

THE CONSUMER TECH MEDIA RANKINGS: **WHICH ONLINE TECH PUBLICATION HAS THE MOST CLOUT?**

Consumer tech is a huge part of our daily lives, from the smartphones we use all day every day, to the smart TV that entertains the family, and the smartwatch that tracks our steps and fitness.

Publishers are wise to the ubiquity of tech and how much we fork out on gadgets. National newspapers have tech news and review feeds one or two clicks from the homepage, and there's dozens of specialist tech media in the UK covering everything from product news and reviews to group tests and roundups, deals, and product comparisons.

The big question for Head of PR and Comms Directors working for consumer tech brands is **which of these publications will drive the most impact for our brand and products?** To know this, we have to understand both how much readers are engaging with each publication's editorial output, and what types of coverage – news, reviews, features etc. – get the most attention.

These are the very questions we're answering here – with:

**THE CONSUMER TECH
MEDIA RANKINGS**



red
CONSULTANCY

RANKING THE TOP UK CONSUMER TECHNOLOGY MEDIA



To find out which online consumer tech sites have the most clout, we plugged leading publications from the UK into Red Pulse, our smart press office engine. We looked at the most recognised names in consumer technology media;

TECH ADVISOR

Stuff

Pocket-lint

expertreviews

T3

techradar.

Trusted ⚡ Reviews

WIRED

From there, we took an in-depth look at each site's editorial coverage from the entirety of 2022. Sites were ranked on two criteria:

1

CONTENT VOLUME SHARE

Share of total coverage from consumer technology sites during 2022, a **measure of output of technology news and reviews to UK-based readers**

2

SOCIAL ECHO SHARE

Share of 'social echo' based on volume of social media interactions (such as posts, shares, retweets etc.) of content, a **measure of how engaged readers were with each publication's coverage**

By comparing these two criteria, we can look beyond pure reach numbers and get a gauge of how the impact of an article on T3 compares to one on Wired UK.

We also took a deeper dive into the articles driving the most engagement for each publication, and categorised the best performing as one of the following:



TECH NEWS



ENTERTAINMENT NEWS



PRODUCT REVIEWS & RECOMMENDATIONS



CONSUMER ADVICE



GAMING NEWS & REVIEWS

Want to know which tech publications saw the most engagement in 2022?
Interested to see the kind of stories that get the most traction with tech enthusiasts?

READ ON...

RANK	MEDIA	CONTENT VOLUME (SHARE)	MEDIA	SOCIAL ECHO	SOCIAL ECHO (SHARE)	PLACE CHANGE CONTENT VOLUME VS. SOCIAL ECHO
1	Pocketlint	44%	T3	356,015	27%	-2
2	T3	18%	techradar.	339,808	26%	+1
3	techradar.	15%	Pocketlint	218,444	17%	+1
4	Trusted ⚡ Reviews	12%	WIRED	183,648	14%	-1
5	TECH ADVISOR	4%	Trusted ⚡ Reviews	163,659	12%	-2
6	expertreviews	3%	Stuff	30,392	2%	-2
7	Stuff	2%	TECH ADVISOR	16,969	1%	+1
8	WIRED	1%	expertreviews	8,773	1%	+4

DOES CONTENT VOLUME DRIVE ENGAGEMENT?

There's a clear correlation between volume of coverage vs. audience engagement. Broadly, and unsurprisingly, the more coverage a site publishes, the more engagement it gets from readers.

However, we can see of the top three titles (Pocket-Lint, T3 and TechRadar) the order of volume vs. engagement changes, with T3 and TechRadar leaping to the top of the engagement rankings and Pocket-Lint dropping to third.

Further down the rankings, we see broad alignment between volume and engagement again, with one big exception.

Wired UK leaps from the bottom spot in terms of volume, up to fourth in engagement. A quick calculation tells us the average Wired UK article punches well above its weight and its shared 220+ times.





WHAT DOES THIS MEAN?







While higher coverage volume means more engagement, as there's literally more for audiences to engage with, there's certainly more nuance to a specific publication's engagement rate. To get more insight on this, we took a closer look at the top three performing articles from each site.



