



# DIGITALISATION WORLD

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



## MEDIA PACK 2024

[digitalisationworld.com](https://digitalisationworld.com)

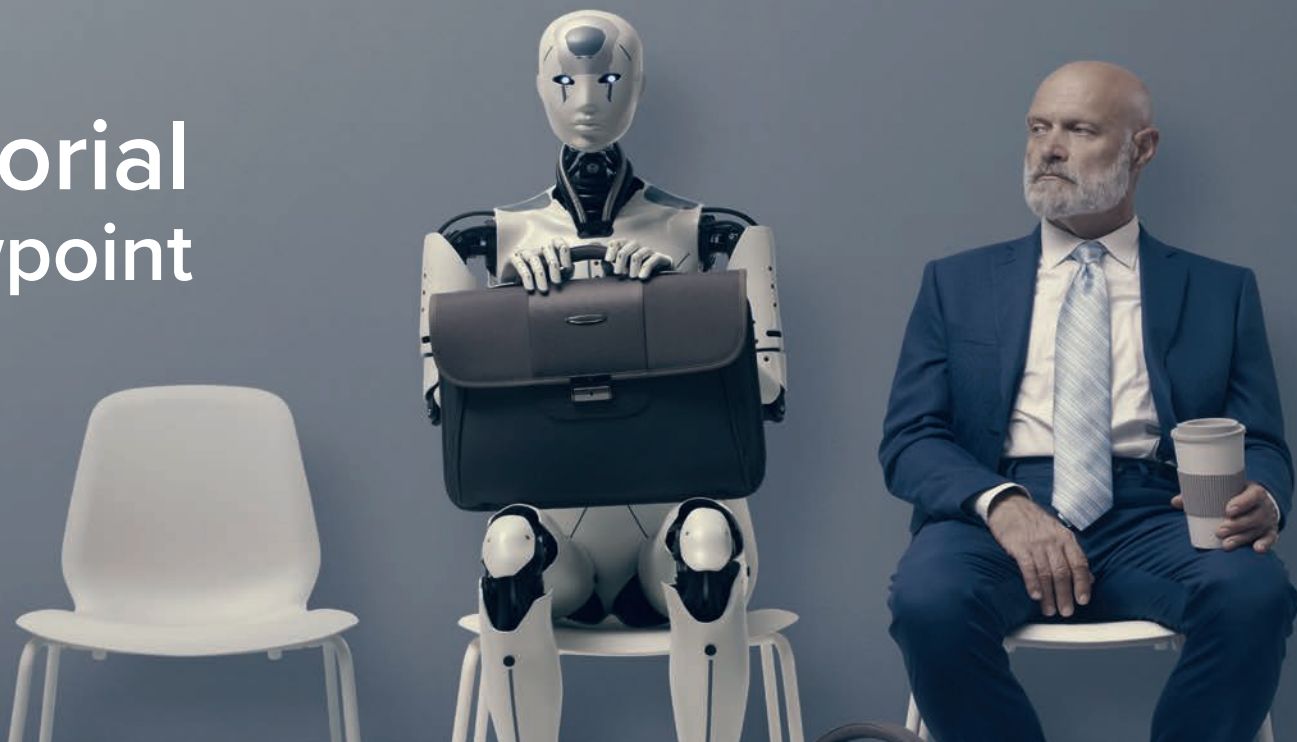




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# Editorial Viewpoint



## The age of AI is upon us!

DIGITALISATION WORLD remains the leading multimedia publishing platform covering the IT industry as it continues to evolve to drive digital transformation across all industry sectors. The digital magazine, comprehensive website and the video magazines combine to provide unrivalled, comprehensive news, case studies, technology articles, opinion pieces and blogs and exclusive video interviews – offering our readership a multiple format platform, so that they can consume content in their preferred format no matter the how, the where or the when.

In 2024, we will continue to bring our readership the very latest technology and news developments across a range of technology disciplines, including, storage and servers, DevOps and apps, networks and telecoms, cybersecurity, data centre, cloud, DX and CX, IoT, automation, data analytics, IT management and service and, last but by no means least, the rapidly developing AI and ML landscape. We don't claim to have all the answers when it comes to how our readers

need to build their digital infrastructure to cater for the demands of their digital customers, but we are confident that we can provide the best IT publishing platform that reflects the opportunities and challenges of the business supply chain.

We bring together vendors, consultants, analysts, the Channel and end users to provide a vital information source for those organisations and individuals wanting to understand how the IT landscape is changing, why it is changing, and how the changes can be turned from threat to opportunity.

