



MEDIA PORTFOLIO 2022

In association with:







# EDITORIAL OVERVIEW

## Data Centre Solutions – the digital infrastructure information platform industry-leading solutions

Behind virtually every aspect of modern-day life, somewhere in the background is a data centre. Take these facilities away and, as the headlines too often remind us, chaos ensues. So, ensuring the safe, efficient operation of this critical infrastructure is a vital role. The more so as digitalisation becomes ever more pervasive in both the workplace and outside. Data, connectivity, latency, agility, flexibility, scalability, optimisation – these are some of the watch words of the digital age.

And cloud, edge, 5G, hybrid, software-defined, AI and cybersecurity are just some of the most recent technology solutions and ideas developed to address these digital demands. And the data centre is where everything

comes together. And that's why Data Centre Solutions (DCS) has such a vital role to play in ensuring the data centre owners, operators, end users, equipment vendors, consultants, systems integrators and IT professionals understand what's going on.

We are confident that the breadth and depth of our DCS digital infrastructure information platform is unrivalled in terms of both quality and quantity. And we're also certain that you won't find a more agile, flexible or knowledgeable media partner when it comes to assisting you achieve your digital marketing objectives.



# EDITORIAL THEMES

Our flagship publication remains the quarterly Data Centre Solutions (DCS) digital magazine. Each issue includes industry news, expert analysis, a major contribution from the Data Centre Alliance and its members, case studies and in-depth technology and trends articles

To mark the significant expansion of the DCS digital infrastructure information platform, and the re-alignment of the DCS magazine in particular, the Summer 2022 issue – DCS InnoVision – is dedicated exclusively to data centre insights and perspectives from 100+ industry visionaries, leaders and innovators cross the whole data centre industry spectrum. Alongside the DCS digital magazine, we also publish a weekly DCS Digest digital newsletter, which includes data centre news, blogs and video content.

The features programme for the DCS quarterly digital magazine is outlined below:

## DCS ISSUE 1

**SPRING - FEBRUARY**

**AD COPY DEADLINE:** 01/02/22

DC AUTOMATION  
COLOCATION + CLOUD  
SKILLS + TRAINING  
DC CONTAMINATION

## DCS ISSUE 2

**SUMMER - MAY**

**AD COPY DEADLINE:** 09/05/22

DC SUSTAINABILITY  
DC MANAGEMENT  
FACILITIES INFRASTRUCTURE  
DC CONNECTIVITY / NETWORKS

## DCS ISSUE 3

**AUTUMN - SEPTEMBER**

**AD COPY DEADLINE:** 01/09/22

DC INNOVISION  
THE HYBRID DC  
CFD + DIGITAL TWINS  
DC ACCESS, SAFETY + SECURITY

## DCS ISSUE 4

**WINTER - NOVEMBER**

**AD COPY DEADLINE:** 09/12/22

5G/EDGE + THE DC  
POWER + COOLING  
DC DESIGN + BUILD  
DC + IT

*DCS Magazine will be published 2 weeks after advertisement deadline.*

*Please note that every issue of DCS also includes one-off articles and case studies, so feel free to send through content that is not necessarily covered by the features programme.*

**datacentre.solutions**







# MAGAZINE - MULTIMEDIA - EVENTS - AWARDS

## Comprehensive platform

### OVERVIEW

Our products provide unrivalled coverage of the data centre industry as it impacts end users across Europe:

- **DCS Magazine:** a quarterly, digital publication
- **DCS InnoVision:** A annual industry overview with viewpoints from 100+ companies
- **DCS Weekly e-newsletter:** (25,000 circulation)
- **DCS Online:** Dedicated website
- **DCS Multimedia:** Webinar + Roundtables

Events for 2022 include:

- SDC INSIGHTS: TBC

### MULTIMEDIA + EVENTS

The DCS website provides real-time coverage of the data centre industry, with regularly updated news, blogs and video content. It also hosts access to the DCS digital magazine and the DCS weekly newsletter, as well as acting as a hub for our other multimedia and event activities.

