SDC

CHANNEL
INSIGHTS

MEDIA PORTFOLIO **2023**

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EDITORIAL OVERVIEW

SDC Channel Insights – a multimedia delight!

The SDC Channel Insights multimedia digital publication is one in a series of Channel-focused products from leading media organisation, Angel Business Communications.

Well known within the IT Channel market for the highly successful MSH Summit events held in the UK and Europe over the past few years, Angel has continued to develop its portfolio in recent times as organisations begin to adjust to the many challenges and opportunities of today's dynamic, digital, hybrid business world.

The SDC Channel Insights digital magazine was launched to both support our Channel-focused events and to have an independent, authoritative presence within the UK, Ireland and wider European Channel community. Each issue of the digital magazine includes news, articles and interviews focusing on the key technologies and business issues which impact on the IT Channel. We also publish SDC Channel Insights video specials, which contain a series of interviews with key vendor and Channel personnel. As a result, we can rightly claim that SDC Channel Insights is the only truly multi-media Channel focused digital publishing platform.

For 2023 we will publish four issues of SDC Channel Insights plus two video magazine specials, continuing the successful combination of articles and video interviews, and covering all the major business and technology topics that are essential knowledge for the Channel. That's everything from customer experience and IT operations, through the hybrid workplace, change management and sustainability, to 5G and the edge, AI and automation, and cybersecurity.

We're confident that no other Channel-focused magazine has the quality and quantity of multimedia content provided by SDC Channel Insights, underpinned by our editor's 30+ years' experience and the wider 35 year media pedigree of Angel Business Communications. And we're also confident that the combination of Channel events and publications (we also publish a weekly Channel newsletter) in the Angel portfolio provide an unrivalled Channel focus for both our readers and sponsors alike.

CUSTOMER

CUSTOMER
FRIENDLY
SUPPORTATIVE
INNOVATIVE
POSITIVE
PREISE
TIMELY

SERVICE

EDITORIAL THEMES

For 2023 we have four issues of SDC Channel Insights planned + 2 Video Magazines.

The SDC portfolio will continue the successful combination of articles and video interviews, and covering all the major business and technology topics that are essential knowledge for the Channel. That's everything from customer experience and IT operations, through the hybrid workplace, change management and sustainability, to 5G and the edge, AI and automation, and cybersecurity.

In addition, we will have Video Special issues dedicated to special topics, for example Women in IT.

ISSUE 1 – FEBRUARY / MARCH
Editorial + Advertising Deadline 6 FEBRUARY
Published 13 FEBUARY
HYBRID IT / HYBRID WORKPLACE
CHANGE MANAGEMENT
NETWORKING + COMMS

ISSUE 2 – APRIL / MAY
Editorial + Advertising Deadline: 17 APRIL
Published 23 APRIL
5G / EDGE/IOT
SUSTAINABILITY
STORAGE + COMPUTE

ISSUE 3 – JUNE / JULY VIDEO SPECIAL
Interviews by 26 June
Online by 1 July

ISSUE 4 – AUGUST / SEPTEMBER
Editorial + Advertising Deadline: 2 AUGUST
Published 9 AUGUST
SECURITY
CX/DX
ITOPS

ISSUE 5 – OCTOBER / NOVEMBER
Editorial + Advertising Deadline: 9 OCTOBER
Published 9 OCTOBER
AI + AUTOMATION
CLOUD
DATA CENTRES

ISSUE 6 – DECEMBER / JANUARY VIDEO SPECIAL
Interviews by 11 DECEMBER
Online by 14 DECEMBER

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HELPING THE CHANNEL UNDERSTAND AND PREPARE FOR THE MAJOR DIGITAL OPPORTUNITIES AHEAD

For 2023 we will publish three issues of SDC Channel Insights + one video issue covering all the major business and technology topics that are essential knowledge for the Channel. That's everything from customer experience and IT operations, through the hybrid workplace, change management and sustainability, to 5G and the edge, AI and automation, and cybersecurity.