As a way of linking vendors with their existing and potential customers, we believe that Digitalisation World is the very best digital publication platform out there. Visit our website, download our digital magazines, watch and listen to our video interviews and we're confident that you'll quickly realise how our specialised, high quality publication platform can bring a major boost to your marketing strategy.

## 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
- QUANTUM COMPUTING

### EVENTS

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

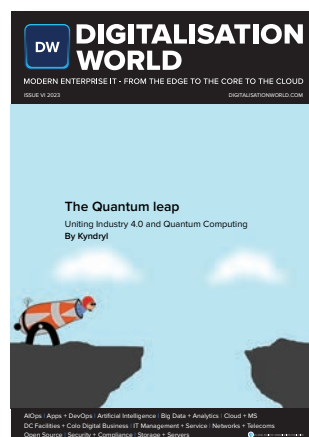
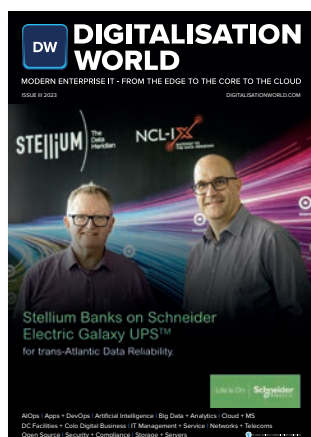


# MAGAZINE OVERVIEW

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:

- AI
- Apps + DevOps
- Cloud + MS
- Data Analytics
- DC Facilities + Colo
- Digital Business
- IT Management + Service
- Networks + Telecoms
- Security + Compliance
- Storage + Servers
- Quantum Computing



# EDITORIAL CALENDAR 2024

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	19 JANUARY	07 MARCH	02 APRIL	02 MAY
FOCUS	AI + AUTOMATION	SUSTAINABILITY	CLOUD + MANAGED SERVICES	CYBERSECURITY + COMPLIANCE
FEATURE 1	ANALYTICS		LOW + NO CODE	IOT
FEATURE 2	QUANTUM COMPUTING		MOBILE IT	ITOPS
INDUSTRY	FINANCE	GOVERNMENT	UTILITIES + MANUFACTURING	HEALTH

