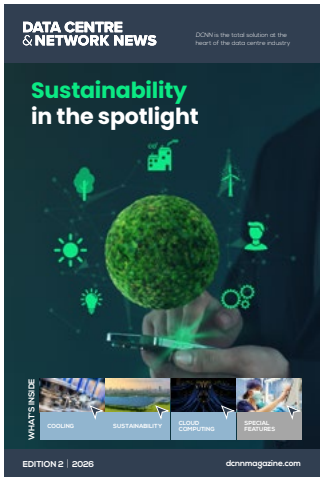
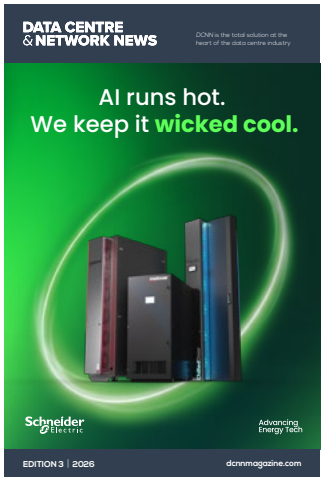

DATA CENTRE
& NETWORK NEWS
MEDIA PACK
2027
Reaching the people who power the data centre industry
dcnnmagazine.com

ABOUT

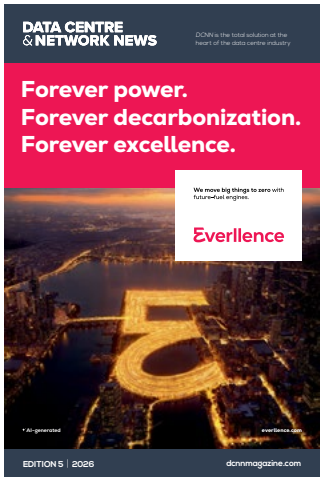
DCNN is the digital intelligence platform for the people building and operating the world's data centre and network infrastructure.

DCNN empowers professionals with the latest news, features, industry trends, and developments in the data centre industry. Topics include: AI, Power, Cooling, Racks, Construction, Investors, Insurance, Planning, Liquid Cooling, DCIM, Edge Computing, Training and Skills, Next Gen Networks, Telecoms, Quantum Computing, Cloud Computing, Sustainability, Colocation, and Cybersecurity.









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.

THE MAGAZINE

To further complement *DCNN's* online presence, a bi-monthly 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.

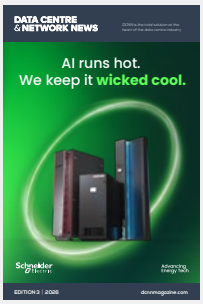
THE WEEKLY NEWSLETTER

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 by utilising the weekly *DCNN* newsletter and a vast social media presence that ties together a rapidly growing LinkedIn and wider online footprint.

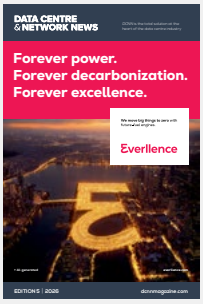
MARKETING OPPORTUNITIES

DCNN offers an interactive and engaged audience that views 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

Event Preview - DCW London

EDITION 2

Cooling I Cybersecurity I Sustainability I Cloud Computing

Event Preview - DTX North, Data Cloud World Congress, DCW Frankfurt, Submarine Networks London

EDITION 3

Colocation I Power I Next-Gen Networks I Training and Skills I Liquid Cooling (Who's Who)

EDITION 4

Data Centre Essentials I Storage I Business Operations I Security

Event Preview - ECOC, ICE, Capacity Europe, Connected Britain, Data Centre Expo Amsterdam, DTX London

EDITION 5

UPS Power and Distribution I Networking and Cabling I Critical Data I Circular Economy

Event Preview - DataCentres Ireland, DCW Paris

EDITION 6

DCIM I Safety and Security I Edge Computing I Energy Management

Event Preview - Data Centre Expo London, TOP Conference

If you would like to contribute a case study, technical article, opinion piece, or thought leadership article, please get in touch with our 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 a feature

