

Resonance

RESEARCH · 2026

Earned media in the age of AI answers.

Every assistant has a different reading list.



Which news, tech and trade titles AI cites
when B2B technology buyers ask questions

resonancecrowd.com

What we found in the data.

We went through over 1.3 million citations in AI answers, collected over 11 months, to see which media ChatGPT, Gemini and Perplexity read when people ask about B2B technology companies.

We expected the big national titles to lead. When buyers are choosing a supplier, it's the trade press that does. The nationals come back when the question is about a company's reputation, and each assistant turns out to have its own favourite sources.

1 in 25

citations point to a news, tech or trade title. Most of the rest are company websites.

48%

of all media citations go to trade and specialist titles, more than any other kind of media.

3 in 4

media citations on buying questions come from the trade press.

2 in 3

media citations on questions about a company's values or leaders come from the national press.

6 of 20

top media titles are shared by ChatGPT and Gemini.

9 months

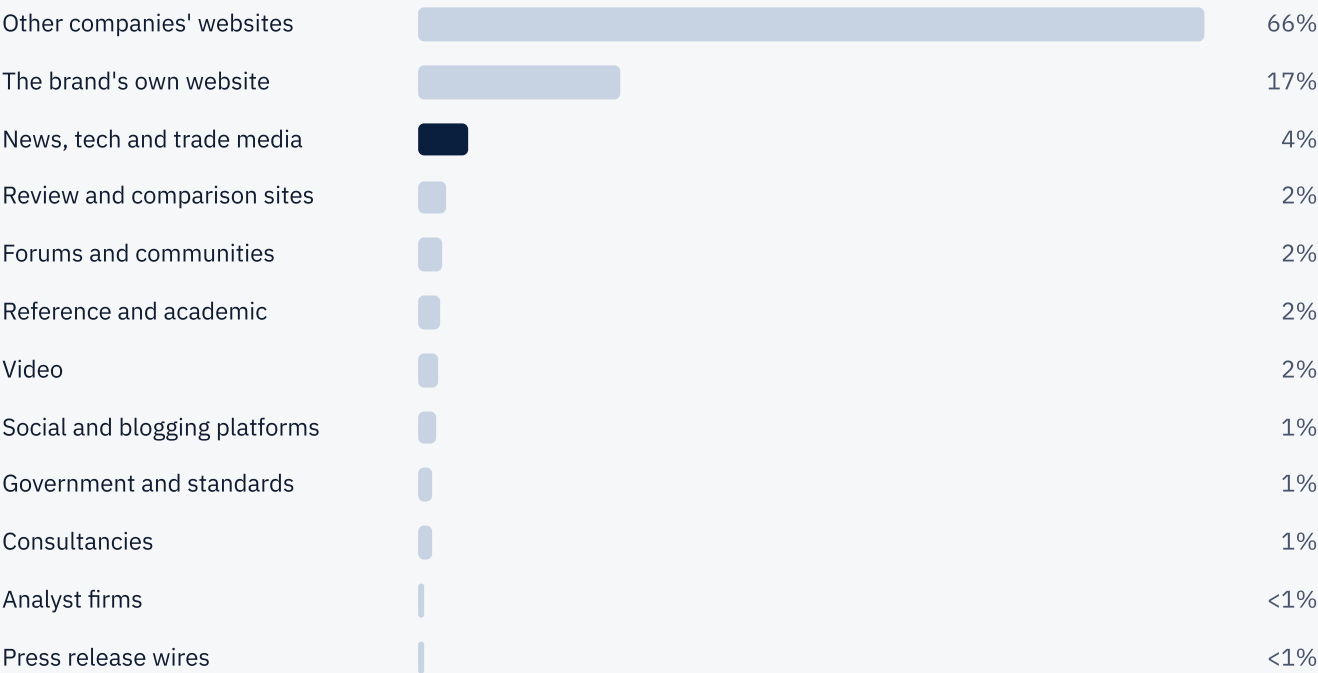
is roughly how old a trade article is when AI cites it.

We expected the national headlines to matter most.

Most PR plans put the big national titles at the top of the list, and we assumed AI would read the same way. The first thing we noticed was how little media it cites at all.

About one citation in 25 points to a news, tech or trade title. Company websites make up most of the rest. That small slice is still important, because it's often the only source in the answer that isn't a company describing itself. So we looked closely at which titles it contains.

