





3. Editorial Overview
4. Editorial Themes
5. Website Overview & Section Sponsor
6. Magazine, Multimedia, Events, Awards

7. Readership Profile
8. Advertising Rates

9. Front Cover Promotion Package

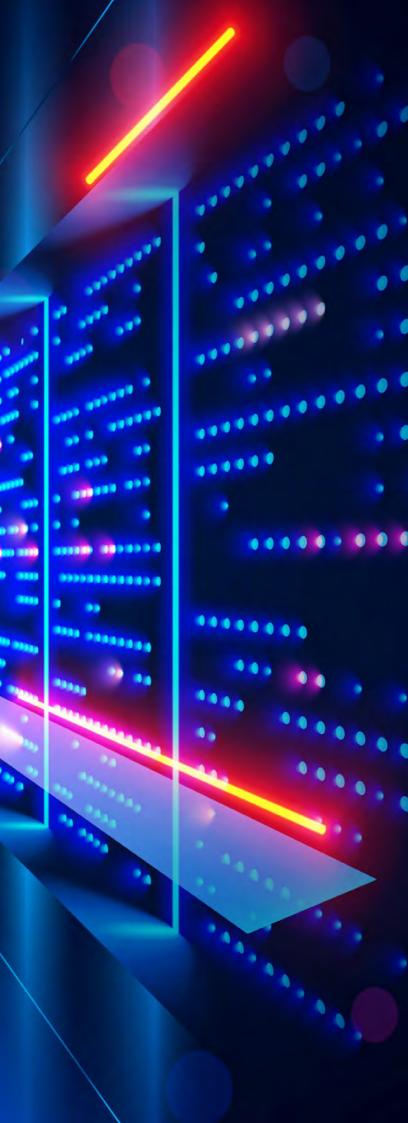
10. Premium Packages for Maximum Impact

11. Zoom Video Interview
12. DCS Video Magazine
13. *E* - Newsletter
14. DCS Roundtable
15. Mechanical Ad Specifications

16. Contact

......

0000



## 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, Al 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.



**BUSINESS** 

## **EDITORIAL THEMES**

Our flagship publication Data Centre Solutions (DCS) digital magazine will publish six times in 2023.

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, we have also introduced a quarterly DCS Video magazine for 2023. Alongside the DCS digital magazine, DCS Video 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 bimonthly digital magazines/Video Magazines is outlined below:

ISSUE 1 AD / EDITORIAL DEADLINE 27.01.2 DC SUSTAINABILITY DC SKILLS + TRAINING DC - IT TRENDS

ISSUE 6 – VIDEO MAGAZINE DCS AWARD WINNERS 2023 SPECIAL

### **ISSUE 2**

AD / EDITORIAL DEADLINE 10.03.23 DC AUTOMATION DC COLOCATION DC LOGISTICS

**ISSUE 3 – VIDEO MAGAZINE** DATA CENTRE SKILLS + DIVERSITY

### ISSUE 4

AD / EDITORIAL DEADLINE 0 DC POWER + COOLING DC CONSTRUCTION DC ESG

### **ISSUE 5**

### AD / EDITORIAL DEADLINE 19.06.23

DC – EDGE + 5G DC SAFETY + SECURITY DC ENERGY EFFICIENCY **ISSUE 7** AD / EDITORIAL DEADLINE 18.08 DC MANAGEMENT DC - CLOUD

DC – LIQUID COOLING

ISSUE 8- VIDEO MAGAZINE **INTERVIEW DEADLIN** SUSTAINABILITY

### **ISSUE 9**

AD / EDITORIAL DEADLINE 22.1 DC CONNECTIVITY + NETWORKS DC – A HYBRID WORLD DC – MODULAR BUILD

**ISSUE 10- VIDEO MAGAZINE** COLOCATION

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.





## WEBSITE OVERVIEW

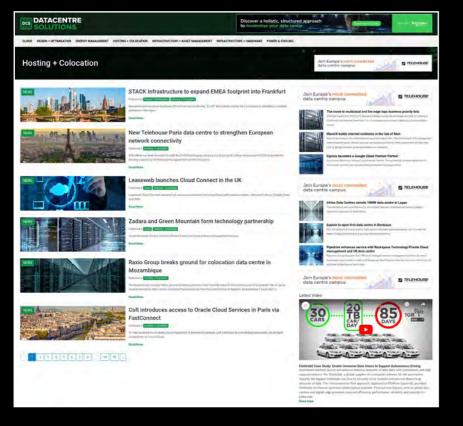
With over 57,000 unique visitors and over 72,000 visits per month, our aim is to promote your company/product and get it seen by decision makers across the industry. The website has daily news, hot topics, trending technology show cases in news and video format. This fresh new look website has something for everyone interested in datacentre technologies.



