



MEDIA
PORTFOLIO
2023

digitalisationworld.com



DIGITALISATION
WORLD



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Editorial Viewpoint

Digitalisation World

Digital transformation is the number one driver for virtually all organisations as they seek to develop and accelerate change. Each digital transformation journey is unique, but there are many digital infrastructure building blocks common to the new, or next, normal for almost every business. Customer-facing applications are the ultimate driver of the disruption and innovation experienced across all industry sectors. And these rely on solution stacks – a mixture of hardware and further software technologies – which need to deliver the right mixture of optimisation, scalability, flexibility, agility, and pure speed.

Digitalisation World reflects this new, digital world, by bringing together the key technology disciplines in one, comprehensive media platform: Cloud + Managed Services; Data Centres – on premise, colocation, hyperscale and edge; Data + Analytics; Storage + Servers; Networks + Telecoms; Cybersecurity + Compliance; Artificial Intelligence – IoT, AIOps, machine learning, robotic process automation, augmented and virtual reality; Apps + DevOps; IT Management + Service; Open Source.

Digitalisation World also covers the technology and business trends which are shaping the digital landscape, topics such as 5G, edge, sustainability, the Channel, collaboration, the customer and digital experiences and the hybrid world of both the workplace and the underlying IT infrastructure.

Our overall objective is to provide readers with an invaluable information resource which helps them on their digital transformation journeys and reflects the growing trend of convergence and collaboration. Multi-skilled, cross-departmental projects are the foundation of digital success and that's why Digitalisation World brings together the digital building blocks essential for successful business transformation.

The Digitalisation World portfolio is a flexible, scalable, media platform which provides vendors and the Channel with an optimised marketing platform. You can reach your audience as quickly as you require, by using a variety of our products and services – everything from digital advertisements in our publications and banner advertisements and buttons on our websites, through video interviews, webinars and roundtable events, to our physical exhibitions and conferences. We offer our partners a truly end-to-end, marketing portfolio.

A marketing portfolio which provides companies with quantifiable value for their spend. We can scale up and down to meet your budget, and flexible, agile and, where necessary, fast, in terms of what we can deliver, how and when.

In addition, we've developed an innovative subscription model which gives you year-round marketing for a fixed fee, which works alongside our individual product opportunities.

PRODUCT OVERVIEW

MAGAZINE

- 6 MAGAZINES
- 4 VIDEO DW MAGAZINES

E-NEWSLETTER

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

WEBSITE SECTIONS

- AI
- APPS + DEVOPS
- CLOUD + MS
- DATA ANALYTICS
- DC FACILITIES + COLOCATION
- DIGITAL BUSINESS
- IT MANAGEMENT + SERVICE
- NETWORKS + TELECOMS
- SECURITY + COMPLIANCE
- STORAGE + SERVERS

EVENTS

- SDC CHANNEL INSIGHTS
- DCS AWARDS
- MANAGED SERVICES SUMMIT LONDON
- MANAGED SERVICES SUMMIT AMSTERDAM
- MANAGED SERVICES SUMMIT NORTH
- MANAGED SERVICES AWARDS
- SDC AWARDS
- ZOOM INTERVIEWS

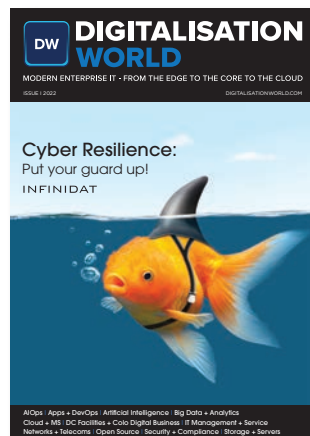
MAGAZINE OVERVIEW

THE DIGITALISATION WORLD magazine brings together strategic news, the very latest ideas and opinions, alongside technology articles and case studies.

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.



EDITORIAL CALENDAR 2023

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.

