



MEDIA PORTFOLIO 2021

digitalisationworld.com



Editorial Viewpoint

THE CLUE IS IN THE NAME. There are a plethora of magazines focusing on single technology areas. However, there's only one publication which provides in-depth coverage all of the major established and emerging IT disciplines which are the essential building blocks of digital transformation. Digitalisation World reflects what's happening in the business world, as decades of what might be called the 'silo mentality' are giving way to the idea of convergence. Projects are brought to market much faster as different departments and organisations collaborate at all stages, from concept through to application, product and services delivery.

Storage, networking, compute are all interdependent when it comes to serving and supporting the business. Development work can't happen without the underlying IT infrastructure, which has to be housed in a functioning data centre, whether on-premise or a colocation facility. Or, maybe it's more cost-effective and efficient to access some IT resources via the cloud and managed services? And then there's the need to monitor and manage the IT ecosystem – that's where AI and automation is finding a place, alongside its ability to analyse huge data sets for business advantage.

Optimisation, scalability, flexibility, agility, speed are the main watchwords of the digital transformation journey, and we believe that our Digitalisation World media platform reflects these objectives, in offering our sponsors and partners a truly end-to-end marketing portfolio. A marketing portfolio which provides you with optimum value for your spend; can scale up and down to meet your budget, and is truly flexible, agile and, where necessary,

fast, in terms of what we can deliver, how and when. What's more, we've developed an innovative subscription model which gives you year round marketing for a fixed fee, which works alongside our individual product opportunities. Digital magazines, newsletters, websites, virtual events, video interviews, roundtables, conferences, exhibitions form the major part of our comprehensive media platform. But, if there's something we've missed, let us know and we'll be happy to create a new, bespoke opportunity just for you!

So, whether your business focuses on one or more of the major IT areas: applications + DevOps, cloud and managed services, data centres, security, AI and automation, storage and compute, networks and telecoms, data analytics, IT management and service, Digitalisation World is the only media platform which will provide you with a holistic digital transformation focus. A focus which more and more end users are realising is vital for their future success.

PRODUCT OVERVIEW

MAGAZINE

- 10 MONTHLY MAGAZINES
- 4 SUPPLEMENTS
 - AIOPS
 - CYBERSECURITY
 - STORAGE & COMPUTE
 - DATA ANALYTICS

E-NEWSLETTER

- DIGITALISATION WORLD
- DATACENTRE SOLUTIONS
- INFORMATION SECURITY SOLUTIONS
- STORAGE DIGITALISATION CLOUD
- ENTERPRISE AUTOMATION SOLUTIONS
- AIOPS PERSPECTIVES
- STORAGE NETWORKING SOLUTIONS

WEBSITE SECTIONS

- APPS + DEVOPS
- BIG DATA + ANALYTICS
- DIGITAL BUSINESS
- DC FACILITIES + COLO
- INTELLIGENT AUTOMATION
- IT MANAGEMENT + SERVICE
- NETWORKS + TELECOMS
- SECURITY + COMPLIANCE
- STORAGE + SERVERS
- CLOUD
- OPEN SOURCE

EVENTS

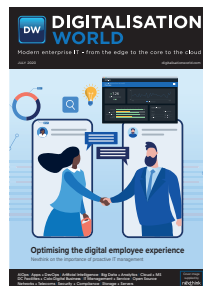
- AIOPS PERSPECTIVES
- DCS PERSPECTIVES
- DCS AWARDS
- MANAGED SERVICES SUMMIT LONDON
- MANAGED SERVICES SUMMIT AMSTERDAM
- MANAGED SERVICES AWARDS
- SDC AWARDS
- ZOOM INTERVIEWS
- ZOOM ROUNDTABLES

MAGAZINE OVERVIEW

THE DIGITALISATION WORLD monthly magazine brings together strategic news, the very latest ideas and opinions, alongside technology articles and case studies, published on our very own Ninja platform.

We don't think there's a more reader-friendly, elegant digital publishing platform out there (and we've done our research!), making the Digitalisation World digital magazine content easy to read and ensuring that the digital advertising is seen by the magazine's readers. If you don't believe us, go and check out the latest issue at: www.digitalisationworld.com

Every issue of the Digitalisation World digital magazine includes: news and news analysis, editor's insight, analyst reports, key industry association updates, technical articles, business-focused viewpoints, case studies and in-depth interviews across our key 11 topics: applications + DevOps; Big Data + analytics; cloud + managed services; data centre facilities + colo; storage + servers; networks + telecoms; open source; digital business; security + compliance; intelligent automation. Additionally, we have a features programme, as specific issues will offer more focused coverage on key topics.