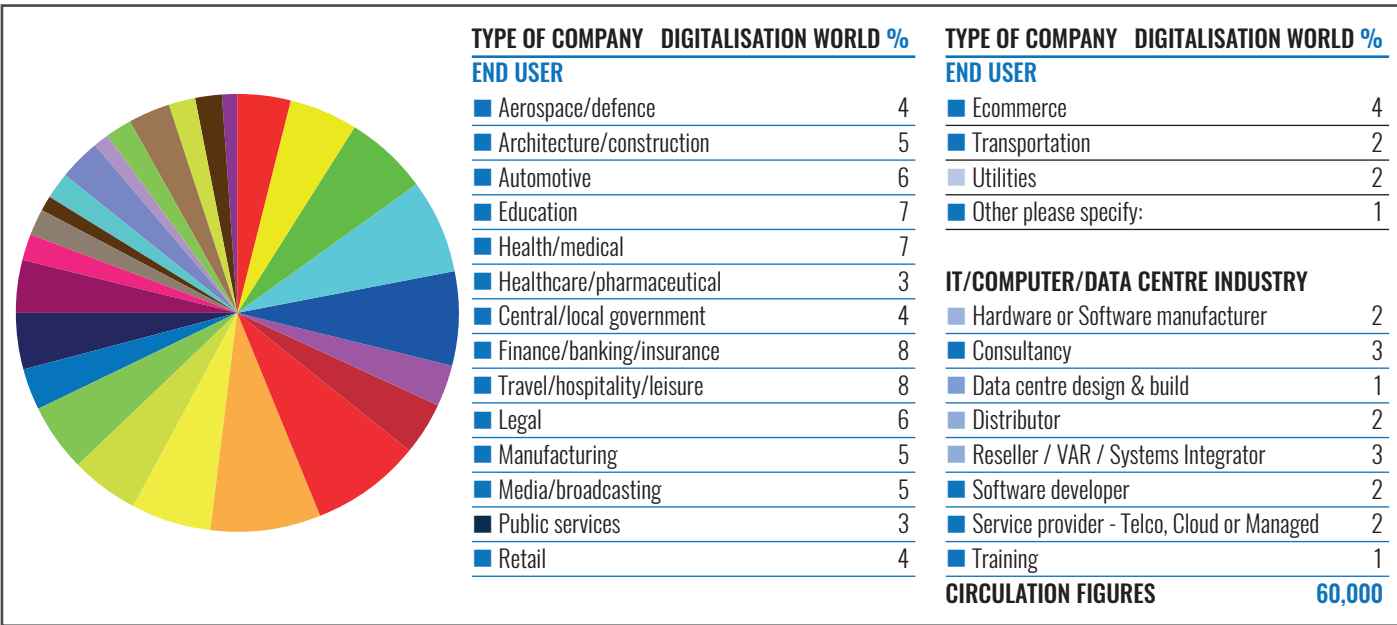
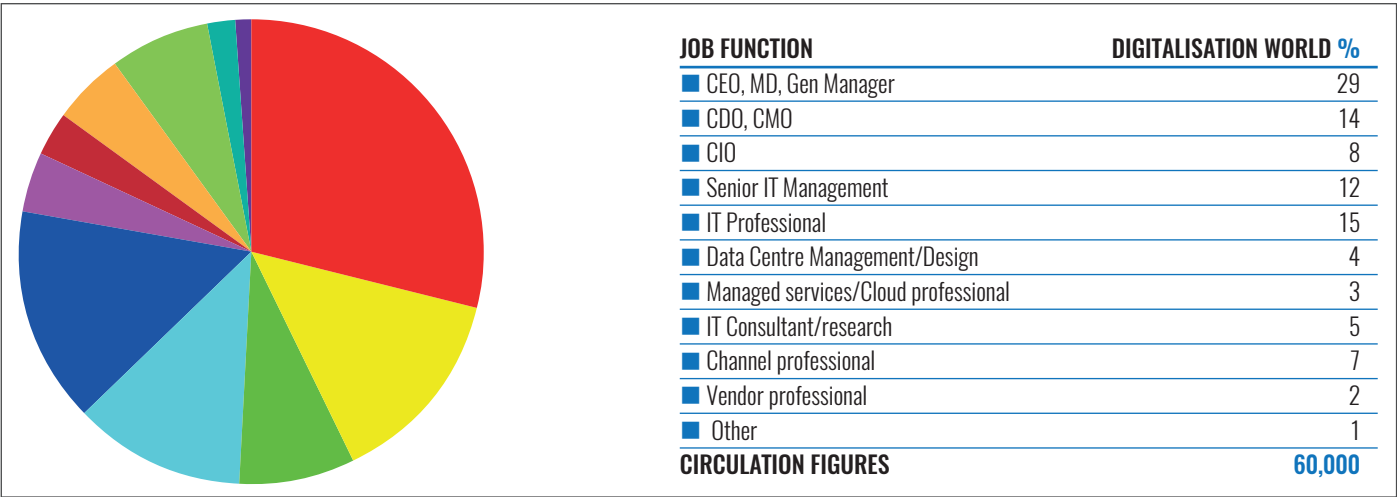
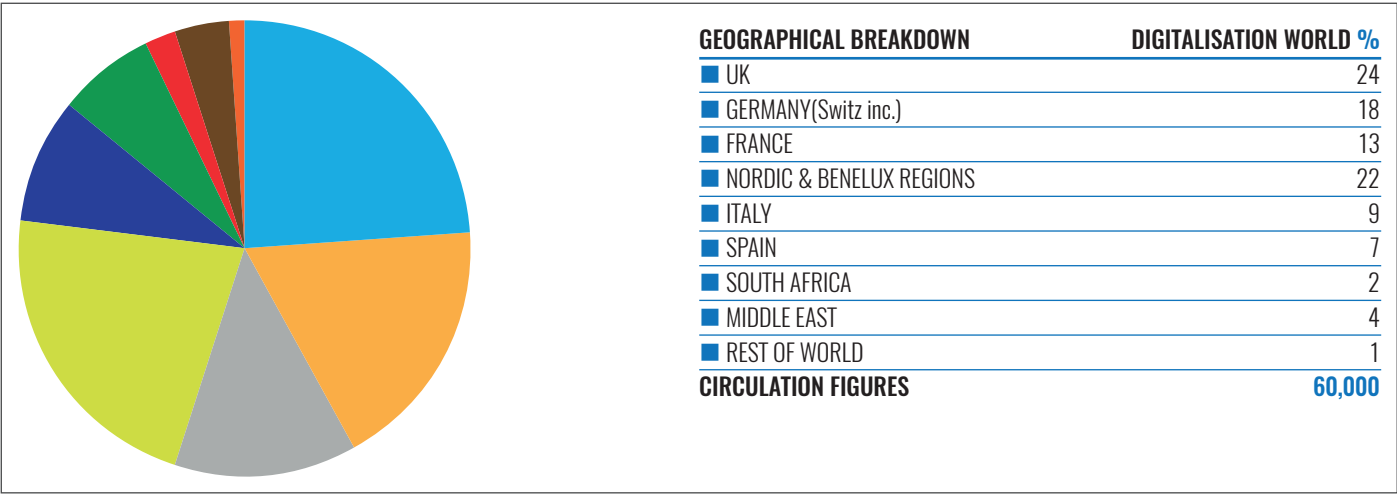
ISSUE	5 VIDEO MAGAZINE	6	7 VIDEO MAGAZINE
ADVERTISING DEADLINE	03 JUNE	05 JULY	06 SEPTEMBER
FOCUS	MODERN WORKFORCE	COMPUTE + STORAGE NETWORKS	DX / CX
FEATURE 1		AR + VR METAVERSE	
FEATURE 2		DATACENTRES	
INDUSTRY	RETAIL + ECOMMERCE	MEDIA + GAMING	TRAVEL + TRANSPORT

