

**3labs**

**PORTFOLIO  
2026**

# WHO WE ARE

auto

Motorlabs

tech



Mobilelabs

living

S&S HOME & GARDEN

entertainment



CULTURA POP

business

data4BIZ

B2BLABS

youtube



3Labs is a media company that tells the story of the present and anticipates the future. **Technology, entertainment, gaming, automotive, mobile, and business:** our digital ecosystem is designed to inform, engage, and influence.

We don't just provide information. **We create digital culture.** We help brands and partners connect with their audience through valuable content and innovative strategies.

**We don't follow trends. We create them!**

# OUR NETWORK

**14**  
**MILLIONS**

**MONTHLY  
UNIQUE  
VISITORS**

**+500**  
**K**

**EURO  
THROUGH  
AFFILIATES**

**30**  
**MILLIONS**

**PAGEVIEWS**

**70**  
**JOURNALISTS  
AND  
CONTENT  
CREATORS**

**1,8**  
**MILLIONS**

**TOTAL  
FOLLOWERS**

**+50**  
**EVENTS  
ON YEAR**

**554**  
**K**

**YOUTUBE  
SUBSCRIPTIO  
N**

**+3**  
**K**  
**ORIGINAL  
CONTENTS**

# tom's **HARDWARE**

THE AUTHORITY ON TECH

Since 2003, Tom's Hardware has been the absolute reference point for technology. Born as a portal specializing in PC hardware, it is now a complete editorial platform that encompasses the entire tech world: processors, graphics cards, smartphones, artificial intelligence, smart home technology, and much more.

At the heart of our work is journalistic rigor. Every product is tested using strict methodologies in our laboratories, every guide is written by industry experts, and every article is the result of in-depth analysis. Our readers know they can rely on trustworthy reviews, detailed comparisons, and purchasing advice that truly makes a difference.

Tom's Hardware is more than just a website: it's a community.



**9 MLN**  
Unique Monthly  
Users

**16 MLN**  
Monthly page views

**+2400**  
Contents each month

## /BUYER PERSONA

The Tom's Hardware community is made up of technology enthusiasts and users seeking **guidance in the digital world**. On one side, there are the experts who want in-depth technical analysis and detailed reviews; on the other, those who are new to technology and are looking for simple and reliable explanations.

**Our ideal reader** wants to make informed decisions, relying on rigorous testing and unbiased advice. They seek clear, authoritative, and straightforward content to choose the best products without getting lost in unnecessary information or aggressive marketing. raneous information or aggressive marketing tactics.



### TYPICAL AUDIENCE

- Age: 18 - 40
- Gender: 70% Male, 30% Female
- Platforms: Editorial and Social Media