ISSUE	1	2 VIDEO MAGAZINE	3	4
ADVERTISING DEADLINE	21 JANUARY	07 MARCH	07 APRIL	12 MAY
FOCUS	DATA ANALYTICS	SUSTAINABILITY	CLOUD + MANAGED SERVICES	CYBERSECURITY
FEATURE 1	HPC/QUANTUM COMPUTING	OBSERVABILITY	OPEN TECHNOLOGY	IOT
FEATURE 2	COMPLIANCE + RISK MANAGEMENT	MOBILE IT	LOW + NO CODE	SKILLS + TRAINING
INDUSTRY	FINANCE	GOVERNMENT	UTILITIES + MANUFACTURING	HEALTH

ISSUE	5 VIDEO MAGAZINE	6	7 VIDEO MAGAZINE
ADVERTISING DEADLINE	07 JUNE	07 JULY	11 / SEPTEMBER
FOCUS	CX / DX	COMPUTE + STORAGE NETWORKS	AI + AUTOMATION
FEATURE 1	METAVEVERSE	AR + VR	DEVOPS + APPS/APIs
FEATURE 2	DATACENTRES	ITOPs	CIRCULAR ECONOMY
INDUSTRY	RETAIL + ECOMMERCE	MEDIA + GAMING	TRAVEL + TRANSPORT

ISSUE	8	9	10 VIDEO MAGAZINE
ADVERTISING DEADLINE	11 OCTOBER	11 NOVEMBER	02 DECEMBER
FOCUS	CHANGE MANAGEMENT + COLLABORATION	HYBRID IT + HYBRID WORKPLACE	5G + EDGE
FEATURE 1	TELECOMS	ZERO TRUST	DIVERSITY
FEATURE 2	IT MANAGEMENT + SERVICE	BLOCKCHAIN	2024 INSIGHTS
INDUSTRY	HOSPITALITY	EDUCATION	LEGAL + PROFESSIONAL