SHARE OF ALL CITATIONS, BY SOURCE



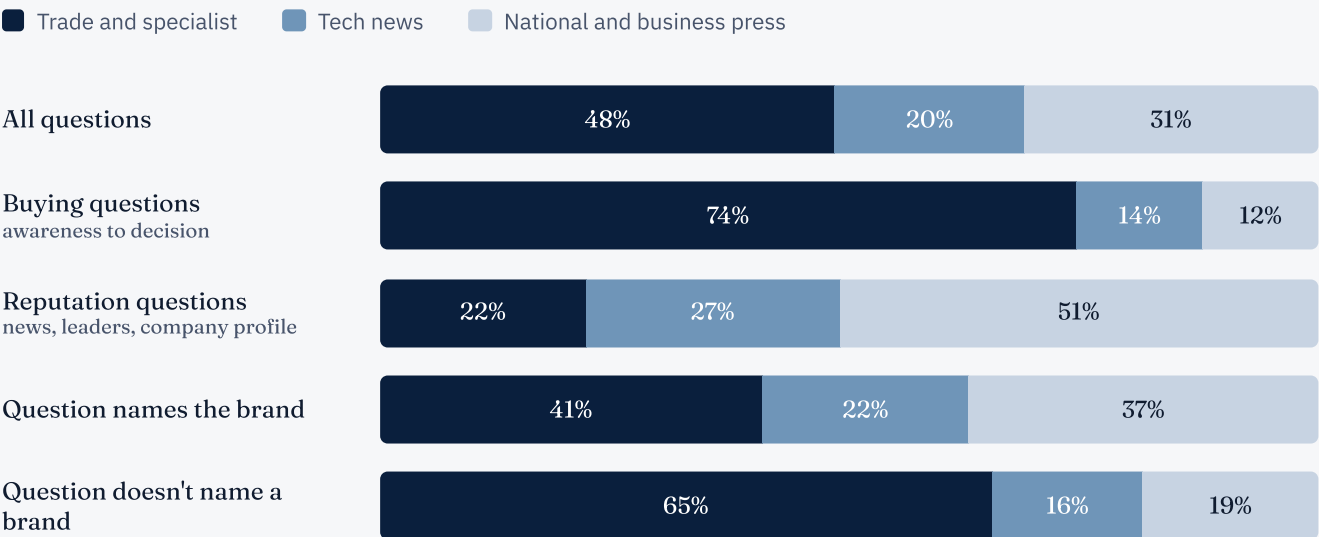
Within that slice, the pattern was clear,
and it wasn't the one we expected.

When buyers are choosing, AI reads the trade press.

Ask an assistant which platforms to shortlist, or how two products compare, and about three quarters of the media it cites are trade and specialist titles.

That makes sense when you think about it. A national paper might mention a vendor once a year. Computer Weekly, CIO or a sector title in fintech or supply chain covers the category every week, in the kind of detail an assistant needs to tell products apart.