### Why do they choose us?

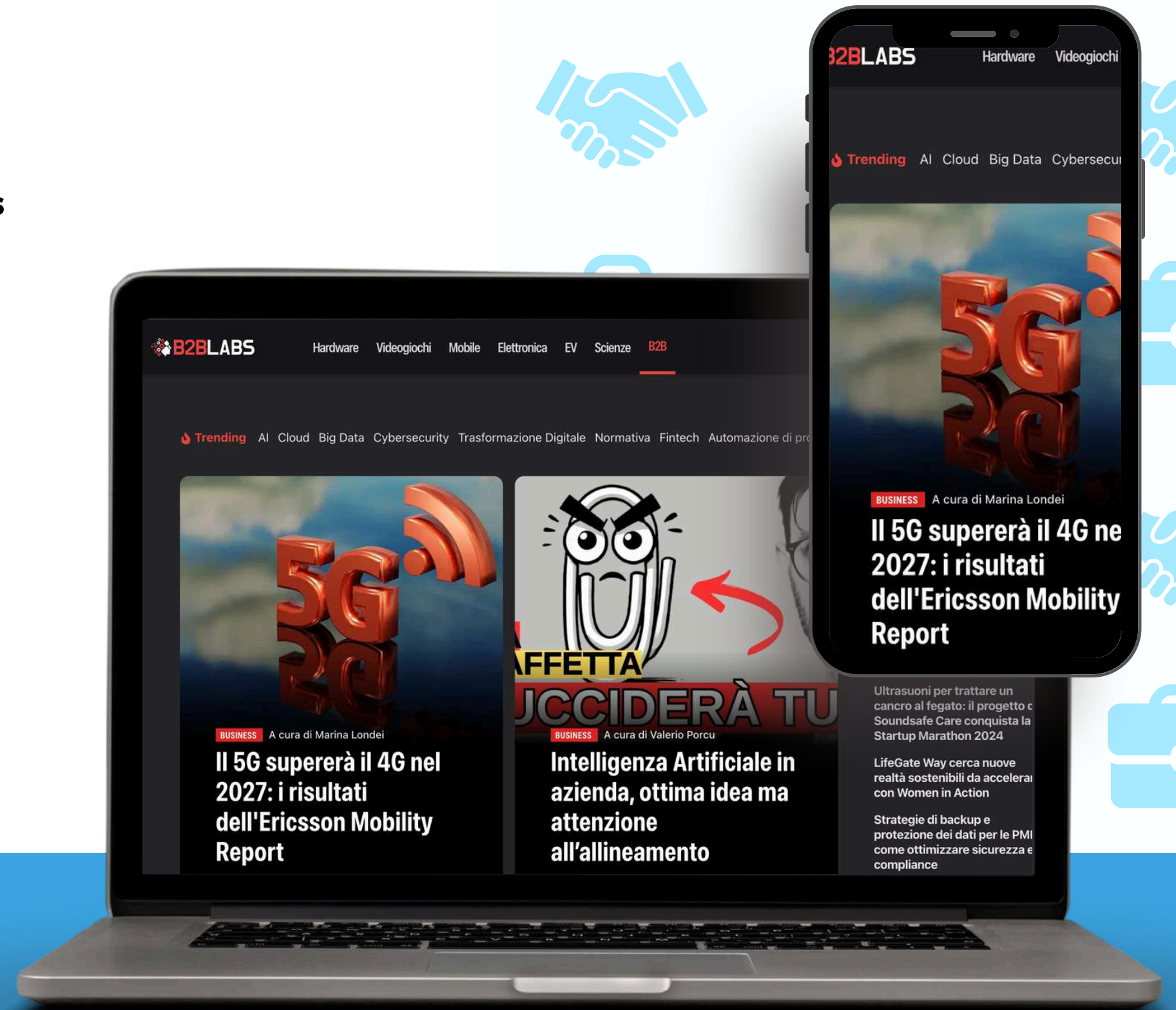
Because we offer expertise, impartiality, and a reliable guide through the chaos of technology.



**B2BLabs is the go-to reference for companies and professionals who want to master digital transformation.** We don't just talk about emerging technologies: we analyze them, test them, and provide practical tools to integrate them into the business world.

From cybersecurity to artificial intelligence, from cloud computing to data management, we tackle every topic with a practical, strategic, and results-driven approach. Our audience isn't looking for simple news but in-depth insights to make informed decisions.

**B2BLabs is a true innovation hub, helping businesses understand the future of work and technology.**



# /BUYER PERSONA



The B2BLabs audience consists of **decision-makers, IT managers, and entrepreneurs** who want to turn technology into a competitive advantage. Those who follow us understand that change is inevitable and are looking for the right tools to address it.

Our ideal reader seeks market insights, business best practices, and strategic analysis to innovate and optimize corporate processes.

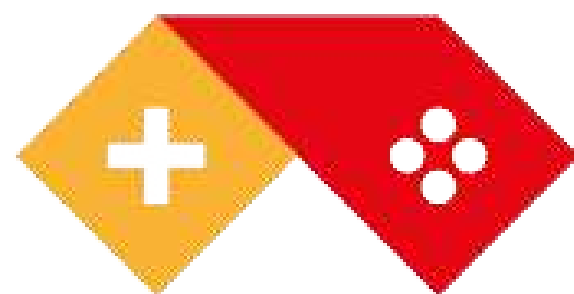
## TYPICAL AUDIENCE

- Age: 25 - 55
- Gender: 64% Male, 35% Female
- Platforms: Editorial and LinkedIn



## Why do they choose us?

We provide clear, direct, and business-relevant information, devoid of embellishments or conjecture.