Multimedia-wise, we're developing our expertise and offerings when it comes to podcast, webinar and video content – with both purely editorial and marketing-driven opportunities available. We've found that our relaxed, professional approach when it comes to recording multimedia content, at industry events or over the network, has won us the respect of the data centre industry.

### AWARDS 2022



datacentre.solutions



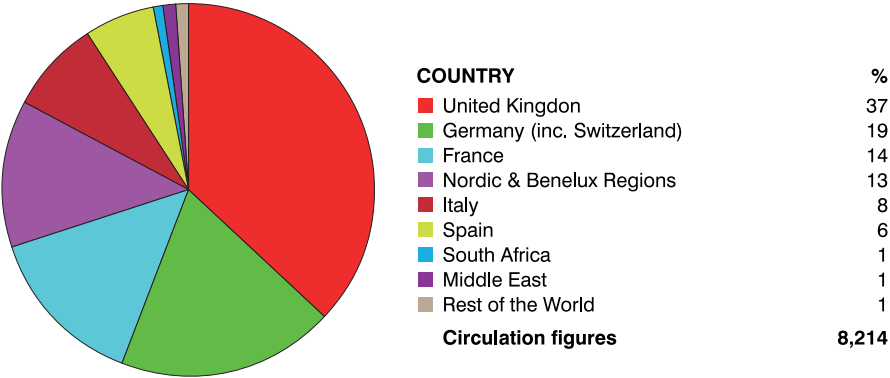
# READERSHIP PROFILE

Reach over 25,000 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



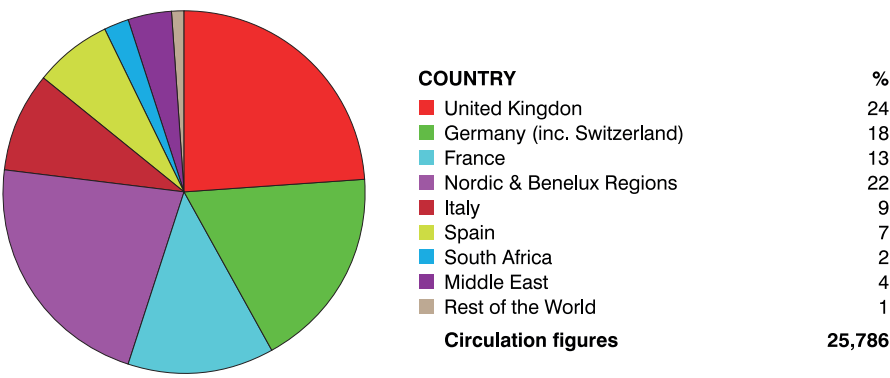
## WEEKLY E-NEWSLETTER

DIGITAL DIGEST GEOGRAPHICAL BREAKDOWN

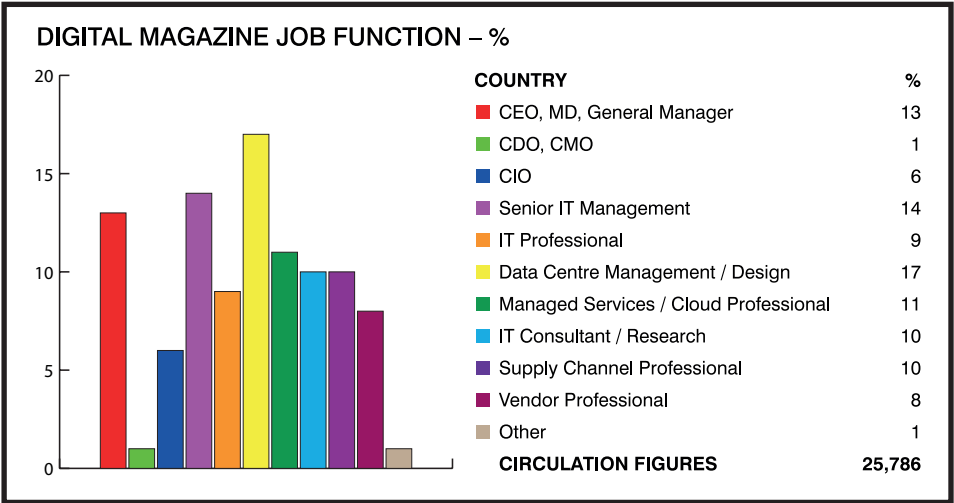
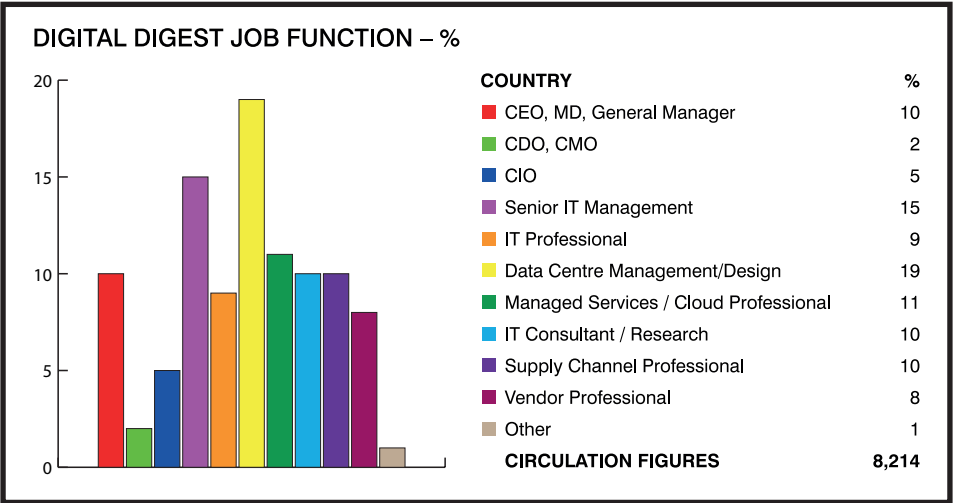


## QUARTERLY MAGAZINE

DIGITAL MAGAZINE GEOGRAPHICAL BREAKDOWN



## WEBSITE TRAFFIC





# DCS ONLINE OPPORTUNITIES

Our Data Centre Solution online platform has over 14,000 unique visitors per month, and we're confident that the newly enhanced DCS website will see similar numbers visiting to stay up to date with the latest news and to read the blogs and article content which will help data centre and infrastructure specialists in their day to day roles.

## Website advertising rates

Size	6 months	3 months	1 month
Sitewide Leaderboard	£1,000 pm	£1,500 pm	£2,000 pm
