

3labs

**MEDIA KIT
2025**

OUR ASSETS



Tom's Hardware is the **reference point in Italy** for those looking for news and reviews from the Tech universe.



Reviews, news, **exclusives** from the world of video game entertainment.



Section **dedicated to video games**, full of content, insights, reviews and analysis.



Hobbies, cinema, TV series, board and role-playing games, action figures and other Pop and Geek entertainment.



News, interviews and podcasts to connect with IT managers and end customers.



The perfect meeting point **between engines and technology** with a young and fresh approach.



Reference point for **technology purchases.**



Everything you need **for your home and garden**



Reviews, news, **exclusives** from the world of video game entertainment.



The group's new website dedicated to the **digital transformation of companies.**



No endless manuals, just clear **explanations that save you time, money and nerves.**



Ferry is Andrea Ferrario's official YT channel, **focused on long informative videos** with contributions from numerous experts.



SpazioGames is the **official YT channel of SpazioGames** with in-depth analysis and reviews on the world of gaming.

THE METHOD

3Labs **brings its partners concrete and measurable results**, thanks to the METHOD with which it builds a communication plan truly tailored to the needs of the customer.

▶ ANALYSIS

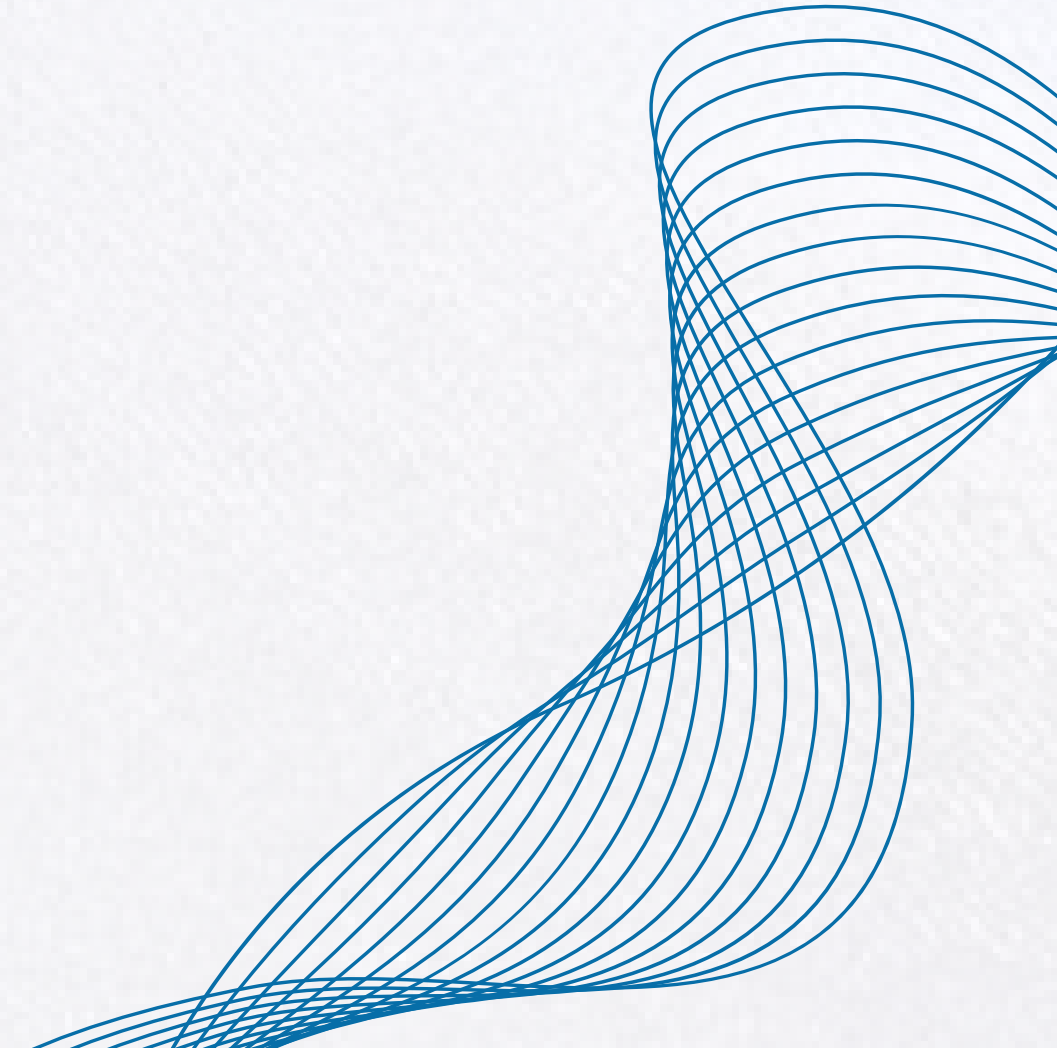
We **analyze your needs in all the aspects** that can determine its success, as well as the potential critical issues