## 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

\* Per month



## **SECTION SPONSOR**

- CLOUD
- DESIGN + OPTIMISATION
- ENERGY MANAGEMENT
- HOSTING + COLOCATION
- INFRASTRUCTURE + ASSET MANAGEMENT
- INFRASTRUCTURE + HARDWARE
- POWER & COOLING

### SECTION HEADLINE SPONSOR

Your banner at the top of a section that is relevant to you.  $(728 \times 90)$  £595 per month: 3 months minimum

**RUN OF PAGE SECTION SPONSOR** £395 per month: 3 months minimum (468 x 60)



## **MAGAZINE - MULTIMEDIA - EVENTS - AWARDS**

### **OVERVIEW**

Our products provide unrivalled coverage of the data centre industry as it impacts end users across Europe: • DCS Magazine: a bi-monthly, digital publication

- DCS Video Magazine: A quarterly Zoom interview led magazine
- DCS Weekly e-newsletter: (45,000 circulation)
- DCS Online: Dedicated website
- DCS Multimedia: Webinar + Roundtables

### **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.







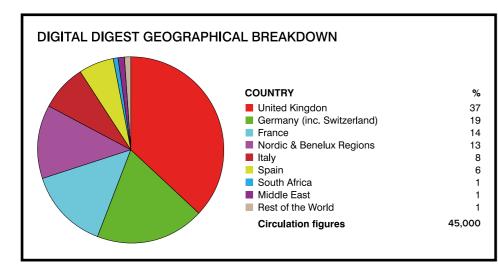


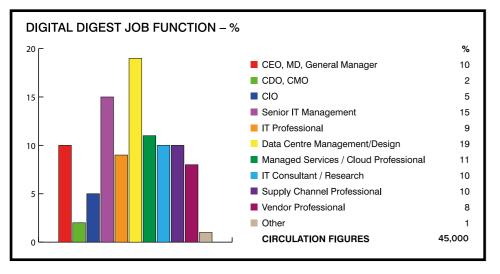
## SDC AWARDS

## **READERSHIP PROFILE**

Reach over 45,000 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

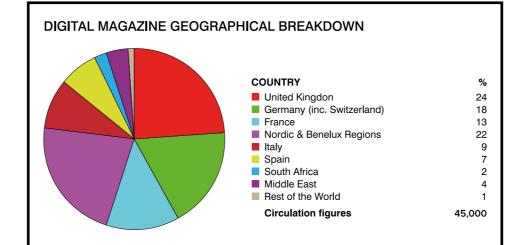




### **BI-MONTHLY MAGAZINE**

20 r

15



### **DIGITAL MAGAZINE JOB FUNCTION - %** % CEO, MD, General Manager 13 CDO, CMO 1 6 Senior IT Management 14 IT Professional 9 Data Centre Management / Design 17 Managed Services / Cloud Professional 11 IT Consultant / Research 10 Supply Channel Professional 10 Vendor Professional 8 Other 1 CIRCULATION FIGURES 45,000

### WEBSITE TRAFFIC

## website traffic





## ADVERTISING RATES (£)

	6x	<b>4</b> x	1x
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





Ai + Automation Architecture + Connectivity Cloud + Managed Services Colocation + Hostin Design + Infrastructure | Energy Optimisation | Management + Maintenance | Physical Security | Power + Cooling



0000

00000





## Front Cover Promotion Package [STAND OUT FROM THE CROWD]

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 45,000 readers interested in the data centre supply chain.

### 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**

For further information contact:

Shehzad Munshi +44 (0)1923 690215 shehzad.munshi@angelbc.com



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

## 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 15 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/syzL7soqZjl

COST OF VIDEO: 15 MINUTES: £495.00 30 MINUTES: £895.00







### **DCS VIDEO MAGAZINE**

This ZOOM platform allows for companies to present face to face in an interview with the Editor Phil Alsop. A company can focus on their achievements, latest product launch or advise on a topic their company has leadership in.

- The 30-minute interview will be included in a VIDE O Magazine
- The VM is mailed 3 x to 45,000 readers of DCS
- Hosted on DCS website for 3 months
- Promoted via social media
- Promoted on weekly newsletters
- Plus: Logo on video
- Plus: Video file provided to client for own use

The main sponsor for each video newsletter will receive a full-size banner (728 X 90) and the lead ZOOM interview.

Example: https://digitalisationworld.com/mailers/2022/dw-videos/2/

Price to sponsor + ZOOM Interview £1995 (One sponsor only)

Price for video interview only £995



### Glide connects Proximity Edge 8 data centre to Birmingham dark fibre ring

Initiative brings increased diversity and additional low latency connectivity options to Proximity's edge colocation customers.

### Protecting critical research equipment at The University of Warwick

The University of Warwick's (UoW) new Interdisciplinary Biomedical Research Building (IBRB) brings together 300 biomedical researchers from across the School of Life Sciences and Warwick Medical School to fight human diseases. Its focus is on understanding.