ADVERTISING OPPORTUNITIES

STATIC/ANIMATED MAGAZINE BANNER

(2500 x 800 pixels), jpg/gif

Repeated up to three times throughout the monthly magazine, your banner will be within the article giving you maximum exposure. The banner click throughs are also tracked to give you accurate statistics

Cost: £995 per month (minimum 3 months)

VIDEO MAGAZINE BANNER

(2500 x 800 pixels), html5/mp4

Repeated up to three times throughout the monthly magazine, your video banner will be within the article giving you maximum exposure. The banner click throughs are also tracked to give you accurate statistics

Cost: £995 per month (minimum 3 months)

EDITORIAL CONTENT

WE WELCOME the submission of bylined articles and blogs for consideration for inclusion in Digitalisation World magazine, website and our weekly newsletters. Feel free to get in touch with the editor, Philip Alsop, for more information on the features programme or to send through a brief synopsis of the content of a proposed article/blog.

	FEBRUARY	MARCH	APRIL	MAY
FOCUS	DATA ANALYTICS	DEVOPS	AI/INTELLIGENT AUTOMATION	STORAGE
FEATURE 1	CHANGE MANAGEMENT	THE EXTENDED ENTERPRISE	THE DATA CENTRE	MULTI + DISTRIBUTED CLOUD
FEATURE 2	5G	QUANTUM COMPUTING	COMPLIANCE + RISK MANAGEMENT	HPC
INDUSTRY	FINANCE	GOVERNMENT	MANUFACTURING	HEALTH

	JUNE	JULY / AUGUST	SEPTEMBER
FOCUS	CLOUD + MANAGED SERVICES	NETWORKING	SECURITY
FEATURE 1	OPEN TECHNOLOGY	LOW / NO CODE	BLOCKCHAIN
FEATURE 2	DIGITAL EXPERIENCE MANAGEMENT	VALUE STREAM MANAGEMENT	HYPERAUTOMATION
INDUSTRY	RETAIL / ECOMMERCE	MEDIA / GAMING	TRAVEL / TRANSPORT

	OCTOBER	NOVEMBER	DEC / JAN 2022
FOCUS	AIOPS	COMPUTE	INNOVISION
FEATURE 1	EDGE / IOT	HYBRID INFRASTRUCTURE	IT MANAGEMENT + SERVICE
FEATURE 2	CLOUD STORAGE	AR / VR	ID / ACCESS MANAGEMENT
INDUSTRY	UTILITY	EDUCATION	LEGAL / PROFESSIONAL