▶ STRATEGY

We develop the strategy by offering you **the possibility to fully embrace the plan** we have designed for your purposes.

▶ MEASUREMENT

We **monitor the results achieved** throughout the implementation phase and provide structured feedback.



MATERIALS INDEX



01

**EDITORIAL
CONTENTS**



02

**VIDEO
CONTENTS**



03

**SOCIAL
CONTENTS**



04

**EVENT
MARKETING**

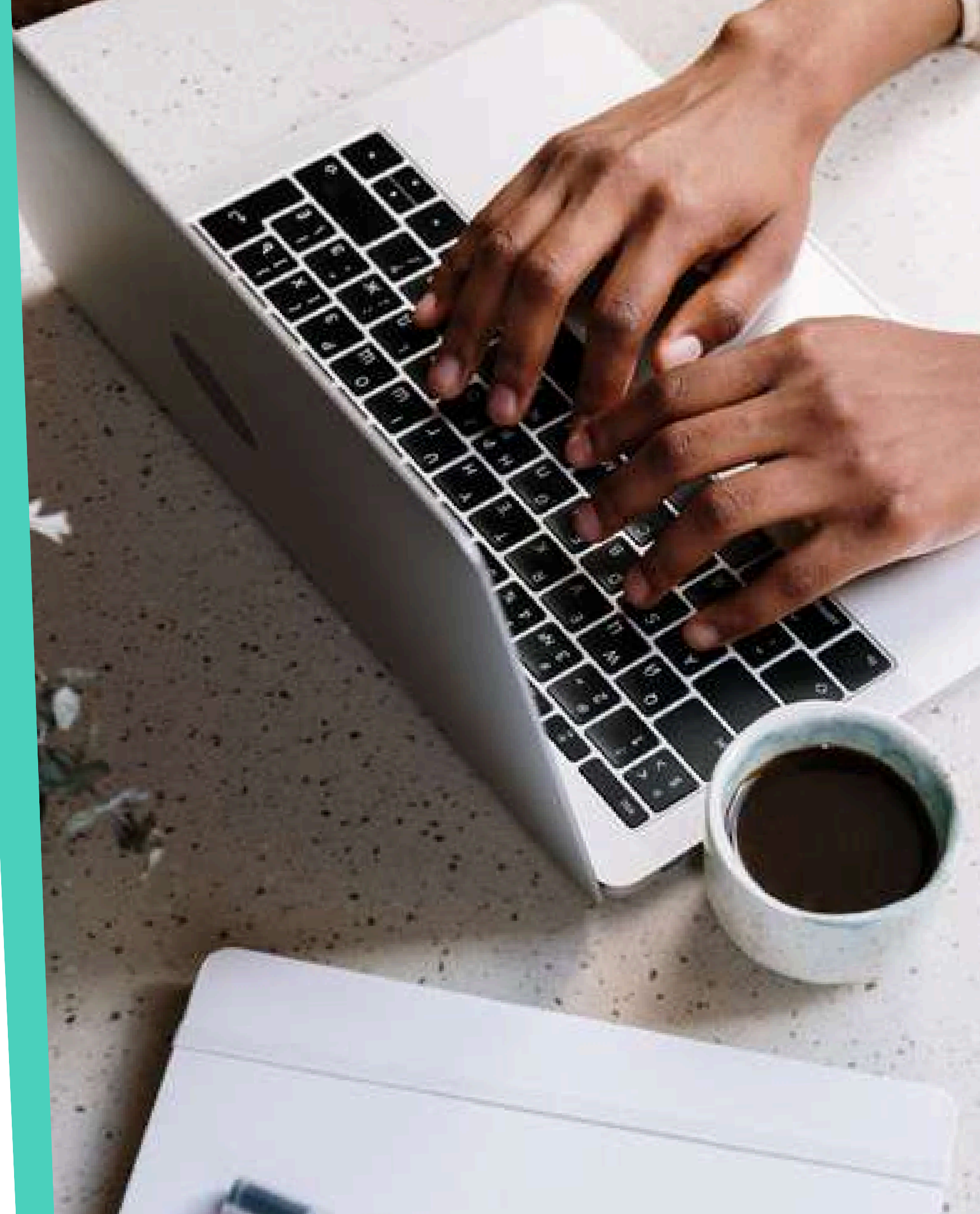
01 EDITORIAL CONTENTS

The rules of journalism, **adapted to the correct Content Strategy to create interesting content** that can engage and capture the attention of your audience and optimize the return on investment.

Content Marketing **gives concrete VALUE to its customers** through information, meeting an increasingly involved audience.

▶ OPPORTUNITIES

- NATIVE CONTENT PREMIUM
- NATIVE CONTENT PLATINUM
- VOCE ALLE AZIENDE
- SPECIAL PAGE
- OFFER NEWS
- PLACEMENT IN THE GUIDE
- SPECIAL GUIDE
- SEO PROJECT
- WEB BOOST
- QUIZ
- NEWSLETTER
- DEM



NATIVE CONTENT PREMIUM

FEATURES

- Editorial content created by editorial team*
- The article is between 800 and 1000 words long
- To be published on the home page
- To be marked as “In collaboration with / Sponsored content”
- The topic of the article is to be agreed with the customer

*In compliance with Google policy, each link embedded in the content will have only one attribute value rel="nofollow" or rel="sponsored" in the <a> tag

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

VOCE ALLE AZIENDE

FEATURES

- Editorial content created directly by the customer* (the author is the customer)
- To be published on the home page in a special and indexed box (“Voce alle aziende”)
- The editorial content is to be kept on the home page for at least 7 days
- The topic of the article is to be agreed with the customer (example: gambling is not allowed)

*In compliance with Google policy, each link embedded in the content will have only one attribute value rel="nofollow" or rel="sponsored" in the <a> tag

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

SPECIAL PAGE

FEATURES

- A special page is to be created and designed to meet customer needs
- The background of the special page can be customized
- Custom animations
