



DATACENTRE SOLUTIONS

DEVELOPING DIGITAL INFRASTRUCTURE IN A HYBRID WORLD



MEDIA PACK 2024

datacentre.solutions



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Editorial Viewpoint

Sustainability – full speed ahead?

DIGITAL MAGAZINES, exclusive digital video magazines, a comprehensive website covering news, expert opinions and video interviews – quite simply, the DCS digital publishing platform offers the very best coverage of the data centre industry across EMEA. To be fair, we've been working in the data centre industry for a couple of decades, so it's only right that, with this experience under our belt, we should know what we're doing when it comes to producing high quality, multi-platform editorial content designed to help the data centre supply chain – from owners and operators, through consultants and vendors, to end users – optimise the performance of its data centre infrastructure.

Importantly, alongside our digital content platform, we've developed a fantastic database of data centre industry professionals, who read our digital magazines, visit the DCS website and watch and listen to our exclusive video content. The back-office numbers from our website suggest that hundreds of these individuals read our technology articles, and thousands view our video content on a regular basis. For 2024, we'll continue to develop both the DCS content platform – providing

even more news, opinions and video content – and we're investing heavily in adding to our readership numbers through partnerships with some major, specialist database providers.

All of which means that DCS is the number one destination for any organisation wanting to market its data centre expertise to Europe's data centre industry. We'd suggest that you look at the DCS website, making sure to download some of the digital magazines, and view some of the video content and then, once you've replaced your socks that will have been knocked off along the way, make sure to contact the DCS team to develop a comprehensive marketing plan for 2024.

Sustainability, skills, liquid cooling, AI and automation, data centre location, supply chain, renewable energy, power infrastructure, cabinets, racks and containment, colocation, cloud, hyperscale, edge – no matter what your speciality, DCS will be talking about it over the next 12 months, providing the perfect environment for you to demonstrate your expertise alongside our own editorial expertise.

PRODUCT OVERVIEW

MAGAZINE

- 6 MAGAZINES
- 4 VIDEO DCS MAGAZINES

E-NEWSLETTER

- DATACENTRE SOLUTIONS

WEBSITE SECTIONS

- Cloud
- Design + Optimisation
- Energy Management
- Hosting + Colocation
- Infrastructure + Asset Management
- Infrastructure + Hardware
- Power & Cooling
- Quantum Computing

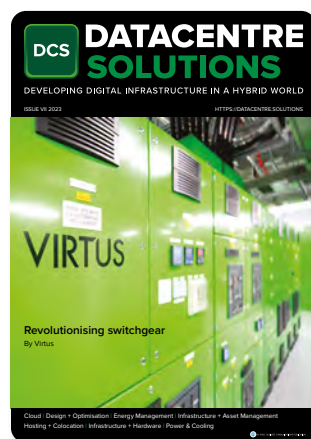
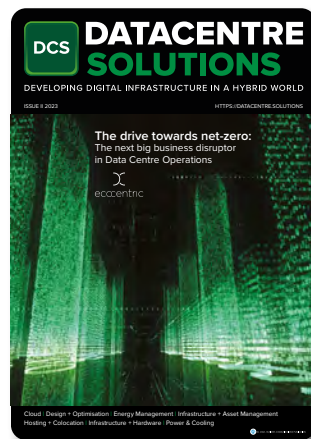
EVENTS

- MANAGED SERVICES SUMMIT BENELUX
- MANAGED SERVICES SUMMIT LONDON
- MANAGED SERVICES SUMMIT NORDICS
- MANAGED SERVICES SUMMIT MANCHESTER
- DCS AWARDS
- SDC AWARDS
- ZOOM INTERVIEWS

MAGAZINE OVERVIEW

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

- Cloud
- Design + Optimisation
- Energy Management
- Hosting + Colocation
- Infrastructure + Asset Management
- Infrastructure + Hardware
- Power & Cooling
- Quantum Computing



EDITORIAL CALENDAR 2024

We welcome the submission of bylined articles and blogs for consideration for inclusion in DCS 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.