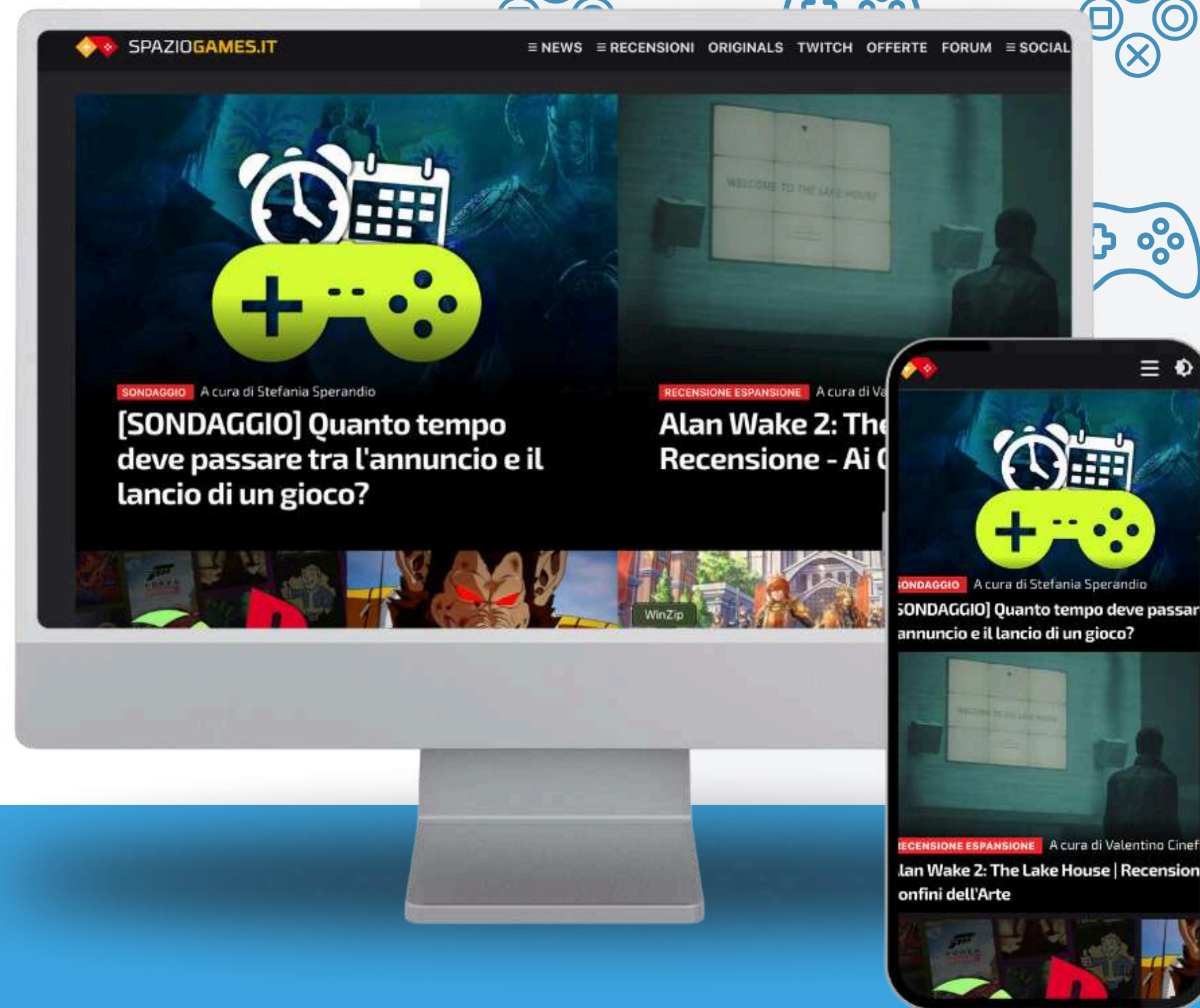
# SPAZIO GAMES

SpazioGames is much more than an information site: **it's the digital home for those who live and breathe gaming as a passion and culture.**

From the world of eSports to major AAA titles, from indie gems to next-generation consoles, we cover every facet of the industry with professionalism and attention to detail.