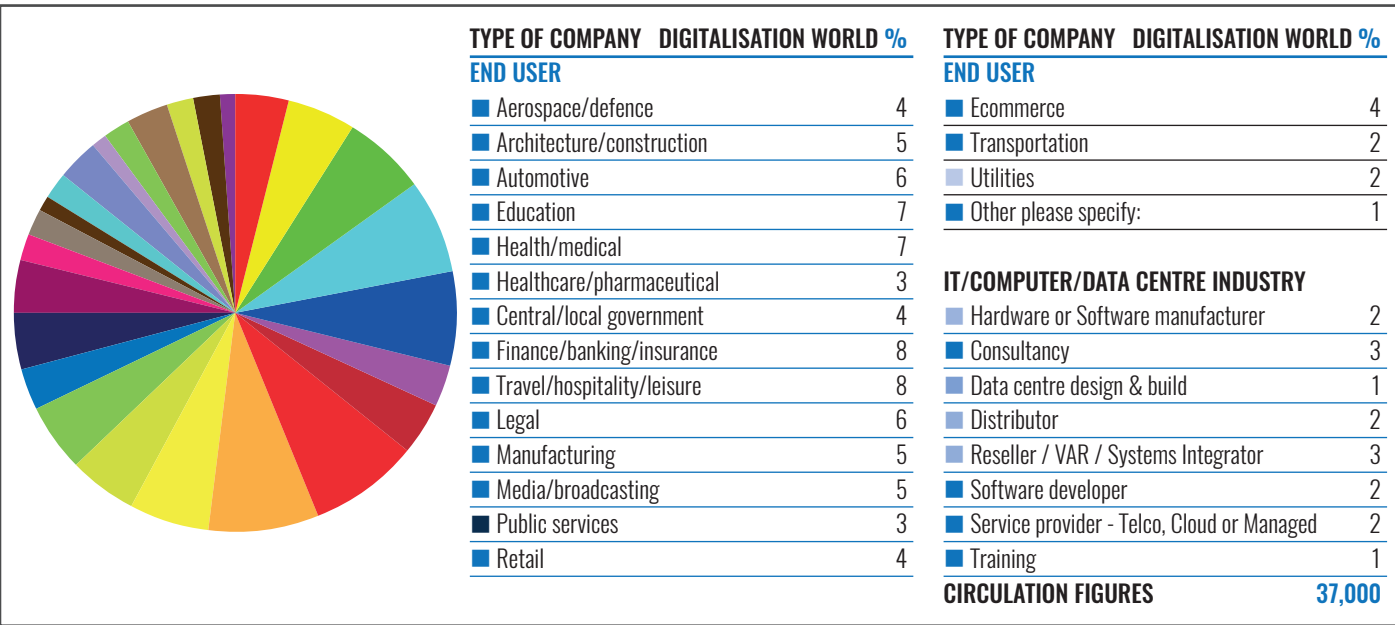
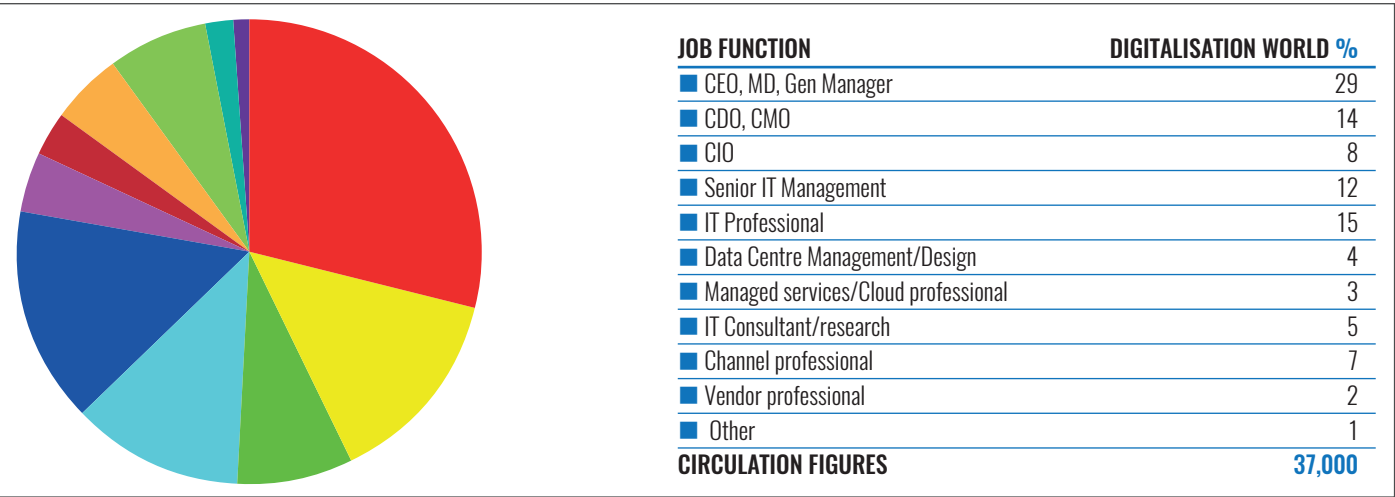
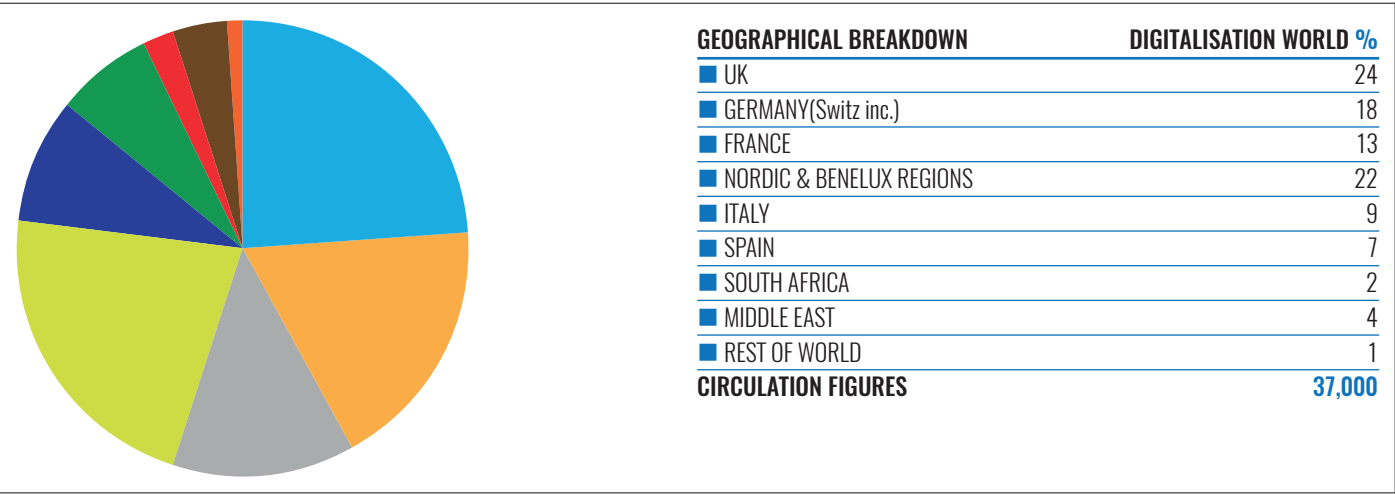
Digitalisation World Supplement Editorial