ISSUE	8	9	10 VIDEO MAGAZINE
ADVERTISING DEADLINE	08 OCTOBER	06 NOVEMBER	02 DECEMBER
FOCUS	DEVOPS / APPS	HYBRID WORLD	THE FUTURE
FEATURE 1	NETWORKS + COMMS	IT MANAGEMENT + SERVICE	
FEATURE 2	EDGE	BLOCKCHAIN	
INDUSTRY	HOSPITALITY	EDUCATION	LEGAL + PROFESSIONAL

Publication date two weeks after advertisement deadline.

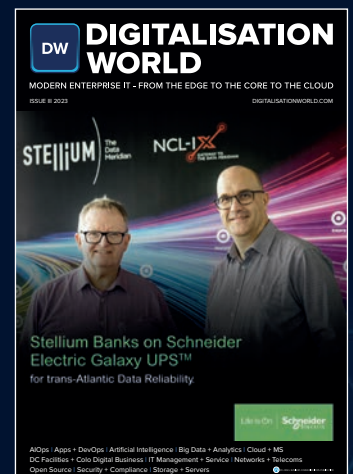
# CIRCULATION OVERVIEW

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 (£)

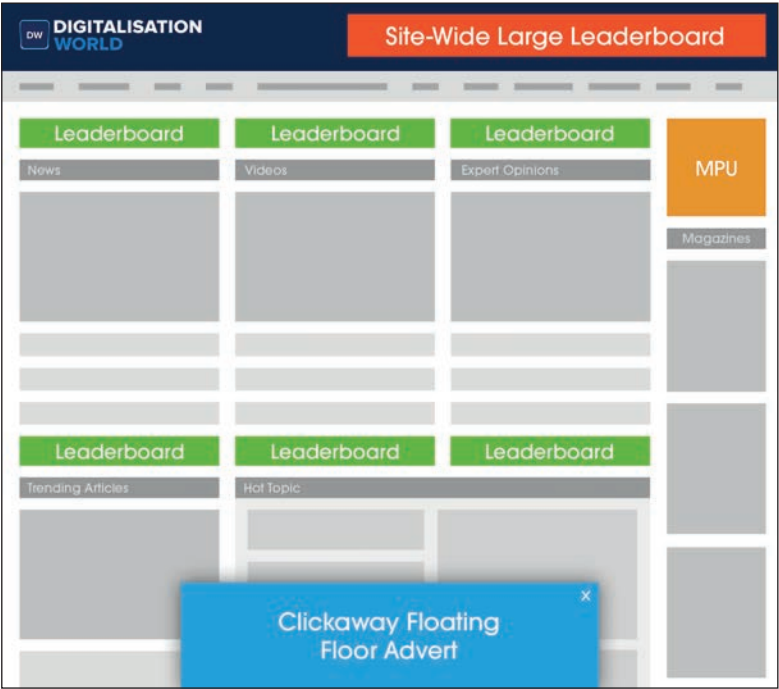
	6x	4x	1x
Full page	2,000	2,250	2,500
Half page	1,000	1,250	1,500
Island	1,000	1,250	1,500
1/3 page Vertical	900	1,100	1,350
Quarter (Horizontal)	750	£850	900