Our articles go beyond mere entertainment: we analyze the video game market, rigorously test games with in-depth reviews, and provide critical insights into trends and innovations.

**SpazioGames is the perfect platform for both seasoned gamers and those stepping into this world for the first time.**



## 6 MLN

Unique Monthly  
Users

## 20 MLN

Monthly page views

## +800

Contents each month

## /BUYER PERSONA

**Our audience is diverse:** on one side, there are the experienced gamers, always seeking technical insights, gameplay analysis, and detailed reviews.

On the other side, there are newcomers who want a reliable guide to navigate platforms, genres, and new releases.

### Why do they choose us?

Because we are an independent and credible reference point, capable of covering gaming without compromises.



### HARDCORE GAMER

**Age:** 20 - 35

**Gender:** 75% Male, 25% Female

**Platforms:** Editorial, Social Media, and  
YouTube

### NEW GAMER

**Age:** 18 - 40+

**Gender:** 75% Male, 25% Female

**Platforms:** Editorial and Social Media

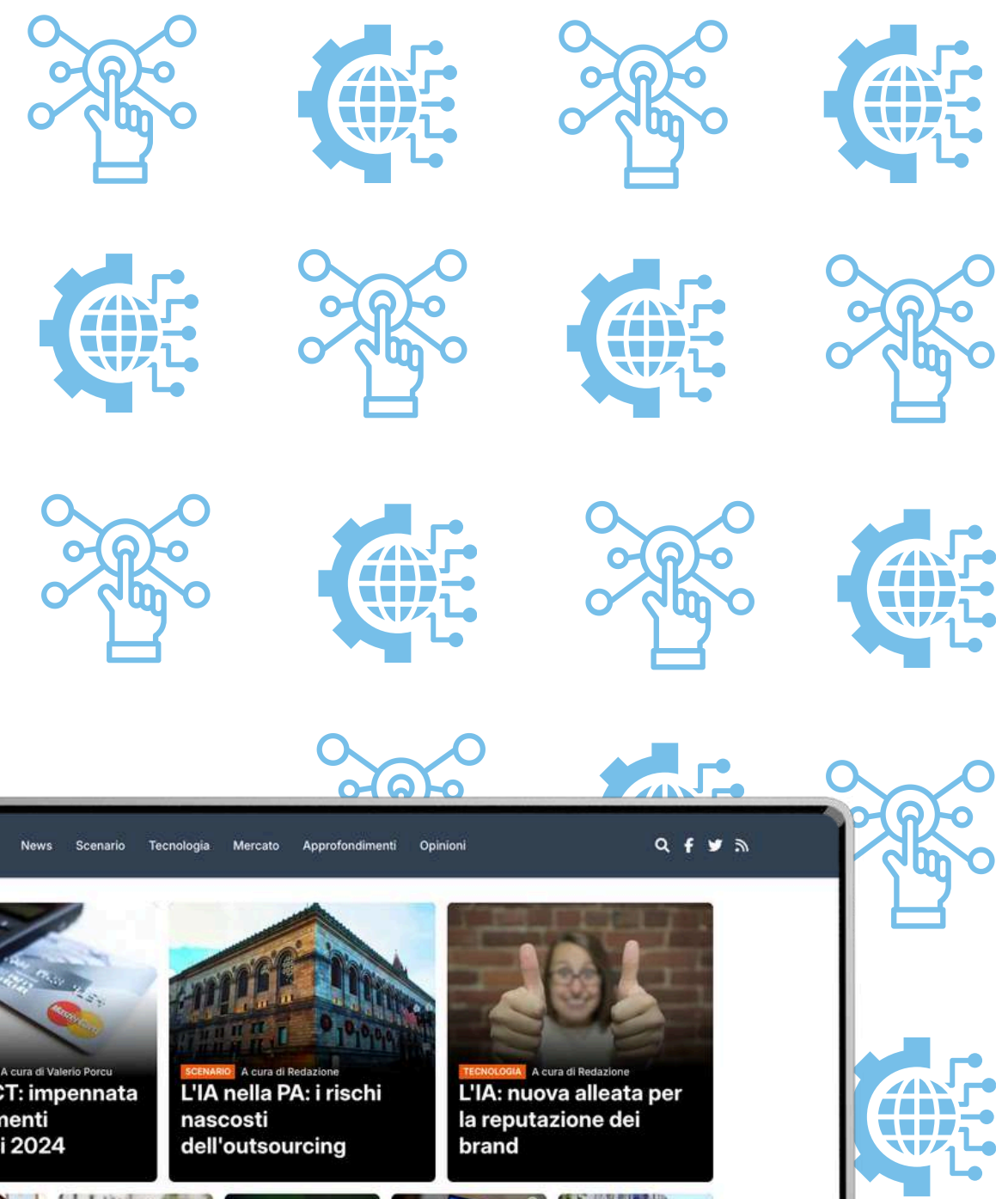
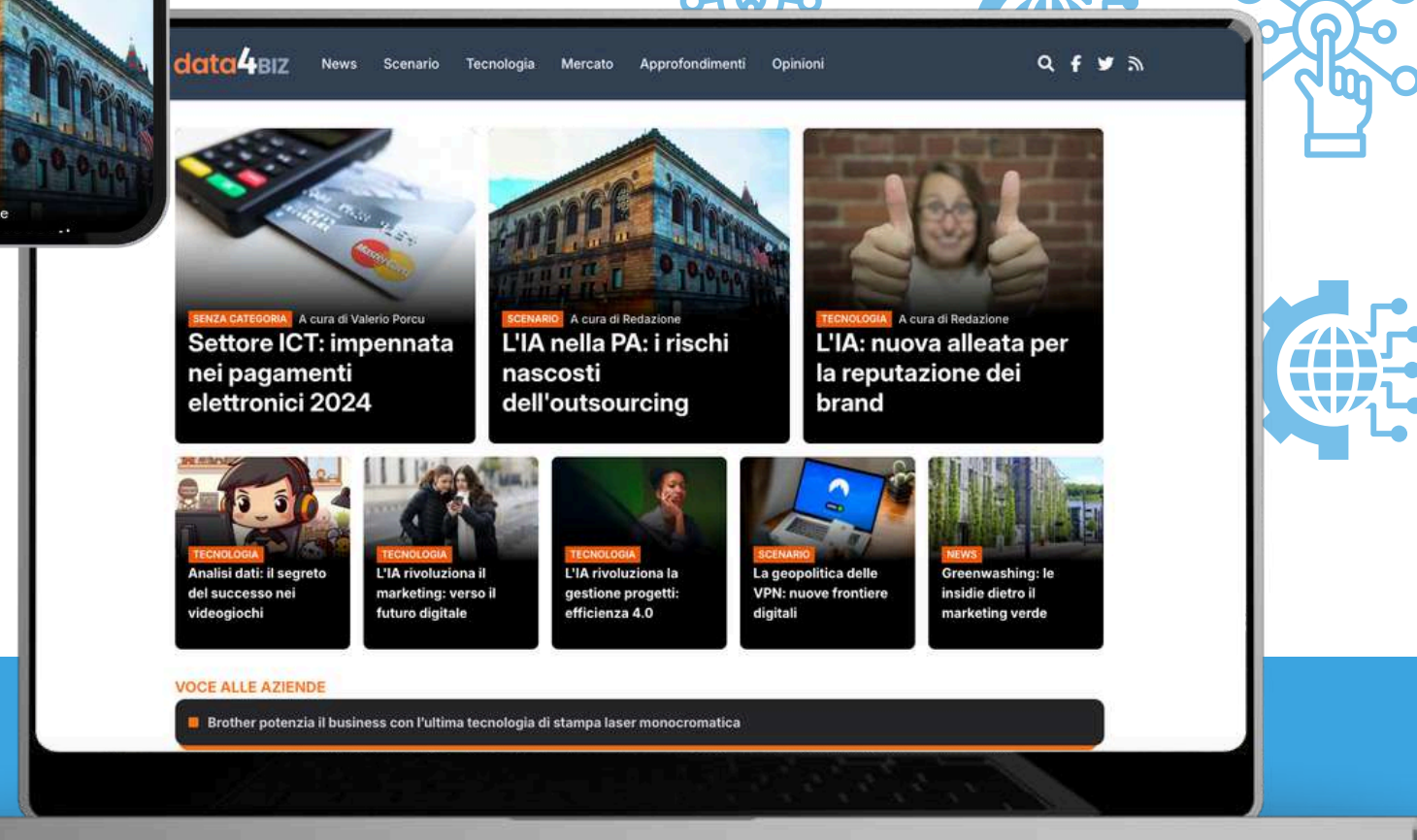


