INTRODUCTION

Data Centre & Network News (DCNN) is the total solution at the heart of the data centre and networking industry. We have a powerful reach across the data market and now boast a database of 10,250 - all of whom utilise the website frequently. The industry uses DCNN to keep up to date with industry news, product developments, insight, analysis and opinion concerning all the popular topics surrounding the industry.

THE INDUSTRY

The data centre and networking markets are intrinsically linked and are amongst the fastest growing sectors in the IT industry. With the face of the two industries rapidly changing, it’s important that decision makers are kept abreast of the latest innovations, solutions and technologies that could revolutionise the way they work. That’s why DCNN exists; whether it’s the move to cloud computing or the BYOD revolution happening in workplaces across the world, DCNN is here to be the ultimate resource for the industry.

MARKETING OPPORTUNITIES

DCNN offers an interactive and engaged audience that view the website as an invaluable resource of industry news and product information - couple this with the viewing opportunities across tablets, smartphones, laptops and desktops and you have a powerful and effective marketing stage to promote your products, services, brand and thought leadership.

We have a wealth of marketing solutions for you to reach out to your target customers, not only through the website, but also with the weekly DCNN newsletter which is sent out to over 10,000 inboxes.
**Main Activity of Business (%)**

- IT/data centre management, including owners, IT directors, installers/integrators and project managers: 68%
- Facilities managers: 6%
- Distribution: 5%
- Specification: 4%
- Consulting: 3%
- Training: 3%
- Reselling: 2%
- Other: 9%

**Areas of Involvement (%)**

- Automotive: 3%
- Aerospace: 2%
- Construction: 4%
- Defence: 7%
- Education: 10%
- Finance: 11%
- Health: 9%
- Hotel: 2%
- Leisure: 2%
- Legal: 2%
- Manufacturing: 6%
- Media: 4%
- Public sector: 2%
- Retail: 6%
- Security: 3%
- Telecommunications: 3%
- Transport: 6%
- Utilities: 6%
- Other: 5%
DCNN WEEKLY NEWSLETTER

Our newly formatted DCNN newsletter has a clean and easy to read format, which is now optimised for mobile and tablet viewing.

- Sent out to 10,000+ qualified readers every Wednesday.
- All newsletter stories are also hosted on the DCNN website.
- Promoted on all social media.

**E-NEWSLETTER SPONSORSHIP:**
Top Banner (728px W x 90px H) & Lead Story (up to 800 words, 3 images & web link)
£600 per week

**BANNER AD**
(600px W x 69px H)
£400 per week

**E-NEWSLETTER STORY ENTRY**
(up to 800 words, 3 images & web link)
£300 per week
DCNN WEBSITE

TOP LEADERBOARD BANNER
(728px W x 90px H)
£650 per month

SUB LEADERBOARD BANNER
(940px W x 100px H)
£550 per month

MPU
(300px W x 250px H)
£500 per month

SKYSCRAPER
(300px W x 600px H)
£550 per month
# FEATURES

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## ADVERTISING PACKAGES FOR MAXIMUM BRANDING AND EXPOSURE

### PACKAGE 1
3 MONTH DURATION  
£2,000

- Rotation of ads on the website (Banner, Skyscraper, MPU)
- 3 x Newsletter MPU and story one week per month
- 1 x Dedicated e-shot – date and time of your choice

### PACKAGE 2
6 MONTH DURATION  
£3,000

- Rotation of ads on the website (Banner, Skyscraper, MPU)
- 6 x Newsletter MPU and story one week per month
- 2 x Dedicated e-shots, dates and times of your choice

### PACKAGE 3
12 MONTH DURATION  
£4,800

- Rotation of ads on the website (Banner, Skyscraper, MPU)
- 12 x Newsletter MPU and story one week per month
- 4 x Dedicated e-shots, dates and times of your choice