



CHANNEL INSIGHTS

SUSTAINING DIGITAL EXCELLENCE



MEDIA PACK 2024

sdc-channel.news

Joint Organisers of:

MANAGED SERVICES
**SUMMIT
BENELUX**
MANAGED SERVICES
**SUMMIT
NORDICS**

MANAGED SERVICES
**SUMMIT
LONDON**
MANAGED SERVICES
**SUMMIT
MANCHESTER**



EDITORIAL OVERVIEW SDC CHANNEL INSIGHTS

ANGEL BUSINESS COMMUNICATIONS has been a leading business to business media organisation for over 40 years, with a proud track record of national and international publication and event innovation. When it comes to the IT Channel, we are the co-developer and co-owner of the highly successful MSS series of one-day conferences, with events taking place in London, Manchester, Amsterdam, and the Nordics.

Building on the success of these events, the SDC Channel Insights publication was launched to provide a major content platform to ensure that our high-quality database of event attendees is kept informed of Channel news, service and technology developments on a continuous basis.

We do this through the digital magazine, the innovative video magazines and the website hub. All these content formats focus on the major business and technology topics which are essential reading for Channel organisations. So, whether it's the digital or video magazines, or the website, you'll find news, product launches, articles, blogs and interviews focusing on key issues

such as digital transformation, skills development, growing and evolving a channel business, the transition from VAR to MSP and the increasing importance of optimising the customer experience.

Alongside this content, you'll find plenty of technology coverage – with security, AI, IoT, storage and servers, automation, networking and telecoms, DevOps (and many other Ops!) and quantum computing being front and centre.

New for 2024, we have developed the publication database significantly, to 80,000 industry professionals – reflecting the growing importance of the Channel in terms of the overall IT supply chain.

We are confident that our innovative multimedia content platform, working alongside our successful events, provides a unique, high-quality environment - the perfect environment to ensure that your marketing message, carefully developed in partnership with SDC Channel Insights, is seen by the key Channel decision makers in the UK and further afield.

PRODUCT OVERVIEW

MAGAZINE

- 4 Digital Magazines
- 2 VIDEO SDC Magazines
- Managed Service Events & SDC Awards Specials

E-NEWSLETTER

- A weekly newsletter to 80,000

WEBSITE SECTIONS

- AI
- Cloud + MS
- Data Analytics

- DC Facilities + Colocation
- Digital Business
- Security + Compliance
- Storage + Servers

EVENTS

- Managed Services Summit London
- Managed Services Summit BENELUX
- Managed Services Summit Manchester
- Managed Services Nordics
- SDC Awards
- ZOOM Interviews / Webinars / Roundtables

EDITORIAL CALENDAR 2024

FOR 2024 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.

ISSUE	1	2	3 (VIDEO ISSUE)
MONTH	FEBRUARY / MARCH	APRIL / MAY	JUNE / JULY
ADVERTISING + EDITORIAL DEADLINE	01 FEBRUARY	09 APRIL	-
INTERVIEWS BY	-	-	26 JUNE
PUBLISHED	15 FEBRUARY	23 APRIL	01 JULY
FOCUS	HYBRID / WORKPLACE	5G / EDGE / IOT	SUSTAINABILITY / ESG
FEATURE	NETWORKS + COMMS	STORAGE / COMPUTE	
FEATURE	ANALYTICS	MOBILE IT	

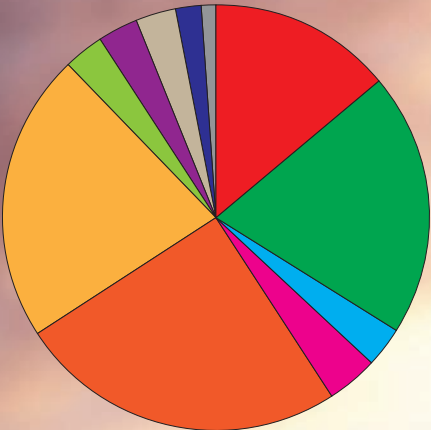
ISSUE	4	5	6 (VIDEO ISSUE)
MONTH	AUGUST / SEPTEMBER	OCTOBER / NOVEMBER	DECEMBER / JANUARY
ADVERTISING + EDITORIAL DEADLINE	01 AUGUST	02 OCTOBER	-
INTERVIEWS BY	-	-	02 DECEMBER
PUBLISHED	15 AUGUST	16 OCTOBER	09 DECEMBER
FOCUS	CYBERSECURITY	AI + AUTOMATION	WORKFORCE / SKILLS
FEATURE	DX / CX	CLOUD + MANAGED SERVICES	
FEATURE	ITOPS	DATA CENTRES	