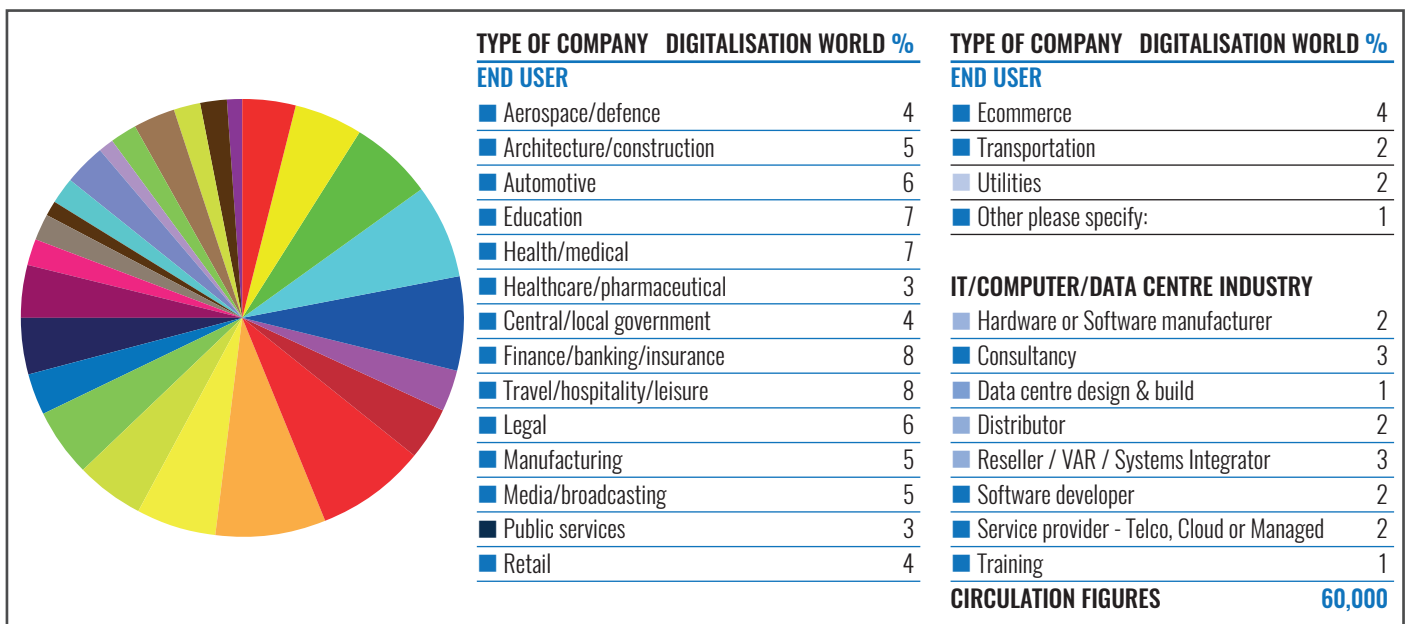
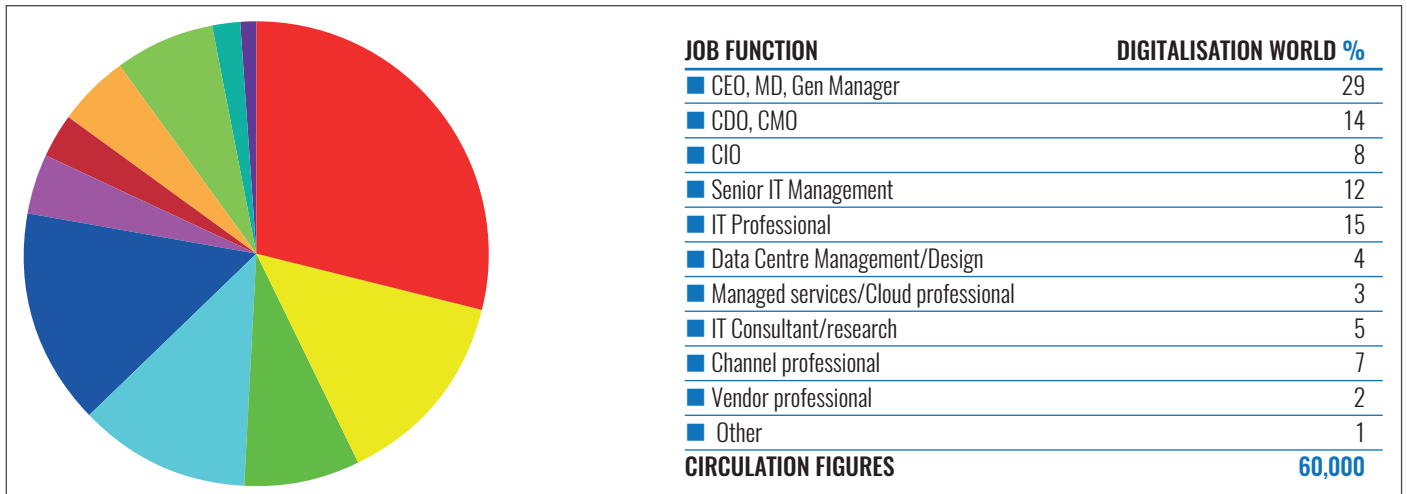
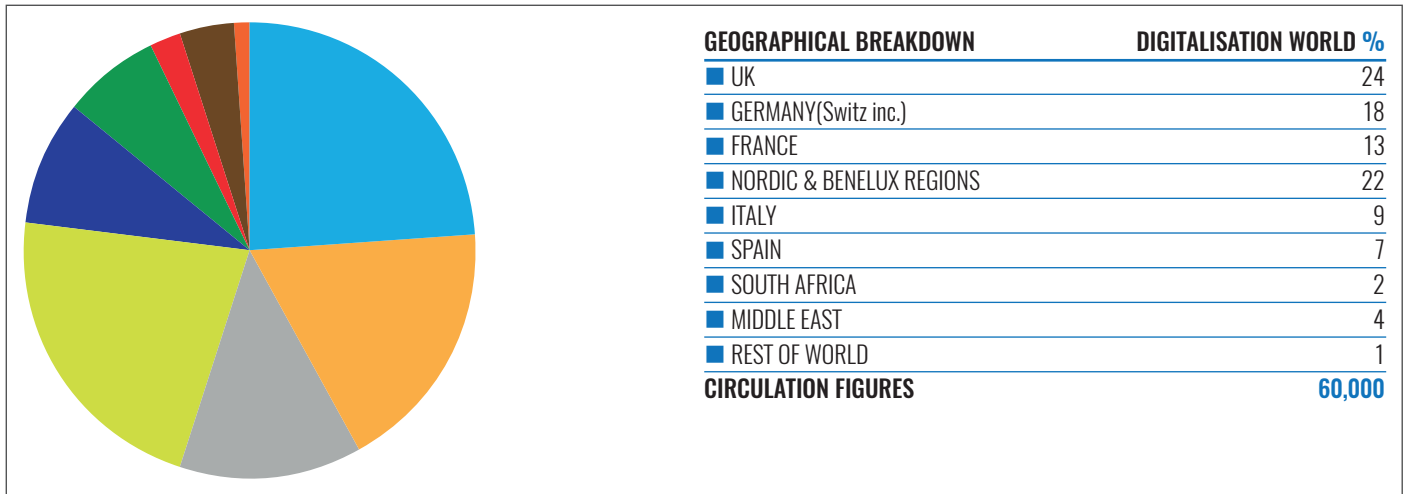
Publication date one week after advertisement deadline.