- Presence of one or more textual contents in evidence, with a video, if provided, and links, which are going to aim to the landing page or to the information material indicated by the customer
- The Special Page is going to have a list of all the news published for the customer through a dedicated tag

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

OFFER NEWS

FEATURES

- The editorial team is going to write a news for conversion purposes*
- The news layout is to be created with a specific aim to lead the audience to the purchase page
- To be published on the home page

*In compliance with Google policy, each link embedded in the content will have only one attribute value rel="nofollow" or rel="sponsored" in the <a> tag

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

PLACEMENT IN THE GUIDE

FEATURES

- 3Labs ensures one or more positions within its buying guides
- The buying guides are highly indexed and updated monthly
- The cost of the positioning is based on the quantity of guides required, on the quantity of the products and on the duration of the positioning

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

SPECIAL GUIDE

FEATURES

- Dedicated buying guide with exclusive products of the brand*
- Creation of a clear and easy to consult layout
- Insertion of links to the purchase page for each product inserted

*In compliance with Google policy, each link embedded in the content will have only one attribute value rel="nofollow" or rel="sponsored" in the <a> tag

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

SEO PROJECT

FEATURES

- 5 SEO articles + maintenance
- One year + renewal at 50% of the price
- Rel_sponsored internal links (editorial policies apply)
- “In collaboration” label or equivalent
- Maximum 1,200 words



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

WEB BOOST

FEATURES

- The editorial content is to be repositioned on the home page for 24 hours
- This type of boost can be combined with all editorial contents (except "Voce alle aziende " which has a dedicated box on the home page)



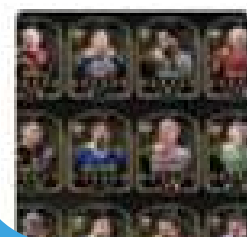
La robotica ECOVACS del 2025: non solo aspirapolvere, scopri le novità e le offerte lancio

