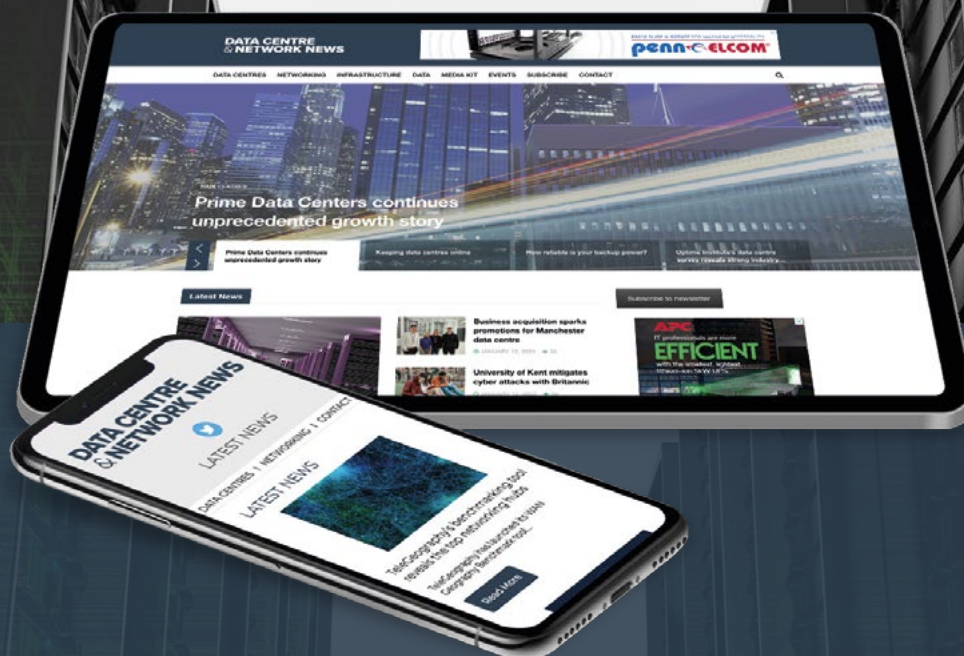


# DATA CENTRE & NETWORK NEWS



## MEDIA KIT 2023

# 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.

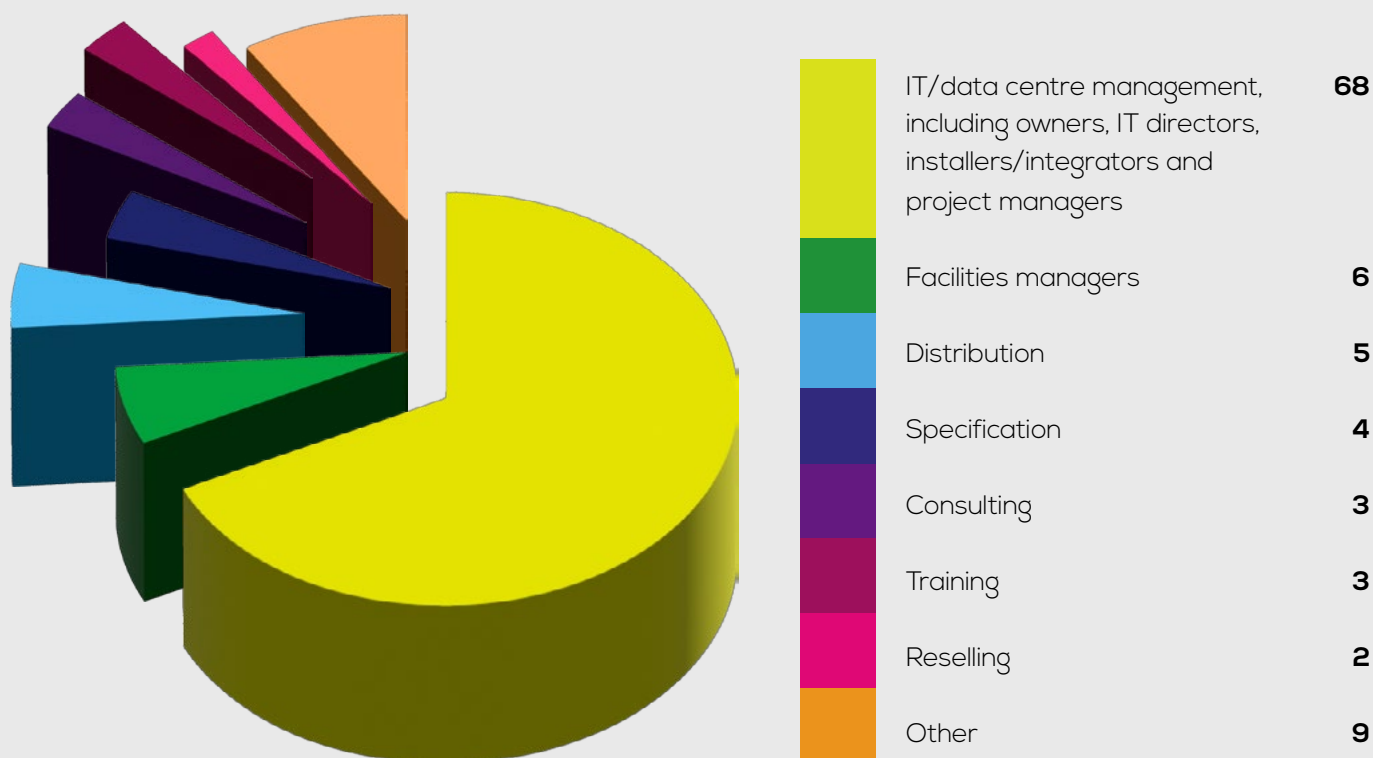
## MARKETING OPPORTUNITIES

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.

