



MEDIA PORTFOLIO 2023



TABLE of CONTENTS

- 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

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 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 27.01.23

DC SUSTAINABILITY
DC SKILLS + TRAINING
DC - IT TRENDS

ISSUE 2

AD / EDITORIAL DEADLINE 10.03.23

DC AUTOMATION
DC COLOCATION
DC LOGISTICS

ISSUE 3 – VIDEO MAGAZINE

INTERVIEW DEADLINE 03.04.23

DATA CENTRE SKILLS + DIVERSITY

ISSUE 4

AD / EDITORIAL DEADLINE 05.05.23

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 6 – VIDEO MAGAZINE

INTERVIEW DEADLINE 19.07.23

DCS AWARD WINNERS 2023 SPECIAL

ISSUE 7

AD / EDITORIAL DEADLINE 18.08.23

DC MANAGEMENT
DC – CLOUD
DC – LIQUID COOLING

ISSUE 8– VIDEO MAGAZINE

INTERVIEW DEADLINE 20.10.23

SUSTAINABILITY

ISSUE 9

AD / EDITORIAL DEADLINE 22.11.23

DC CONNECTIVITY + NETWORKS
DC – A HYBRID WORLD
DC – MODULAR BUILD

ISSUE 10– VIDEO MAGAZINE

INTERVIEW DEADLINE 01.12.23

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

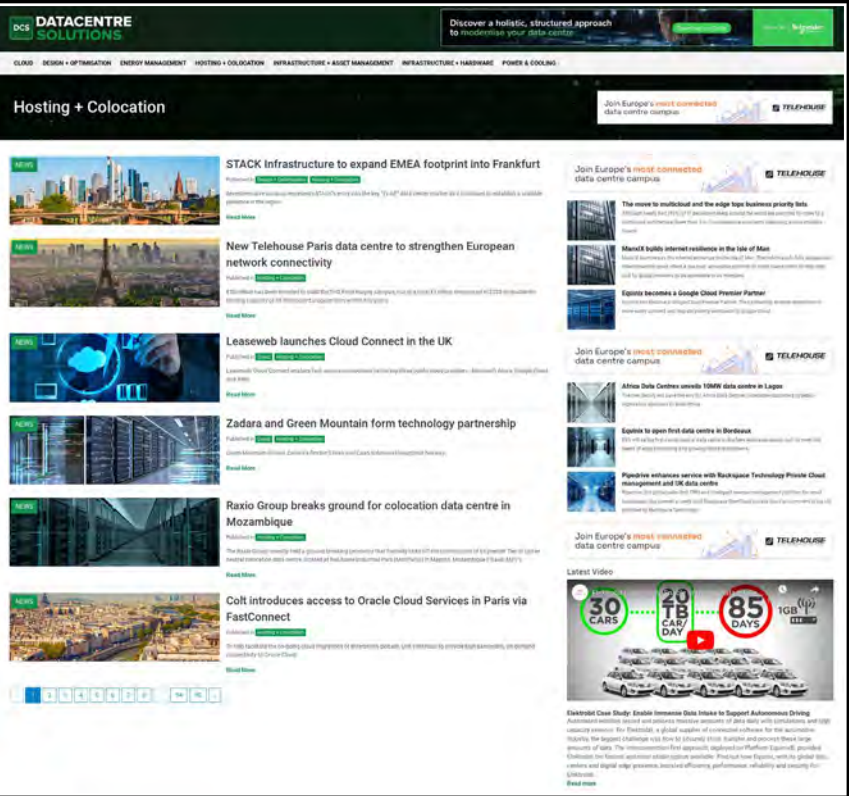
With over 57,000 unique visitors and over 72,000 visits per month, our aim is to promote your company/product and get it seen by decision makers across the industry. The website has daily news, hot topics, trending technology show cases in news and video format. This fresh new look website has something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

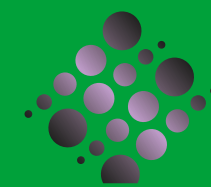
- CLOUD
- DESIGN + OPTIMISATION
- ENERGY MANAGEMENT
- HOSTING + COLOCATION
- INFRASTRUCTURE + ASSET MANAGEMENT
- INFRASTRUCTURE + HARDWARE
- POWER & COOLING

SECTION HEADLINE SPONSOR

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

RUN OF PAGE SECTION SPONSOR

£395 per month: 3 months minimum (468 x 60)



DCS AWARDS



SDC AWARDS

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

datacentre.solutions

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.