MOST SHARED CONTENT

Taking a look at the articles that resonated most with audiences, there's a huge variation between publications and audiences. We've pulled out the top three most shared articles from each UK tech publication and categorised them to see what got the most eyeballs and engagement in 2022.

CONTENT TYPE	NUMBER OF TOP 3	MOST SHARED ARTICLES
 TECH NEWS	9	<ul style="list-style-type: none"> • The Republic of Innovation: the Asus 2022 Zenbook and ROG range – Stuff • Go off-grid with the new BLUETTI AC500 – Stuff • Get the Honor HONOR 70 with huge 256GB storage and get a free pair of Honor HONOR Earbuds 3 Pro worth £170 – Stuff • The all-electric DeLorean DMC is here, and it's beautiful – TechRadar • It's a really bad time to buy an iPhone – Trusted Reviews • Apple's iOS 15.4 now available for iPhone – Pocket-Lint • Apple confirms switch to USB-C... bye bye Lightning – Pocket-Lint • When War Struck, Ukraine Turned to Telegram – Wired UK • Europe Is Building a Huge International Facial Recognition System – Wired UK
		
 ENTERTAINMENT NEWS	5	<ul style="list-style-type: none"> • Netflix will host Johnny Depp's movie return – TechRadar • Disney+'s new R-rated action movie just hit 92% on Rotten Tomatoes. – T3 • Spider-Man movies are finally coming to Disney Plus – T3 • Ignore the critics, Netflix's new movie is good and 55 million people agree – T3 • 1923, the second Yellowstone prequel: Release date, cast, and where to stream – Pocket-Lint
		

CONTENT TYPE	NUMBER OF TOP 3	MOST SHARED ARTICLES
 <p>PRODUCT REVIEWS & RECOMMENDATIONS</p> 	4	<ul style="list-style-type: none"> • Best bookshelf speakers 2022: Audio boosts for every budget and style – Expert Reviews • Otty Hybrid vs Simba mattress: Which is better? – Expert Reviews • Expert Reviews Product of the Year Awards: Technology – Expert Reviews • The cheapest Kindle finally has USB-C – Tech Advisor
 <p>CONSUMER ADVICE</p> 	3	<ul style="list-style-type: none"> • The WhatsApp free Cadbury Easter chocolate basket is a scam – Tech Advisor • This is how much money Facebook earns from your data each year – Tech Advisor • How to delete a Twitter account – Trusted Reviews
 <p>GAMING NEWS & REVIEWS</p> 	3	<ul style="list-style-type: none"> • 'I want to play Elder Scrolls 6 before I die' – Skyrim grandma's macabre message to Todd Howard – TechRadar • PS5 battered Xbox in 2022 and The Game Awards nominations prove it. – Trusted Reviews • Elden Ring Is the Game of the Year – Wired UK



TECH NEWS

As you'd expect, tech news was high on the agenda with nine of the top 24 articles relating to new products or brand announcements. Stuff.tv seems to be the go-to place for news, with all three of the publication's most shared articles being news pieces. Alongside news of new laptops and a huge 5000W portable charger, a sponsored piece was also amongst the top 3 - suggesting that paid-for advertorials can be a powerful draw for readers if they're on topic.

Apple saw a good share of tech news, but it was actually news of switches to the USB-C standard and iOS updates that got the most attention rather than new iPhone and Macbook launches. In addition, an article from Trusted Reviews titled "[It's a really bad time to buy an iPhone](#)" a month ahead of the iPhone 14 launch saw high engagement – suggesting there is life in click-bait headlines yet.