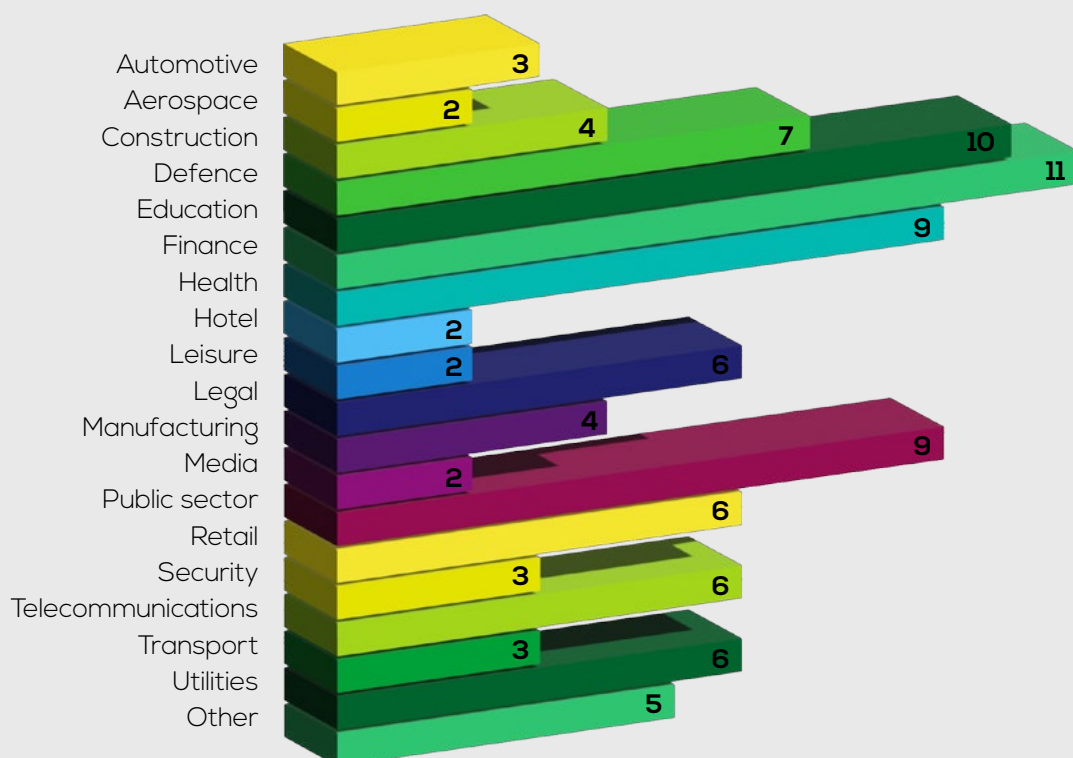
We have a wealth of marketing solutions for you to reach out to your target customers, not only through the magazine and website, but also with the weekly DCNN newsletter which is sent to over 10,000 inboxes.