PRODUCTS & SERVICES

Half page £205

- 150 words + 1 image

Full page £400

- 300 words + 2 images



DIGITAL READERSHIP DCNN - GLOBAL

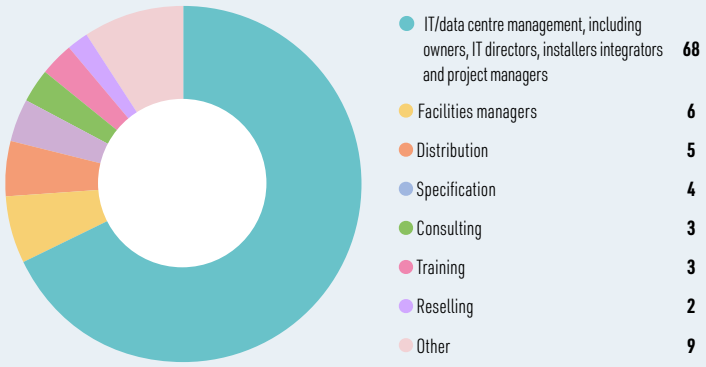
AUDIENCES - REACH

- 28,000+ database for our digital magazine/newsletter
- 7,600+ website page views per month
- LinkedIn followers 9,500+ followers adding 1,100 new followers each month organically.
- *DCNN* Dispatch LinkedIn newsletter -45,00+ followers.
- Social media (IG, FB, YT LI) - 10,000+

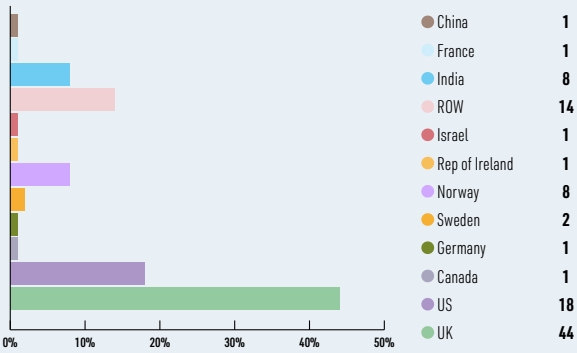
LinkedIn is a growing resource for *DCNN* from 2 Nov 2025 - 1 Nov 2026

- 643,583 impressions
- 10,133 reactions
- 421 comments
- 172 reposts
- 6,206 new followers in the last 12 months

MAIN ACTIVITY OF BUSINESS (%)



DCNN READERSHIP BREAKDOWN



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.

WHO WE REACH

- Data centre owners and operators
- Hyperscalers
- Colocation providers
- AI infrastructure decision-makers
- Enterprise data centre decision-makers
- Consultants
- EPCs
- Developers
- Integrators
- OEMs
- Ecosystem partners

Job functions

- Engineering and design
- Construction and delivery
- Facilities
- Operations
- Procurement
- Business leadership

Job titles

Operations and facilities

- Operations Manager
- Operations Director
- Facilities Manager
- Facilities Director
- Data Centre Operations Manager
- Data Centre Operations Director
- Director of Site Operations
- Head of Business Operations

Design and engineering

- Data Centre Design Engineer
- Director of Global Data Centre Design and Construction
- Data Centre Solutions Architect
- Data Centre Architect
- Data Centre Systems Engineer
- Critical Facilities Engineer
- Design Specialist
- Technical Design Director
- Technical Director of Design

Construction and delivery

- Construction Director
- Construction Consultant

Procurement

- Head of Procurement

Energy

- Energy Manager
- Director of Energy Supply
- Energy Strategy

Security and cybersecurity

- Data Centre Security Manager
- Director of Data Centre Security
- Data Centre Security Architect
- Director of Cyber Security
- Cyber Security Engineer
- Application Security Engineer
- Network Security Engineer
- Digital Forensic Engineer