WHILE WE ARE CONFIDENT that the combination of the Digitalisation World monthly magazine, real-time website and weekly newsletters provides a comprehensive coverage of the technologies and issues which are the crucial component of digital transformation, we also realise that, sometimes a new or emerging idea needs major, dedicated coverage. That's why we produce timely, targeted Digitalisation World supplements. During 2020, we produced supplements focusing on the new or next normal, as the pandemic took hold, and we also produced a dedicated cybersecurity supplement, alongside a major data centre energy efficiency focus, including liquid cooling technology. Part of the attraction of the supplements is that we can 'fire them up' as and when a topic or technology merits such dedicated coverage. But for 2021, we are planning Digitalisation World supplements on the following:

● AIOPS ● CYBERSECURITY ● STORAGE + COMPUTE ● DATA ANALYTICS

CIRCULATION OVERVIEW

REACH over 37,000 subscribers involved in the data centre, cloud, storage, security, automation, hardware and software sectors - covering the entire spectrum of technology and industries impacted by digital transformation



WEBSITE OVERVIEW

QUITE SIMPLY, we don't believe there's another website out there that offers the same breadth and depth of coverage of the key data centre and IT topics that underpin digital business. Where else can you find such comprehensive coverage of the technologies that are the key components of digital business transformation?

The website is highly responsive to individual end users' interests. By tracking user interests, we can highlight the most relevant news and promote other articles they may be interested in, ensuring highly targeted advertising campaigns to your key audience.

With over 12,000 unique visitors and over 16,000 visits per month, our aim is to promote your company/product and get it seen by decision makers across the industry.

SPONSOR A NEWS SECTION

The Digitalisation World website is split into these sections:

- APPS & DEVOPS
- BIG DATA & ANALYTICS
- DIGITAL BUSINESS
- FACILITIES & COLO
- INTELLIGENT AUTOMATION
- IT MANAGEMENT & SERVICE
- NETWORKS & TELECOMS
- OPEN SOURCE
- SECURITY & COMPLIANCE
- STORAGE & SERVERS
- CLOUD

HEADLINE SECTION SPONSOR

(728 x 90)

Your banner at the top of a section that is relevant to you

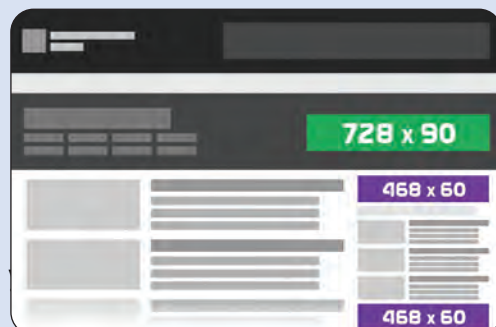
- £595 per month (minimum 3 months)

RUN OF PAGE SECTION SPONSOR

(468 x 60)

Your banner during the run of news within a section that is relevant to

- £395 per month (minimum 3 months)



