



# CHANNEL INSIGHTS

CONNECTING THE CHANNEL PARTNER ECOSYSTEM



**MEDIA PACK 2024**  
MSP-CHANNEL.COM

Joint Organisers of:

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

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

# EDITORIAL OVERVIEW MSP 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 MSP 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 50,000 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 MSP Channel Insights, is seen by the key Channel decision makers in the UK and further afield.

## PRODUCT OVERVIEW

### MAGAZINE

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

### WEBSITE SECTIONS

- Vendor
- Distributor
- Partner
- Mergers & Acquisitions
- People Moves
- Tech & Trends

### E-NEWSLETTER

- A weekly newsletter to 50,000

### 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 MSP Channel Insights planned + 2 Video Magazines.

The MSP 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	

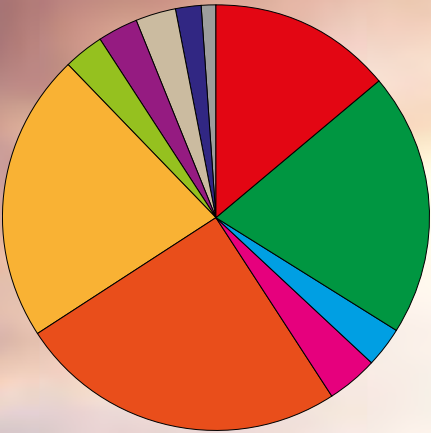
Publication date two weeks after advertisement deadline.

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 MSP magazine.



# CIRCULATION OVERVIEW

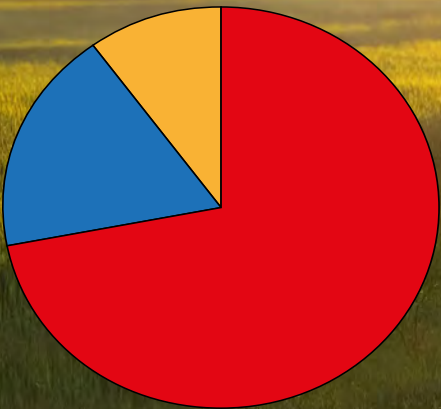
Reach over 50,000 MSPs, MSSP's, systems integrators, solution providers and resellers in the ICT channel in UK &Europe. Readers include Directors of Managed Service Providers, Senior Managers of Managed Service Providers, Directors of Systems Integrators, Senior Managers of Systems Integrators, Directors of Solution VARs, Directors of Managed Security Services Providers, Senior Managers of Managed Security Services Providers and many more.



