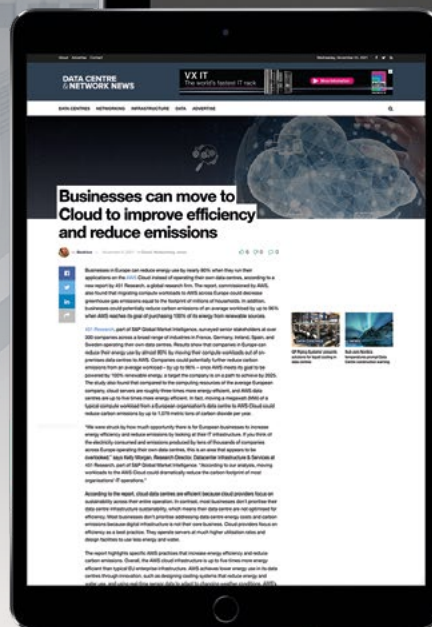


DATA CENTRE & NETWORK NEWS

MEDIA KIT 2022



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.

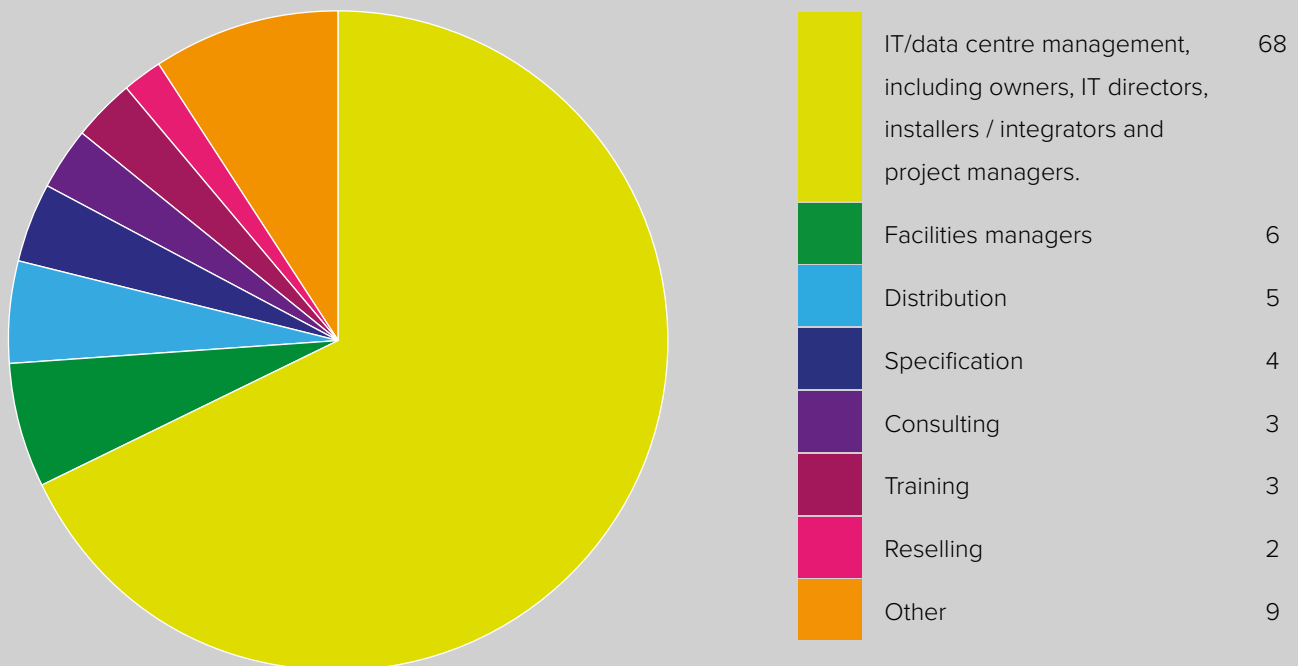
MARKETING OPPORTUNITIES

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.