SITE-WIDE TOP LEADERBOARD

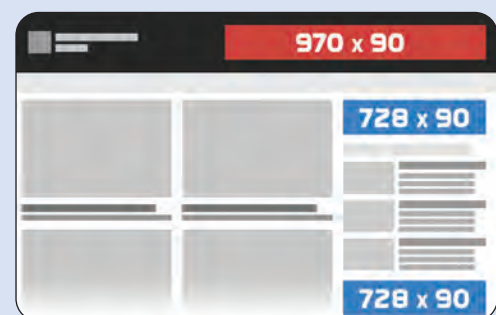
(970 x 90)

- £1,495 per month (3 month minimum)

HOME PAGE BANNER

(728 x 90)

- £595 per month (3 month minimum)



RUN OF PAGE SECTION SPONSOR (468 X 60)

- Your banner during the run of news within a section that is relevant to you: £395 per month (minimum 3 months)
- Dedicated html blasts can be carried out (your solus copy) starting at a rate of **£1,495**

WEEKLY DIGITAL NEWSLETTERS

THE WEEKLY NEWSLETTERS offer comprehensive weekly news and technology updates for specific technology/industry sectors. The content of each newsletter is a mixture of exclusive blogs, articles and news coverage, alongside a planned multimedia focus and industry viewpoint features. In effect, a weekly 'mini magazine'. Alongside the flagship Digitalisation World Digital newsletter, there are digital newsletters dedicated to data centres, storage networking, information security, enterprise automation, AIOps and the channel.

OUR DIGITAL NEWSLETTERS

DW DIGITALISATION WORLD

- 8,000 + Digitalisation focussed readership
- £995 per email

DW STORAGE NETWORKING SOLUTIONS

- 5,000 + Storage focussed readership
- £995 per email

DW DATA CENTRE SOLUTIONS

- 7,000 + Data Centre focussed readership
- £995 per email

DW ENTERPRISE AUTOMATION

- 3,000 + Automation focussed readership
- £995 per email

DW INFORMATION SECURITY

- 3,000 + Security focussed readership
- £995 per email

DW AIOps PERSPECTIVES

- 3,000 + AIOps focussed readership
- £995 per email

DW SDC CHANNEL

- 3,000+ IT & Services Reseller focussed readership
- £995 per email

GET YOUR MESSAGE ACROSS TO OUR READERS

WITH our unique GDPR compliant database, you can promote your company and/or products to our readers.

Sponsorship allows you two banners (one at the top of the newsletter, one at the bottom - 728x90) plus 300 words sponsor message for three chances to target our audience.

WHY USE DIGITALISATION WORLD?

- Wide range of targeted decision makers
- Responsive audience
- Speed of execution in delivering your message
- Fast, effective and measurable results
- Dedicated support and experience





DIGITALISATION WORLD

ONLINE ROUNDTABLE



- Based around a hot topic for your company, this 60-minute recorded, moderated zoom roundtable would be a platform for debate and discussion
- Moderated by the editor Phil Alsop, this could also include 3 speakers
- Questions would be prepared and shared in advance
- There would be an opportunity to view and edit out any unflattering bloopers

This event would be publicised for 4 weeks through all our mediums including:

- A banner on the Digitalisation World homepage for 8 weeks
- 4x weekly dedicated HTMLs
- 4x news pieces which would also appear on the weekly newsletters
- Promoted through our social media platforms for 8 weeks (pre and post event)
- Available as an on-demand asset through all mediums
- All registered attendees' details would be made available to you

Cost: £4995

Contact: Jackie Cannon
jackie.cannon@angelbc.com

[STAND OUT FROM THE CROWD]

Front Cover Promotion Package

The front cover of Digitalisation World is the most prestigious position in the magazine. It allows for an image and a technology story connected to your company to be showcased in front of a global audience. Digitalisation World magazine is distributed to over 37,000 readers interested in the data centre, cloud, storage, security, automation, hardware and software sectors - covering the entire spectrum of technology and industries impacted by digital transformation.

What do you get?

