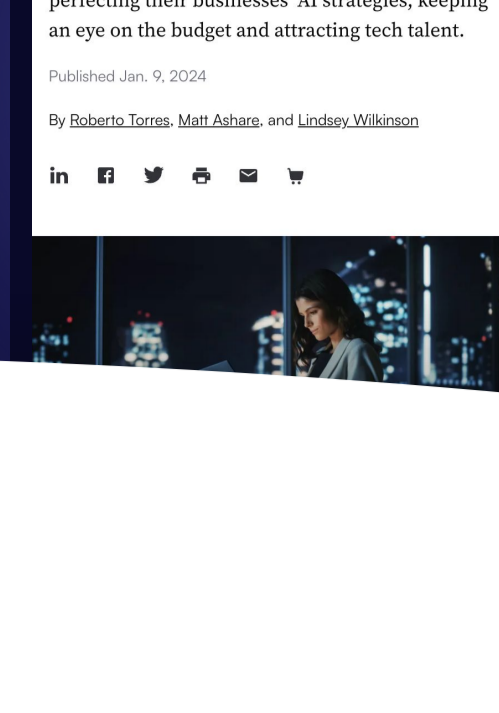


CIO Dive is a news publication designed specifically for technology leaders overseeing IT strategy and systems. Across IT strategy, big data, infrastructure, software, and security, our journalists cover the issues that impact technology and IT.