25,700 Readership includes:
- Directors of Managed Service Providers
- Senior Managers of Managed Service Providers
- Directors of Systems Integrators
- Senior Managers of Systems Integrators

- Directors of Solution VARs
- Senior Managers of Solution VARs
- Hardware & Software Vendors
- Service Providers
- Distributors
- Hosting Providers
- Datacentre Providers
- Cloud Service Providers

UK & IRELAND 70%
EUROPE 25%
RoW - 5%
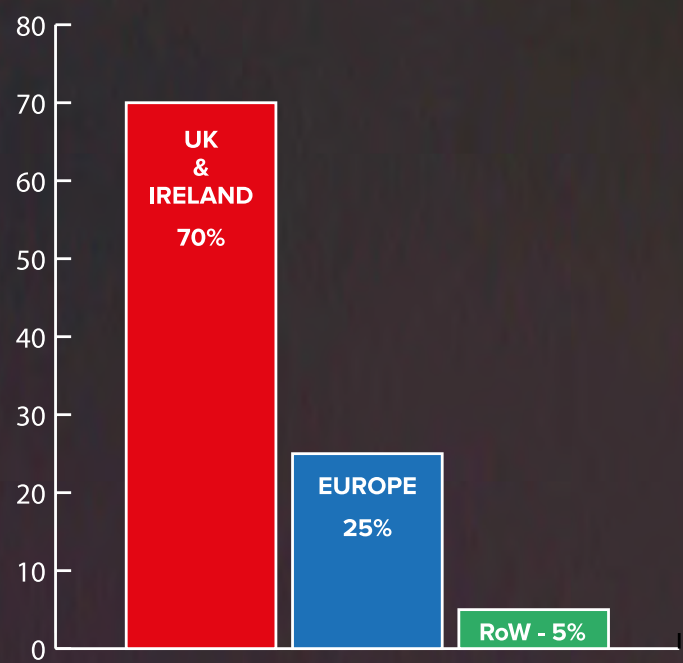
SDC WEBSITE OVERVIEW

We are confident the new enhanced platform will see increased traffic in 2023 with new, articles, videos and blogs which will educate the channel in day to day activities

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

- AI
- CLOUD + MS
- DATA ANALYTICS
- DC FACILITIES + COLO
- DIGITAL BUSINESS
- NETWORKS + TELECOMS
- SECURITY + COMPLIANCE
- STORAGE + SERVERS

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)
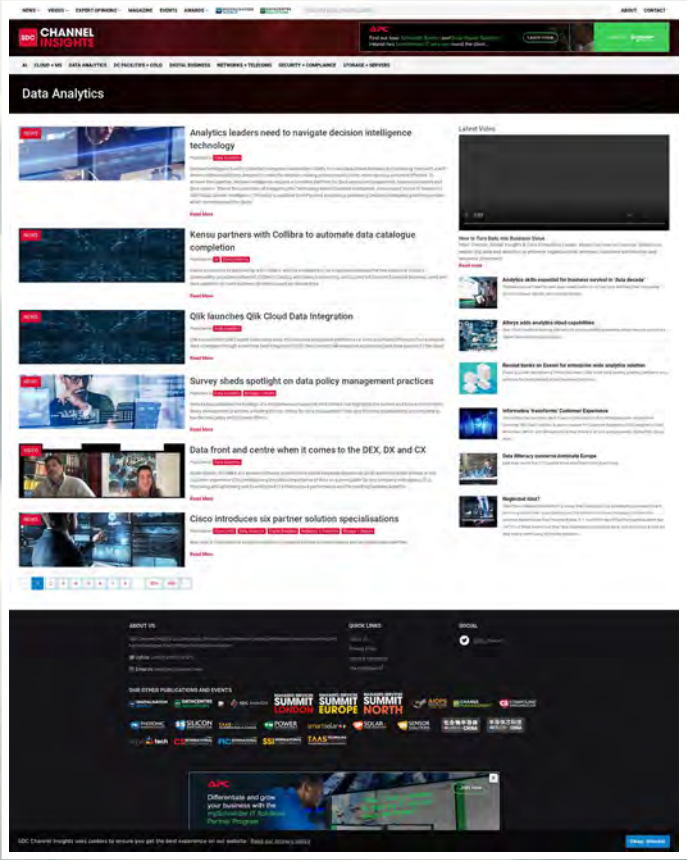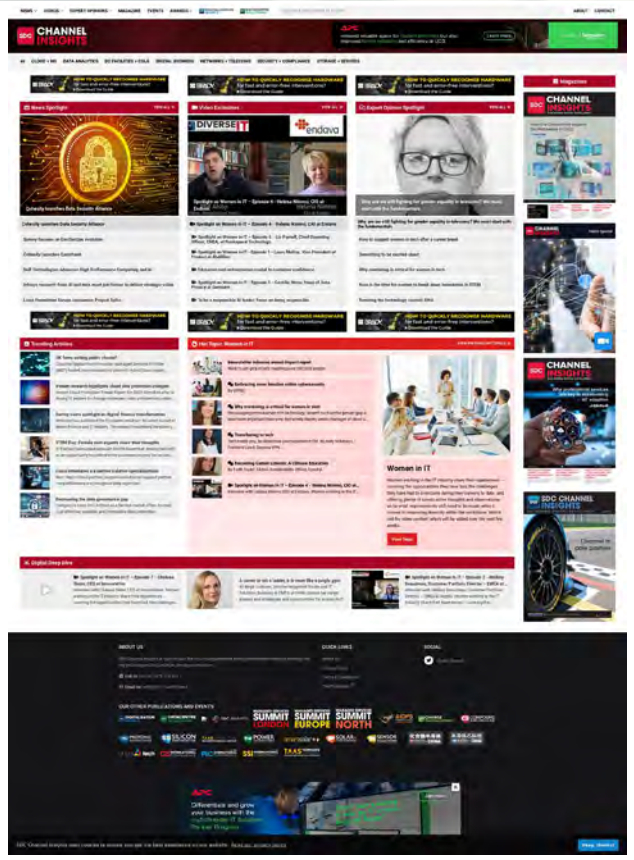
STAND OUT FROM THE CROWD