JOB FUNCTION

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

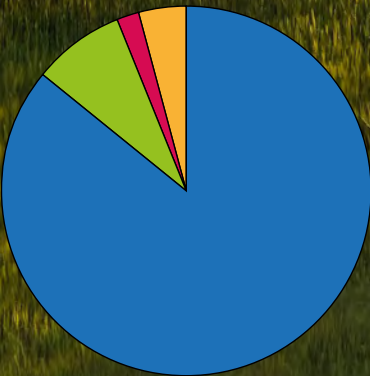
CIRCULATION FIGURES 50,000



GEOGRAPHICAL BREAKDOWN

%	
72	UK & Ireland
18	Benelux
10	Nordics

CIRCULATION FIGURES 50,000



COMPANY TYPE	%
MSPs	86
VAR/ Reseller	8
System Integrator	2
IT Consultancy	4

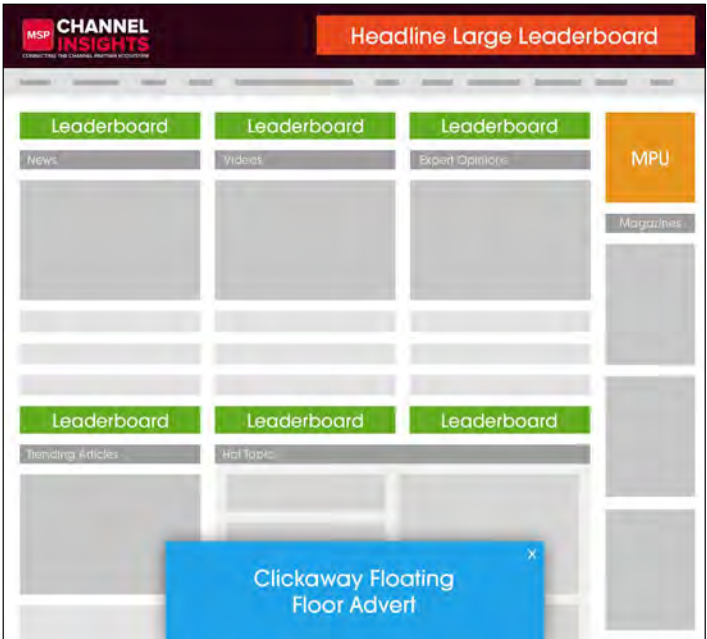
CIRCULATION 50,000

# 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

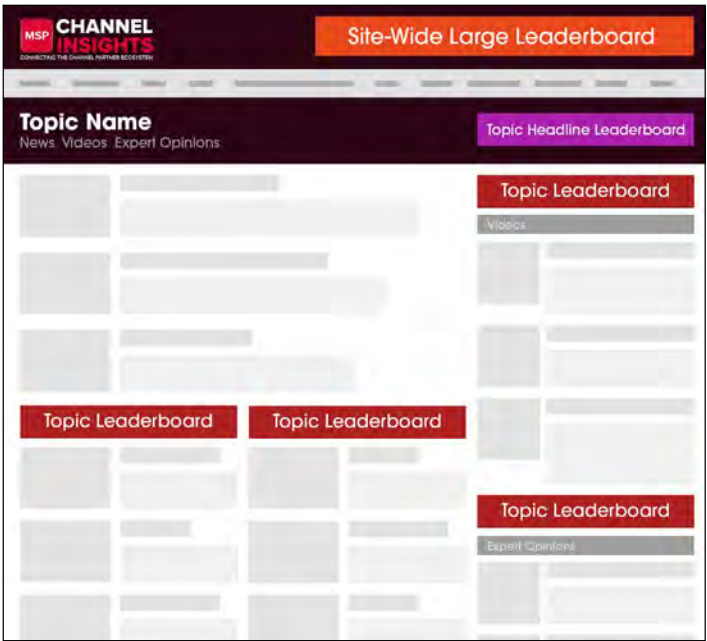
## HEADLINE SPONSOR

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



## RUN OF PAGE SPONSOR

- VENDOR
- DISTRIBUTOR
- PARTNER
- MERGERS & AQUISITIONS
- PEOPLE MOVES
- TECH & TRENDS



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	£1600 pcm	£2400 pcm	£2900 pcm
● <b>MPU</b> 500 x 500 px	£700 pcm	£1000 pcm	£1200 pcm
● <b>News 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.



# STAND OUT FROM THE CROWD

## FRONT COVER PROMOTION PACKAGE

The front cover of MSP 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. MSP magazine is distributed to over 50,000 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
- 728 x 90 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](mailto:mark.hinds@angelbc.com)

#### Jackie Cannon

+44 (0)1923 690205

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





# ROUNDTABLE

CONNECTING THE CHANNEL PARTNER ECOSYSTEM

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

# DIGITAL PACKAGES

CHOOSE one of our bespoke MSP 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 MSP 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 MSP Insights magazine (4 Issues)