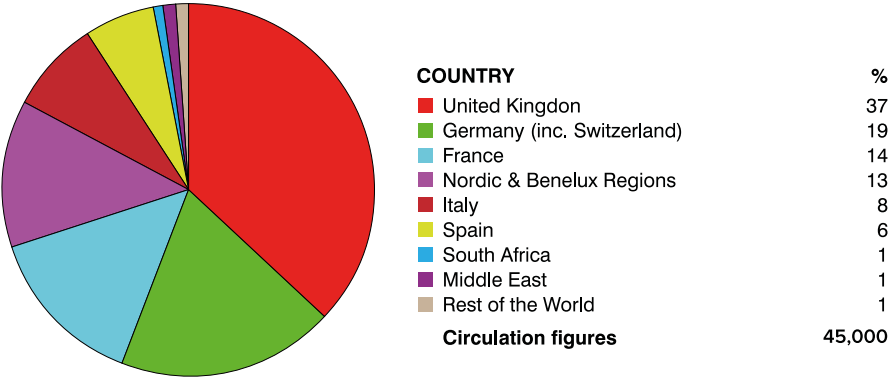
READERSHIP PROFILE

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



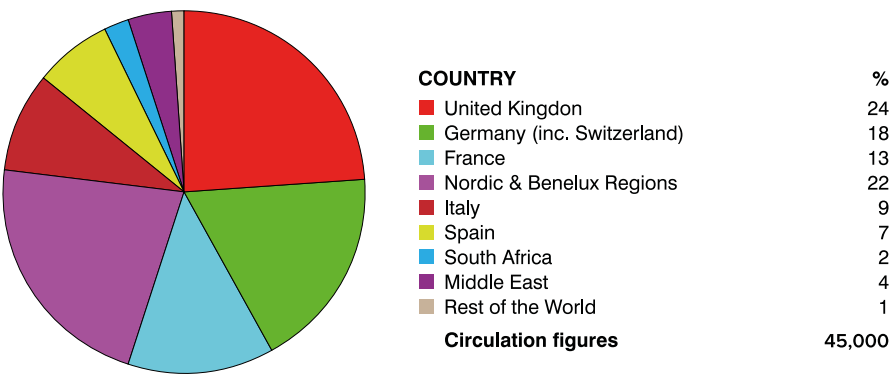
WEEKLY E-NEWSLETTER

DIGITAL DIGEST GEOGRAPHICAL BREAKDOWN

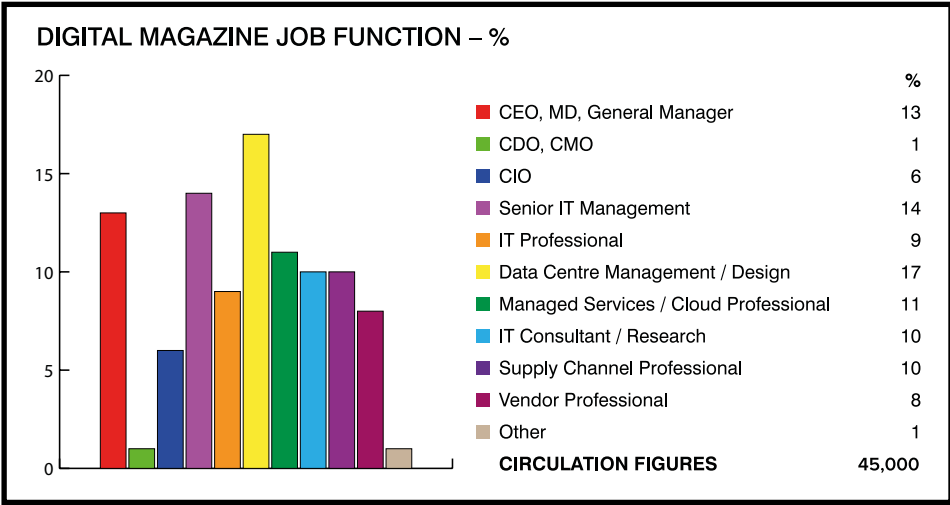
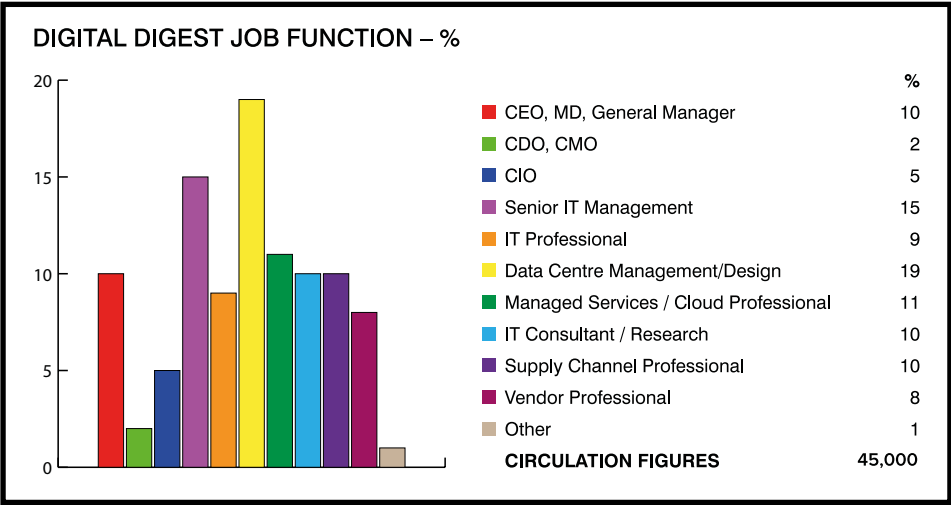