Digitalisation World Supplement Editorial

WHILE WE ARE CONFIDENT that the combination of the Digitalisation World magazine, Video 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 in 2023 we will produce timely, targeted Digitalisation World supplements. During 2023 look out for a major data centre energy efficiency focus, including liquid cooling technology and a dedicated cybersecurity supplement.

CIRCULATION OVERVIEW

REACH over 60,000 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



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



DW DIGITALISATION WORLD
 MODERN ENTERPRISE IT - FROM THE EDGE TO THE CORE TO THE CLOUD
 ISSUE: 9 | 2022

Cyber Resilience:
 Put your guard up!
 INFINIDAT

AI/ops • Apps • DevOps • Artificial Intelligence • Big Data • Analytics
 Cloud • IaaS • DC Facilities • Core Digital Business • IT Management • Service
 Networks • Telecoms • Open Source • Security • Compliance • Storage • Servers

DW DIGITALISATION WORLD
 MODERN ENTERPRISE IT - FROM THE EDGE TO THE CORE TO THE CLOUD
 ISSUE: 9 | 2022

BCAS: What is it and why do you need it?
 LOGPOINT

AI/ops • Apps • DevOps • Artificial Intelligence • Big Data • Analytics • Cloud • MS
 DC Facilities • Core Digital Business • IT Management • Service • Networks • Telecoms
 Open Source • Security • Compliance • Storage • Servers

DW DIGITALISATION WORLD
 MODERN ENTERPRISE IT - FROM THE EDGE TO THE CORE TO THE CLOUD
 ISSUE: 9 | 2022

APC

Improved Data Centre Resilience and Efficiency
 is a cool outcome from the Schneider Electric upgrade at University College Dublin

Find out how Schneider Electric and APC Power Solutions helped here:

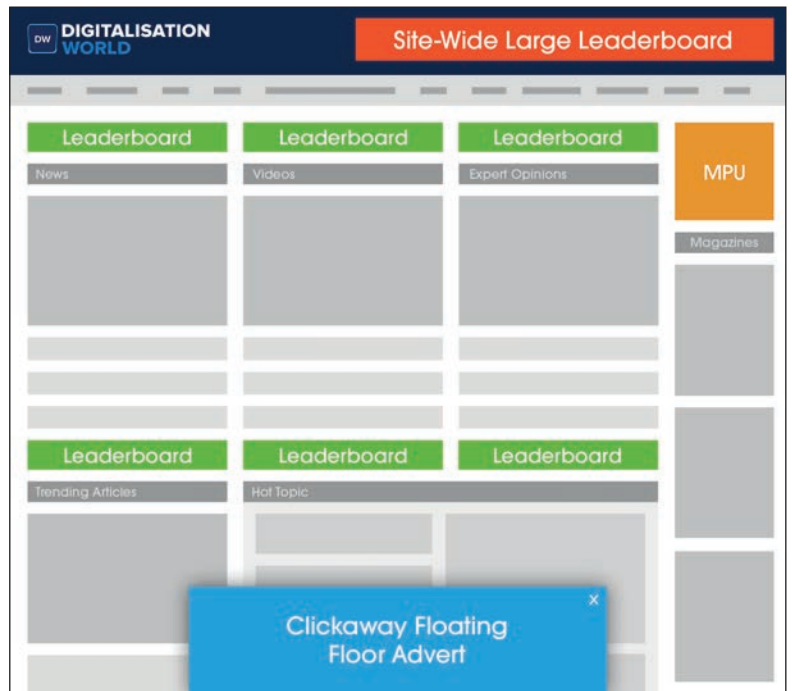
- Transformed IT services round the clock
- Reduced resource spend for disaster prevention
- Improved facility stability and efficiency at UCD

Go.com

Life to Go | Schneider Electric

WEBSITE OVERVIEW

With over 53,000 unique visitors and over 75,000 visits per month, our aim is to promote your company/product and get it seen by decision makers across the industry.