IN COLLABORAZIONE Dario De Vita



Il tablet Blackview più scontato che abbiate mai visto: da 439€ a 119€

SPONSORIZZATO Dario De Vita



EA Sports FC 25 TOTW: la lista completa

GUIDA Alessandro Colantonio 1 ora fa

BRAND AWARENESS

CONVERSION

**LONG-TERM
EFFECTIVENESS**

QUIZ

FEATURES

- Quiz created by the editorial team
- Positioning of the customer's product/topic in one or more answers of the quiz, with a link to the official website.
- The topic of the quiz will be agreed with the customer
- The customer can provide questions and answers
- The quiz will be shared on social media and will be suggested every time a user finishes another quiz, to reach the greatest number of users possible
- Possibility of having a slide with a clickable banner, before the quiz results are shown

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

NEWSLETTER

FEATURES

- Insertion of two banners (size: 300x250 px and 600x150 px) with landing links



BRAND AWARENESS



CONVERSION



LONG-TERM
EFFECTIVENESS

DIRECT EMAIL MARKETING (DEM)

FEATURES

- Target identification based on demographic, behavioral or purchasing data
- Use of GDPR compliant contact lists
- Email with an attractive, responsive and branded layout
- Creativity must be provided by the customer



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

02 VIDEO CONTENTS

The ideal medium **to share your brand's values, mission and origins**. Use the evocative and communicative power of VIDEOS to reach the heart of your audience and create engagement.

▶ OPPORTUNITIES

- VIDEO NATIVE
- REEL
- VIDEO INTEGRATION / PRE-ROLL
- SPOT INTEGRATION / EMBEDDED (PREMIUM)
- PLACEMENT IN THE VIDEO
- LIVE STREAMING EMBED
- YOUTUBE BOOST

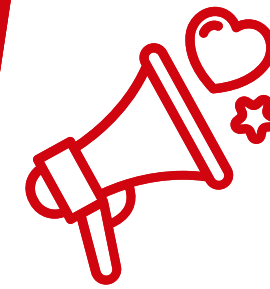


VIDEO NATIVE

FEATURES

- Video created by editorial team
- Uploaded on the Tom's Hardware Italia and Spaziogames.it YouTube channel
- Links, which are aiming to the page requested by the customer, are to be inserted in the video description
- The topic of the video is to be agreed with the customer
- It is possible to conduct video interviews

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

REEL

FEATURES

- Video content created by the Editorial Team
- The video will be published on the Instagram profile
- The video will be optimized in duration to reach the greatest number of users
- The topic of the video will be agreed with the customer

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

VIDEO INTEGRATION / PRE-ROLL

FEATURES

- The video integration will be inserted into a YouTube video chosen by the editorial team
- The integration will take place in the initial part of the video (about one minute from the beginning)
- Voice over
- Insertion of the customer's link in the video description

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

SPOT INTEGRATION / EMBEDDED (PREMIUM)

FEATURES

- This is a more structured video integration
- At the beginning of the video there will be a reference to the sponsor (e.g. “this video is sponsored by... Stay with me and I’ll tell you what it’s about”)
- At the end of the video, a more elaborate and dedicated video integration will be inserted



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

PLACEMENT IN THE VIDEO

FEATURES

- Placement of customer products in an organic video
- Products featured in the video will be linked in the description

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

LIVE STREAMING EMBED

FEATURES

- Embed live streaming player on homepage
- Compatibility with all streaming platforms (YouTube, Twitch, Facebook)
- The player will be placed at the top of the homepage
- The player will remain active every time the user scrolls down the page
- Possibility to insert autoplay
- Possibility to activate or deactivate the sound when the user opens the homepage
- Permanence of the player for max. 2h; for additional half hours/hours, calculate an additional fee



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

YOUTUBE BOOST

FEATURES

- A retargeting campaign will be created to increase the audience
- The audience will be profiled based on the target of the video



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

03 SOCIAL CONTENTS

Take the opportunity to **interact directly with your customers** and to make yourself known in a new way, using social channels.

Create engagement and interaction with consumers by establishing a direct and authentic dialogue with them.