Floor ad	£800	£1,200	£1,500
MPU	£700	£1,000	£1,200
Standard banner	£600	£800	£1,000
Skyscraper banner	£600	£800	£1,000





# PREMIUM PACKAGES FOR MAXIMUM IMPACT

Maximise your coverage and exposure to the industry at the most cost-effective rate. Choose one of our pre-designed multi-channel marketing packages, or contact us to discuss your objectives and we'll design you a bespoke solution for your requirement.

## 3 MONTH PACKAGE

- 2x Sponsored DCS Digital Digests (2 banners & sponsor message)
- 3x Month run of page banner within DataCentre Solutions web pages
- 1x Magazine advert within DCS Magazine

**Package Cost:** £2,695 (Rate card value £4,170)

## 6 MONTH PACKAGE

- 4x Sponsored DCS Digital Digests (2x banners & sponsor message)
- 6x Month Run of Page Banner within Data Centre Solutions web pages
- 2x Magazine Advert within DCS Magazine
- Editorial Q&A feature in the DCS magazine with added exposure via DCS Twitter and LinkedIn channels

**Package Cost:** £4,995 (Rate card value £8,340)

**Other package combinations can be put together on request:**

**Webinar:** Benefit from dedicated technical and time-served experts/editors to moderate, and gain access to dedicated industry databases as well as your own to achieve good quality leads to analyse, qualify, and understand their buying behaviour