BI-MONTHLY MAGAZINE

DIGITAL MAGAZINE GEOGRAPHICAL BREAKDOWN



WEBSITE TRAFFIC



ADVERTISING RATES (£)

	6x	4x	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

DCS

**DATACENTRE
SOLUTIONS**

DEVELOPING DIGITAL INFRASTRUCTURE IN A HYBRID WORLD

ISSUE I | 2022

<https://datacentre.solutions>



Why diversity, inclusion, and education can unlock the data centre skills shortage

Schneider Electric

AI • Automation | Architecture • Connectivity | Cloud • Managed Services | Colocation • Hosting
Design • Infrastructure | Energy Optimisation | Management • Maintenance | Physical Security |
Power • Cooling


DCS

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ESG and data centres

Schneider Electric

AI • Automation | Architecture • Connectivity | Cloud • Managed Services | Colocation • Hosting
Design • Infrastructure | Energy Optimisation | Management • Maintenance | Physical Security |
Power • Cooling



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:

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Jackie Cannon
+44 (0)1923 690205
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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

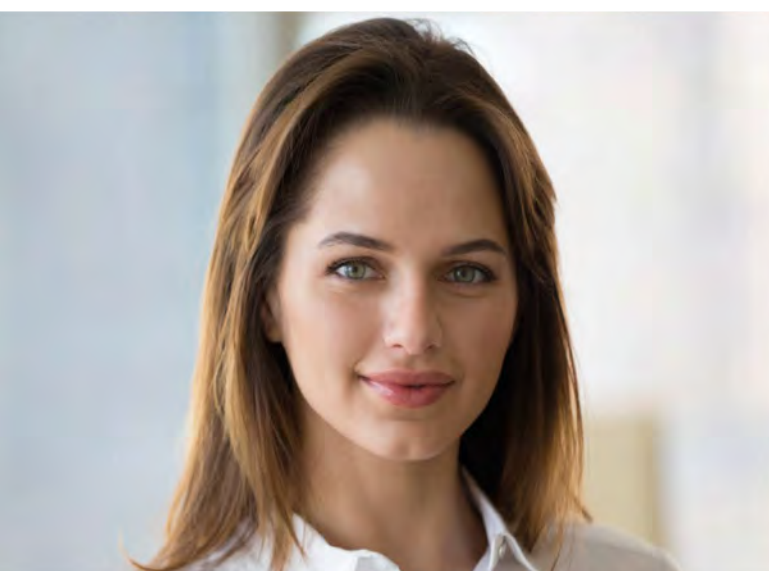


This ZOOM platform allows for companies to present face to face in an interview with the Editor Phil Alsop. A company can focus on their achievements, latest product launch or advise on a topic their company has leadership in.