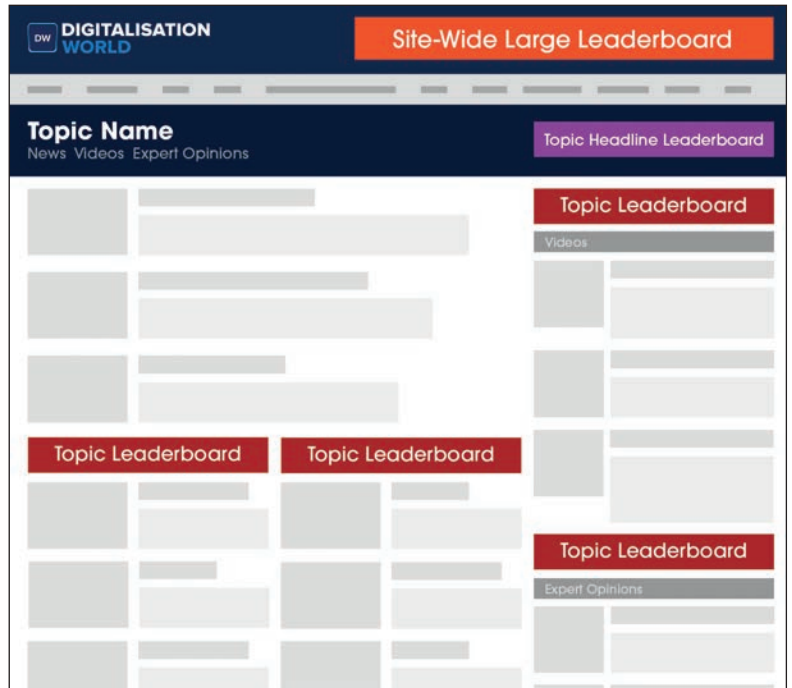


HEADLINE SPONSOR

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

RUN OF PAGE SPONSOR

- AI
- APPS + DEVOPS
- CLOUD + MS
- DATA ANALYTICS
- DC FACILITIES + COLOCATION
- DIGITAL BUSINESS
- IT MANAGEMENT + SERVICE
- NETWORKS + TELECOMS
- SECURITY + COMPLIANCE
- STORAGE + SERVERS



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	£800 pcm	£1200 pcm	£1500 pcm
● MPU Max 500 x 500 px	£700 pcm	£1000 pcm	£1200 pcm
● 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 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

- 60,000 + Digitalisation focussed readership
- £995 per email

DW STORAGE NETWORKING SOLUTIONS

- 15,000 + Storage focussed readership
- £995 per email

DW DATA CENTRE SOLUTIONS

- 45,000 + Data Centre focussed readership
- £995 per email

DW ENTERPRISE AUTOMATION

- 14,000 + Automation focussed readership
- £995 per email

DW INFORMATION SECURITY

- 19,000 + Security focussed readership
- £995 per email

DW AIOps PERSPECTIVES

- 13,000 + AIOps focussed readership
- £995 per email

DW SDC CHANNEL

- 15,000+ 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





ONLINE ROUNDTABLE

Connecting Leaders & Experts in the Digitalisation World Field

- 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



**DIGITALISATION
WORLD**

MODERN ENTERPRISE IT - FROM THE EDGE TO THE CORE TO THE CLOUD

Contact: Jackie Cannon
jackie.cannon@angelbc.com

**ANGEL
EVENTS**

[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 60,000 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



CORPORATE PARTNERSHIP PROGRAM

BENEFITS OF PROGRAM 1

- **MAGAZINE:** A Corporate Partnership entry in 6 issues of DW magazine + 4 Video Issues (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 60,000 subscribers
- 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 in is an economical way to generate interest and drive prospects. Your message will reach over 60 ,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





DW DIGITALISATION WORLD Issue 5 • Video Special • Part 2

DIGITALISATION WORLD • UNIQUE PERSPECTIVES

SDC AWARDS 20 STORAGE, DIGITALISATION, AND CLOUD CATEGORIES
Submit your nomination at sdcawards.com
2022 NOMINATIONS ARE NOW OPEN [ENTER NOW](#)

Main Features

- Banking on APIs**
 Christoph Berentzen, Divisional Head API & Open Banking at CommaLink, provides a fascinating insight into the organisation's decision to move away from the traditional IT approach of batch processes, file transfers and the like to an API-powered architecture as a crucial part of its digital transformation roadmap.

