DATA CENTRE & NETWORK NEWS

MEDIA PACK 2026

ABOUT

Data centres are the foundation of the digital world. With today's accelerating technology, data centres orchestrate the ever-changing demands of the wireless world. In this dynamic industry, Data Centre & Network News (DCNN) empowers those who run it - from people to products. DCNN is the ultimate resource, with latest news, industry trends, developments and more.

THE WEBSITE

DCNN's website incorporates the latest technology and ensures that your company and products receive high SEO scores when potential clients search for information online. The team works hard to expand DCNN's reach and publishes 5-10 news and product stories on a daily basis, making DCNN the go-to source for industry news. It is the daily news resource for the industry.

THE MAGAZINE

To further complement DCNN's online presence, a quarterly digital magazine is distributed to 28,000 global inboxes. The magazine includes a variety of features, news, products, and interviews with industry leaders, providing insights, analysis, and opinions on trending topics within the industry.

THE WEEKLY NEWSLETTER

DCNN offers 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, and a vast social media presence that ties together a rapidly growing LinkedIn and social media presence.

MARKETING OPPORTUNITIES

DCNN offers an interactive and engaged audience that view the website as an invaluable resource for 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.

MAGAZINE FEATURES

EDITION 1

Networking and Cabling I Data Centre Essentials I Construction I Power I **Event Preview – DCW London**

EDITION 2

Cooling I Cyber Security I Sustainability I Cloud Computing and Neo-Clouds I **Event Preview – NCSS /Security Event, Connected North, Data Cloud World Congress, Data Centre World Frankfurt**

EDITION 3

Colocation I Power I Next-Gen Networks I AI I Liquid Cooling (Who's Who)

EDITION 4

Data Centre Essentials I Storage I Business Operations I Security I **Event Preview – ECOC, ICE, Data Centre World Madrid, Capacity Europe, Connected Britain**

EDITION 5

DCIM I Networking and Cabling I Critical Data I Quantum Computing I **Event Preview – DTX, Data Centres Ireland, Data Centre World Paris**

EDITION 6

UPS Power and Distribution I Safety and Security I Edge Computing I Energy Management I **Event Preview – DCE, TOP Conference**

If you would like to contribute a case study, technical article, opinion piece or thought leadership article, please get in touch with Editor, Joe Peck at joe@allthingsmedialtd.com.

ADVERTISING PACKAGES FOR MAXIMUM BRANDING AND EXPOSURE

Front cover package — £2,250

• FC spread
• DPS editorial
• DPS advertisement

Double page spread	£935
Full page	£605
Half page	£385
Content strip	£495

Feature sponsorship — £1,100

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

PRODUCTS & SERVICES

Half page — £205
• 150 words + 1 image

Full page — £400
• 300 words + 2 image

DIGITAL READERSHIP DCNN - GLOBAL

AUDIENCES - REACH

• 28,000+ database for our digital magazine/newsletter

• Website visitors 12,000+ unique visitors to the website per month with 20,000+ page impressions

• LinkedIn Followers 4,500+ (we are building our LinkedIn followers steadily on a monthly basis, adding 300+ followers each month organically)

• DCNN Dispatch LinkedIn newsletter – 2,000+ subscribers (linkedin.com/company/data-centre-network-news-dcnn)

• Social media 3,500 followers (X, Facebook, Instagram)

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**

We have conducted some initial research across our database and all of these job titles appear amongst our DCNN database.
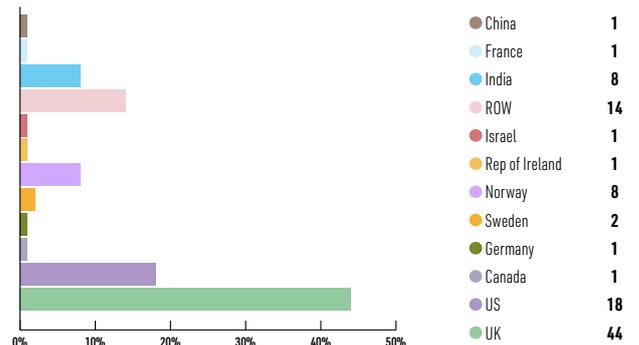
SUMMARY

• 74% of readers are at Senior DC management/facilities management level

• 7% of readers involved in specification and consulting (DC design engineering, planning and project management, consulting)

• Our readership covers all of the below job titles.