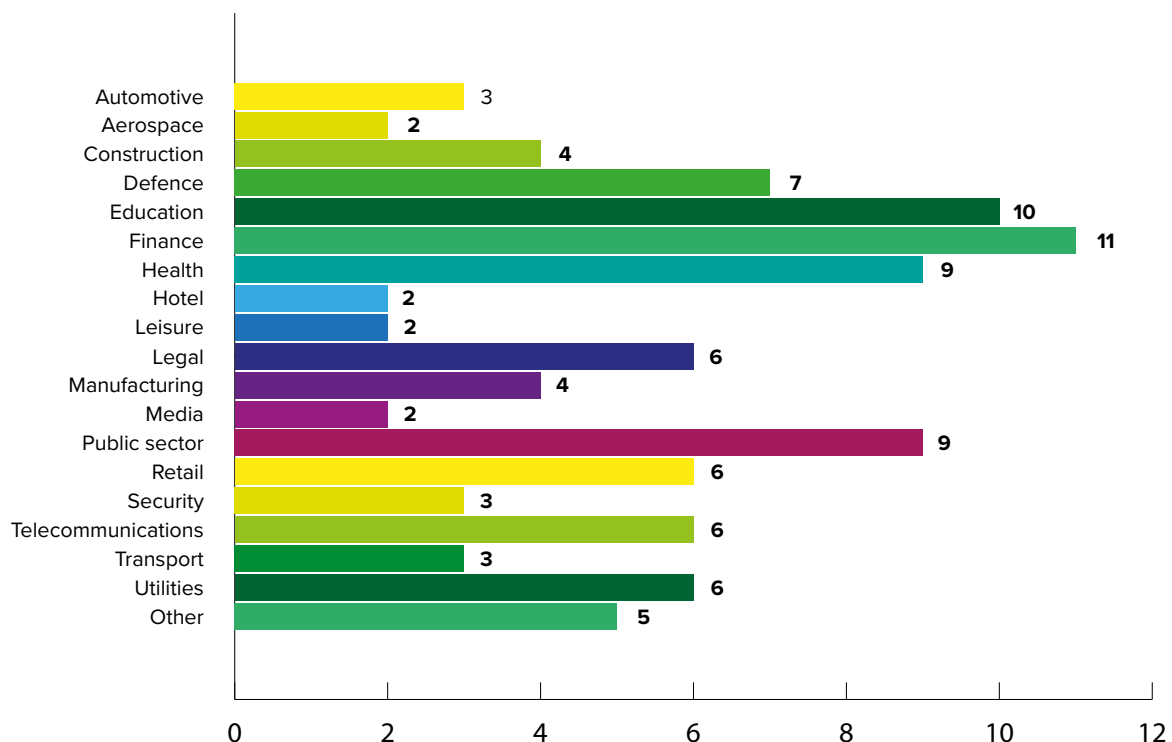
We have a wealth of marketing solutions for you to reach out to your target customers, not only through the website, but also with the weekly DCNN newsletter which is sent out to over 10,000 inboxes.



MAIN ACTIVITY OF BUSINESS (%)



AREAS OF INVOLVEMENT (%)