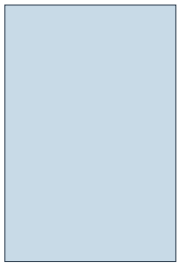
Connectivity

- Director of Connectivity

Seniority

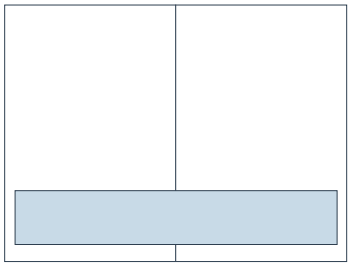
- CTO
- CSO
- COO
- CIO

SPECIFICATIONS



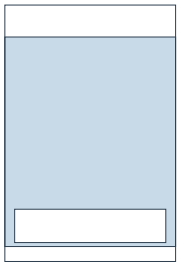
FULL PAGE

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



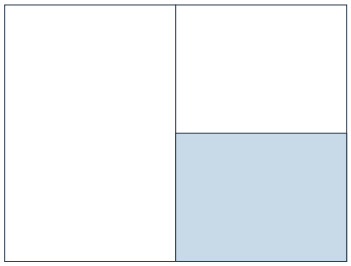
CONTENTS STRIP

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



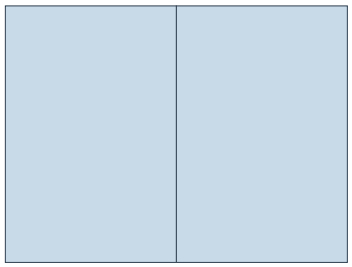
FRONT COVER

1112px W x 1364px H
or
196mm W x 241mm H



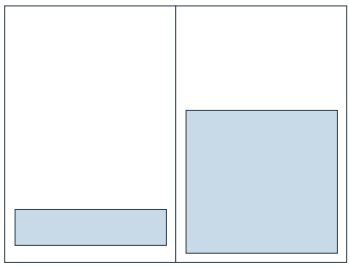
HALF PAGE

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 2027**

Issue	Editorial Deadline	Advertising Deadline	Published
Edition 1 (Feb/Mar)	25/01/2027	01/02/2027	15/02/2027
Edition 2 (Apr/May)	29/03/2027	05/04/2027	19/04/2027
Edition 3 (Jun/Jul)	31/05/2027	07/06/2027	21/06/2027
Edition 4 (Aug/Sep)	02/08/2027	09/08/2027	23/08/2027
Edition 5 (Oct/Nov)	04/10/2027	11/10/2027	25/10/2027
Edition 6 (Dec/Jan)	22/11/2027	29/11/2027	13/12/2027

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, particularly LinkedIn, via our dedicated *DCNN Dispatch* weekly LinkedIn newsletter with 4,500+ 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

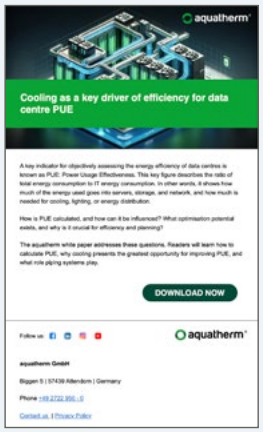
Send your latest HTML template to our database of 28,000 global contacts.

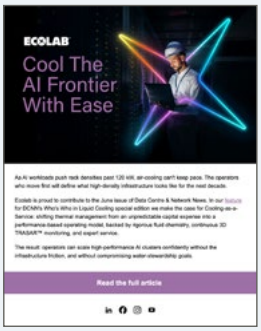
- You can supply a finished template, or we can build one for you – with the client to supply images, graphics, text, and links – for an additional cost of +£150 per mailshot template design
- Traffic report summary provided after transmission so you can measure results/openings and audience interaction
- 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

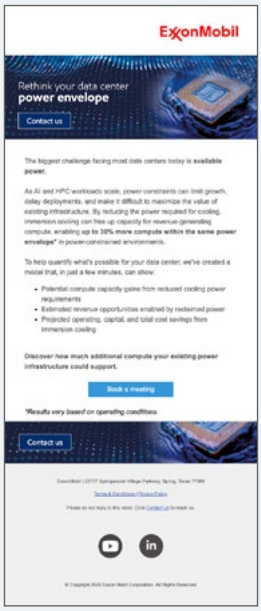
Prices:

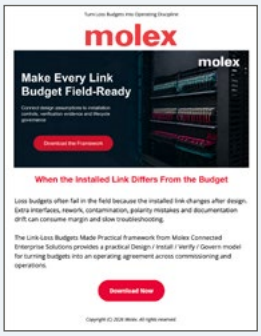
£1,204 mailshot x 1
£1,024 per mailshot x 4
£964 per mailshot x 6
£843 per mailshot x 12

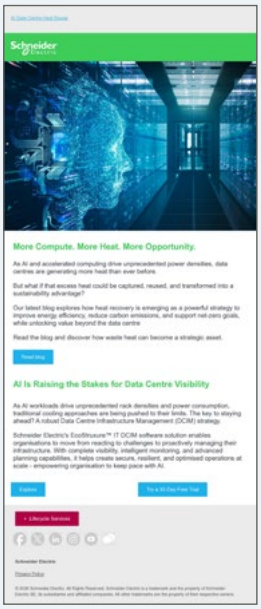
Audience segmentation + £150 per mailshot.
For specific audience targeting.











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

WHITEPAPER PROMO PACKAGE

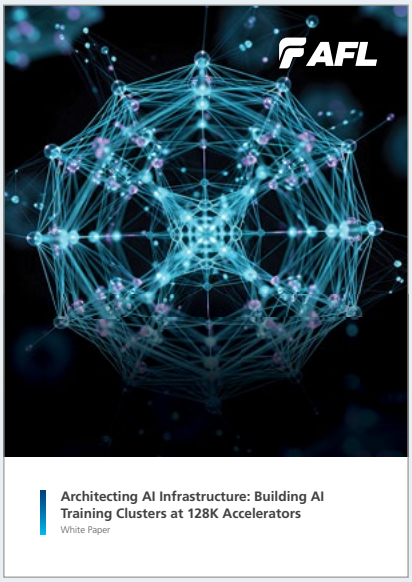
Whitepapers can be hosted on your site or via the *DCNN* website alongside a promotional story.