ISSUE	1	2	3 VIDEO MAGAZINE	4
ADVERTISING DEADLINE	27 JANUARY	11 MARCH	INTERVIEWS BY 10 APRIL	13 MAY
EDITORIAL DEADLINE	27 JANUARY	11 MARCH	-	13 MAY
PUBLISHED:	09 FEBRUARY	25 MARCH	17 APRIL	27 MAY
FOCUS	SUSTAINABILITY	AI + AUTOMATION	WORKFORCE	POWER + COOLING
FEATURE 1	SAFETY + SECURITY	COLOCATION	-	DESIGN + CONSTRUCTION
FEATURE 2	DC IT	DC LOGISTICS	-	ESG

ISSUE	5	6 VIDEO MAGAZINE	7
ADVERTISING DEADLINE	01 JULY	INTERVIEWS BY 09 AUGUST	05 SEPTEMBER
EDITORIAL DEADLINE	01 JULY	-	05 SEPTEMBER
PUBLISHED:	15 JULY	16 AUGUST	19 SEPTEMBER
FOCUS	EDGE + 5G	DC LOCATION	DCIM/DC MANAGEMENT
FEATURE 1	SKILLS + TRAINING	-	CLOUD
FEATURE 2	ENERGY EFFICIENCY	-	LIQUID COOLING

ISSUE	8 VIDEO MAGAZINE	9	10 VIDEO MAGAZINE
ADVERTISING DEADLINE	INTERVIEWS BY 05 OCTOBER	05 NOVEMBER	05 DECEMBER
EDITORIAL DEADLINE	-	05 NOVEMBER	-
PUBLISHED:	19 OCTOBER	22 NOVEMBER	12 DECEMBER
FOCUS	ESG	HYBRID WORLD	DCIM/DC MANAGEMENT
FEATURE 1	-	CONNECTIVITY + NETWORKING	THE FUTURE
FEATURE 2	-	MODULAR DC	

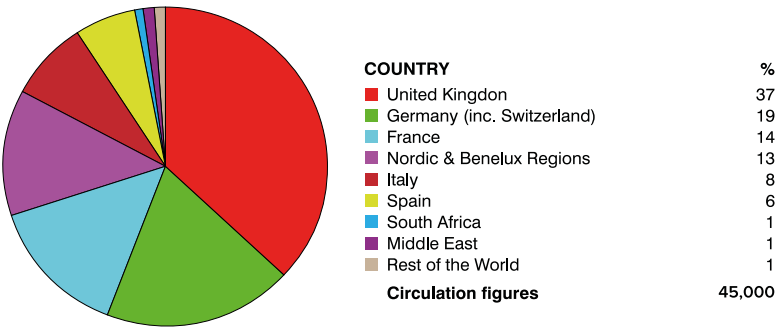
Publication date two weeks after advertisement deadline.

CIRCULATION OVERVIEW

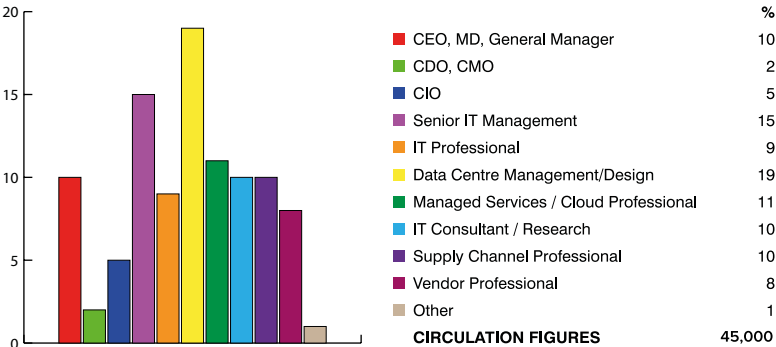
Reach over 45,000 subscribers involved in the data centre, cloud, storage, security, automation, hardware and software sectors, covering the entire spectrum of technology and industries impacted by digital transformation