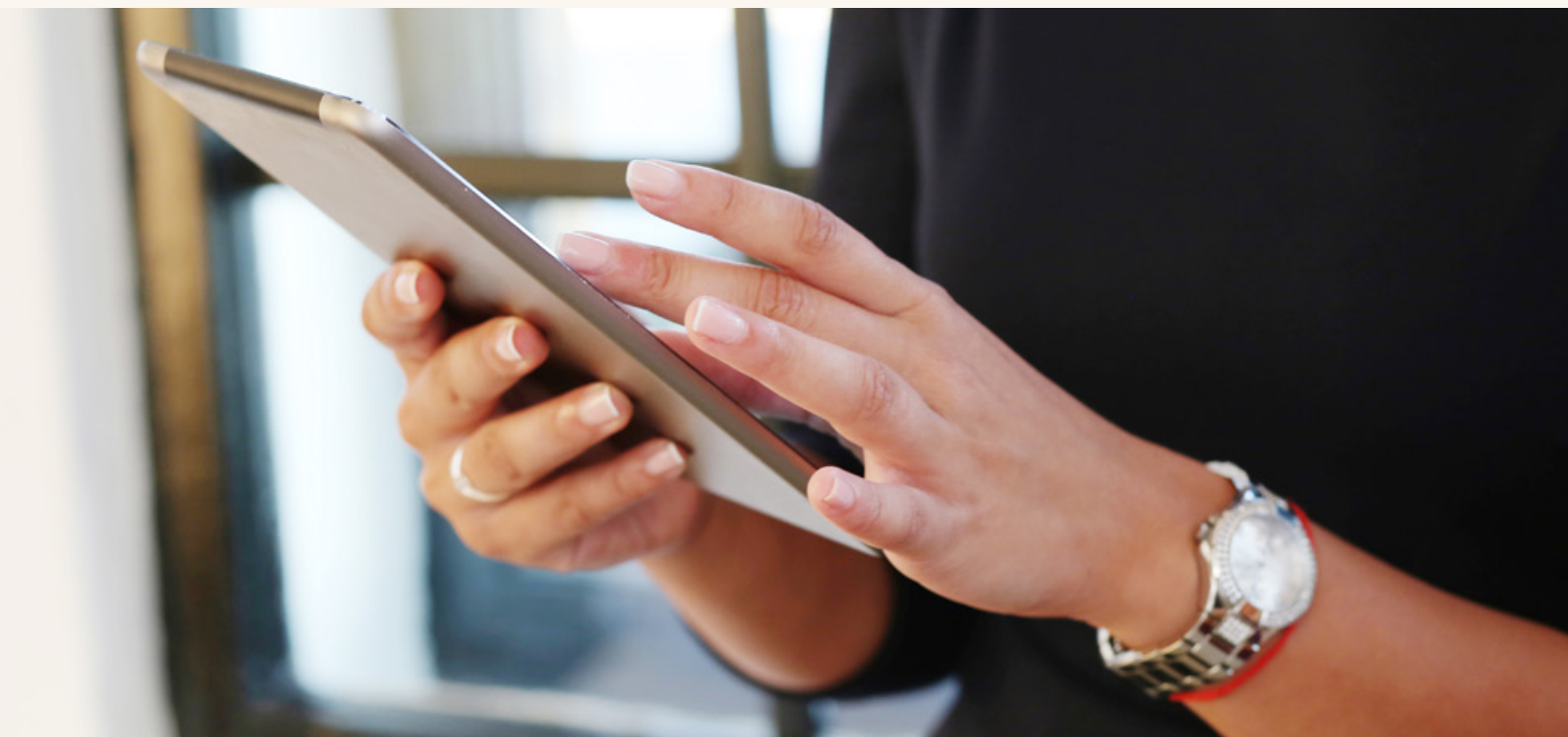
Wired UK's news pieces give some insight into why the site was the best performing publication in terms of engagement during 2022, with news pieces focused on [a new facial recognition system](#) being built in Europe and a write up of how the [Telegraph messaging platform](#) helped Ukrainians stay connected to government information during Russia's invasion. These tech stories linked to wider social-cultural issues clearly show why Wired receives high engagement from relatively low editorial output compared with its competitor titles.



ENTERTAINMENT NEWS

Entertainment news made a clear mark in top shared stories during 2022. That said, most were aligned to streaming services, such as Netflix and Disney+ – which naturally fall under tech publications' remit.

T3, one of the titles at the intersection of tech, gadgets and entertainment, saw all three of its top stories within the entertainment space, while TechRadar and Pocket-lint had one a piece.