SHARE OF MEDIA CITATIONS



Where new vendors get found

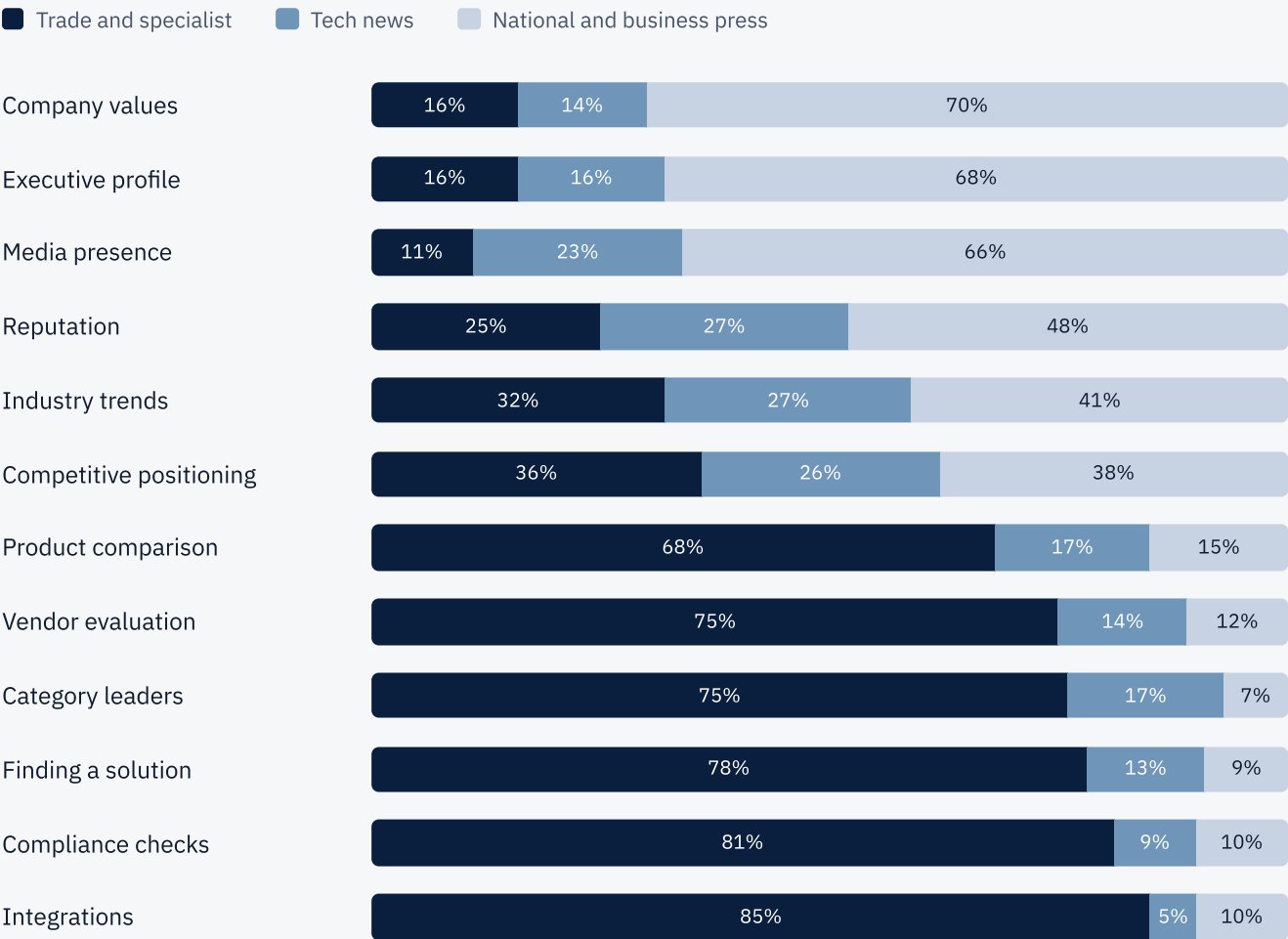
When the question doesn't name a brand, trade titles supply about two-thirds of the media the assistant reads. That's the moment a buyer is still building a list.

A long list of specialists

We counted over 750 trade and specialist titles in the answers, compared with fewer than 120 national ones. Many of them are small, sector titles that rarely make a tier-one list.

National press still owns the questions about who you are.

Change the question and the reading list changes with it. Ask about a company's values, its leaders or its public profile, and the national and business titles come back.



A short list for reputation

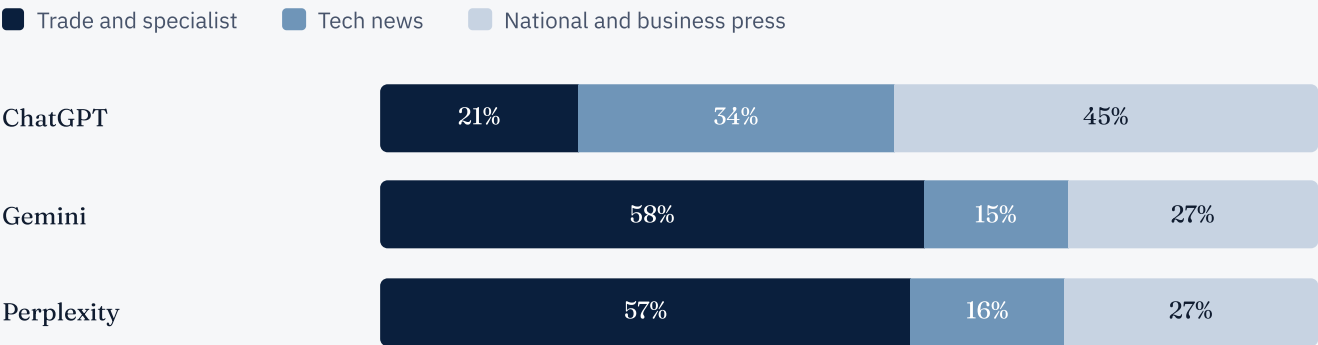
On questions about executives, ten titles supply about 60% of the media cited, led by TIME, Observer and Business Insider.

A long one for buying

Vendor evaluations pulled from over 500 titles, and the top ten supplied only about a fifth. Computer Weekly and The Register led.