WEEKLY E-NEWSLETTER

DIGITAL DIGEST GEOGRAPHICAL BREAKDOWN

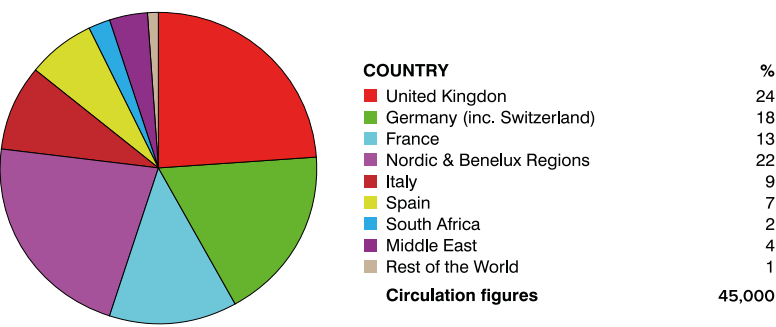


DIGITAL DIGEST JOB FUNCTION – %

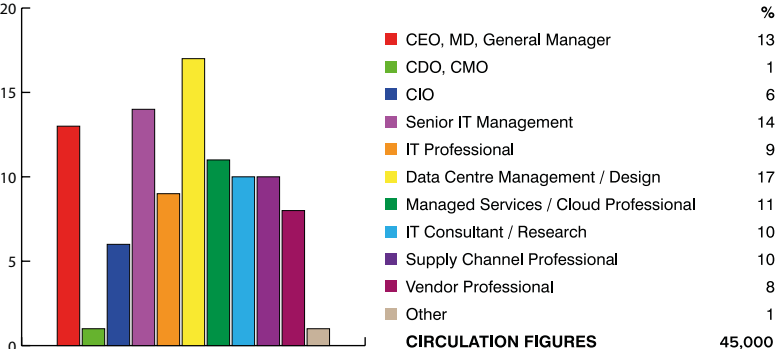


BI-MONTHLY MAGAZINE

DIGITAL MAGAZINE GEOGRAPHICAL BREAKDOWN

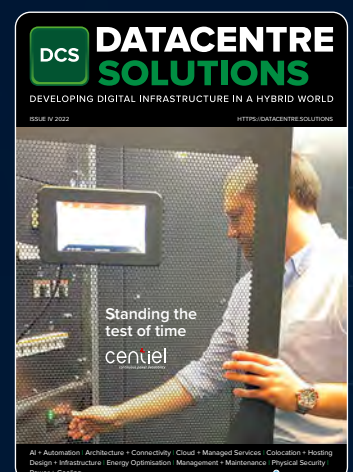


DIGITAL MAGAZINE JOB FUNCTION – %



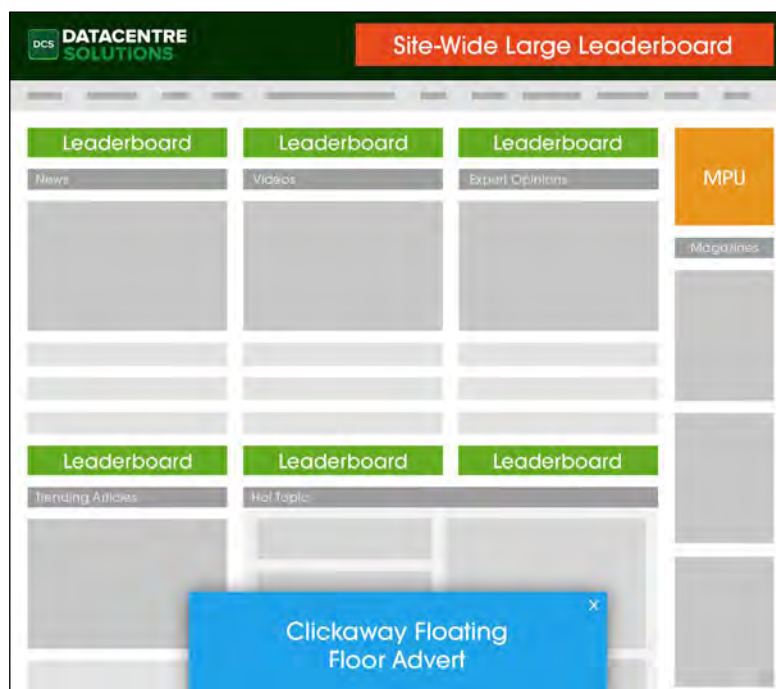
ADVERTISING RATES (£)

	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



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.