# MAIN ACTIVITY OF BUSINESS (%)



# AREAS OF INVOLVEMENT (%)



# MAGAZINE

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:

SPRING 2023
UPS & Power Distribution
Cooling
Security

SUMMER 2023
Enclosures, Cabinets & Racks
Colocation
Cable Management & Labelling

AUTUMN 2023
Cloud Computing & Storage
Energy Management
Testing & Test Equipment

WINTER 2023
Wireless Networking
DCIM
Intelligent Buildings

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](mailto:carly@allthingsmedialtd.com).

## ADVERTISING PACKAGES FOR MAXIMUM BRANDING AND EXPOSURE

### FRONT COVER PACKAGE.....£2,000

- FC spread
- DPS editorial
- DPS advertisement

### DOUBLE PAGE SPREAD.....£850

### FULL PAGE.....£550

### HALF PAGE.....£350

### CONTENTS STRIP.....£450

### FEATURE SPONSORSHIP.....£1,000

- Feature front cover
- DPS advertorial
- Strips ads on all edit pages within feature

### PRODUCTS & SERVICES

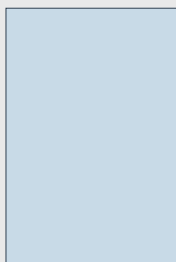
### HALF PAGE.....£185

150 words + 1 image

### FULL PAGE.....£365

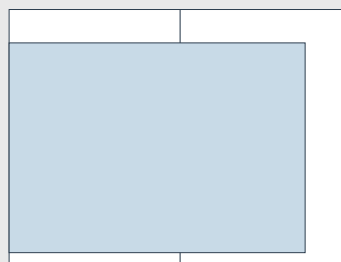
300 words + 2 images

# SPECIFICATIONS



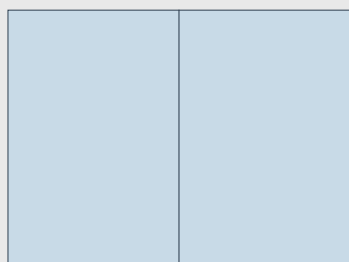
## Full Page

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



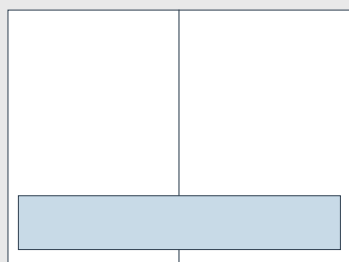
## Front Cover

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or  
340mm W x 241mm H



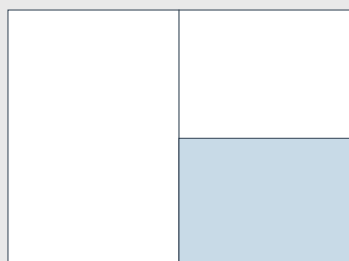
## DPS

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



## Contents Strip

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



## Half Page

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

Please supply all PDF and jpeg files to Kelly Byne: [kelly@allthingsmedialtd.com](mailto:kelly@allthingsmedialtd.com)