KEY JOB FUNCTIONS

Operations Manager, Operations Director, Facilities Manager, Facilities Director, Datacenter Operations Manager, Data Centre Operations Director, Director of Site Operations, Head of Business Operations, Data Center Design Engineer, Director of Global Data Center Design and Construction, Data Center Solutions Architect, Design Specialist, Data Center Architect, Data Center Systems Engineer, Critical Facilities Engineer, Technical Design Director, Technical Director of Design Energy Manager, Director of Energy Supply, Energy Strategy, Data Center Security Manager, Director of Data Center Security, Director of Cybersecurity, Digital Forensic Engineer, Application Security engineer, Network Security engineer, Data Center Security Architect, Director of Connectivity, Cybersecurity Engineer Seniority: CTO, CSO, COO, CIO
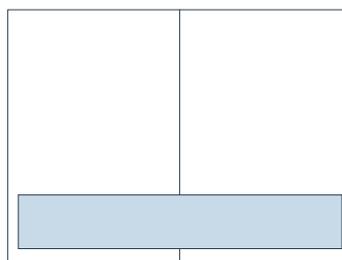
DCNN READERSHIP BREAKDOWN

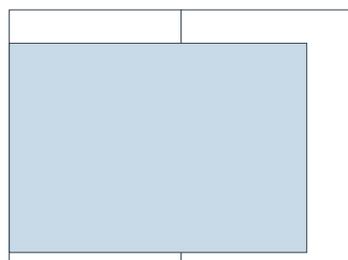|	
● China	**1**
● France	**1**
● India	**8**
● ROW	**14**
● Israel	**1**
● Rep of Ireland	**1**
● Norway	**8**
● Sweden	**2**
● Germany	**1**
● Canada	**1**
● US	**18**
● UK	**44**

SPECIFICATIONS

FULL PAGE

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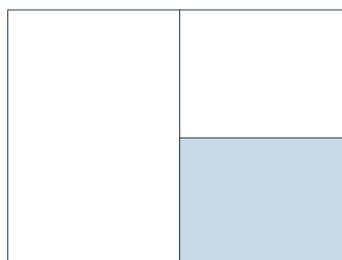or
196mm W x 294mm H

CONTENTS STRIP

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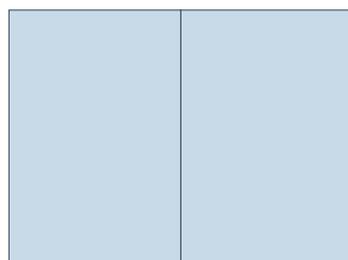or
369mm W x 62mm H

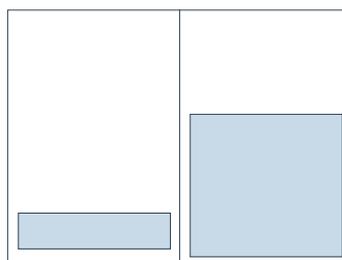**FRONT COVER**

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

HALF PAGE

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

DPS

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

STRIP AD

983px W x 168px H
or
199mm W x 34mm H

FEATURE COVER

987px W x 927px H
or
184mm W x 173mm H

Please supply all PDF and jpeg files to Neil Coshan: **neil@allthingsmedialtd.com**

DCNN Production Schedule 2026			
Issue	Editorial Deadline	Advertising Deadline	Published
Edition 1 (Feb)	02/02/2026	09/02/2026	16/02/2026
Edition 2 (April)	01/04/2026	06/04/2026	15/04/2026
Edition 3 (June)	01/06/2026	08/06/2026	15/06/2026
Edition 4 (Aug)	03/08/2026	10/08/2026	17/08/2026
Edition 5 (Oct)	01/10/2026	05/10/2026	15/10/2026
Edition 6 (Dec)	01/12/2026	07/12/2026	14/12/2026

WEEKLY NEWSLETTER

The DCNN newsletter has a clean and easy to read layout, which is optimised for mobile and tablet viewing.

- Sent out to 28,000 global data centre professionals every Wednesday
- Plus, solus sponsored Newsletter Takeover sent every Monday
- All newsletter stories are also hosted on the DCNN website
- Promoted on social media. LinkedIn, via our dedicated DCNN Dispatch weekly LinkedIn newsletter with 2,000+ subscribers and growing.