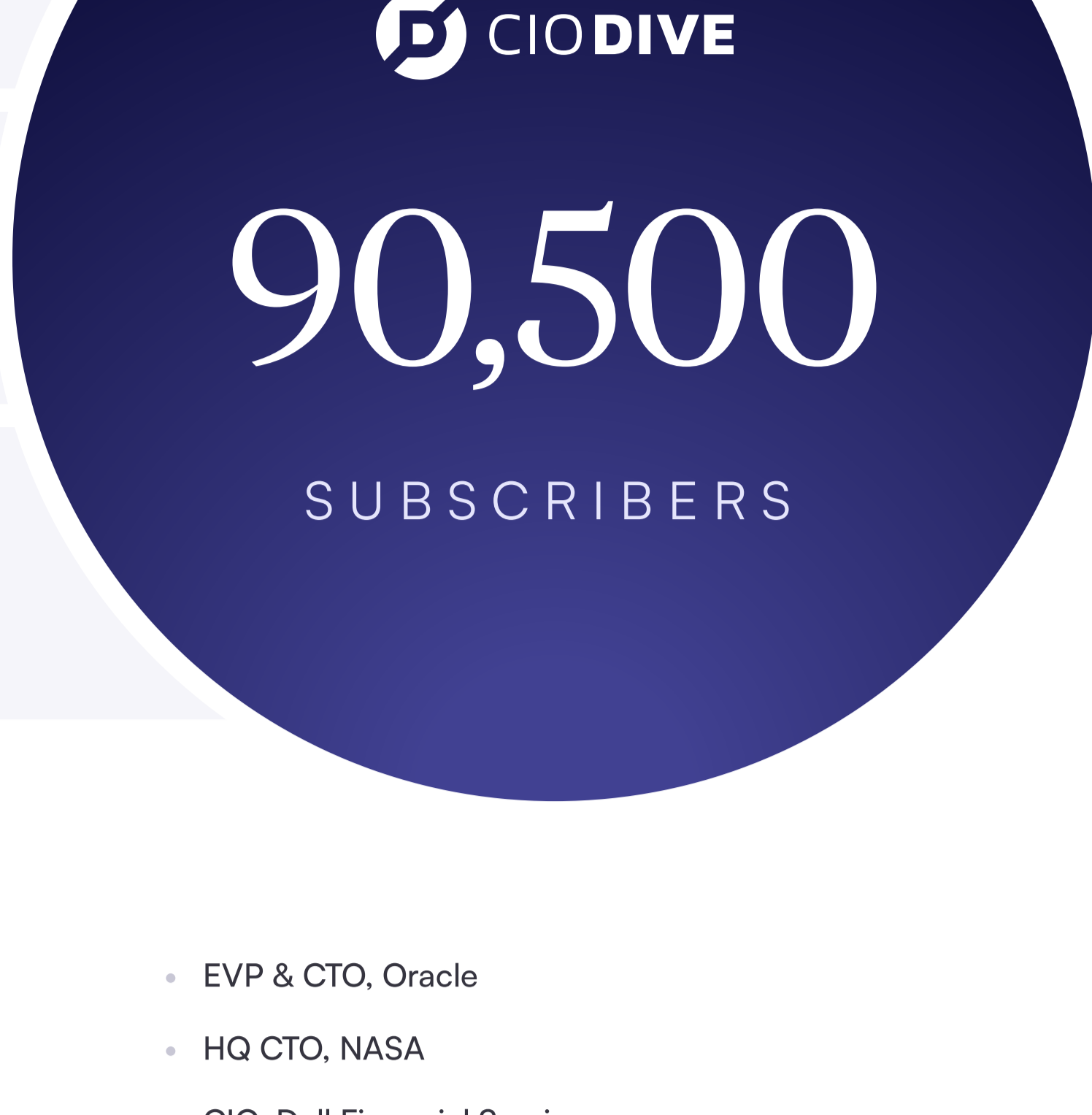


## 01 Audience

**72K**  
unique monthly visitors

**77%**  
of subscribers are manager-level or above

**100%**  
of Fortune 100 companies read CIO Dive



You'll find CIO Dive's news and insights in the inbox of notable subscribers, like:

- EVP & CTO, Oracle
- HQ CTO, NASA
- CIO, Dell Financial Services
- Director, Strategic Partnerships and Business Development, Microsoft
- WW Lead Business Architecture, Digital Innovation, Amazon Web Services
- Deputy CTO, IBM
- Sr. Director IT Service Management, Intel
- CIO & SVP, DocuSign
- Director Systems Engineering, Cisco
- CIO & Global Director, General Motors Canada

Advertise in **CIO DIVE**

Drive qualified leads for your sales team.

[Download media kit](#)



## 02 Top-performing content

As the implementation of AI becomes more mainstream and digital transformation picks up speed, some CIOs are feeling left behind. Cybersecurity remains a top priority as organizations confront increasingly sophisticated threats and navigate the complexities of data governance and privacy regulations. All the while, CIOs look to mitigate IT talent shortages and build resilient, future-ready organizations. Let's take a look at what CIOs have been focused on most.

### Top 5 topics

- IT strategy
- AI & future tech
- Leadership
- Cloud
- Software

### Top 10 CIO Dive stories

Kraft Heinz dips into generative AI with employee tool for data analysis	7 business technology trends to watch in 2024
EU passes AI Act, places first binding rules on generative AI	What's behind SAP's massive restructuring push?
Can FinOps save cloud from itself in 2024?	Microsoft introduces Copilot GPTs, teases low-code builder
How CIOs can overcome 'AI-washing' while vetting vendors	Southwest Airlines to spend \$1.7B on tech, cloud migration this year
Cracking COBOL: Banks to deploy AI to retool legacy apps	Why enterprises neglect billions in cloud savings

### Keywords resonating right now

- tech layoffs
- change management
- cloud computing
- ChatGPT API
- enterprise resource planning system
- IT automation
- cloud cost
- fractional CIO

## 03 Trend analysis

### All things AI

- Rapid implementation of AI, yet hype gets tempered as pressure from CEOs and investors to showcase ROI from AI investments rises
- Paradox of tech talent — AI enables early-career, limited-skill employees to focus on high-value projects, but the lack of incoming highly skilled technical talent will slow AI implementation
- Watchful eyes on the regulatory landscape as AI tightens its grip

### Expanding role, mounting pressure

- CIO role expands due to heightened expectations for seamless digital experiences; CIOs now oversee all operational departments (applications, infrastructure, cybersecurity, analytics, etc.)
- Record number of cyberattacks in 2023 causes cybersecurity to dominate conversations; CIOs under microscope to address issues
- Struggling to strike a balance between boosting productivity, keeping budget in check, and attracting top talent

### Cloud's new horizons

- LLM's continued role in extending enterprise appeal and maturation of the cloud
- Expected widespread adoption of cloud control framework and strategies
- Massive shift to usage-based SaaS triggers increase in cloud spending and adoption

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

- Mainframes solidify hold on core enterprise systems
- SAP adds board-level cloud migration unit, reshuffles executive roles

### AI pressure cooker

CIOs can hear AI's footsteps, as the need to educate their teams on the technology becomes inescapable.