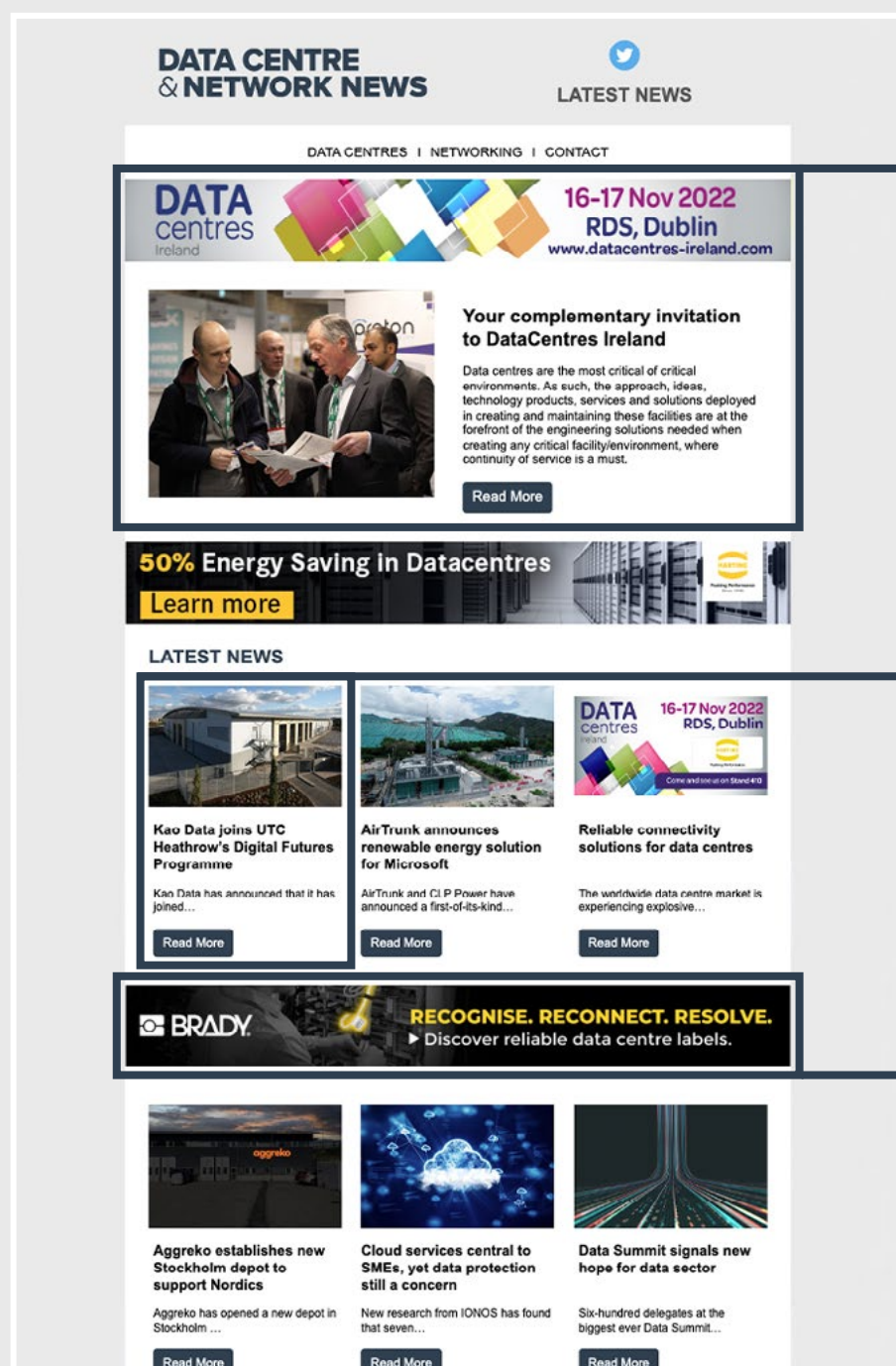
# DEADLINES

ISSUE	EDITORIAL DEADLINE	ADVERTISING DEADLINE
March	3rd March	23rd March
June	2nd June	22nd June
September	1st September	21st September
December	1st December	14th December