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

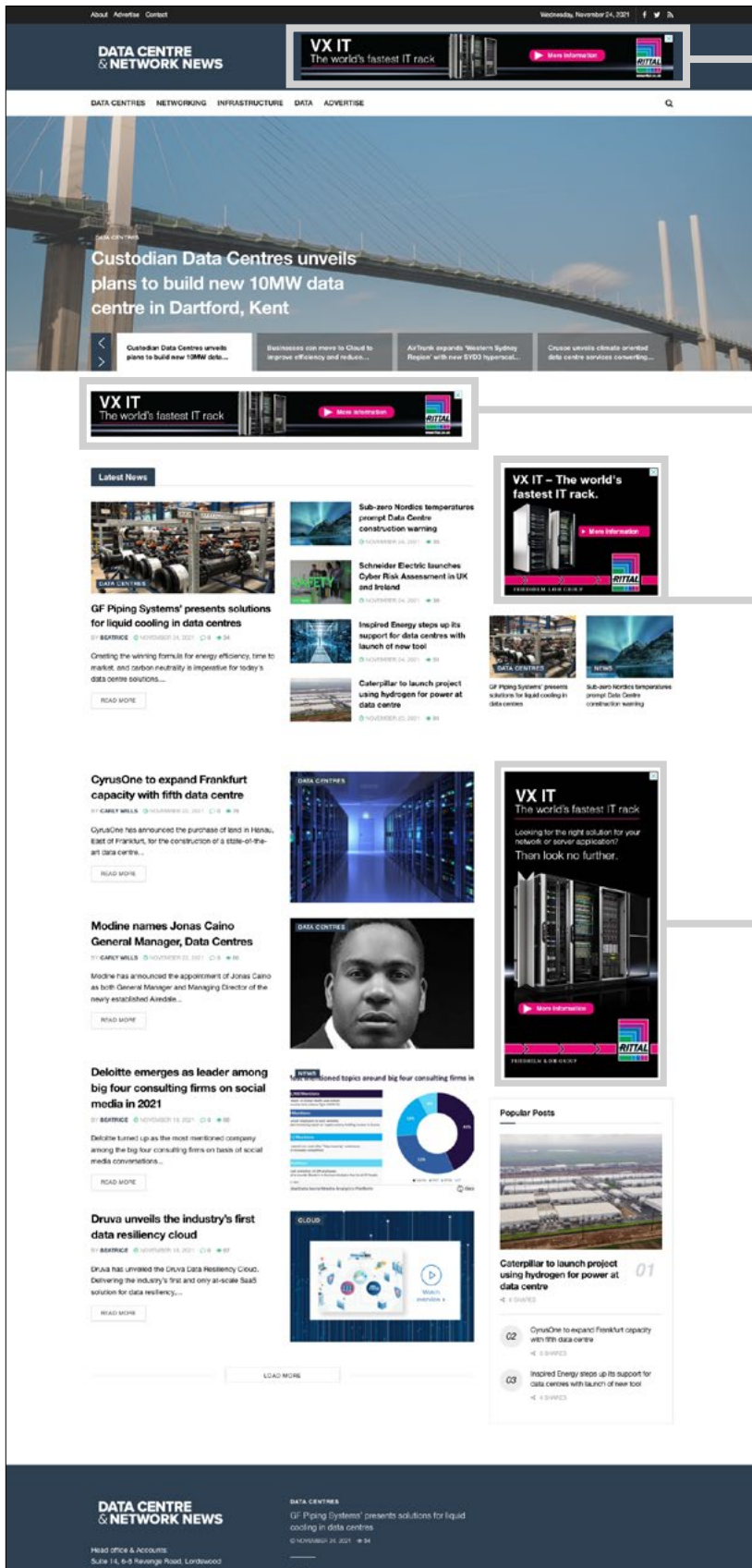
(up to 800 words,
3 images & web link)
£300 per week

The newsletter layout includes the following sections:

- Header:** DATA CENTRE & NETWORK NEWS, LATEST NEWS, and navigation links for DATA CENTRES, NETWORKING, and CONTACT.
- Top Banner (Sponsorship):** A large banner for a webinar titled "Data centres that don't cost the earth" by ICEOTOPE, scheduled for Wednesday 16 June, 2pm GMT.
- Lead Story (Sponsorship):** A featured article titled "Data centres that don't cost the earth" by ICEOTOPE, with a "Read More" button.
- LATEST NEWS:** A section with three articles:
 - CyrusOne to expand Frankfurt capacity with fifth data centre:** CyrusOne has announced the purchase of... (Read More)
 - Inspired Energy steps up its support for data centres with launch of new tool:** With the spotlight firmly on sustainability following COP26... (Read More)
 - Druva unveils the industry's first Data Resiliency Cloud:** Druva has unveiled the Druva Data Resiliency Cloud... (Read More)
- Banner Ad:** A promotional banner for "Barcelona is the New Home of Pro AV" with the text "Register now. Fira de Barcelona, Gran Via | 1-4 February 2022".
- Story Entry (Sponsorship):** A section with three articles:
 - Caterpillar to launch project using hydrogen for power at data centre:** Caterpillar has announced that the company has launched... (Read More)
 - Schneider Electric expands support of liquid cooled IT with Chillidyne:** Schneider Electric has entered into an Alliance Partnership... (Read More)
 - nVent and Iceotope collaborate to provide immersion cooling solutions:** nVent has announced it is collaborating with Iceotope Technologies... (Read More)



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

ISSUE	FEATURES
January	UPS & Power Distribution
February	Cooling
March	Security
April	Enclosures, Cabinets & Racks
May	Colocation
June	Cable Management & Labelling
July	Cloud Computing & Storage
August	Energy Management
September	Testing & Test Equipment
October	Wireless Networking
November	DCIM
December	Intelligent Buildings

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



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