



# CHANNEL INSIGHTS

CONNECTING THE CHANNEL PARTNER ECOSYSTEM



## MEDIA PACK 2025

[MSP-CHANNEL.COM](http://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 2025, we have developed the publication database significantly, to 63,000 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

- 6 Digital Magazines
- 4 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 63,000

### EVENTS

- Managed Services Summit London
- Managed Services Summit BENELUX
- Managed Services Summit Manchester
- Managed Services Nordics
- SDC Awards
- ZOOM Interviews / Webinars
- MSP Roundtable Series

# EDITORIAL CALENDAR 2025

FOR 2025 we have six issues of MSP Channel Insights planned + 4 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
MONTH	FEBRUARY / MARCH	APRIL / MAY	JUNE / JULY
ADVERTISING + EDITORIAL DEADLINE	3 FEBRUARY	9 APRIL	12 JUNE
PUBLISHED	17 FEBRUARY	23 APRIL	26 JUNE
FOCUS	HYBRID + WORKPLACE	5G + EDGE + IOT	SUSTAINABILITY + ESG
FEATURE	NETWORKS + COMMS	STORAGE / COMPUTE	REGULATION + COMPLIANCE
FEATURE	ANALYTICS	MOBILE IT	MERGERS + ACQUISITIONS

ISSUE	4	5	6
MONTH	AUGUST / SEPTEMBER	OCTOBER / NOVEMBER	DECEMBER / JANUARY
ADVERTISING + EDITORIAL DEADLINE	1 AUGUST	2 OCTOBER	1 DECEMBER
PUBLISHED	15 AUGUST	16 OCTOBER	16 DECEMBER
FOCUS	CYBERSECURITY	AI + AUTOMATION	WORKFORCE + SKILLS
FEATURE	DX + CX	CLOUD + MANAGED SERVICES	OPTIMISING CLIENT RELATIONSHIPS
FEATURE	ITOPS	DATA CENTRES	MSP DIFFERENTIATION

Publication date two weeks after advertisement deadline.

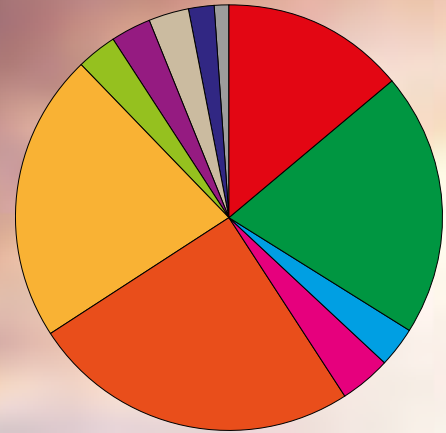
In addition, there will be four VIDEO Magazines dedicated to the Managed Services Summit 2025 events and the SDC Awards 2025.

We welcome the submission of bylined articles and blogs for consideration for inclusion in MSP Magazine.

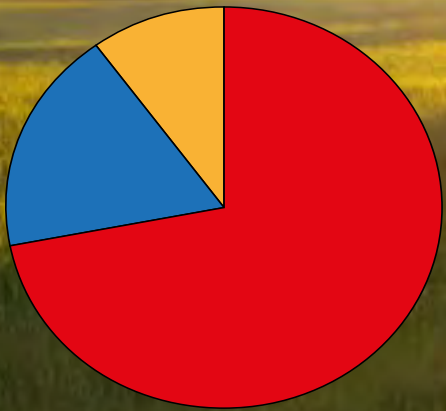


# CIRCULATION OVERVIEW

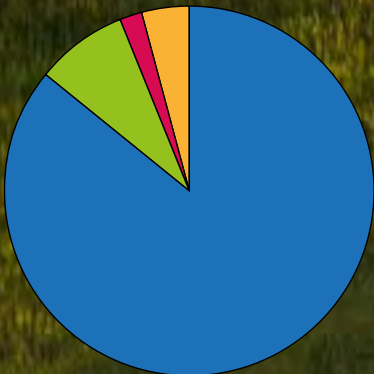
Reach over 50,000 MSPs, MSSP's, systems integrators, solution providers and resellers in the ICT channel in UK & Europe. Readers include Directors of Managed Service Providers, Senior Managers of Managed Service Providers, Directors of Systems Integrators, Senior Managers of Systems Integrators, Directors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



JOB FUNCTION	%
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
<b>CIRCULATION FIGURES</b>	<b>63,000</b>



GEOGRAPHICAL BREAKDOWN	%
UK & Ireland	72
Benelux	18
Nordics	10
<b>CIRCULATION FIGURES</b>	<b>63,000</b>