Each assistant has its own reading list.

We half expected the assistants to agree on which media to trust. They don't. ChatGPT leans heavily on national and tech press, while Gemini and Perplexity read far more trade titles.



CHATGPT'S MOST-CITED TITLES

1	TIME
2	TechCrunch
3	TechRadar
4	Axios
5	AP
6	ITPro

GEMINI'S MOST-CITED TITLES

1	Forbes
2	TIME
3	SiliconANGLE
4	Business Insider
5	The Guardian
6	CIO

PERPLEXITY'S MOST-CITED TITLES

1	Fortune
2	TechCrunch
3	CIO
4	Business Insider
5	TIME
6	Computer Weekly

HOW MANY OF THEIR 20 MOST-CITED TITLES THEY SHARE

6

shared by ChatGPT and Gemini

8

shared by ChatGPT
and Perplexity

10

shared by Gemini and Perplexity

If your buyers use more than one assistant, one kind of coverage won't reach all of them. Claude, Copilot, Grok and Google's AI search features are in the totals, but we didn't have enough of their answers to profile them separately.

These are the titles AI cited most.

Ranked by citations across every assistant and question. Between them, the top 50 titles account for nearly 60% of media citations.

TRADE AND SPECIALIST

- | | |
|----|-------------------------|
| 1 | TechTarget |
| 2 | CIO |
| 3 | ITPro |
| 4 | Computer Weekly |
| 5 | FinTech Global |
| 6 | AI Magazine |
| 7 | Supply Chain Digital |
| 8 | CRN |
| 9 | Sustainability Magazine |
| 10 | Automation Today |

TECH NEWS

- | | |
|----|----------------|
| 1 | TechCrunch |
| 2 | TechRadar |
| 3 | VentureBeat |
| 4 | SiliconANGLE |
| 5 | The Register |
| 6 | Tom's Hardware |
| 7 | The Verge |
| 8 | InfoQ |
| 9 | Wired |
| 10 | HPCwire |

NATIONAL AND BUSINESS

- | | |
|----|------------------|
| 1 | TIME |
| 2 | Forbes |
| 3 | Axios |
| 4 | Business Insider |
| 5 | The Guardian |
| 6 | Fortune |
| 7 | AP |
| 8 | Bloomberg |
| 9 | Observer |
| 10 | CNBC |

Sector titles do well

FinTech Global, Supply Chain Digital, Sustainability Magazine, ESG Today and Data Centre Magazine all make the top 40 overall. In their own sectors, they're often the first media source an assistant cites.

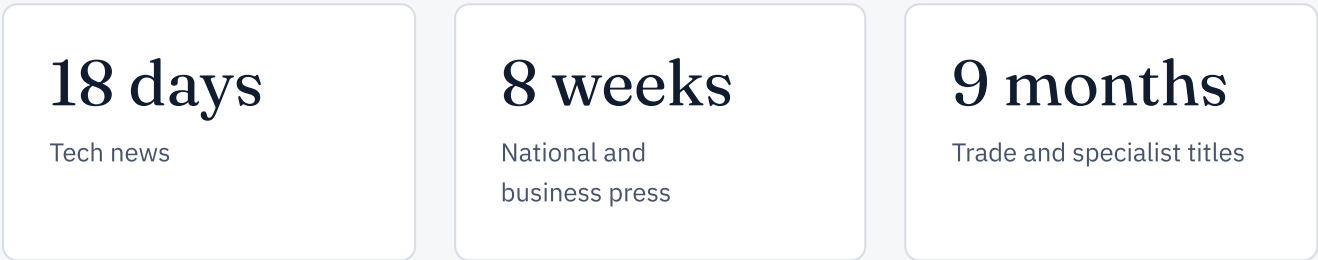
Treat it as a starting point

The ranking reflects the markets we track, so we've left out two sector titles that only ranked high because of that mix. Your own list is worth building from the questions your buyers actually ask.

Trade articles keep working for months.

