

B2B & Technology Journalist Index

Publishers with Announced OpenAI Content Partnerships

Top 3 reporters per publisher ranked by AI model citation influence score (1–10). Scores estimate citation frequency based on byline volume, beat relevance, visibility, and reach. 15 publishers | 45 journalists.

Influence Score Guide: ● 8–10 High ● 5–7 Medium (Scores reflect AI training citation probability, not editorial authority alone.)

Publisher / Title	Reporter	Influence Score	Editorial Focus (≤100 words)	Contact Details
Associated Press <i>Associated Press (newswire / business & tech)</i>	Barbara Ortutay	6/10	Tech reporter covering consumer and enterprise tech trends, product launches, and practical implications of AI for businesses and the public; produces clear explainers used across the wire.	Email: bortutay@ap.org X: @BarbaraOrtutay LinkedIn: linkedin.com/in/barbaraortutay
	Christopher Rugaber	6/10	Economics and business reporter; frequently frames AI stories in macroeconomic and corporate-earnings contexts that inform business-focused summaries.	Email: crugaber@ap.org X: @ChrisRugaber LinkedIn: linkedin.com/in/chrisrugaber
	Michael Liedtke	5/10	Technology/business reporter writing on tech policy, industry products, and corporate strategy with frequent wire distribution that reaches many outlets.	Email: mliedtke@ap.org X: @liedtkesfc LinkedIn: linkedin.com/in/mikeliedtke
Axel Springer <i>Business Insider / Politico (B2B/tech relevant)</i>	Yasmin Tadjeh	7/10	Enterprise tech and cloud coverage, focusing on how companies adopt AI and the commercial implications for IT and operations. Note: moved to Northrop Grumman (comms) as of 2024.	X: @yasmintadjeh LinkedIn: linkedin.com/in/yasmin-tadjeh-92269140 <i>Note: Now at Northrop Grumman</i>
	Jason Del Rey	7/10	Writes at the intersection of platforms, digital advertising, and media-business strategy; covers how AI reshapes publishing and ad tech. Now at Fortune / The Aisle newsletter.	Email: jason@readtheaisle.com X: @DelRey LinkedIn: linkedin.com/in/jasondelrey
	Shira Ovide	6/10	Columnist/analyst on tech's business impact, often focused on corporate strategy, product monetisation, and how AI affects markets and consumers. Now at The Washington Post.	Email: shira.ovide@washpost.com X: @ShiraOvide LinkedIn: linkedin.com/in/shiraovide
Axios <i>Axios (AI+ / Tech)</i>	Ina Fried	8/10	Chief technology correspondent producing frequent, high-visibility reporting and newsletters on AI product launches, industry strategy, and implications for businesses and developers.	Email: ifried@axios.com X: @inafried LinkedIn: linkedin.com/in/inafried
	Sara Fischer	6/10	Media and business-focused reporter covering platform strategies, industry M&A, and how AI is deployed in media firms and ad businesses.	X: @sarafischer LinkedIn: linkedin.com/in/sara-fischer Axios profile: axios.com/authors/sara
	Scott Rosenberg	5/10	Enterprise- and industry-focused writer analysing commercial	X: @scottros Mastodon: xoxo.zone/@scottros

