

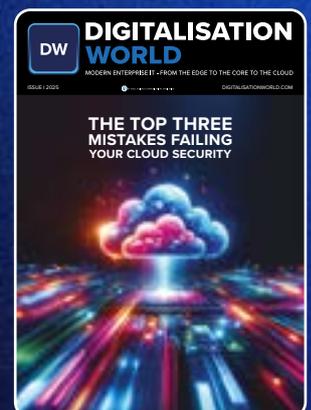


# DIGITALISATION WORLD

THE STRATEGIC MEDIA AND EVENTS PLATFORM FOR THE DIGITAL INFRASTRUCTURE ECOSYSTEM, TRUSTED TO INFORM, CONNECT AND ACCELERATE GROWTH ACROSS DATA CENTRES, CLOUD, NETWORKING AND IT TRANSFORMATION

## MEDIA PACK 2026

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



# EDITORIAL OVERVIEW

Digitalisation World covers the full stack of enterprise IT transformation, from cloud, AI and data-centre infrastructure to networking, cybersecurity and

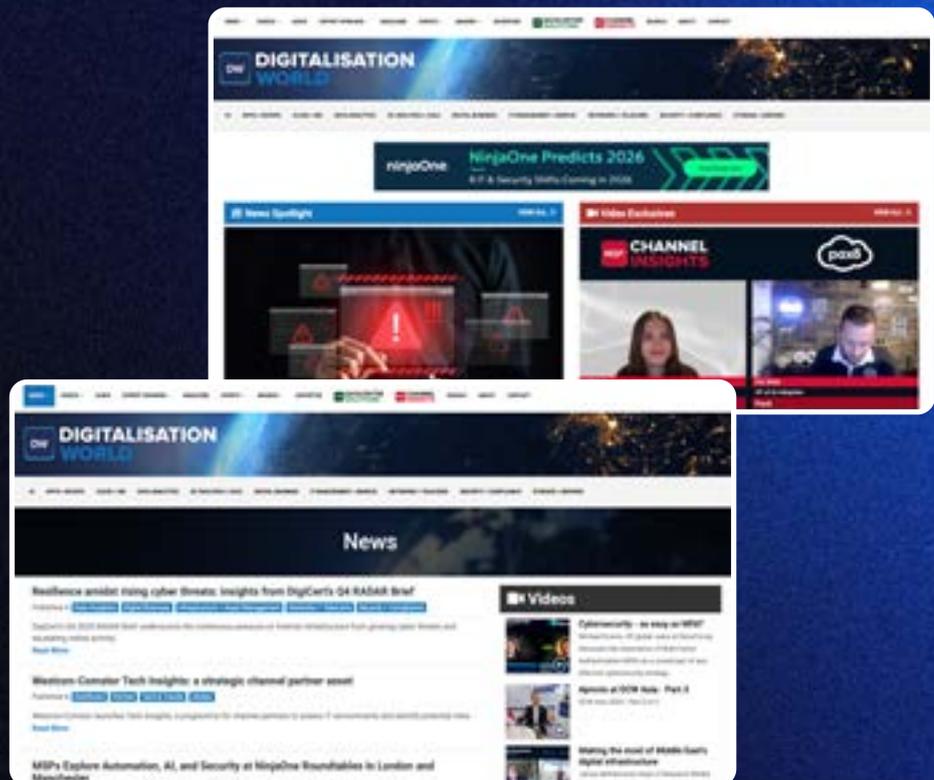
automation. Its editorial focuses on the technologies, strategies and innovations enabling modern, scalable and resilient digital operations globally.

## CORE EDITORIAL THEMES FOR 2026 INCLUDE:

- Cloud-Computing
- Hybrid-Cloud
- Multi-Cloud
- AI-Infrastructure
- Data-Centre-Strategy
- Cybersecurity
- Zero-Trust
- Network-Automation
- Software-Defined-Networking
- Edge-Computing
- 5G-Integration
- Workload-Optimisation
- Digital-Transformation
- IT-Modernisation
- Resilience
- Observability
- Monitoring
- Data-Governance
- Compliance
- Sustainability
- Heat-Reuse
- Power-Efficiency
- Cooling-Innovation
- Cloud-Migration
- IT-Operations
- DevOps
- Orchestration
- Containerisation
- Platform-Engineering
- Automation

## DIGITALISATION WORLD IS NOT SIMPLY A NEWS PLATFORM

It is a strategic voice for the channel, designed to educate, challenge and enable the next phase of data centre growth.



# PRODUCT OVERVIEW

## DIGITALISATION WORLD PORTFOLIO

A fully integrated media and events ecosystem supporting brand engagement and lead generation across the digital infrastructure sector.

## CORE CHANNELS

### DIGITALISATION WORLD MAGAZINE

- Digital magazine covering strategic insight, thought leadership and market analysis.
- News Website
- Weekly Email Newsletter

### DIGITAL PROMOTION

- Website Advertising and Sponsored Content
- HTML Email Marketing
- Weekly Email Newsletter Sponsorship

### EVENTS PORTFOLIO

- Digitalisation World Virtual Roundtables
- Vendor-Specific Roundtables

### ENGAGEMENT SOLUTIONS

- Webinars & Roundtables
- Editorial Interviews & Video Features



# CIRCULATION & AUDIENCE PROFILE

Digitalisation World reaches a highly targeted audience of more than 80,000 data centre and digital infrastructure professionals across the UK and Europe. Our readership includes data centre operators, colocation providers, hyperscalers, enterprise infrastructure teams, systems integrators and technology vendors responsible for infrastructure strategy, operations and capacity planning.