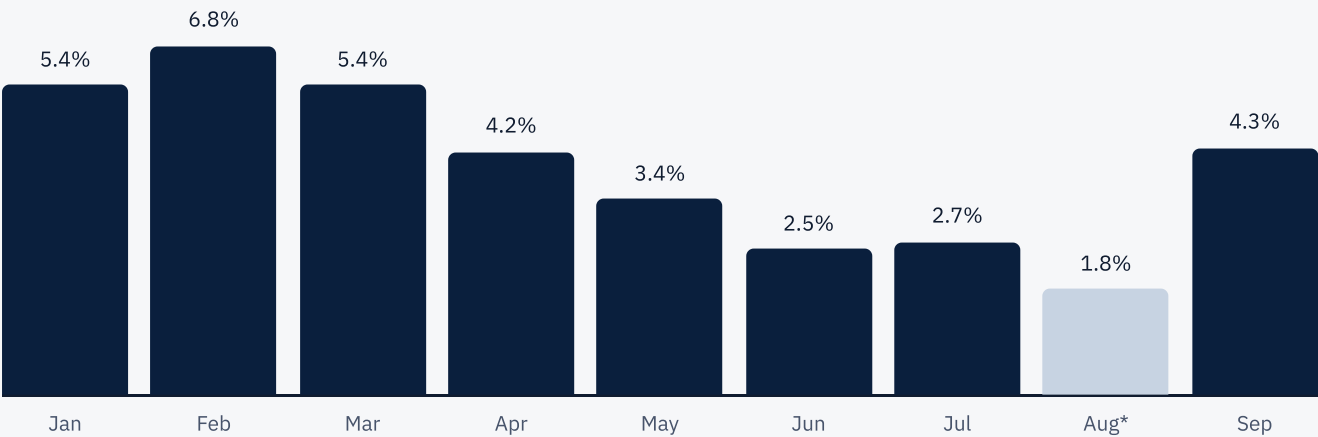
Tech news gets cited while it's fresh. Trade articles hang around, and plenty were more than a year old when an assistant used them.

TYPICAL AGE OF A MEDIA ARTICLE WHEN AI CITED IT



Median age of cited articles with a detectable publish date. The sample of dated media articles is small (a few hundred), so treat these as indicative.

MEDIA AS A SHARE OF ALL CITATIONS, BY MONTH (2026)



*August had too few answers to compare reliably. October to December 2025 are left out for the same reason.

A dip over the summer

Media peaked at nearly 7% of citations in February and fell below 3% in June and July, when assistants leant harder on company websites. It was back to about 4% by September.

More national press in September

The nationals rose to over half of media citations in September. That month more of the questions asked were about reputation and leadership.

What we'd change in a B2B tech media plan.

None of this means dropping the national press. It does mean giving the trade a bigger share of the effort than most plans do.

Give the trade titles more time

Treat the specialist titles in your sector as a priority, with regular briefings, bylines and data they can use.

Build the list from real questions

Ask the assistants what your buyers ask, note which titles they cite, and target those. The list will be longer than a classic tier one.

Cover more than one assistant

ChatGPT reads more national and tech press, Gemini and Perplexity more trade. You'll want a bit of both.

Use the nationals for reputation

Company and leadership stories are where national coverage earns its place in AI answers.

Give journalists the detail

Assistants cite articles that explain how products compare and what they work with. Specific customer evidence and numbers help editors write those.

Check what gets cited

Look at whether your coverage turns up in AI answers, for which questions and on which assistant, as well as who read it.

How we did the analysis.

The data

Over 1.3 million citations from almost 190,000 AI answers, collected by Agency, our AI visibility platform, between October 2025 and September 2026. The answers respond to about 67,000 buyer-style questions about 116 B2B technology brands, across the buying journey from first research to final decision.

The assistants

ChatGPT, Gemini and Perplexity provide most of the data. Claude, Copilot, Grok, Google AI Overviews and Google AI Mode are included in the totals.

Classifying sources

We sorted more than 78,000 cited websites into source types using hand-checked lists and rules, then checked the largest by hand. Media is split three ways: national and business press, technology news and trade and specialist titles. We counted software directories that look like news sites as review sites.

Question types

Each question is tagged by buying stage and by topic, such as vendor evaluation or executive profile. "Buying questions" are those tagged awareness, consideration or decision.

What it can't tell you

A citation shows what an assistant read. It doesn't prove what changed the answer. The brands lean towards enterprise software, AI infrastructure, fintech, security, sustainability software and data, and the ranking reflects that. We haven't named any of them.

Companion reports: **What AI reads before it recommends** covers the content types AI cites, and **What AI gets wrong about B2B tech brands** covers accuracy. Both are free at resonancecrowd.com/research.

Resonance

ABOUT RESONANCE

Want to know which titles your buyers' assistants read?

Resonance is a strategic communications consultancy that began in B2B technology PR. We run media relations, analyst relations and AI visibility programmes for technology companies in the UK, Europe and the US.

Agency, the PR operations platform Resonance built, tracks which sources AI assistants cite for your category, so the media plan follows the evidence.

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