► OPPORTUNITIES

FACEBOOK

- SOCIAL BOST
- FACEBOOK POST

INSTAGRAM

- INSTAGRAM STORY
- INSTAGRAM POST

TELEGRAM

- TELEGRAM POST

LINKEDIN

- LINKEDIN POST
- LINKEDIN CONTENT SERVICE



SOCIAL BOOST

FEATURES

- It is possible to combine all the proposed activities with a social boost to broaden the audience
- The audience subject to retargeting is to be created specifically (3Labs already has different types of profiled audience)
- Campaigns will be created on Meta and/or Google Ads

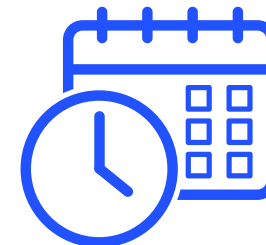
EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

FACEBOOK POST

FEATURES

- Photo or gallery (max 10 images)
- The post can include a link that redirects directly to an article, landing page or promotion.
- The copy of the post can be agreed with the customer

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

INSTAGRAM STORY

FEATURES

- Excellent engagement
- There is the possibility to insert an external link
- There is the possibility to tag the consumer
- The flows (number of stories) are variable according to the customer's needs / investments



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

INSTAGRAM POST

FEATURES

- Carousel post with infographic or image
- It is possible to insert the link in the profile description
- The copy of the post can be agreed

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

TELEGRAM POST

FEATURES

- A post is to be created containing an image with a message (product name, discount, details)
- A single post per offer
- There is the possibility of purchasing bundles

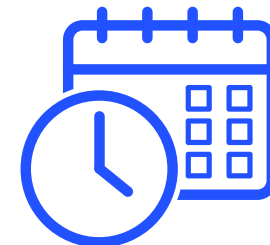
EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

LINKEDIN POST

FEATURES

- 10 images or a gallery of visual content, optimizing the content for a professional audience and focusing on the quality and visual appearance of the brand
- Possibility of content in carousel format, where multiple images are presented in an interactive sequence
- Possibility to include a link in the post to direct users to external content such as articles, white papers or industry studies
- The content of the post can be agreed

EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

LINKEDIN CONTENT SERVICE

FEATURES

- Editorial plan development
- SEO consulting
- Content development
- 12 month/24 article project
- Content for the company blog with signature
- LinkedIn profile development and maintenance
- 12 month package: 24 articles + 1 year LinkedIn

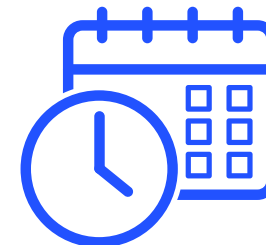
EXAMPLE



BRAND AWARENESS



CONVERSION



**LONG-TERM
EFFECTIVENESS**

04 EVENT MARKETING

Live streaming or posting of event presentation articles on social media.

You create the event and we give it visibility.

► OPPORTUNITIES

- EVENT COVERAGE
- MEDIA PARTNERSHIP
- EDITORIAL COVERAGE BEFORE AND DURING THE EVENT
- SOCIAL COVERAGE BEFORE AND DURING THE EVENT
- HOSTING ON STAGE AND MODERATION IN PANELS/DISCUSSIONS
- HOSTING IN THE STREAMING AREA WITH LIVE BROADCAST ON OUR CHANNELS
- ATTENDANCE OF TALENTS AND/OR ARTISTS
- ADVERTISING



OUR NUMBERS

14M

**UNIQUE
USERS/
MONTH**

30M

**PAGE
VIEWS**

1,8M

FOLLOWERS

554K

**YOUTUBE
SUBSCRIBERS**

+500K

**EUROS
VIA
AFFILIATE**

70

**JOURNALISTS
AND
CREATORS**

+50

**EVENTS/
YEAR**

+3K

**ORIGINAL
CONTENTS**



DREAME



SAMSUNG

realme



ASUS

FUJIFILM

MYCOMICS.it



CARVERTICAL

pratico.it

roborock

BLUETTI

SOME BRANDS WE HAVE WORKED WITH

ANKER



Edizioni BD

aruba.it

SwitchBot

GIGASKY



Trust.

Hisense

Lenovo



tineco



idealo

MediaWorld



oppo

INSTANT GAMING



intel



STAR COMICS

Saily



The commercial proposals reported in the previous slides represent an idea of the offers that our Network makes available to promote companies;

***ARE YOU CURIOUS TO DISCOVER
OUR OFFER?***

CONTACT US AT THE EMAIL SALES@TOMSHW.IT
OR AT SALES@3LABS.IT

SUBSCRIBE TO OUR NEWSLETTER