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			adoption of new technologies and the business implications of AI tools.	LinkedIn: linkedin.com/in/scottrosenberg
Condé Nast <i>WIRED</i>	Tom Simonite	7/10	Deep technical and research-focused AI reporting; explains model architectures, research milestones, and how those advances translate into enterprise capabilities. Now at The Washington Post.	X: @tsimonite LinkedIn: linkedin.com/in/tomsimonite <i>Note: Now at Washington Post</i>
	Will Knight	7/10	Covers AI research, startup commercialisation, and technology transfer into products and services used by businesses and developers.	X: @willknight LinkedIn: linkedin.com/in/will-knight-b5538b9 WIRED profile: wired.com/author/will-knight
	Nitasha Tiku	6/10	Writes on tech policy, platform governance, and the societal/commercial effects of AI, with pieces that inform regulatory and corporate risk assessments. Now at The Washington Post.	Email: nitasha.tiku@gmail.com X: @nitashatiku <i>Note: Now at Washington Post</i>
Dotdash Meredith <i>Investopedia / business verticals</i>	Caleb Silver	6/10	Oversees finance and fintech coverage; focuses on AI's impact on financial services, investment tools, and enterprise finance operations.	X: @calebsilver LinkedIn: linkedin.com/in/calebsilver Investopedia: investopedia.com/caleb-silver
	Tim McLaughlin	5/10	Business/finance writer covering fintech, enterprise finance tech, and how AI is changing financial products and advisory services.	LinkedIn: linkedin.com/in/timmclaughlin Investopedia profile: investopedia.com/tim-mclaughlin
	Investopedia senior analysts (ensemble)	5/10	Group of writers producing explainers and how-to pieces about AI in finance, risk, and business decision-making.	Editorial contact: editorial@investopedia.com Investopedia.com/contact
Financial Times <i>Financial Times (FT)</i>	Tim Bradshaw	8/10	FT's lead tech correspondent covering enterprise AI, cloud, chip geopolitics, and corporate strategy; writes frequent analysis used by business audiences.	X: @tim LinkedIn: linkedin.com/in/timbrad FT profile: ft.com/tim-bradshaw
	Hannah Murphy	7/10	Silicon Valley and enterprise reporter focused on AI investments, startups, product launches, and commercial adoption dynamics.	X: @hannahmurph LinkedIn: linkedin.com/in/hannah-murphy-10842141 FT profile: ft.com/hannah-murphy
	John Thornhill	6/10	Writes technology strategy and leadership pieces aimed at business leaders, focusing on governance, productivity, and sectoral impacts of AI.	X: @johnthornhillft FT profile: ft.com/john-thornhill LinkedIn: linkedin.com/in/john-thornhill-ft
Future plc <i>TechRadar / Tom's Guide (enterprise-relevant tech)</i>	Lance Ulanoff	6/10	Senior editorial voice on tech product strategy and enterprise implications, focusing on how emerging tech (including AI) affects business tools and workflows.	X: @LanceUlanoff LinkedIn: linkedin.com/in/lanceulanoff TechRadar: techradar.com/author/lance-ulanoff
	TechRadar enterprise editors (group)	5/10	Team producing product evaluations, vendor comparisons, and buyer-focused reviews of AI-enabled enterprise tech.	Editorial: techradar.com/submit-your-product Press: press@futurenet.com

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	Tom's Guide senior writers (enterprise)	5/10	Reporters and reviewers who cover business-relevant product features, performance, and adoption considerations for IT decision-makers.	Editorial: tomsguide.com/contact Press: press@futurenet.com
Hearst <i>Hearst business & technology verticals</i>	Jessica Guynn	6/10	Technology reporter covering AI, policy, and corporate adoption; often links regulatory developments to business strategy and consumer impacts.	X: @JessicaGuynn LinkedIn: linkedin.com/in/jessicaguynn USA Today profile: usatoday.com/staff/jguynn
	Erin Carson	6/10	Covers enterprise product launches, cloud services, and AI-powered tools with practical analysis for business users.	X: @erinmcarson LinkedIn: linkedin.com/in/erinmcarson CNET profile: cnet.com/profiles/erincarson
	Hearst enterprise editors (group)	5/10	Editorial contributors focusing on vendor strategy, enterprise adoption, and the business use cases for AI systems.	Press contact: press@hearst.com hearst.com/contact
Le Monde <i>Le Monde (France — included for UK/NA relevance to OpenAI deals)</i>	Samuel Laurent	5/10	Technology and society reporter who covers platform impacts and regulatory debates relevant to enterprise governance and AI ethics.	X: @samuell Laurent Le Monde: lemonde.fr/journaliste/samuel-laurent
	Anne-Sophie Novel	5/10	Writes on digital policy, platform regulation, and technology adoption in business and public sectors.	X: @Annesophienovel LinkedIn: linkedin.com/in/anne-sophie-novel
	Le Monde économie/tech desk (group)	5/10	Team producing analysis on tech industry strategy, corporate impacts, and regulatory context that inform business-oriented summaries.	Press contact: redaction@lemonde.fr lemonde.fr/contact
News Corp <i>The Wall Street Journal (WSJ)</i>	Joanna Stern	8/10	Personal-technology columnist and explainer, translating product features and AI-enabled tools into business and consumer impacts; high-visibility explainers and video content. Left WSJ Feb 2026.	X: @JoannaStern LinkedIn: linkedin.com/in/joannastern <i>Note: Left WSJ Feb 2026</i>
	Ben Fritz	7/10	Tech/media editor and reporter covering corporate strategy, platform decisions, and the business side of AI deployment in media firms.	X: @benfritz LinkedIn: linkedin.com/in/benfritz WSJ: wsj.com/news/author/ben-fritz
	Keach Hagey	7/10	Investigative reporter on AI companies and leadership decisions; deep reporting that feeds enterprise-focused narratives and industry analysis.	X: @keachhagey LinkedIn: linkedin.com/in/keachhagey WSJ: wsj.com/news/author/keach-hagey
PRISA Media <i>El País / Spanish business & tech</i>	Soledad Gallego-Díaz (or senior tech/business correspondents)	5/10	Senior editorial voices covering technology policy, platform regulation, and business impacts in the Spanish market with relevance to multinational firms.	El País contact: elpais.com/estaticos/contacto Press: comunicacion@elpais.es
	Ana Carbajosa	5/10	Business journalist covering corporate strategy and industry developments that intersect with AI adoption and enterprise concerns.	X: @anacarbajosa El País: elpais.com/autor/ana-carbajosa