- Cover image with your branding
- 2 - 3 pages of editorial within magazine
- Full page advertisement
- Magazine with your image hosted on **www.digitalisationworld.com** for six weeks
- 468 x 60 pixels banner for 6 weeks
- Low res PDF of your cover and article for web promotion
- 20 minute Zoom interview

Price on application

Contact us today for further information on:

+44 (0)1923 690205

jackie.cannon@angelbc.com



corporatepartnershipprogram

BENEFITS OF PROGRAM 1

- **MAGAZINE:** A Corporate Partnership entry in 10 issues of Digitalisation World magazine (size 36 mm x 72 mm)
- **WEBSITE:** A Corporate Partnership box (160 x 60 pixel) under Corporate Partners section on Digitalisation World homepage <https://digitalisationworld.com> for 12 months linking to your website
- **NEWSLETTER:** One sponsorship of Digitalisation World newsletter with a 728 x 90 pixel banner + text (100 words) at a time of your choice mailed out to over +37,000
- 160 x 60 pixel banner on Digitalisation World newsletter linking to your company home page

PROGRAM 1 (see above)

Price: £2395

Promoting your products or your brand through a Corporate Partnership Program is an economical way to generate interest and drive prospects. Your message will reach over 37,000 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

PROGRAM 2

Price: £3680

Corporate Partnership 2 will include all Program 1 benefits PLUS the following:

- 1 x half page advertisement in classified section
- 1 x half page Vendor View Feature which includes 600 words and a photograph of product or program.

PROGRAM 3

Price: £5520

Corporate Partnership Program 3 will include all of Program 1 benefits PLUS the following:

- 2 x half page advertisement in classified section
- 2 x half page Vendor View Feature (1200 words) plus photos/graphs. These features will be included in print, digital issues AND the website

PROGRAM 4

Price: £6910

Corporate Partnership - DIGITAL Level - will include all of Program 1 benefits PLUS the following:

- Four custom e-blasts per year - one per quarter
- One banner - 728 x 90 in news section for 12 months
- 2 x two page Vendor View Feature (up to 1200 words) and several photos of product or program
- 20 minute Zoom interview

DIGITAL PACKAGES

CHOOSE one of our bespoke Digitalisation World multi-channel marketing packages to maximise your coverage and exposure to the industry at the most cost effective rate.

3 MONTH PACKAGE

- 3 Sponsored newsletters of your choice (2 banners & sponsor message)
- Run of page section sponsor (3 month banner)
3 x Static/Animated banners Digitalisation World magazine (3 Issues)

Separate Costs: £7,155

Package Cost: £4,995

12 MONTH PACKAGE

- 12 sponsored newsletters of your choice (2 banners & sponsor message)
- Run of page section sponsor (12 month banner)
3 x Static/animated banners Digitalisation World magazine (10 Issues)

Separate Costs: £28,620

Package Cost: £16,995

6 MONTH PACKAGE

- 3 Sponsored newsletters of your choice (2 banners & sponsor message)
- Run of page section sponsor (6 month banner)
3 x static/animated banners Digitalisation World magazine (6 Issues)

Separate Costs: £14,310

Package Cost: £8,995

Other package combinations can be put together on request:

- **Webinar:** Management and/or delegate package
- **Research:** ask questions of our readership... qualified results from targeted demographics
- **Expert blogs:** independent writing by Digitalisation World editorial staff for your company, leverage our expertise





ZOOM VIDEO INTERVIEW

AS MANY ORGANISATIONS have been forced to re-focus as the pandemic disrupted so many aspects of the business world, new ideas and opportunities have come along. For Digitalisation World, one of our major new offerings, developed as a direct response to the ban on physical events, is the Zoom video interview. Anything from a 10 minute new product pitch, to a half

an hour (or longer!), detailed exploration of a major, emerging technology trend have been produced by the Digitalisation World multimedia team. The editor asks the questions, and the end result is hosted on our dedicated YouTube channel, is heavily promoted across our multimedia platforms, and is also given to the client for their own promotional purposes.



<https://digitalisationworld.com/videos/4154/talking-zero-trust-access-part-2>



WHO'S WHO



Philip Alsop
Editor

+44 (0)7786 084559
philip.alsop@angelbc.com



Peter Davies
Portfolio Sales Manager

+44 (0)2476 718970
peter.davies@angelbc.com



Jessica Harrison
Account Manager

+44 (0)2476 718970
jessica.harrison@angelbc.com



Adam Richardson
Marketing Manager

+44 (0)2476 718970
adam.richardson@angelbc.com



Jackie Cannon
Publisher

+44 (0)1923 690205
jackie.cannon@angelbc.com

GENERAL ENQUIRIES

+44 (0)2476 718970
info@digitalisationworld.com

Angel 

BUSINESS COMMUNICATIONS

6 Bow Court, Fletchworth Gate
Burnsall Road, Coventry CV5 6SP

+44 (0)2476 718970
ask@angelbc.com
www.angelbc.com