The audience spans C-suite executives, senior managers and technical leaders who influence capital investment, technology procurement and long-term platform strategy. Actively evaluating new technologies and operational approaches, these decision-makers make Digitalisation World an effective platform for engaging those shaping the future of the data centre industry.

## REGION CIRCULATION

%



Region	Circulation	% of Total
UK	14,400	18.00
Nordic & Benelux	13,200	16.50
USA	12,000	15.00
France	7,800	9.75
Germany	7,600	9.50
Italy	5,400	6.75
Spain	4,200	5.25
Switzerland	3,200	4.00
Middle East	2,400	3.00
South Africa	1,200	1.50
Rest of World	600	0.75
<b>Total</b>	<b>80,000</b>	<b>100%</b>

## JOB FUNCTION

%



Executive & Leadership	19,200	24
IT & Infrastructure Management	16,000	20
Security & Risk	9,600	12
Applications, DevOps & Digital Transformation	9,600	12
Data, Analytics & AI	8,000	10
Business & Customer-Focused Roles	6,400	8
Channel, Vendor & Consulting	8,000	10
Other / Emerging Digital Roles	3,200	4
<b>Total</b>	<b>80,000</b>	<b>100%</b>

## BUSINESS ACTIVITY

%



Digital Infrastructure & Cloud	17,600	22
Cybersecurity & Risk	14,400	18
DevOps, Automation & Apps	11,200	14
AI, Data & Analytics	9,600	12
Digital Transformation & Architecture	9,600	12
Customer Experience & ITSM	6,400	8
Channel & Tech Ecosystem	6,400	8
Executive Technology Leadership	4,800	6
<b>Total</b>	<b>80,000</b>	<b>100%</b>

# MAGAZINE ADVERTISING

DIGITALISATION WORLD (DW) is a multi-format, multimedia platform that delivers high-value and deeply relevant content across the entire digital transformation landscape. The platform provides continuous intelligence on cloud innovation, AI adoption, cybersecurity developments, hybrid IT architectures, automation strategies, and the critical infrastructure that powers modern digital business. Through long-form analysis, expert commentary, video features, product intelligence and real-time news, DW supports technology leaders who are navigating complex and highly interdependent technology environments.

DW serves hands-on IT practitioners including architects, engineers and operations teams who are responsible for system performance, reliability and day-to-day delivery. It also supports senior decision-makers who shape long-term technology strategy, investment priorities and digital business outcomes.

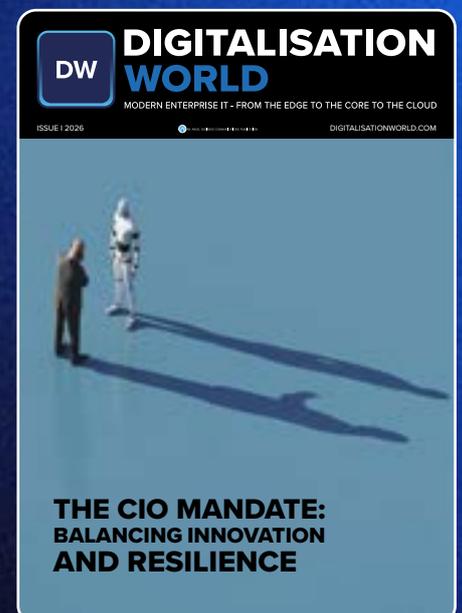


The platform is equally important for technology vendors, service providers and channel partners who require authoritative insight and strong market visibility in order to remain competitive in a fast-moving and fully interconnected digital ecosystem. By combining strategic context with practical guidance, DW helps every stakeholder understand emerging risks, evaluate new opportunities and make confident decisions in an environment defined by rapid change and rising expectations.

Advertisement Size (mm)	Size (mm)	Bleed (+3mm)	Price per Issue
Full Page	210 x 297	216 x 303	£2000
1/2 Page	177 x 130	-	£1200

## DIGITALISATION WORLD – FRONT COVER PACKAGE (£5,995)

The front cover of Digitalisation World 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. Digitalisation World magazine is distributed to over 80,000 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.



# WEBINARS

Digitalisation World webinars deliver high-impact, topic-led engagement with senior data centre decision-makers, providing sponsors with a powerful platform to educate, influence and generate qualified leads.

Each webinar is professionally produced and promoted across our full Digitalisation World audience, ensuring strong visibility and high-quality attendance from engaged data centre professionals who are actively exploring solutions, strategies and innovations that enhance performance, efficiency and long-term resilience.



## WHAT THE WEBINAR PACKAGE INCLUDES:

- Dedicated webinar session hosted by Digitalisation World
- Targeted promotion across email, website and social channels
- Speaker moderation and technical hosting support
- Branded registration landing page
- Data centre-focused audience targeting
- Live Q&A engagement
- Post-webinar on-demand hosting
- Full attendee reporting and GDPR-compliant lead data
- Post-event performance summary

## WEBINARS ARE IDEAL FOR:

- Product education and demonstrations
- Thought leadership positioning
- Market insight sharing
- Lead generation and pipeline development
- Strategic brand positioning

## WEBINAR INVESTMENT:

- £8,000 – Minimum 50 registered

These packages provide measurable ROI through direct engagement with senior decision-makers and form a key component within integrated campaign strategies.

# CONTACT US:



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