### Custodian supports Vitanium growth with a cost-effective, sustainable data centre platform

Vitanium is a world-class data protection specialist, ISO 27001/ ISO 9001 accredited data backup service, and ransomware protection provider. Founded in 2003, it meets a growing need to store sensitive data from highly regulated industries securely.



industry



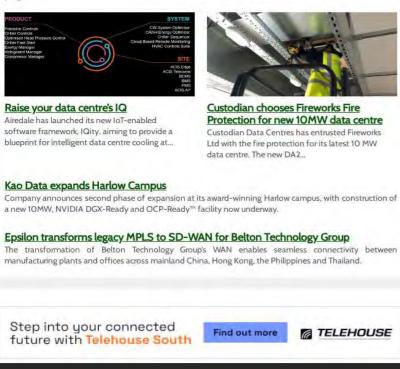
Sustainability sums - understanding emissions reduction in the data centre your IT investment

### atNorth unveils high-capacity Swedish data centre

New data centre, specifically designed for high density workloads and reduced carbon footprint, opens as the first truly renewable site using heat recovery design.

### Retailer reaches for micro data centres

Three new Micro Data Centres deployed at separate locations, containing complete environmental monitoring, air conditioning, power distribution and UPS, along with training, and an on-going maintenance programme



## **E**-NEWSLETTERS

### Weekly email news alerts

- The DCS digest is sent to 45,000 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

### **Direct HTML**

- A HTML mailer direct to the database allows your company to speak directly to potential customers.
- Promotions could be for new product announcements, webinars and show attendance.

### Price: £1250 per mailing

datacentre.solutions



### Data Centre Operators Must Carve Out New **Relationships With Power Utilities.**

Demand Response Opportunities for Data Centre Embedded Generation and Energy Storage Systems



Why and how to achieve this is explored in the latest technical and business White paper from  $\mathbf{i}_3$  Solutions Group, available for free download now.

"Demand Response Opportunities for Data Centre Embedded Generation and Energy Storage Systems" is a guide to the available options and addresses 'Why' and 'How' DR can benefit the sector.

With useful information on emerging DR services categories including Load Curtailment; Load Shifting; Short Term Operating Reserve (STOR) and Load Reduction; Frequency Response; Energy Arbitrage; and Time Variant Pricing, it also covers Grid Decarbonisation; Utility Supply and Demand; GHG Abatement: DC Power Utilisation, Assets, Storage and Generation,

Published by i3 Solutions Group, "Demand Response Opportunities for Data Centre Embedded Generation and Energy Storage Systems" is the latest in a series providing deep analysis of energy themes for data centres which currently includes:

- Sustainability Options and Revenue Opportunities for Data Centres The Case for Natural Gas Generators

i<sub>3</sub> Solutions Group white paper DOWNLOAD NOW

DOWNLOAD HERE FOR FREE



https://i3.solutions in 🔰

You are receiving this email as a subscriber of Angel Business Communications. You can <u>unsubscribe</u> at any time.

[COMPANY\_ADDRESS]









# **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

Contact: Jackie.cannon@angelbc.com







### DCS DATACENTRE SOLUTIONS

## **MECHANICAL SPECIFICATIONS**

Advertisement Size (mm) (w) Width x (h) Height	Trim Size (mm)	Bleed (+3mm)
A - DPS (Double Page Spread)	420 x 297	426 x 303
B - Full Page A4	210 x 297	216 x 303
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	-

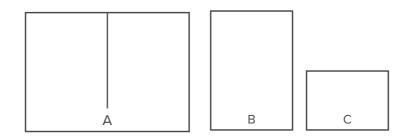
### FILE FORMAT

High Resolution PDF.

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: mitch.gaynor@angelbc.com wetransfer.com mailbigfiles.com

If you require any assistance please contact: Mitch Gaynor Design & Production Manager +44 (0)1923 690214 mitch.gaynor@angelbc.com

D E F G H

# DCS DATACENTRE SOLUTIONS

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

Shehzad Munshi Sales and Marketing Manager +44 (0)1923 690215 shehzad.munshi@angelbc.com

Peter Davies Portfolio Sales Manager +44 (0)2476 718970 peter.davies@angelbc.com

Jane Bunclark Marketing Administration +44 (0)2476 718970 jane.bunclark@angelbc.com Mitch Gaynor Design & Production Manager +44 (0)1923 690214 mitch.gaynor@angelbc.com

Jackie Cannon Publisher +44 (0)1923690205 jackie.cannon@angelbc.com

GENERAL ENQUIRIES +44 (0)2476 718970 info@datacentre.solutions In association with:

Robert Madeine



### Angel

BUSINESS COMMUNICATIONS 6 Bow Court, Fletchworth Gate, Burnsall Road, Coventry CV5 6SP www.angelbc.com