**Research:** Ask questions of our readership... qualified results from targeted demographics

**Expert blogs:** Independent writing by 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 Datacentre Solutions, 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 Datacentre Solutions 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://youtu.be/syzL7soqZjI>





# ADVERTISING RATES (£)

	4 x	2 x	1 x
Full page	2,000	2,250	2,500
Half page	1,000	1,250	1,500
Island	1,000	1,250	1,500
1/3 page Vertical	900	1,100	1,350
Quarter (Horizontal)	750	£850	900

## Corporate Partnership

- Twelve months in our Corporate Partnership Program includes:
- 12 months website promotion with your logo showing on homepage.
- Logo appears in every edition of our magazine.
- A Newsletter sponsorship with banner and 80 words of text

## Monthly email news alerts

The DCS digest is sent to relevant industry professionals. The news alert delivers the latest industry news direct into the inbox of our subscribers and provide our sponsors a unique opportunity to get their message seen by the industry.

The sponsorship includes a sponsor’s message (up to 80 words) and a 728 x 90 banner.

**Price: £995 per mailing**



# mechanicalspecificationad sizes

Advertisement Size (mm) (w) Width x (h) Height	Trim Size (mm)	Bleed (+3mm)	Type Area
A - DPS (Double Page Spread)	420 x 297	426 x 303	400 x 277
B - Full Page A4	210 x 297	216 x 303	190 x 277
C - 1/2 Page Horizontal	184 x 120	-	-
D - 1/2 Page Vertical	88 x 247	-	-
E - Island (On request)	121 x 186	-	-
F - 1/3 Page Vertical	58 x 248	-	-
G - 1/3 Page Horizontal	184 x 79	-	-
H - 1/4 Page Horizontal	184 x 58	-	-
Corporate Partnership	30 x 88	-	-

## FILE FORMAT

High Resolution PDF.  
Compliant to industry standard PDF/X-1a.

Files must be CMYK, images should be high resolution 300 dpi, with ALL fonts embedded.

- File must NOT contain any transparent elements and must be flattened.
- Files must contain printers marks and show 3 mm bleed on all sides.

Any file supplied non-CMYK, may print with unexpected results, due to possible colour shifts during CMYK conversion.

## ARTWORK DIMENSIONS

210 mm (w) x 297 mm (h)

## DELIVERY METHODS

Email: PDF / ZIP file to: [mitch.gaynor@angelbc.com](mailto:mitch.gaynor@angelbc.com)

Dropbox: [www.dropbox.com](https://www.dropbox.com)

Sign in with the following details:

Email: [dropbox@angelbc.com](mailto:dropbox@angelbc.com)

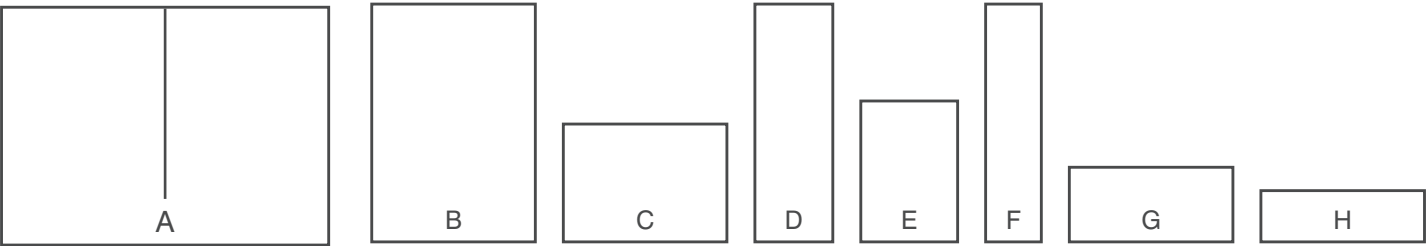
Password: [abc15rw1](#)

Please send email with your name, contact number and confirmation that ad has been placed in our dropbox.