- Sustainability sums – understanding your IT investment**
 Rainer Agnelli, Partner at Centigo and Sarah Sachdev, Director, Strategic Business Value Consulting at ServiceNow, discuss how – through the right technology – CFOs and CEOs can lead the charge against climate change in their companies whilst also balancing the urgent need to optimise business costs amid a turbulent financial climate.

- Are you ready for a ransomware attack?**
 Peter Wilson, Head of Product Management at Huntman Security, discusses the importance of carrying out a ransomware readiness assessment to discover any potentially costly security gaps within an organisation's IT and infrastructure. The company's recently launched SmartCheck for Ransomware is designed to help companies fortify their cyber risk management.

- DevOps for the digital age**
 Chris Wey, President of the Power Systems Business Unit, Rocket Software, talks through the tell-tale signs of a DevOps programme that isn't delivering. Before outlining the key components of a truly 'modern' DevOps solution, with some major benefits for end users.

- A good time to talk time**
 Richard Hopcraft, Founder and CEO (Chief Time Officer) of Hopcraft, discusses the importance of developing the accurate time solutions on which more and more digital applications rely. The company's pedigree in the financial sector means it is well placed to meet this demand across many industry sectors, including IoT, aerospace, defence, media, autonomous vehicles and smart cities.

- Apstra updates show Juniper Networks' intent**
 Christian Celly, Senior Director of Enterprise Product Marketing, Juniper Networks, talks through the recent updates to the Apstra intent-based networking platform, covering edge, Zero Trust and migration services. He also details a recent customer success story.

- A storage management update from SNIA**
 Michelle Adams, Chair of the SRA Storage Management Initiative, discusses what's new with SRA's SMI, the storage management standard, including the latest developments on work with industry partner organisations and the new Performance Testing Program, as well as talking through the newly opened SRA Storage Management Initiative's Next-Gen Lab.

- All-Flash NVMe platform meets modern application requirements**
 Sany Karanem, StorCentric's CTO, talks through the launch of the Hadoop H100000 enterprise class platform, which supports block, file and object storage protocols and addresses data security, including ransomware, and regulatory compliance concerns.


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 VIDEO Magazine
- The VM is mailed 3 x to 60,000 readers of Digitalisation World
- Hosted on DW 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**

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 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 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.

15 minute ZOOM interview: **£495**

30 minute ZOOM interview: **£695**

45 minute ZOOM interview: **£895**

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



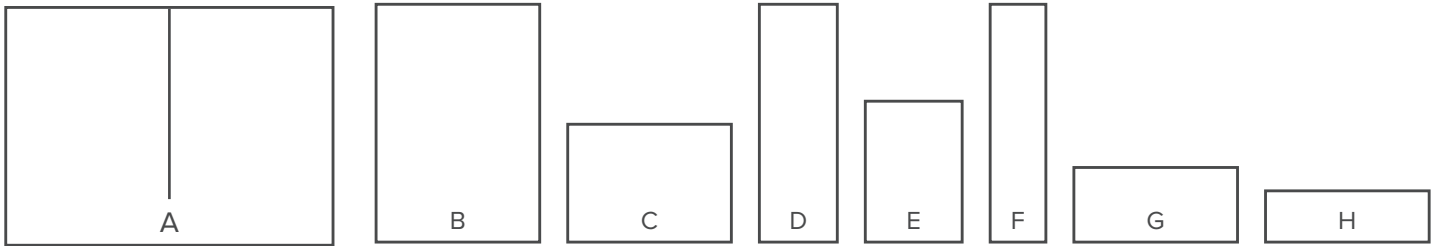
Phil Alsop
Editor, Digitalisation World

JG Heathcock
General Manager at Retrospect

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

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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DIGITALISATION WORLD



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