Publication date two weeks after advertisement deadline.

In addition, there will be four additional VIDEO Magazines dedicated to the MSS 2024 events and the SDC Awards 2024. We welcome the submission of bylined articles and blogs for consideration for inclusion in SDC magazine.

CIRCULATION OVERVIEW

Reach over 80,000 MSPs, MSSP's, systems integrators, solution providers and resellers in the ICT channel in UK &Europe. Readers include Directors of Managed Service Providers, Senior Managers of Managed Service Providers, Directors of Systems Integrators, Senior Managers of Systems Integrators, Directors of Solution VARs, Directors of Managed Security Services Providers, Senior Managers of Managed Security Services Providers and many more.



JOB FUNCTION	%
Director/ Board Level MSPs / SIs / VARS	14
Senior Management MSPs / SIs / VARS	20
Channel Program Director	3
IT Distributor Director / Management	4
Sales / Account Management / Staff MSPs/ SIs / VARS	25
Technical Management / Staff	22
Partner Development Manager	3
Channel Solutions Architect	3
IT Distributor Staff	3
Consultant	2
Other	1
CIRCULATION FIGURES	80,000



GEOGRAPHICAL BREAKDOWN	%
UK & IRELAND	65
REST OF THE WORLD	35
CIRCULATION FIGURES	80,000

WEBSITE OVERVIEW

We are confident the new enhanced platform will see increased traffic in 2024 with new, articles, videos and blogs which will educate the channel in day to day activities

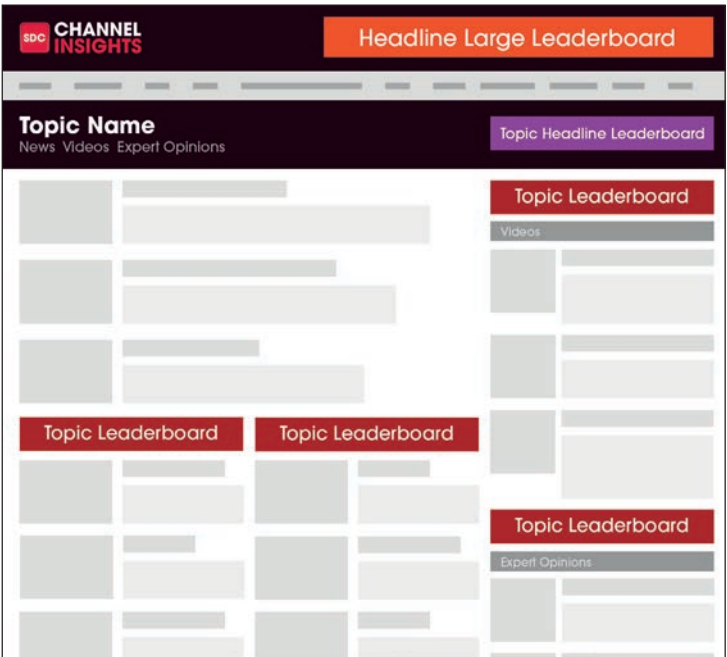
HEADLINE SPONSOR

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



RUN OF PAGE SPONSOR

- AI
- CLOUD + MS
- DATA ANALYTICS
- DC FACILITIES + COLOCATION
- DIGITAL BUSINESS
- 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.
- Quoted sizes are artwork guidelines. Actual display size may differ depending on user screen size.
 - Clickaway floating floor advert is stuck to the bottom of the screen and is dismissible by the user. It re-appears after 24 hours.
 - Banners shown on a topic page of your choosing. 3 Months minimum.