Front Cover Promotion Package

The front cover of SDC 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. SDC magazine is distributed to over 25,000 readers.

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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ADVERTISING RATES (£)

Corporate Partnership

- Twelve months in our Corporate Partnership Program includes:
- 12 months website promotion with your logo showing on homepage.
- Logo appears in every edition of our magazine.
- A Newsletter sponsorship with banner and 80 words of text

	4 x	2 x	1 x
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

Weekly email news alerts

The SDC digest is sent to 25,000 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

MECHANICAL SPECIFICATION
AD SIZES

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	-	-

A   B   C   D   E   F   G   H

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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 SDC Digital Digests (2 banners & sponsor message)
- 3x Month run of page banner within SDC web pages
- 1x Magazine advert within SDC Magazine

Package Cost: £2,695 (Rate card value £4,170)

6 MONTH PACKAGE

- 4x Sponsored SDC Digital Digests (2x banners & sponsor message)
- 6x Month Run of Page Banner within SDC Channel supplement web pages
- 2x Magazine Advert within SDC Magazine
- Editorial Q&A feature in the SDC magazine with added exposure via SDC 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

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MAGAZINE - MULTIMEDIA - EVENTS - AWARDS

OVERVIEW

- **SDC Magazine**: a quarterly monthly, digital publication

- **SDC Video Magazine:** A quarterly Zoom interview led magazine

- **SDC Weekly e-newsletter:** (25,000 circulation)

- **SDC Online:** Dedicated website

- **SDC Multimedia:** Webinar + Roundtables

MULTIMEDIA + EVENTS

The SDC website provides real-time coverage of the data centre industry, with regularly updated news, blogs and video content. It also hosts access to the SDC digital magazine and the SDC 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.