PRODUCT REVIEWS AND RECOMMENDATIONS

Expert Reviews lived up to its name by seeing all three of its top stories firmly in the review and recommendation category. A roundup of bookshelf speakers and a head-to-head on mattresses both featured, showing just how much people are reading and sharing product reviews before making a purchasing decision. The publication's own write up of its annual technology awards also featured in the top 3, showing the power nabbing one of these awards can bring to tech brands.



CONSUMER ADVICE

Tech Advisor also really lived up to its name with two of its top three being consumer advice pieces; highlighting an Easter [Whastapp scam](#) and a detailed write up of [how much Facebook makes from user data](#).

Trusted Reviews again saw success with a click-bait headline, answering the question many of us were googling a few months back - [How to delete a Twitter account](#). The article was published as Mr Musk's 'reforms' really kicked into gear. Very smart timing from Trusted.

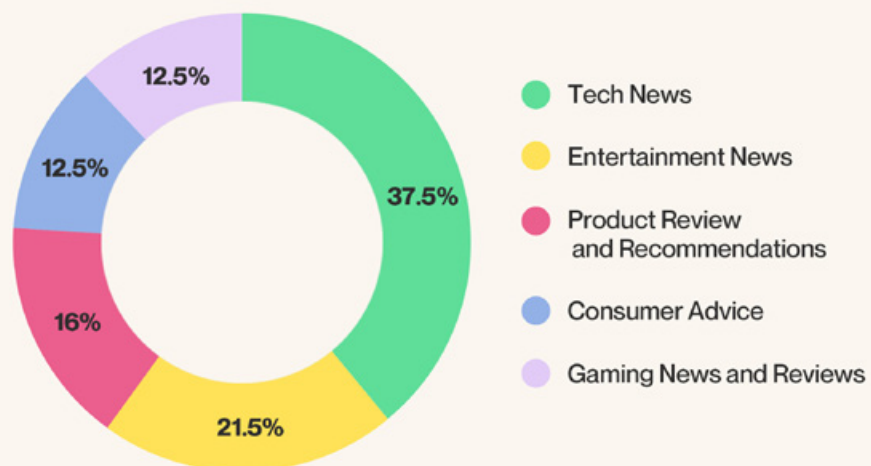


GAMING NEWS AND REVIEWS

Even with a host of standalone gaming titles out there, gaming news and reviews also slip into tech coverage here and there.

Wired UK's glowing review of Elden Ring was well shared, while a more unusual story on TechRadar about a grandma putting the screws to developer Bethesda to finish Elder Scrolls 6 so she can play it 'before she dies' also captured people's imaginations. Nothing like the macabre to drive engagement, it seems.

ARTICLE TYPES DRIVING ENGAGEMENT



FOUR TIPS FOR MAXIMISING YOUR COVERAGE ENGAGEMENT

There are a few takeaways for PR and Communication Directors when looking at the most shared tech editorial of 2022:

1



There's a lot of appetite from readers for tech news, but it's a competitive space with fewer journalists and publications reporting and writing. Unless you're a big brand, **a hard-working press office is essential** to get cut-through.

2



Advice articles and click-bait clearly works for some publications, with very clear headlines driving shares. If you can **frame news or product updates in the form of a question** or statement, it could translate into very shareable and impactful coverage.

3



Consider sponsored content. While many may assume people mouse over anything labelled 'sponsored' or 'advertorial', it seems this doesn't put readers off. Of course, you should ensure the subject matter is bang on with the publication's focus to have an impact.

4



Product reviews and buying advice remain amongst the most shared articles from tech media. **Always have samples on hand**, and don't be afraid to point media towards your closest competitor (provided you stack up well) to **encourage comparison and head-to-head pieces.**



WANT TO KNOW *MORE?*

At Red, our smart press office solution '**Red Pulse**' helps us keep track of what's driving the consumer tech news agenda daily. Red Pulse gives us access to **real-time media monitoring**, ensuring our team are always ready to seize on opportunities for our clients.

Want to know how Red Pulse can support your PR and Communications campaigns? **Get in touch** with us to arrange a free demo.

Were any of your top target publications missing from our rankings? Let us know and we'll include them in our next quarterly ranking update.