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	El País tech desk (group)	5/10	Team covering digital transformation, vendor strategy, and regulatory issues relevant to businesses operating in Spanish-speaking markets.	Press: comunicacion@elpais.es elpais.com/tecnologia
Schibsted <i>Nordic business & tech titles (Aftenposten, VG, etc.)</i>	Local tech editors (Norway/Sweden)	5/10	Regional tech and business reporters covering enterprise adoption, platform strategy, and market impacts in the Nordics; their reporting is often used in regional business contexts.	Aftenposten: aftenposten.no/kontakt VG press: vg.no/kontakt
	Data/enterprise correspondents (group)	5/10	Reporters who focus on digital services, ad tech, and how AI tools affect Nordic businesses and marketplaces.	Schibsted press: schibsted.com/contact press@schibsted.com
	Schibsted business desk (group)	5/10	Editorial team producing business-technology analysis for enterprise audiences in the region.	Schibsted press: schibsted.com/contact press@schibsted.com
The Atlantic <i>The Atlantic (business/technology features)</i>	Derek Thompson	6/10	Writes broadly about economics and business strategy, often covering technology-driven market shifts and implications of AI for firms and policy.	X: @DKThomp LinkedIn: linkedin.com/in/derek-thompson The Atlantic: theatlantic.com/author/derek-thompson
	James Hamblin (or Atlantic tech contributors)	5/10	Occasional tech/health/industry pieces linking technological change to organisational and societal outcomes relevant to business leaders.	X: @jameshamblin The Atlantic: theatlantic.com/author/james-hamblin
	Atlantic tech/features contributors (group)	5/10	Feature writers producing in-depth essays on technology, markets, and governance that inform higher-level business thinking.	Press: press@theatlantic.com theatlantic.com/contact
TIME <i>TIME (business & tech)</i>	Karen Hao	7/10	AI-focused reporter and analyst who covers technical developments, policy, and enterprise implications with data-driven explainers aimed at business and tech readers. Now freelance / contributing to NYT.	X: @_karenhao LinkedIn: linkedin.com/in/karenhao <i>Note: Now freelance/contributing</i>
	Cade Metz	7/10	Longform tech reporter focusing on AI research, industry moves, and corporate strategy; writes investigative and explanatory pieces used by business audiences. Now at New York Times.	X: @cademetz LinkedIn: linkedin.com/in/cade-metz <i>Note: Now at New York Times</i>
	TIME tech desk contributors (group)	5/10	Writers producing feature and news coverage on the commercial and societal impacts of AI for a broad business readership.	Press: press@time.com time.com/contact
Vox Media <i>The Verge (Vox Media enterprise/tech)</i>	Alex Heath	8/10	Reporter focused on company product strategy, leadership moves, and enterprise-facing decisions; frequently breaks product/roadmap news that informs business analysis. Left The Verge Sept 2025, now runs Sources newsletter.	X: @alexheath LinkedIn: linkedin.com/in/alexheath <i>Note: Now at Sources/Vox Media podcast</i>

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	James Vincent	7/10	Analytical reporting on AI research, industry trends, and commercial implications; writes explainers and longform features used by technologists and business audiences.	X: @jjvincent LinkedIn: linkedin.com/in/james-vincent-0575597a Email: james@jamesvincent.info
	Adi Robertson	6/10	Covers platform policy, privacy, and regulatory implications of AI, linking technical developments to business and policy responses.	X: @thedextriarchy LinkedIn: linkedin.com/in/adi-robertson The Verge: theverge.com/authors/adi-robertson

Methodology: Influence scores (1–10) estimate how frequently AI language models cite a journalist's work, based on byline volume, beat relevance to B2B/AI topics, publication reach, and cross-outlet visibility. Scores are indicative and intended to support outreach prioritisation and media analysis. Contact details based on publicly available information at time of publication.