# 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

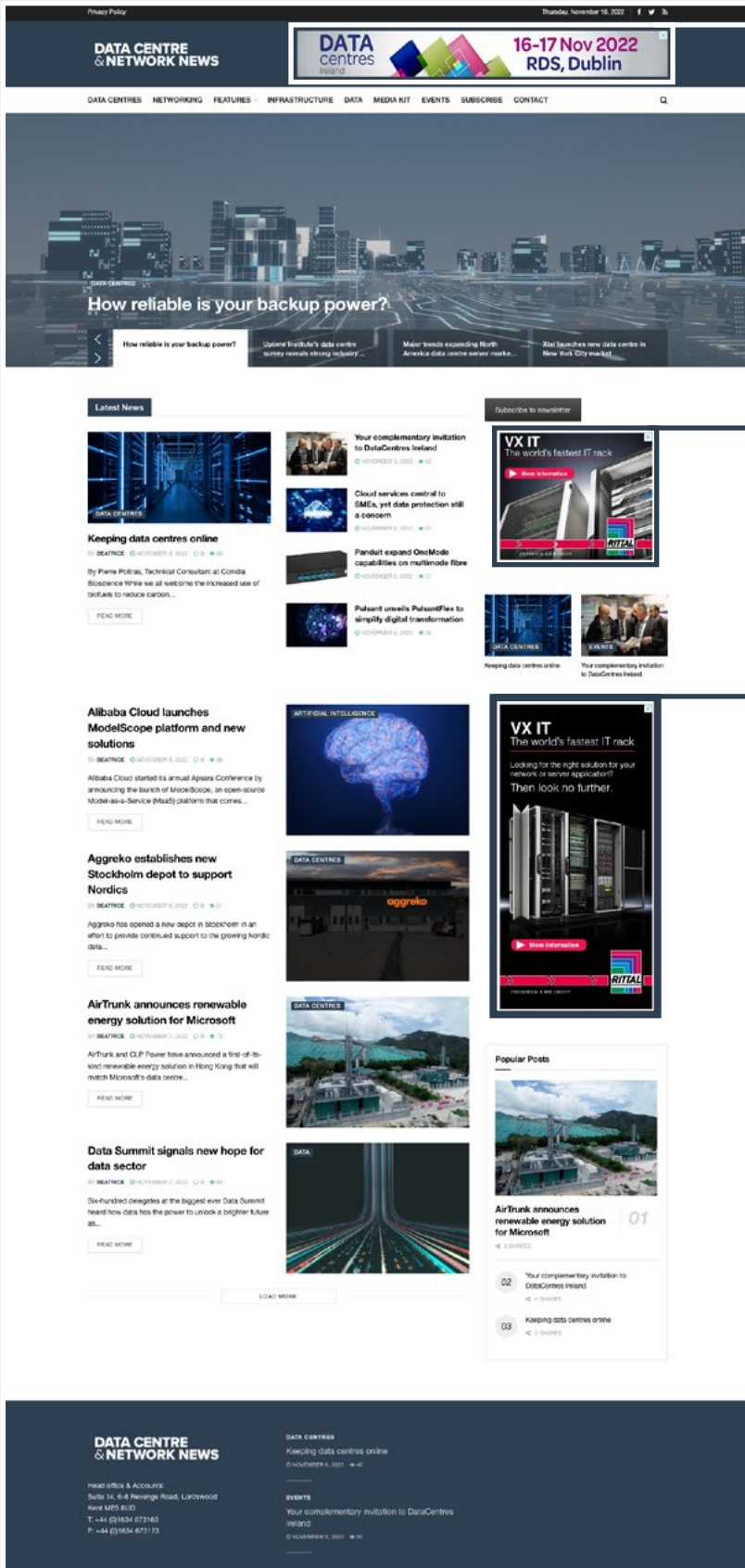
**£300 per week**

## BANNER AD

600px W x 69px H

**£400 per week**

# WEBSITE



## TOP LEADERBOARD BANNER

728px W x 90px H

£650 per month

## MPU

300px W x 250px H

£500 per month

## SKYSCRAPER

300px W x 600px H

£550 per month

# DATA CENTRE & NETWORK NEWS

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