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.

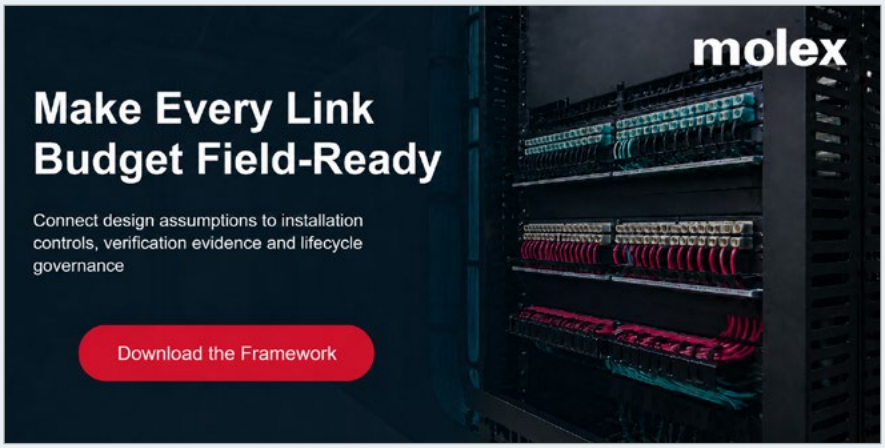
- Highlight new tech and innovation
- Build brand awareness
- Showcase case studies
- Highlight independent research
- Includes full internal promotional package
- Lead generation

Prices:

£1,790 per whitepaper x 1







SPONSORED WEBINARS AND PODCASTS: £2,795

Put your expertise in front of the data centre and network community, with *DCNN* as your broadcast partner. Every session is a collaboration between *DCNN* and your organisation, built around thought leadership rather than a sales pitch.

Choose your format

Live webinar. A 45-minute to one-hour broadcast, hosted on Zoom and moderated by the *DCNN* team. A six-week campaign builds your audience beforehand and extends your reach long after the session, positioning your brand as a trusted voice on the issues that matter to decision-makers.

Podcast. A 30- to 45-minute one-to-one discussion with the *DCNN* editorial team, pre-recorded on Zoom and promoted on demand to our audience.

How it works

- Shape the session with us. Your theme is agreed in advance with our editorial team, so the content is educational, informative, and genuinely useful.
- Pick your style. Choose a panel discussion with agreed partners or a focused slideshow presentation, whichever suits your message.
- Engage your audience. Survey results and participant questions are shared, grounding your insight in what the market is asking.
- Extend your reach. An editorial article in the *DCNN* digital magazine and on our website highlights the outcomes, keeping your message in front of readers well beyond the broadcast.
- Capture the opportunity. You receive a share of the registration data, giving you a qualified list of engaged prospects to follow up. Data is shared with partners, too.
- Amplify further. We create social media posts, plus short videos and share the content via the *DCNN* YouTube channel. You receive the final video for your own internal promotion.
- Go bigger. Pair your session with a front cover sponsorship or a C-suite Spotlight Campaign.

How it works

A *DCNN* webinar combines editorial credibility with a live, two-way format. Our team handles moderation and promotion, leaving you free to deliver a standout session. The result is quality engagement, lasting visibility, and leads from an audience that has chosen to hear what you have to say.



