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 10,357 – 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.

We are thrilled to announce the return of DCNN as a digital quarterly magazine in 2023. Each issue will include features, news, products and interviews with industry leaders, and will be emailed directly to our 10,000+ readers.

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 magazine and website, but also with the weekly DCNN newsletter which is sent 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: 4%
- Construction: 7%
- Defence: 10%
- Education: 11%
- Finance: 2%
- Health: 9%
- Hotel: 2%
- Leisure: 4%
- Legal: 6%
- Manufacturing: 2%
- Media: 9%
- Public sector: 2%
- Retail: 6%
- Security: 6%
- Telecommunications: 6%
- Transport: 3%
- Utilities: 6%
- Other: 5%
In 2023, DCNN will be returning as a quarterly digital issue. This will be sent via email to our 10,000+ readers.

The features planned for 2023 are as follows:

<table>
<thead>
<tr>
<th>SPRING 2023</th>
<th>SUMMER 2023</th>
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<tbody>
<tr>
<td>UPS &amp; Power Distribution</td>
<td>Enclosures, Cabinets &amp; Racks</td>
</tr>
<tr>
<td>Cooling</td>
<td>Colocation</td>
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<tr>
<td>Security</td>
<td>Cable Management &amp; Labelling</td>
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<thead>
<tr>
<th>AUTUMN 2023</th>
<th>WINTER 2023</th>
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</thead>
<tbody>
<tr>
<td>Cloud Computing &amp; Storage</td>
<td>Wireless Networking</td>
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<td>Energy Management</td>
<td>DCIM</td>
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<td>Testing &amp; Test Equipment</td>
<td>Intelligent Buildings</td>
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If you would like to contribute a case study, technical article, opinion piece or thought leadership article, please get in touch with Editor Carly Wills at carly@allthingsmedialtd.com.

### ADVERTISING PACKAGES FOR MAXIMUM BRANDING AND EXPOSURE

<table>
<thead>
<tr>
<th>FRONT COVER PACKAGE....£2,000</th>
<th>FEATURE SPONSORSHIP.....£1,000</th>
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<tbody>
<tr>
<td>• FC spread</td>
<td>• Feature front cover</td>
</tr>
<tr>
<td>• DPS editorial</td>
<td>• DPS advertorial</td>
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<tr>
<td>• DPS advertisement</td>
<td>• Strips ads on all edit pages within feature</td>
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<table>
<thead>
<tr>
<th>DOUBLE PAGE SPREAD........£850</th>
<th>PRODUCTS &amp; SERVICES</th>
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<tbody>
<tr>
<td>FULL PAGE........................£550</td>
<td>HALF PAGE..............£185</td>
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<tr>
<td>HALF PAGE........................£350</td>
<td>150 words + 1 image</td>
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<tr>
<td>CONTENTS STRIP..................£450</td>
<td>FULL PAGE..............£365</td>
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<tr>
<td></td>
<td>300 words + 2 images</td>
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</table>
### SPECIFICATIONS

**Full Page**

- 1112px W x 1668px H
- 196mm W x 294mm H

**DPS**

- 2224px W x 1668px H
- 392mm W x 294mm H

**Front Cover**

- 1925px W x 1364px H
- 340mm W x 241mm H

**Contents Strip**

- 2094px W x 350px H
- 369mm W x 62mm H

**Half Page**

- 1112px W x 834px H
- 196mm W x 147mm H

Please supply all PDF and jpeg files to Kelly Byne: kelly@allthingsmedialtd.com

### DEADLINES

<table>
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<tr>
<th>ISSUE</th>
<th>EDITORIAL DEADLINE</th>
<th>ADVERTISING DEADLINE</th>
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<tr>
<td>March</td>
<td>3rd March</td>
<td>23rd March</td>
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<tr>
<td>June</td>
<td>2nd June</td>
<td>22nd June</td>
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<td>September</td>
<td>1st September</td>
<td>21st September</td>
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<tr>
<td>December</td>
<td>1st December</td>
<td>14th December</td>
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WEEKLY NEWSLETTER

Our newly formatted DCNN newsletter has a clean and easy to read layout, which is 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 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

E-NEWSLETTER STORY ENTRY

Up to 800 words, 3 images & web link
£300 per week

BANNER AD

600px W x 69px H
£400 per week
CONTACTS

EDITORIAL
Editor: Carly Wills
T: 01634 673163 | E: carly@allthingsmedialtd.com
Assistant Editor: Isha Jain
T: 01634 673163 | E: isha@allthingsmedialtd.com

PRODUCTION
Studio Manager: Mark Weller
T: 01634 673163 | E: mark@allthingsmedialtd.com

ADVERTISING & MARKETING
Sales Director: Ian Kitchener
T: 01634 673163 | E: ian@allthingsmedialtd.com
Group Advertising Manager: Kelly Byne
T: 01634 673163 | E: kelly@allthingsmedialtd.com

ACCOUNTS
T: 01634 673163 | E: susan@allthingsmedialtd.com

PUBLISHER
Managing Director: David Kitchener
T: 01634 673163 | E: david@allthingsmedialtd.com

Suite 14, 6-8 Revenge Road, Lordswood, Kent ME5 8UD.
T: +44 (0)1634 673163 | allthingsmedialtd.com