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

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

Price for video interview only £995



DCS ONLINE ROUNDTABLE

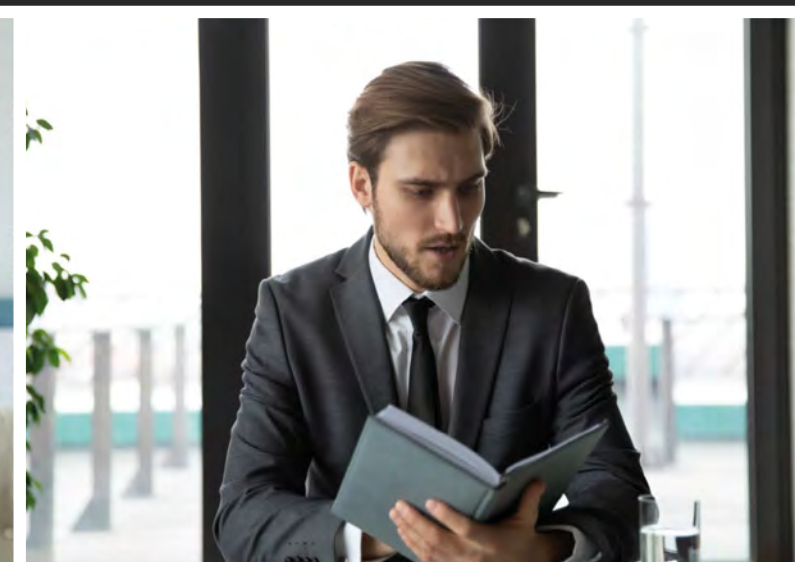
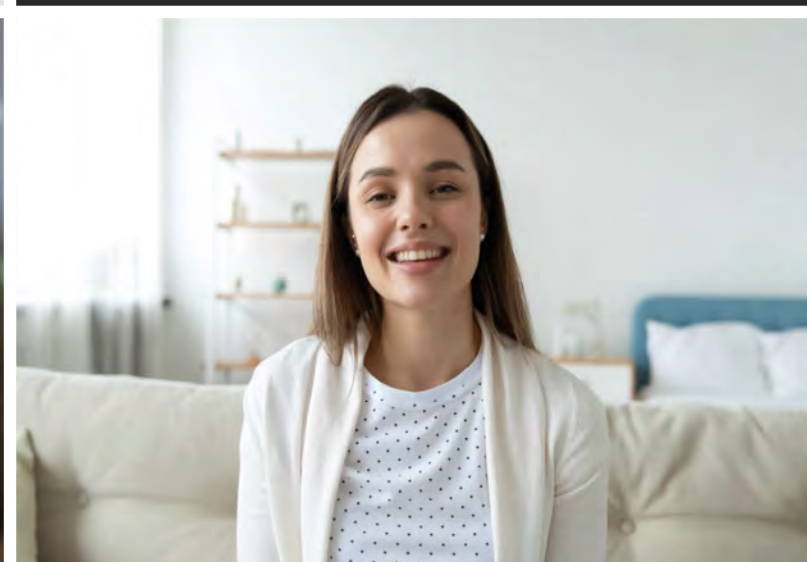
BASED around a hot industry topic for your company, this 60-minute recorded, moderated zoom roundtable would be a platform for debate and discussion.

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 **DATA CENTRE**
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.

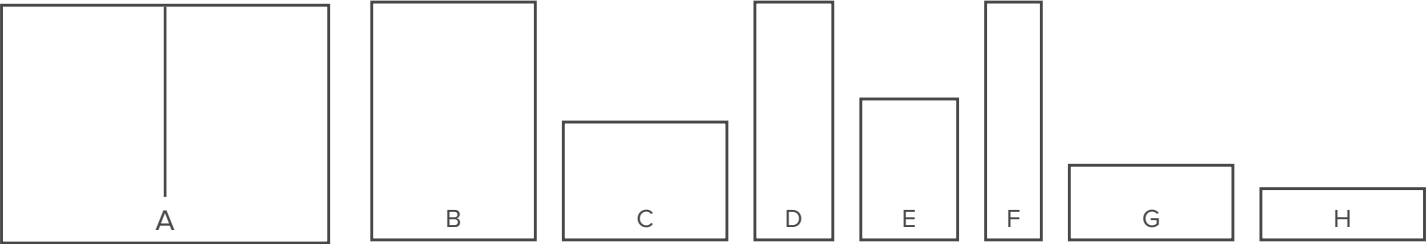
ARTWORK DIMENSIONS

210 mm (w) x 297 mm (h)

DELIVERY METHODS

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

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