SDC 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 SDC, 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 SDC 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.
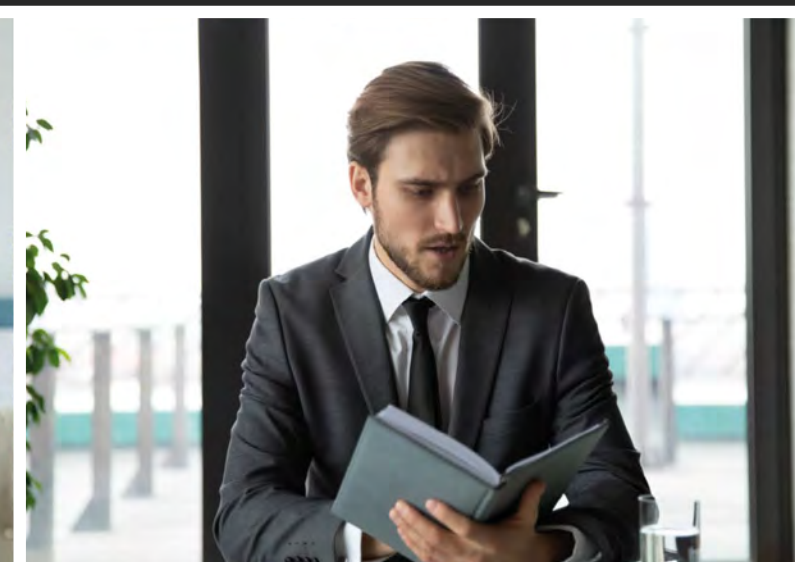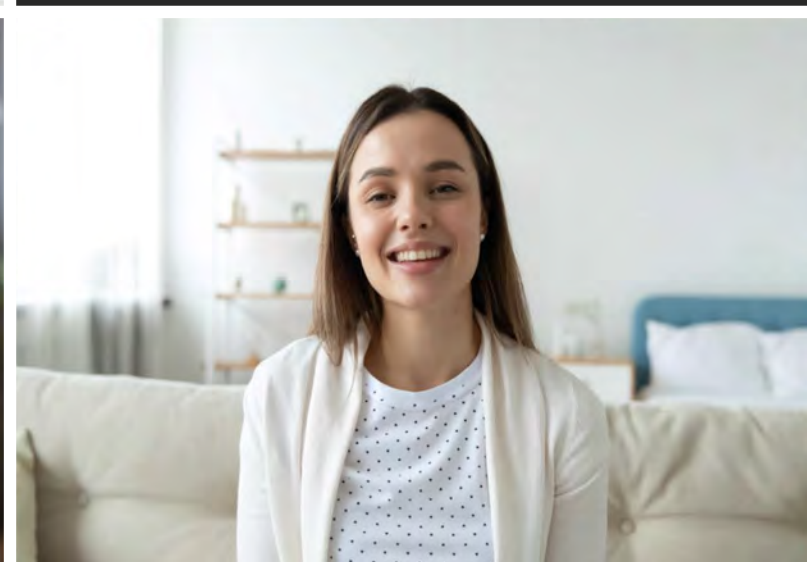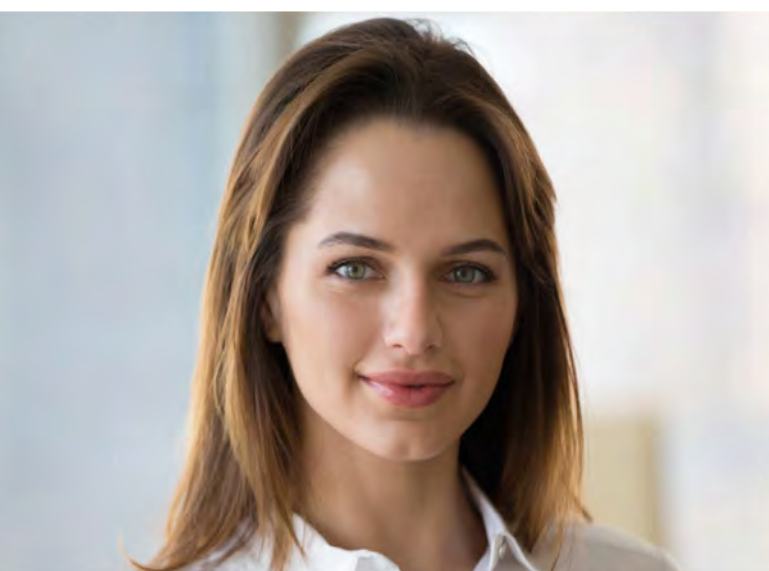

DIVERSE IT
WOMEN IN THE TECH INDUSTRY

endava

Phil Alsop
Editor, Digitalisation World

Helena Nimmo
CIO at Endava

https://digitalisationworld.com/videos/4342/spotlight-on-women-in-it-episode-4-helena-nimmo-cio-at-endava?httk=1090