If you require any assistance please contact:

Mitch Gaynor, Design & Production Manager

T: +44 (0)1923 690214 or E: [mitch.gaynor@angelbc.com](mailto:mitch.gaynor@angelbc.com)





# (STAND OUT FROM THE CROWD)

## Front Cover Promotion Package

The front cover of Datacentre Solutions (DCS) 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 buyers and specifiers from UK& Europe. DCS magazine is distributed to over 25,000 readers interested in the data centre supply chain.

For further information contact:  
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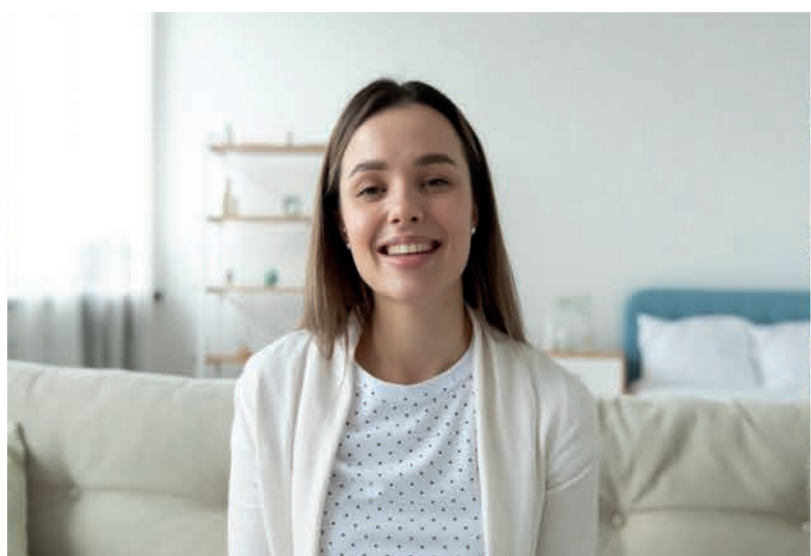
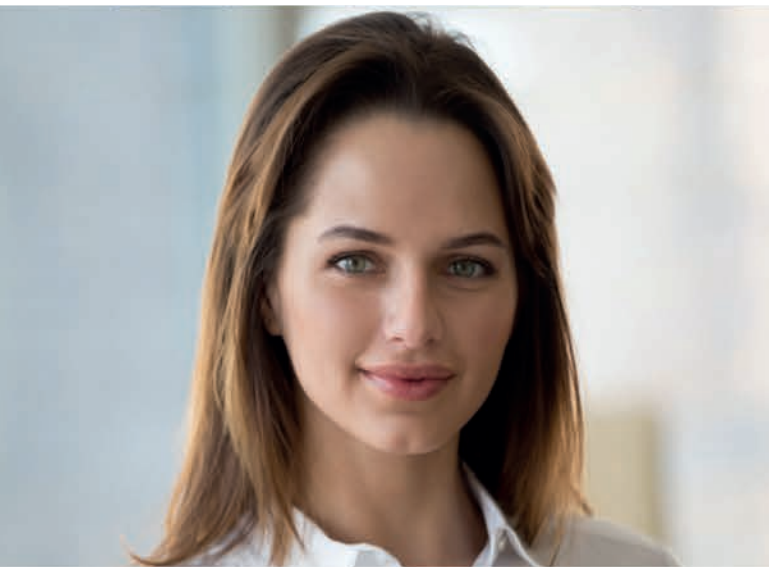
### What do you get?

- Cover image with your branding
- 2 - 3 pages of editorial within magazine
- Full page advertisement
- Magazine with your image hosted on homepage for 10 weeks
- 468 x 60 pixels banner for 4 weeks
- Low res PDF of your cover and article for web promotion
- 20 minute Zoom interview

**Price on application**







# DCS ONLINE ROUNDTABLE

**BASED** around a hot industry topic for your company, this 60-minute recorded, moderated zoom roundtable would be a platform for debate and discussion.

**MODERATED** by an editor, this online event would include 3 speakers, with questions prepared and shared in advance.

**THIS ONLINE EVENT** would be publicised for 4 weeks pre and 4 weeks post through all our mediums and become a valuable educational asset for your company

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