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 80,000 readers.

Package includes:

- 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:

Mark Hinds

+44 (0)2476 718970

mark.hinds@angelbc.com

Jackie Cannon

+44 (0)1923 690205

jackie.cannon@angelbc.com





ROUNDTABLE

Sustaining Digital Excellence in the Channel Field

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 an 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 SDC website 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

DIGITAL PACKAGES

CHOOSE one of our bespoke SDC Insights 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 SDC Insights magazine (1 Issue)

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 SDC Insights magazine (4 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 SDC Insights magazine (2 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 SDC Insights editorial staff for your company, leverage our expertise



View this channel article

SDC CHANNEL INSIGHTS INTERVIEWS

SDC CHANNEL INSIGHTS INTERVIEWS • 2023 • ISSUE 3 (PART 4)

BCS ENVEIL OpenUK Gladstone PERSONA

SDC AWARDS 2023 NOMINATIONS ARE NOW OPEN

ENTER NOW

Women in the data centre industry - the BCS perspective
 Jan Hart, CEO and Fay Vlasos, Consultant, both at BCS, discuss the reasons behind the lack of women in the data centre industry at the current time and ways in which this inequality can be addressed - with both optimistic that the younger workforce generation is committed to creating a fully diverse workplace in the near future.

Achieving the CEO objective
 Dr. Elson Anne Williams, CEO and Founder at Enveil, explains how she went from working for the National Security Agency in the US to founding her own company, Enveil, specialising in privacy enhancing technology. She shares some fantastic insights on equality, diversity and the IT industry.

From the legal profession to open technology
 Amanda Brady, CEO of OpenUK - the not-for-profit organisation representing the UK's Open Technology sector - started her career in the legal sector and when she did move across to the IT industry discovered a more enlightened approach to diversity, equality and inclusion, but one that still had a way to go for this interview, she shares some brilliant insights and observations as to the attitudes she has encountered in her career, and how she is optimistic as to the future.

Interview with Gladstone
 Lindsay McIsaac, Head of Product at Gladstone, discusses the challenges facing women in the IT industry, the benefits of workplace

Data as the catalyst for improving student engagement
 Rachel Maxwell, Principal Advisor Academic, Research and Commercial at Solihull College, outlines her career to date, explaining how she came to take on her current role at the company and how the Student Engagement Analytics Platform is helping universities and other academic organisations to enhance and optimise the use of their student data. Many of the insights she shares are equally applicable to the business world.

Women in IT - Ann Schlemmer, CEO of Persona
 In the latest interview in our Women in IT series, Ann Schlemmer, CEO of Persona, explains how she moved from a career in banking, through some time away from work to concentrate on family life, and then returned to the workplace, joining the IT industry and the open source community. She has a wealth of experience and valuable insights to share when it comes to both equality and diversity.

SDC AWARDS 2023 NOMINATIONS ARE NOW OPEN

ENTER NOW

Package details

30 min ZOOM interview with the editor
 The interview will include a single page of advertising in Channel Insights or 1 Newsletter sponsorship.
 Package Price £995

Recent publications

CHANNEL INSIGHTS Issue 2 • 2023 Download

CHANNEL INSIGHTS Issue 1 • 2023 Download

SDC AWARDS 2022 Winners Guide Download

SDC 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 80,000 readers of SDC Insights
- Hosted on SDC Insights 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://sdc-channel.news/mailers/2023/sdc-videos/4/>

Price to sponsor + ZOOM Interview **£1995 (One sponsor only)**

Price for video interview only **£995**

ADVERTISING RATES (£)

The SDC Digital Magazine covers topics such as digital transformation, skills development, growing and evolving a channel business, the transition from VAR to MSP and the increasing importance of optimising the customer experience. Alongside this content, you'll find plenty of technology coverage – with security, AI, IoT, storage and servers, automation, networking and telecoms, DevOps (and many other Ops!) and quantum computing being front and centre.

	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

SDC
CHANNEL INSIGHTS
SUSTAINING DIGITAL EXCELLENCE

Building to last
Accessibility: Why it's vital we build our digital estates like we do our physical ones

ISSUE I 2023

INSIDE
News Review, Features
News Analysis, Profiles
Research Review
and much more...

