

MSP

# CHANNEL INSIGHTS

THE STRATEGIC MEDIA AND EVENTS PLATFORM FOR THE IT CHANNEL ECOSYSTEM,  
TRUSTED ACROSS THE UK AND EUROPE TO INFORM, CONNECT AND  
ACCELERATE GROWTH

## MEDIA PACK 2026

[MSP-CHANNEL.COM](http://MSP-CHANNEL.COM)



# EDITORIAL OVERVIEW

MSP Channel Insights is the dedicated media and events platform for the managed services and wider IT channel ecosystem. Our mission is to provide relevant, actionable and strategic intelligence that supports MSPs in navigating rapid technological change, increasing profitability and strengthening customer value.

In 2026, our editorial focus reflects the evolving priorities of the MSP community, driven by real-world challenges and commercial opportunities. Content is shaped by our direct engagement with MSP leaders through in-person and virtual events, peer roundtables and strategic executive discussions.

## CORE EDITORIAL THEMES FOR 2026 INCLUDE:

- AI adoption, automation and MSP operational efficiency
- Cybersecurity strategy, resilience and Zero Trust architectures
- MSP scalability and sustainable growth models
- M&A activity and business valuation strategies
- Cloud transformation and hybrid infrastructure
- Compliance, regulatory change and data governance
- XaaS business models and recurring revenue optimisation
- Talent strategies, leadership development and workforce evolution
- Channel partnerships and ecosystem collaboration
- Customer experience, service delivery and MSP differentiation

## MSP CHANNEL INSIGHTS IS NOT SIMPLY A NEWS PLATFORM

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

# PRODUCT OVERVIEW

## MSP CHANNEL INSIGHTS PORTFOLIO

A fully integrated ecosystem supporting brand engagement and lead generation across the msp sector.

### CORE CHANNELS

#### MSP CHANNEL INSIGHTS 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
- Lead Generation Campaigns / Content Syndication

#### EVENTS PORTFOLIO

- Managed Services Summit (UK, BENELUX, Nordics, Manchester)
- MSP Channel Insights Roadshows
- MSP Channel Insights Virtual Roundtables
- Vendor-Specific Roundtables
- MSP Channel Awards

#### ENGAGEMENT SOLUTIONS

- Webinars & Roundtables
- Editorial Interviews & Video Features

**MSP CHANNEL INSIGHTS** connects brands directly with the msp decision-makers who influence technology purchasing, service delivery and strategic investment.



# CLIENTS & STRATEGIC POSITIONING

## TRUSTED BY LEADING CHANNEL ORGANISATIONS

MSP Channel Insights partners with established global technology brands and fast-growth innovators across the IT Channel ecosystem.

### ABOUT US:

### ANGEL BUSINESS COMMUNICATIONS & MSP CHANNEL INSIGHTS

**MSP CHANNEL INSIGHTS** is powered by Angel Business Communications – a trusted B2B media and events company with over 40 years of experience connecting technology brands with highly targeted professional audiences.

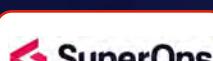
Through MSP Channel Insights, we have created a dedicated platform for the managed services community, combining authoritative editorial, high-impact events and commercially driven engagement opportunities. Our strength lies in our deep understanding of the MSP landscape, our credibility within the channel and our ability

to deliver meaningful connections between vendors and decision-makers.

#### Why clients work with MSP Channel Insights:

- Direct access to senior MSP decision-makers
- Trusted peer-led environments
- Strategic visibility across media and events
- Strong alignment with MSP commercial priorities
- Backed by Angel Business Communications' proven industry reputation

**Our partnerships are built on long-term collaboration, not short-term advertising.**



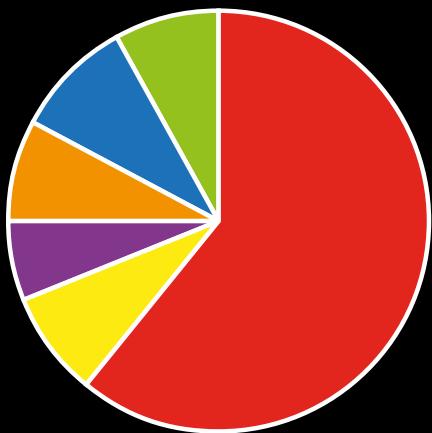
# CIRCULATION & AUDIENCE PROFILE

MSP Channel Insights reaches a highly targeted and influential audience of over 83,000 professionals operating across the managed services and wider ICT channel throughout the UK and Europe. Our readership spans MSPs, MSSPs, systems integrators, solution VARs, resellers, cloud and security providers who are directly responsible for driving technology strategy, service delivery and commercial growth within their organisations.