#### studioID tip

The demand for a clear path forward to implement AI is growing every day. Whether or not CIOs feel that it's helpful in their space, they need answers to their team's questions. Be their voice of reason as they cherry-pick which AI approaches and implementation techniques to apply to their industry and day-to-day operations.

### Understaffed and burnt out

As the role of the CIO expands and security roles go unfilled, CIOs have a tough year ahead.

#### studioID tip

This year IT teams are forced to do more with less as they face new tech and growing cyberattacks with a less-than-complete team. Help CIOs educate and train their employees to improve efficiency and prioritize the most pressing issues first.

### Cloud's late adopters

Some legacy brands didn't hop on the early bandwagon of digital transformation and are finally being forced to jump aboard.

#### studioID tip

Not every CIO was keen on digital transformation, but now it seems they have no choice. Avoid treating them like laggards, and instead, focus on the benefits of being contemplative. As late adopters, you can help them learn from the mistakes of the first movers.

## 04 Marketing insights

Crack the code with this audience by reflecting the content preferences of over 90,500 CIO Dive subscribers in your strategy:

### Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

High-impact approach

### Educate on AI

For CIOs, addressing the topic of AI can be daunting and most don't know where to start.

#### studioID tip

Because the topic of AI is still relatively new and ever-changing, CIOs are looking for educational content that is both informative and strategic. Explainer videos, guides, and strategic playbooks will be well-received by this audience.

High-impact approach

### Resonate with the "Great Resignation"

The ripple effects of the pandemic are still impacting CIOs and their teams, leaving them with fewer resources and more responsibilities.

#### studioID tip

Highlight how to combat short staffing and burnout among executives showing time insights on how to automate tasks to take the pressure off of staff. Address how CIOs can use their data, both for security purposes as well as marketing and customer experience purposes.

High-impact approach

### Meet CIOs where they are

While some leaders got caught up in the multi-cloud madness, others avoided it completely.

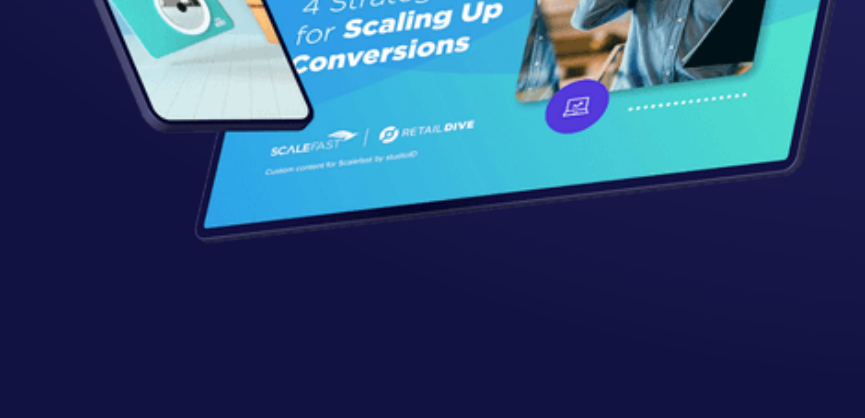
#### studioID tip

Create content that focuses on showing leaders that it's not too late to join digital transformation, rather than only reporting on cutting-edge technology. Refocus on the benefits of cloud and digital transformation that will help older and bigger companies that feel like they missed the boat (and there are a lot of them).

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](#)
- [Globe icon](#)
- [Email icon](#)
- [Phone icon](#)
- [Facebook icon](#)