In the modern business landscape, data is a fundamental strategic resource, but its value depends on the ability to interpret and use it effectively.

**Data4Biz is the go-to platform for managers, IT leaders, and companies that want to turn data analysis into winning decisions and concrete growth strategies.**

Through in-depth reports, market insights, and best practices, we provide businesses with the tools they need to make decisions based on real numbers, accurate analysis, and industry trends, avoiding risks and choices driven by mere intuition.

**Our goal is to turn data into a competitive advantage!.**



# /BUYER PERSONA



**Data4Biz targets managers, IT leaders, and decision-makers who need to transform vast amounts of data into effective business strategies.**

In a context where competitive advantage depends on the ability to interpret information correctly, our audience seeks in-depth analysis, market trends, and practical tools to make strategic decisions based on real data, not just intuition.

## TYPICAL AUDIENCE

- **Age: 25 - 55**
- **Gender: 64% Male, 35% Female**
- **Platforms: Editorial and LinkedIn**



## Why do they choose us?

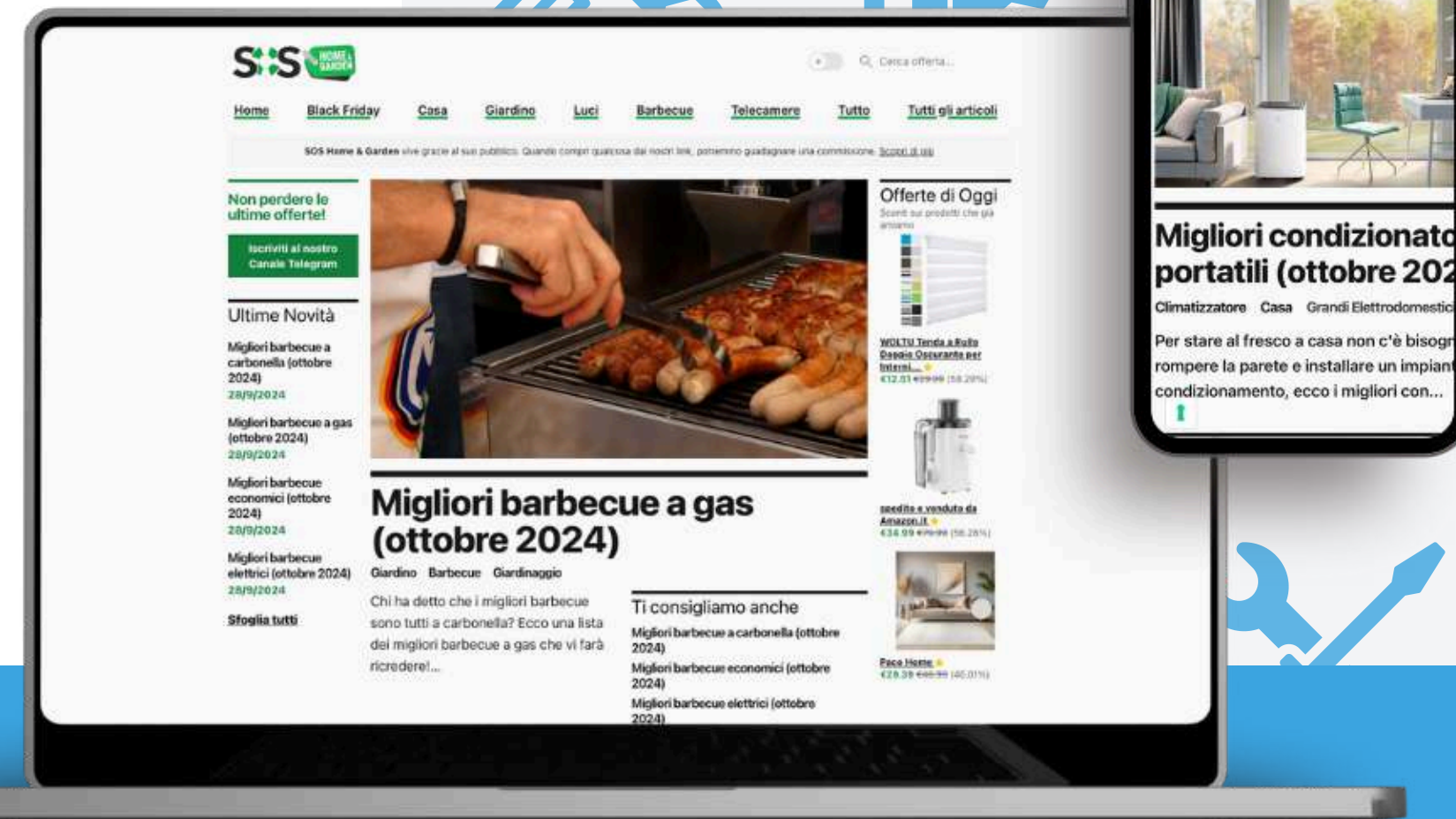
Because we provide concrete analysis and practical tools that turn data into strategic decisions, helping businesses innovate and stay competitive.