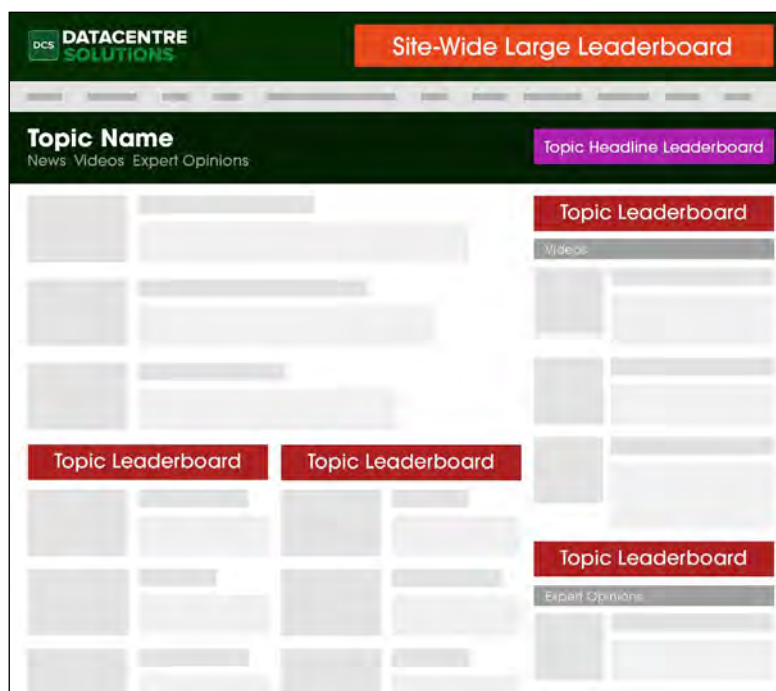


HEADLINE SPONSOR

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

RUN OF PAGE SPONSOR

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



Size ¹	6 Months	3 Months	1 Month
● Site-Wide Large Leaderboard 970 x 90 px	£1000 pcm	£1500 pcm	£2000 pcm
● Clickaway Floating Floor Ad² Max 970 x 200 px	£1600 pcm	£2400 pcm	£2900 pcm
● MPU 500 x 500 px	£700 pcm	£1000 pcm	£1200 pcm
● News Leaderboard 728 x 90 px	£600 pcm	£800 pcm	£1000 pcm
● Topic Headline Leaderboard³ 728 x 90 px	£595 pcm		
● Topic Leaderboard³ 728 x 90 px	£395 pcm		

SPECIFICATIONS

Accepted file types are JPG, PNG, GIF, APNG. Static or Animated.

- 1 Quoted sizes are artwork guidelines. Actual display size may differ depending on user screen size.
- 2 Clickaway floating floor advert is stuck to the bottom of the screen and is dismissible by the user. It re-appears after 24 hours.
- 3 Banners shown on a topic page of your choosing. 3 Months minimum.

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

DCS

DATA CENTRE
SOLUTIONS

Weekly Digital Digest
Monday 14 March 2022

datacentrealliance
Produced in association with the Data Centre Alliance (DCA)

Step into your connected future with **Telehouse South**
[Find out more](#)

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.

BLOG

The top 10 project success factors for emissions reduction in the data centre industry

VIDEO

Sustainability sums – understanding 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.

Raise your data centre's IQ
Airedale has launched its new IoT-enabled software framework, IQity, aiming to provide a blueprint for intelligent data centre cooling at...

Kao Data expands Harlow Campus
Company announces second phase of expansion at its award-winning Harlow campus, with construction of a new 10MW, NVIDIA DGX-Ready and OCP-Ready™ facility now underway.