Our audience includes business owners, Directors and senior management teams of MSPs and systems integrators, alongside technology leaders, operational decision-makers and commercial executives who influence purchasing, vendor selection and long-term platform strategy. These readers are actively engaged in evaluating new technologies, refining service portfolios and seeking strategic insight to remain competitive in an evolving market.

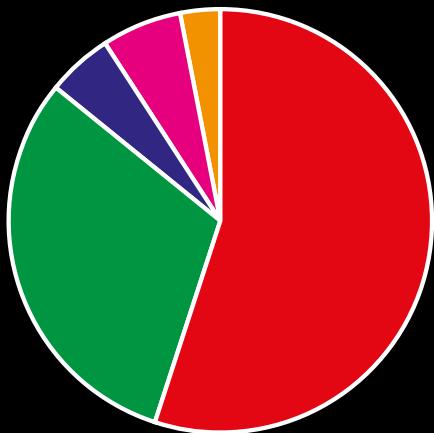
This makes MSP Channel Insights a highly effective platform for brands looking to engage with decision-makers who not only influence, but directly control, technology investment and channel partnership decisions.

## GEOGRAPHICAL DISTRIBUTION – %



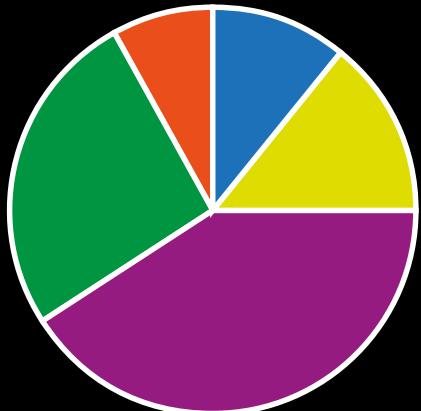
UK & IRELAND	61
BENELUX	8
NORDICS	6
DACH	8
USA	9
OTHERS	8

## COMPANY TYPE – %



MSP / MSSP	55%
VARs / RESELLERS	31%
SYSTEMS INTEGRATORS	5%
IT CONSULTANCY	6%
VENDOR / DISTRIBUTION	3%

## JOB FUNCTION – %



OWNER / C-LEVEL / MD	11%
DIRECTOR / VP / SENIOR MANAGER	14%
TECHNICAL / SERVICE / OPERATIONS LEADERSHIP	41%
SALES / BUSINESS DEVELOPMENT	26%
MARKETING / HR / FINANCE	8%

# WEBSITE & DIGITAL ADVERTISING

## WEBSITE BANNER OPTIONS (see prices below)

- Leaderboard – £2000 (per month)
- MPU – £1200 (per month)
- Floating Floor Ad – £1500 (per month)
- Homepage Standard Banner – £1000 (per month)

## DEDICATED HTML EMAIL CAMPAIGN

Cost per send: £2,495

- Targeted distribution
- Campaign reporting
- Open and click-through analytics
- GDPR compliant delivery

## WEEKLY NEWSLETTER SPONSORSHIP

Cost per send: £1,995

- Sponsor banner placement
- Featured content slot
- Link-through tracking
- Consistent visibility with engaged readers

## LEAD GENERATION CAMPAIGNS – HIGH-VALUE MSP ACQUISITION

Our lead generation campaigns are designed to deliver qualified MSP contacts that are actively engaged and relevant to your specific objectives. These campaigns combine targeted emailing, data segmentation, content offers and strategic messaging to generate measurable pipeline opportunities. MSP Channel Insights provides access to a verified MSP audience that is already engaged within our community and trusted platform.