Separate Costs: £28,620

Package Cost: £16,995

## 6 MONTH PACKAGE

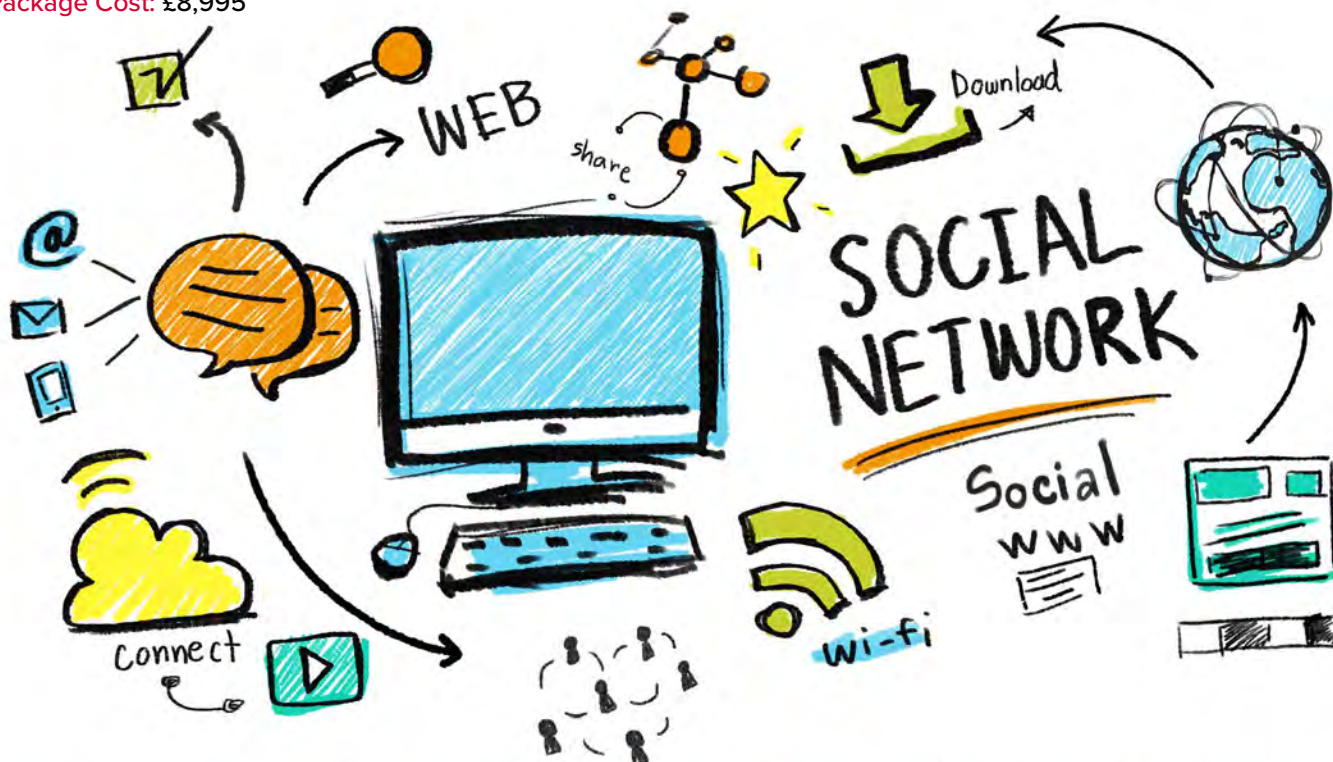
- 3 Sponsored newsletters of your choice (2 banners & sponsor message)
- Run of page section sponsor (6 month banner)
- 3 x static/animated banners MSP Insights magazine (2 Issues)