Epsilon transforms legacy MPLS to SD-WAN for Belton Technology Group
The transformation of Belton Technology Group's WAN enables seamless connectivity between manufacturing plants and offices across mainland China, Hong Kong, the Philippines and Thailand.

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

i3 solutions

https://i3.solutions in

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

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

WHITE PAPER DOWNLOAD

Why and how to achieve this is explored in the latest technical and business White paper from i3 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

i3 Solutions Group
white paper
[DOWNLOAD NOW](#)



ROUNDTABLE

Developing Digital Infrastructure In A Hybrid World

Not every discussion is a heated debate



- 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 Editor, Phil Alsop, this can include 3 speakers
- Questions prepared and shared in advance
- There would be an opportunity to view and edit in advance

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

- A banner on the Digitalisation World Magazine homepage for 8 weeks
- 4x weekly dedicated HTMLs
- 4x news pieces which would also appear on the weekly e-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: £5995

Contact: Jackie Cannon at jackie.cannon@angelbc.com



[STAND OUT FROM THE CROWD]

Front Cover Promotion Package

The front cover of DCS magazine 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. DCS magazine is distributed to over 45,000 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 datacentre.solutions for six weeks
- 728 x 90 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

DIGITAL PACKAGES

CHOOSE one of our bespoke DCS magazine 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 DCS magazine 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 DCS magazine 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 DCS magazine 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 DCS 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 DCS magazine 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.

15 minute ZOOM interview: **£495**

30 minute ZOOM interview: **£695**

45 minute ZOOM interview: **£895**

The ZOOM interview will be hosted on the DCS website for 12 months.



<https://youtu.be/syzL7soqZjI>

Advertorials

Information, Inspiration, and Impact!

Content is King

- Increased brand awareness: An advertorial allows you to showcase your company's products, services, or mission in a detailed and informative manner.
- Credibility and trust-building: By sharing informative and relevant content, you can establish credibility, position yourself as an industry expert, and build trust with potential customers.
- Educational value: By offering valuable information, insights, or tips related to your industry, you can position your company as a valuable resource.
- Conversion and lead generation: An advertorial can effectively drive conversions and lead generation. By including a strong call-to-action (CTA) within the advertorial, such as directing readers to visit your website, subscribe to a newsletter, or request more information.
- Longer-lasting impact: Advertorials often have a longer lifespan than traditional advertising. They will be featured in the publication, newsletters and online platform.
- Differentiation from competitors: Advertorials provide an opportunity to showcase your unique selling points, competitive advantages, or innovative solutions.

Price for 2 pages of advertorial: **£1200**

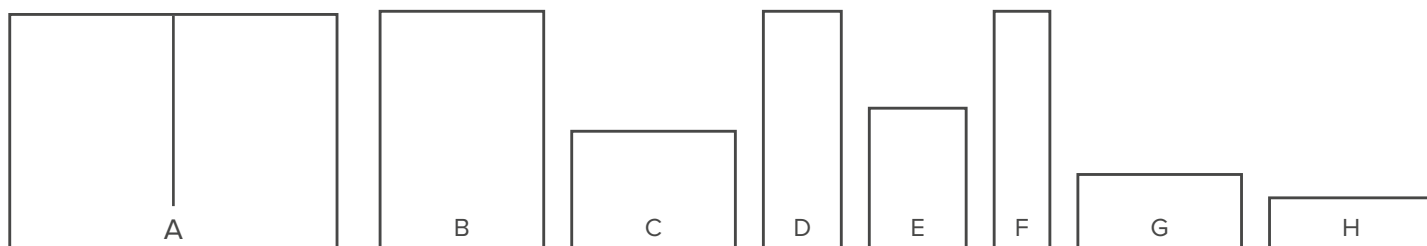
- The price allows for 900 words plus 2 images and a company logo.
- The advertorial will be run in DCS magazine, website and newsletter



Contact: Mark Hinds, Senior Sales Executive
+44 (0)2476 718 971
mark.hinds@angelbc.com

MECHANICAL AD SPECIFICATIONS

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.

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 or
wetransfer.com
mailbigfiles.com

If you require any assistance please contact:

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T: +44 (0)1923 690214

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