COMPANY TYPE	%
MSPs	86
VAR/ Reseller	8
System Integrator	2
IT Consultancy	4
<b>CIRCULATION</b>	<b>63,000</b>

# WEBSITE OVERVIEW

We are confident the new enhanced platform will see increased traffic in 2025 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 63,000 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

#### Jackie Cannon

+44 (0)1923 690205

jackie.cannon@angelbc.com





# CHANNEL INSIGHTS

CONNECTING THE CHANNEL PARTNER ECOSYSTEM



## DEDICATED WEBINARS FOR THE CHANNEL

- Based around a hot topic for your company, a 45 minute recorded, moderated ZOOM webinar
- Moderated by an editor, this can include 2 speakers
- Questions prepared and shared in advance

**This event would be publicised for 8 weeks through all our mediums including:**

- A banner on the MSP homepage for 8 weeks
- 4x weekly dedicated HTMLs
- 4x newsletter sponsorships
- 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: £7995**

**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 advertisement in 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 advertisement in MSP Insights magazine (4 Issues)

Separate Costs: £28,620

Package Cost £16,995

## 6 MONTH PACKAGE

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

Separate Costs: £14,310

Package Cost £8,995





# 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 63,000 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**



The screenshot displays the MSP Channel Insights Interviews website. At the top, there's a navigation bar with the MSP logo and 'CHANNEL INSIGHTS INTERVIEWS'. Below this, there's a featured article titled 'SDC AWARDS' with a sub-heading 'SDC AWARDS 2023 NOMINATIONS ARE NOW OPEN'. The main content area features several video thumbnails with titles like 'Women in the SaaS space industry - the B2B perspective', 'Achieving the CEO objective', 'From the legal profession to open technology', 'Mid-career with Covid-19', 'Data as the catalyst for improving student engagement', and 'Women in IT - Anil Sharma, CEO of Prologix'. At the bottom, there's a 'Package details' section with a red box indicating '£1995' and a 'Recent publications' section showing three video thumbnails.

# 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.

	6 x	4 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

**MSP CHANNEL INSIGHTS**  
CONNECTING THE CHANNEL PARTNER ECOSYSTEM

**Adding an edge to education with Schneider Electric and RMD UK**

ISSUE II 2024

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

**Creating a greener future through technology**  
Channel partners' sustained sustainability efforts as green computing shifts from a 'nice to have' to a business imperative

**How to solve the IT skills gap in enterprise storage**  
Hiring or acquiring staff: the hunt for valuable talent to resolve IT plans has become increasingly onerous

**Cybersecurity insurance in the spotlight**  
Establishing the scope of cyber insurance and its likely impact on the channel as both a challenge and opportunity

MSP-CHANNEL NEWS

**MSP CHANNEL INSIGHTS**  
CONNECTING THE CHANNEL PARTNER ECOSYSTEM

**MSPS MUST ENHANCE THEIR CYBER SERVICES BUT HOW?**

ISSUE IV 2024

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

**Why adding AI should be the new priority for MSPs**  
Generative AI is proving disruptive in the security space as it accelerates the arms race between attacker and defender

**Exploding AI demand creates opportunities for UK MSPs**  
Demand for AI continues to rise to unprecedented levels across the UK, opportunities open to regional third-party providers to expand their use of AI in the next year

**Responsible use of AI: a step into the future for MSPs**  
Artificial intelligence is increasingly being applied to a range of business processes, but there's no escaping it's here to stay

MSP-CHANNEL NEWS

**MSP CHANNEL INSIGHTS**  
CONNECTING THE CHANNEL PARTNER ECOSYSTEM

**APT AND SCHNEIDER ELECTRIC TRANSFORM THE PIRBRIGHT INSTITUTE'S DATA CENTRE TO FAST-TRACK ADVANCED VIRAL RESEARCH**

ISSUE V 2024

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

**Creating your own AI factory: an enterprise guide**  
The potential to revolutionise software development, research management, and overall business operations

**The advantages of AI-powered clouds**  
As continues to revolutionise industries across the globe, enterprises implementing their own AI-powered private clouds

**Leveraging RMM for better client outcomes**  
Remote monitoring and management (RMM) tools help MSPs improve client service and boost operational efficiency