**SOS Home & Garden is the go-to reference for anyone looking to improve their home with smart and informed purchasing decisions.** From furniture to appliances, from DIY tools to smart home technologies and gardening equipment, we test and analyze every product using strict criteria, providing reliable reviews and practical advice.

Our goal is to simplify the purchasing process, helping consumers identify the products that best suit their needs and budget, without being swayed by misleading marketing or unnecessary features.

**Every guide and comparison is designed to ensure transparency, clarity, and real value, avoiding wrong purchases and ensuring targeted investments.**



**50K**

Unique Monthly  
Users

**300K**

Monthly page views

**+50**

Contents each month

## /BUYER PERSONA

**SOS Home & Garden targets anyone in need of a price and quality comparator for products in the home and gardening market.** Our experts test thousands of items each year, using rigorous methodologies that highlight performance differences between various models.

### Why do they choose us?

Because we provide reliable tests and detailed comparisons, offering consumers the tools they need to make informed purchases.



### NEW BUYERS

**Age:** 65% are aged 18 to 44, 35% are over 44

**Gender:** 62% Male, 38% Female

**Platforms:** Publishing

### READY TO PURCHASE CONSUMERS

**Age:** 75% are aged 18 - 44, 25% are over 44

**Gender:** 80% Male, 20% Female

**Platforms:** Editorial



DREAME



SAMSUNG

realme



ASUS

FUJIFILM

MYCOMICS.it



CARVERTICAL

pratico.it

roborock

BLUETTI

SEVERAL BRANDS WITH WHICH WE HAVE COLLABORATED

ANKER



Edizioni BD

aruba.it

SwitchBot

GIGASKY



Trust.

Hisense

Lenovo



tineco



idealo

MediaWorld



oppo

INSTANT GAMING



NVIDIA

intel



STAR COMICS

Saily



HUAWEI

The commercial proposals outlined in the preceding slides provide an **overview of the offerings that our Network presents** to support businesses.

## ***INTERESTED IN EXPLORING OUR OFFERINGS?***

CONTACT US AT [SALES@TOMSHW.IT](mailto:SALES@TOMSHW.IT)  
OR [SALES@3LABS.IT](mailto:SALES@3LABS.IT)

**SUBSCRIBE TO OUR NEWSLETTER**