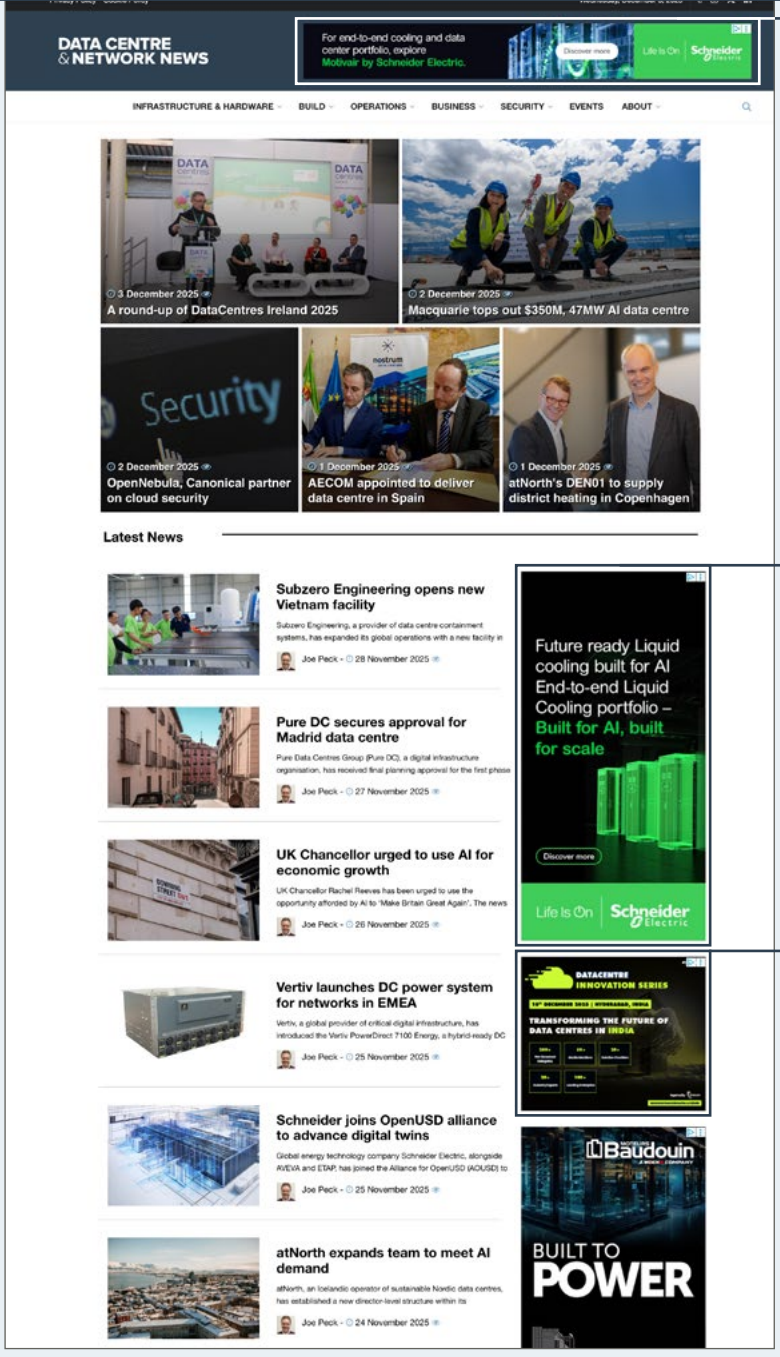
WEBSITE



Hero spotlight banner

Size upon request.

£1,150 per month



Top leaderboard banner

728px W x 90px H

£715 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 recent technological 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

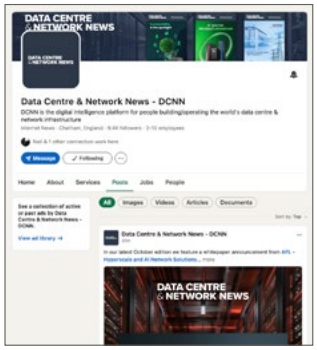


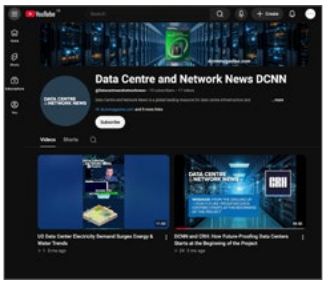
SOCIAL MEDIA

Reach our combined social media audience of LinkedIn followers 9,500+ (we are building our LinkedIn followers steadily on a monthly basis, adding 1,000+ followers each month organically).

New for 2026: DCNN YouTube page
www.youtube.com/@Datacentreandnetworknews

- Feature video content/shorts/podcasts/webinars
- *DCNN* Dispatch LinkedIn newsletter – 4,500+ subscribers
- Social Media 10,000+ followers (FB, IG, LI, YT)





Social Media Bundle: LinkedIn

Make the most of *DCNN*'s LinkedIn reach with a one-month social media bundle, designed to put your expertise in front of a engaged data centre audience.

The bundle includes:

- One *DCNN* guest blog, around 600 words plus one image or author headshot, shared with the 4,500+ subscribers to our LinkedIn newsletter. The content is thought leadership-led and offers industry insights. We recommend adding a "follow me on LinkedIn" call to action in the blog, and we'll tag you in the post. We'll also create an animated graphic to accompany your post. We can provide metrics and open rates for the guest blog. Example here: linkedin.com/pulse/why-data-centres-should-treated-critical-slvge
- Four individual posts from you, shared with our 9,500+ LinkedIn followers. We recommend publishing these weekly across the month, so you stay visible throughout.

Price:
£395 for one month

CONTACT US

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