Separate Costs: £14,310

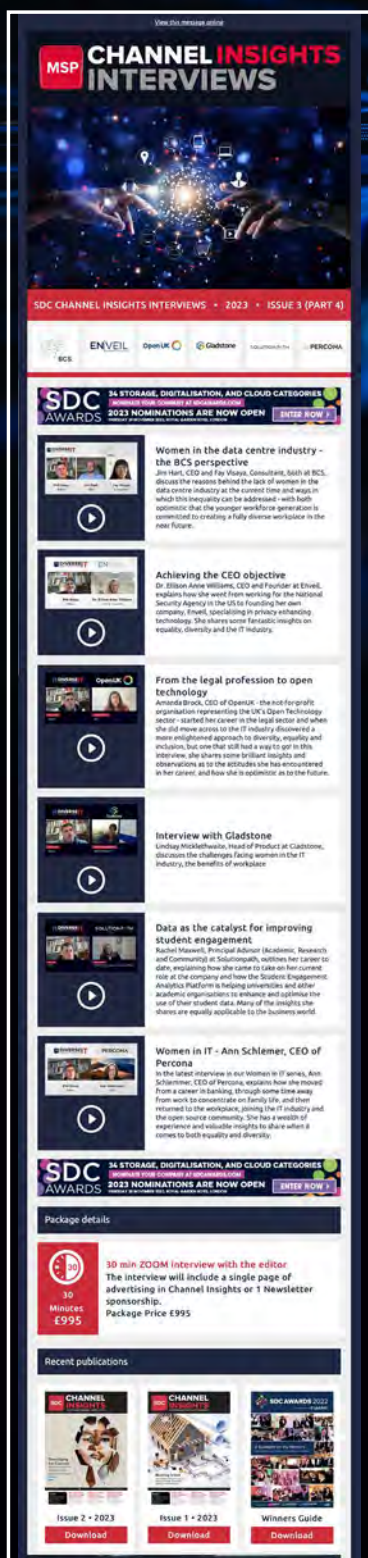
Package Cost: £8,995

**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 MSP Insights editorial staff for your company, leverage our expertise







## MSP 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 50,000 readers of MSP Insights
- Hosted on MSP 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://MSP-CHANNEL.COM/mailers/2023/MSP-videos/4/>

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

Price for video interview only **£995**

# ADVERTISING RATES (£)

The MSP 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
<b>Full page</b>	2,000	2,250	2,500
<b>Half page</b>	1,000	1,250	1,500
<b>Island</b>	1,000	1,250	1,500
<b>1/3 page Vertical</b>	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 industry matures, MSPs will have to find ways to stand out and become savvy marketers.

**FOUR CLOUD TRENDS THAT MAY SURPRISE YOU**  
As the cloud continues to grow, 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 engineering their own success, the future for MSPs looks promising and profitable.

SDC

**CHANNEL INSIGHTS**  
SUSTAINING DIGITAL EXCELLENCE

**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-positioned to become more advanced, and organisations will need to do more to keep their data safe.

SDC

**CHANNEL INSIGHTS**  
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 helps companies implement technology more efficiently so they can achieve goals faster.

**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 top threat with the commoditisation of these attacks, ransomware as a service.



# 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 MSP Insights magazine, website and newsletter



Contact: Mark Hinds, Senior Sales Executive  
+44 (0)2476 718 971  
[mark.hinds@angelbc.com](mailto: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](mailto:mitch.gaynor@angelbc.com)**

or use **[wetransfer.com](http://wetransfer.com)**

or **[mailbigfiles.com](http://mailbigfiles.com)**

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

If you require any assistance please contact:

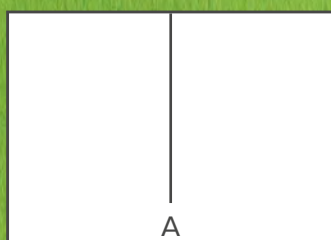
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Design & Production Manager

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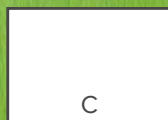
Advertisement Size (mm) (w) Width x (h) Height	Size (mm)	Bleed (+3mm)
A DPS (Double Page Spread)	420 x 297	426 x 303
B Full Page A4	210 x 297	216 x 303
C 1/2 Page Horizontal	184 x 120	-
D 1/2 Page Vertical	88 x 247	-
E Island (On request)	121 x 186	-
F 1/3 Page Vertical	58 x 248	-
G 1/3 Page Horizontal	184 x 79	-
H 1/4 Page Horizontal	184 x 58	-



A



B



C



D



E



F



G



H



# MSP 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 MSP, 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 MSP 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://MSP-CHANNEL.COM/videos/4492/high-tech-innovation-making-access-easier>

## Cost of Video:

15 Minutes: £495.00

30 Minutes: £895.00



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