## LEAD GENERATION INVESTMENT OPTIONS

- 50 Qualified MSP Leads – £12,000
- 100 Qualified MSP Leads – £8,000
- 150 Qualified MSP Leads – £13,000

These campaigns are ideal for vendors seeking accelerated pipeline development, partner recruitment and targeted MSP engagement.

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# MAGAZINE ADVERTISING

MSP Channel Insights is the leading dedicated magazine for the MSP and wider IT channel ecosystem, trusted by senior decision-makers who actively influence purchasing, platform strategy and service delivery.

Our editorial-led circulation reaches a highly qualified MSP audience at a point of commercial intent — ensuring vendor messaging is seen by those responsible for real-world technology investment. Advertisers benefit from strategic exposure alongside industry insight, high visibility within a credible channel brand and alignment with the most influential MSP community in the UK and Europe.

Combined with our digital and event ecosystem, magazine placement strengthens brand authority, supports multi-touch campaign visibility and positions vendors at the centre of MSP decision-making journeys.



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

## MSP CHANNEL INSIGHTS – FRONT COVER PACKAGE (£5,995)

The front cover of MSP Channel Insights Magazine is the most prestigious and high-impact position available, giving your brand unmatched visibility across the UK and European IT channel.

This package showcases your company through a bespoke cover image and feature story positioned in front of our 83,000-strong MSP, MSSP, reseller and channel audience.

The package includes a branded front cover, 2–3 pages of in-depth editorial, a full-page advertisement, six weeks of homepage hosting on [msp-channel.com](http://msp-channel.com), 30 printed copies for your own promotion, and a PDF version of the cover and feature for digital marketing and lead-generation use.



# WEBINARS

MSP Channel Insights webinars deliver high-impact, topic-led engagement with senior MSP 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 MSP Channel Insights ecosystem, ensuring strong visibility and high-quality attendance from engaged MSP professionals who are actively exploring solutions, strategy and innovation.



## WHAT THE WEBINAR PACKAGE INCLUDES:

- Dedicated webinar session hosted by MSP Channel Insights
- Targeted promotion across email, website and social channels
- Speaker moderation and technical hosting support
- Branded registration landing page
- MSP-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 within the MSP community

## WEBINAR INVESTMENT:

- £8,000 – Minimum 50 MSPs registered
- £14,000 – Minimum 100 MSPs registered

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

# EVENT PORTFOLIO OVERVIEW

## MSP CHANNEL INSIGHTS VIRTUAL ROUNDTABLES

MSP Channel Insights delivers a powerful calendar of high-engagement events designed to connect vendors and channel partners with senior MSP decision-makers through meaningful, peer-led interaction and strategic discussion.

## MSP CHANNEL INSIGHTS ROADSHOWS

Regional, in-person events bringing together senior MSP leaders for boardroom-style discussion, strategic insight and high-quality networking in an environment free from overt sales pitches.

**Website:** <https://msp-roadshow.com>

## MSP Channel Insights Virtual Roundtables

Facilitated online discussions connecting curated groups of MSP decision-makers with vendors to explore key industry themes, challenges and emerging opportunities in a collaborative format.

**Website:** <https://msp-channel.com/roundtables>

## VENDOR-SPECIFIC ROUNDTABLES

Bespoke, sponsor-led roundtable sessions designed to engage a selected group of strategic MSP partners in focused dialogue, knowledge exchange and relationship building. Tailored to your objectives and market positioning, we manage all venue logistics, secure attendance from your target MSP audience and expertly host the session through our experienced editorial team – ensuring a seamless, high-value and professionally moderated experience.

## MANAGED SERVICES SUMMIT

A flagship conference series hosted across the UK and Europe, delivering high-level content, industry insight and powerful networking for MSPs, systems integrators and solution providers.

**Website:** <https://managedservicessummit.com>

## MSP CHANNEL AWARDS

The definitive awards programme celebrating innovation, excellence and leadership across the MSP and wider IT channel ecosystem, recognising outstanding achievements and partnerships.

**Website:** <https://mspchannelawards.com>

These events form the backbone of MSP Channel Insights' engagement strategy, offering sponsors unrivalled access to the channel community through trusted, high-impact platforms.



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