Newsletter sponsorship

Top Banner (728px W x 90px H) & Lead Story (up to 150-200 words, 1 image & web link)
£660 per week

Newsletter Takeover

Top Banner (728px W x 90px H) & 300 words, 1 image & web link) and MPU (300px W x 250px H)
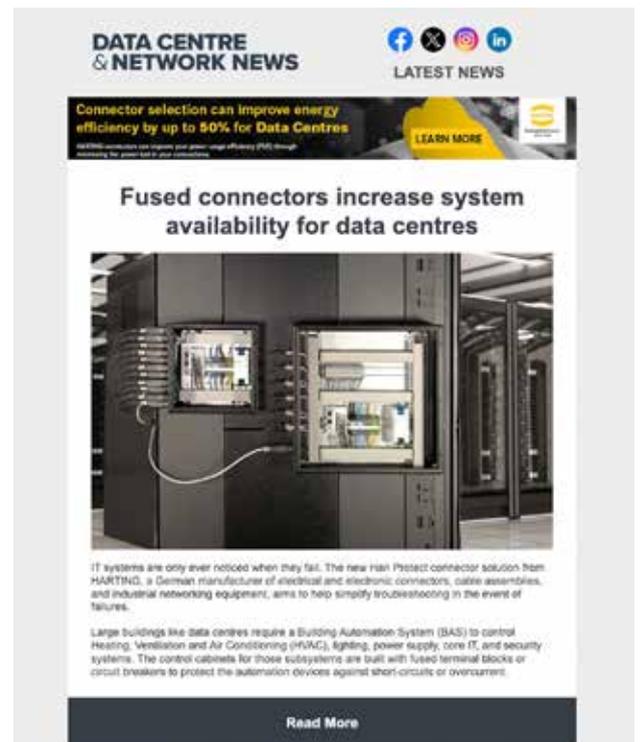**£1,100 per edition**

Newsletter story entry

Up to 500 words, 1 image & web link
£330 per week

Banner ad

600px W x 69px H
£440 per week

MAILSHOTS

Send your latest HTML template to our database of of 28,000 global contacts

• You can supply a finished template, or we can build one for you client to supply images, graphics, text and links - for an additional cost of +£150 per mailshot template design
• Traffic report summary provided after transmission so you can measure results/openings and audience interaction
• Quick turnaround proofing and editing service available
• Can be sent at any point during a 12-month period
• We recommend using multiple mailshots to build brand awareness and establish credibility
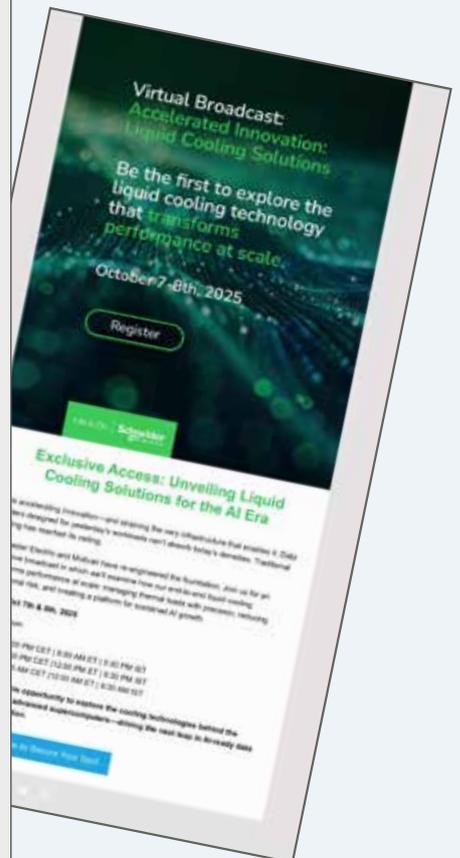
Prices:

£1,204 mailshot x 1
£1,024 per mailshot x 4
£964 per mailshot x 6
£843 per mailshot x 12

Audience segmentation + £150 per mailshot.
For specific audience targeting.

Please contact us for timings and the latest available slots to schedule your campaign.

WHITEPAPER PROMO PACKAGE

Whitepapers can be hosted on your site or via the DCNN website alongside a promotional story.

We can drive traffic to your registration page and help you generate new leads and enquiries for your latest whitepaper, ebook, or technical presentation. Promoted over a three-month period.

• Highlight new tech and innovation
• Build brand awareness
• Showcase case studies
• Highlight independent research
• Includes full internal promotional package
• Lead generation

Prices:

£1,790 per whitepaper x 1
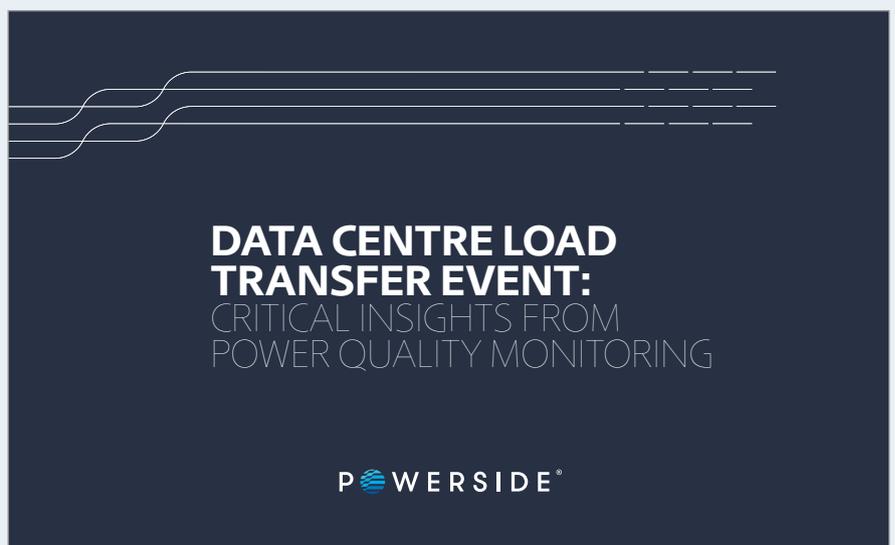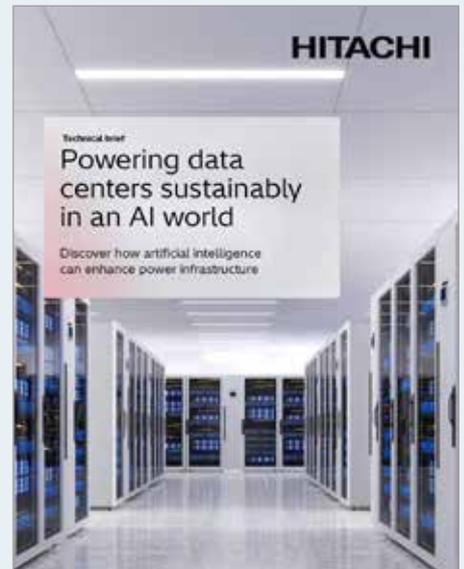
SPONSORED WEBINARS - £2,795

Hosted via Zoom and moderated by our DCNN team.

A collaboration between DCNN and the client via a one-hour broadcast over a six-week campaign. Designed to be a thought leadership led broadcast.

How it works

• Topic or theme of the session discussed in advance with our editorial team. Designed to be educational and informative content led
• Formats can include a panel discussion, with participation from agreed partners or a PowerPoint presentation
• Share survey results and questions from the participants
• Editorial article in the digital magazine/website highlighting the session outcomes
• Share of registration data

WEBSITE

Hero spotlight banner

Size on request.

£1,150 per month
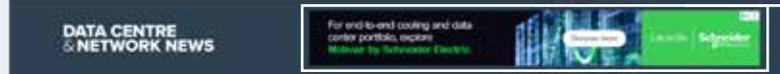
Top leaderboard banner

728px W x 90px H

£715 per month

Solus banner

980px W x 120px H

1st position £850 per month
2nd position £800 per month

Skyscraper

300px W x 600px H

£550 per month

MPU

300px W x 250px H

£500 per month

C-SUITE SPOTLIGHT INTERVIEW

We are launching a new combined editorial/sponsorship opportunity for each issue (only one available each edition).

These are ideal for a CEO / CIO / Product Leader / Head of R&D to announce a new appointment, with a specific angle on thought leadership or to support a latest technology development/innovation.

- C-Suite Spotlight feature front cover (within the magazine).
- Three-page editorial feature - 600 -900 words of text + 3-4 images.
- Double page spread advert or advertorial (600 words of text + 3 images).
- All content reproduced in the digital magazine, website, and newsletter.
- 4 x LinkedIn dedicated social post announcements shared with our followers.
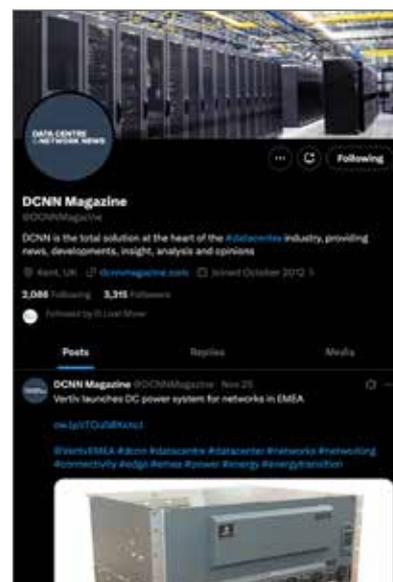
Price:

£2,000

SOCIAL MEDIA

Reach our combined social media audience of LinkedIn Followers 4,500+ (we are building our LinkedIn followers steadily on a monthly basis, adding 300+ followers each month organically)

DCNN Dispatch LinkedIn newsletter – 2,000+ subscribers

FOLLOW US ON LINKEDIN in

Social media 3,500 followers (Facebook, X, Instagram)

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CONTACT US

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