MSP-CHANNEL NEWS



# 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





# 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

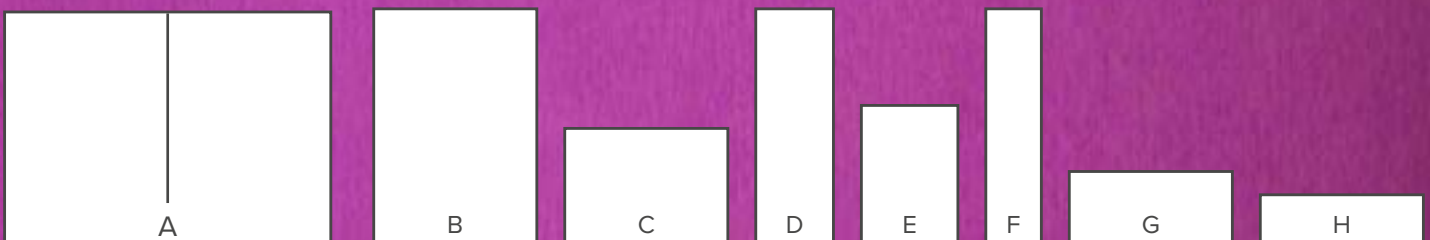
Email: PDF / ZIP file to:  
[mitch.gaynor@angelbc.com](mailto:mitch.gaynor@angelbc.com)  
or use [wettransfer.com](http://wettransfer.com)  
or [mailbigfiles.com](http://mailbigfiles.com)

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

If you require any assistance please contact:

**Mitch Gaynor**  
Design & Production Manager  
+44 (0)1923 690214  
[mitch.gaynor@angelbc.com](mailto:mitch.gaynor@angelbc.com)

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	177 x 130	-
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	-





# 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

30 Minutes: £895

# Roundtable Topics

Engage in industry-leading discussions at MSP Channel Roundtables, where experts convene to shape the future of managed services. Join us for insightful dialogues and unparalleled networking opportunities

## **Strengthening Cybersecurity Defences: Proactive Strategies for MSPs**

**6 March 2025**

Dive into the latest cybersecurity threats and how MSPs can proactively defend against them. This session will cover advanced threat detection, incident response, client education, and risk mitigation strategies. Learn how to effectively sell security products and enhance client trust.

## **Maximising Efficiency Through AI and Automation in MSP Operations**

**29 May 2025**

Explore the role of AI and automation in transforming MSP workflows, from automating routine tasks to leveraging data for advanced analytics. This roundtable will discuss overcoming implementation challenges, measuring ROI, and scaling operations safely with AI-driven tools.

## **Future-Proofing Your MSP Workforce: Skills, Leadership, and Retention**

**15 September 2025**

As technology evolves, so must your team. This session will focus on building a future-ready workforce by investing in upskilling, inclusive leadership, and creating a culture of innovation. Learn best practices for recruitment, retention, and employee development to ensure sustained growth.

## **Leveraging Data and Analytics for Smarter MSP Decision-Making**

**30 October 2025**

This roundtable explores how MSPs can leverage data and analytics to drive smarter business decisions. From boosting efficiency to enhancing client services, learn to harness data for predictive insights, performance monitoring, and growth. Discover how analytics helps trends, optimise resources, position your MSP for long-term success.

## **Unlocking Value: Building, Selling, and Maximising Profit in MSP Businesses**

**4 December 2025**

Learn actionable strategies for growing, scaling, and profiting from your MSP business. Discover how to position your business for a future sale, improve profitability, and create long-term value through strategic planning, business model optimisation, and market positioning.





# MSP Channel Partnership Opportunities

## Diamond Partner (£6,495) (Limited to 2 per event)

- Up to 3 minute video advert/presentation during the roundtable
- Seat at the 45-minute roundtable discussion
- 10-minute video interview pre-event
- GDPR compliant registration lists (300+ delegates)
- Digital sponsor booth
- 12 months on-demand access to roundtable content
- Branding and advertising on website and marketing materials

## Platinum Partner (£4,995) (Limited to 3 per event)

- Seat at the 45-minute roundtable discussion
- 10-minute video interview pre-event
- GDPR compliant registration lists (300+ delegates)
- Digital sponsor booth
- 12 months on-demand access to roundtable content
- Branding and advertising on website and marketing materials

## Gold Partner (£2,995) (Limited to 3 per event)

- GDPR compliant registration lists (300+ delegates)
- Digital sponsor booth
- 12 months on-demand access to roundtable content
- Branding and advertising on website and marketing materials

Don't miss this opportunity to be part of the MSP Channel Roundtable series and engage with key industry stakeholders. Contact us today to secure your sponsorship package and elevate your brand presence in the managed services sector!

**Multi-Roundtable packages available.**





**Philip Alsop**  
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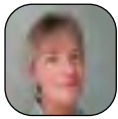
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