# 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.

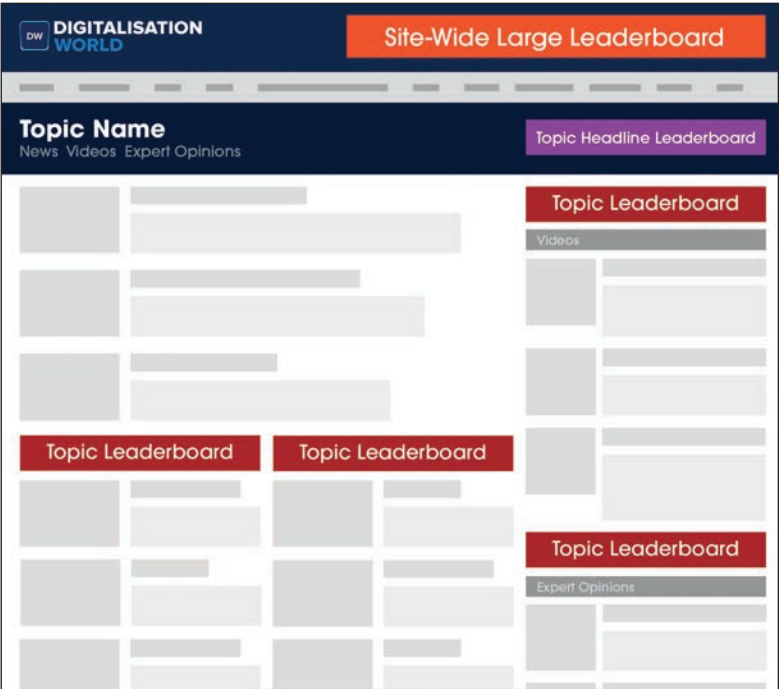


## HEADLINE SPONSOR

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
- QUANTUM COMPUTING



Size <sup>1</sup>	6 Months	3 Months	1 Month
• <b>Site-Wide Large Leaderboard</b> 970 x 90 px	£1000 pcm	£1500 pcm	£2000 pcm
• <b>Clickaway Floating Floor Ad<sup>2</sup></b> Max 970 x 200 px	£800 pcm	£1200 pcm	£1500 pcm
• <b>MPU</b> Max 500 x 500 px	£700 pcm	£1000 pcm	£1200 pcm
• <b>Leaderboard</b> 728 x 90 px	£600 pcm	£800 pcm	£1000 pcm
• <b>Topic Headline Leaderboard<sup>3</sup></b> 728 x 90 px	£595 pcm		
• <b>Topic Leaderboard<sup>3</sup></b> 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

### SDC CHANNEL INSIGHTS

- 80,000+ 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





# ROUNDTABLE

*Modern Enterprise It - From The Edge To The Core To The Cloud*

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](mailto:jackie.cannon@angelbc.com)

# [STAND OUT FROM THE CROWD]

## Front Cover Promotional 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](http://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](mailto:jackie.cannon@angelbc.com)





# 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





# 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 Heithcock**  
General Manager at Retrospect

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



# 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**

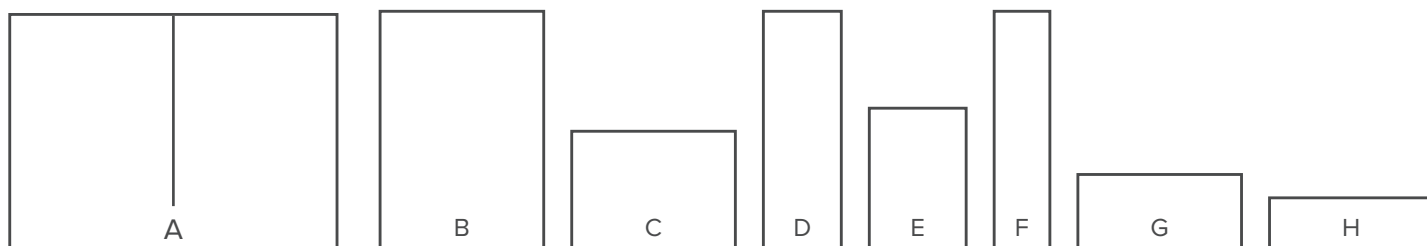
- The price allows for 900 words plus 2 images and a company logo.
- The advertorial will be run in Digitalisation World magazine, website and newsletter



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](mailto:mitch.gaynor@angelbc.com) or  
[wetransfer.com](http://wetransfer.com)  
[mailbigfiles.com](http://mailbigfiles.com)

If you require any assistance please contact:

Mitch Gaynor

Design & Production Manager

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