COST OF VIDEO:
15 MINUTES: £495.00
30 MINUTES: £895.00

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SDC 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

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SDC CHANNEL INSIGHTS

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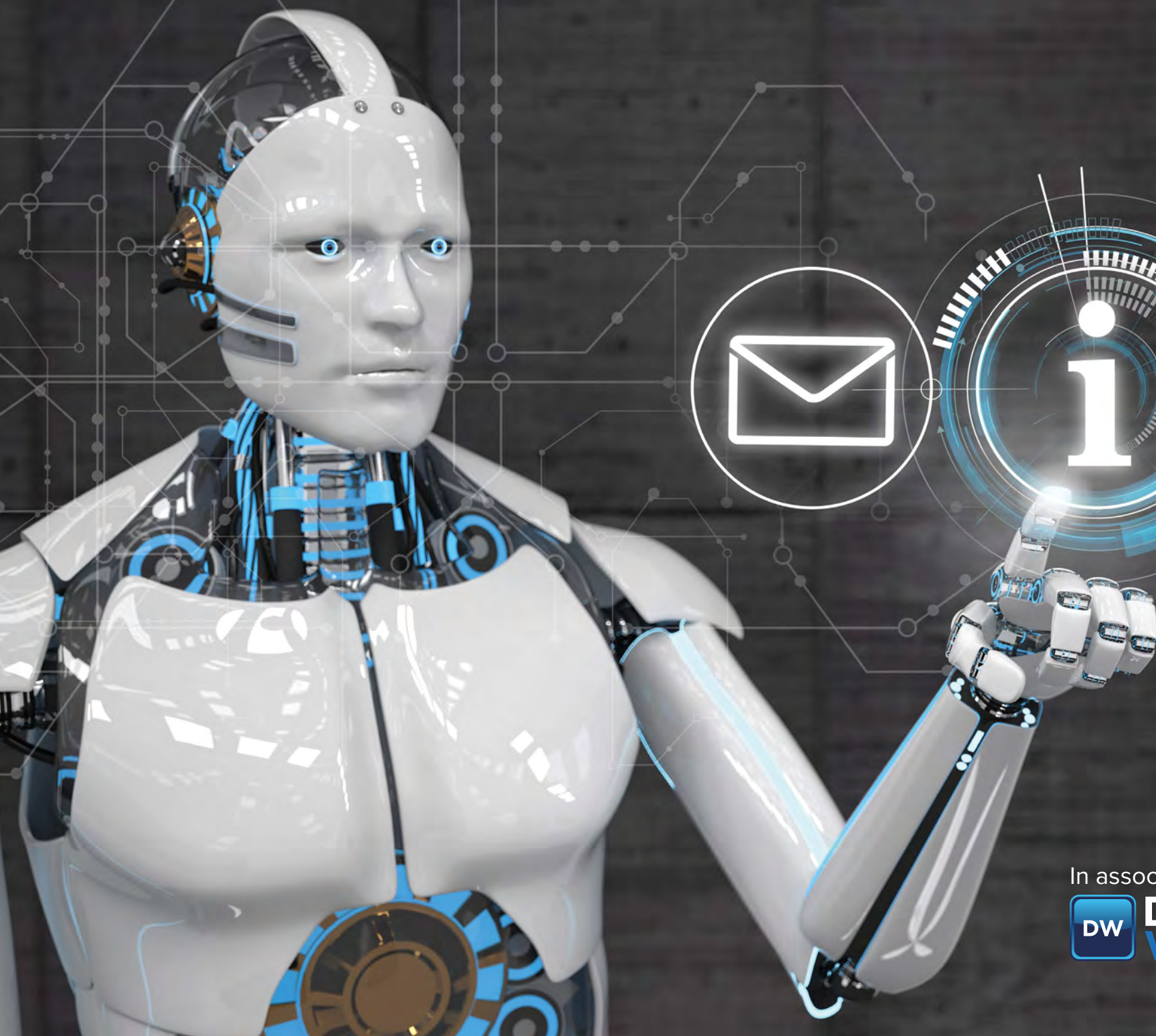+44 (0)2476 718970
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In association with:

DW DIGITALISATION WORLD

Angel A
BUSINESS COMMUNICATIONS