WHAT LIES AHEAD FOR MSPs IN 2023?
As the landscape in 2023, MSPs will have to find ways to stand out and become savvy marketers

FOUR CLOUD TRENDS THAT MAY SURPRISE YOU
As the landscape in 2023, MSPs will have to find ways to stand out and become savvy marketers

2023 IS THE YEAR OF OPPORTUNITY FOR MSPs
Even though organisations are struggling to diversify and leverage the range of public cloud

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Diversifying the Channel:
Why International Women's Day remains relevant

ISSUE II 2023

INSIDE
News Review, Features
News Analysis, Profiles
Research Review
and much more...

PRACTICE WHAT YOU PREACH: USE WHAT YOU SELL
Digital transformation isn't only changing an enterprise's technology, but also its people, processes, and overall culture

HOW RESELLERS CAN RIDE THE RECESSION WAVE
Channel resellers are in a precarious position, to cut enterprise costs with inflation at an all-time high

STAYING AHEAD OF CORRUPTION TECHNIQUES
Channel resellers are well become more advanced, and organisations will need to do more to keep their data safe

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SUSTAINING DIGITAL EXCELLENCE

Why businesses should collaborate to close the engineering skills gap

ISSUE IV 2023

INSIDE
News Review, Features
News Analysis, Profiles
Research Review
and much more...

CLOUD SECURITY AND RUNTIME ANALYSIS
Cloud computing has become more advanced, and organisations will need to do more to keep their data safe

PAVING THE WAY FOR SECURITY RESILIENCE
With so many cybersecurity solutions available on the market, customers can be left feeling underwhelmed

HOW MSSPs CAN TACKLE RANSOMWARE
Ransomware is a big threat, with the commodification of these attacks via Ransomware as a Service

sdc-channel.news 10

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 SDC Insights magazine, website and newsletter



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



AD MECHANICAL SPECIFICATION

File Format

High Resolution PDF.

Compliant to industry standard PDF/X-1a.

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 3 mm bleed on all sides.

Any file supplied non-CMYK, may print with unexpected results, due to possible colour shifts during CMYK conversion.

Delivery Methods

Email: PDF / ZIP file to:

mitch.gaynor@angelbc.com

or use wettransfer.com

or mailbigfiles.com

Please ZIP files before sending then send email confirmation your artwork has been dispatched.

If you require any assistance please contact:

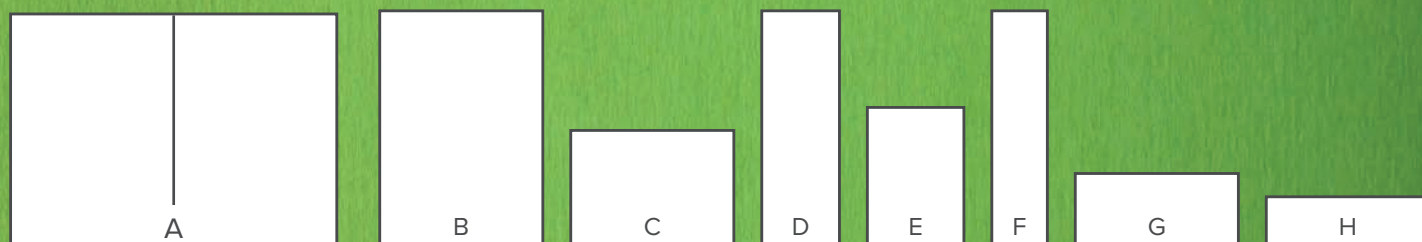
Mitch Gaynor

Design & Production Manager

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Advertisement Size (mm) (w) Width x (h) Height	Size (mm)	Bleed (+3mm)
A DPS (Double Page Spread)	420 x 297	426 x 303
B Full Page A4	210 x 297	216 x 303
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	-



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.



<https://sdc-channel.news/videos/4492/high-tech-innovation-making-access-easier>

Cost of Video:

15 Minutes: £495.00

30 Minutes: £895.00



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