

# Inside\_Networks



THE NETWORK INFRASTRUCTURE

An isometric illustration of a smart office desk. On the left, a large monitor displays a red Wi-Fi symbol. In front of it is a keyboard and a mouse. To the right of the monitor is a small rectangular device. Further right is a coffee machine with a cup of coffee on its base. A thermos is next to the coffee machine. In the bottom left, there is a smartwatch. In the top left, there is a small square device with a Wi-Fi symbol. In the top center, there is a cylindrical device with a Wi-Fi symbol. All these devices have blue Wi-Fi symbols above them, indicating they are connected to a network. The background is a dark blue grid pattern.

# MEDIA KIT 2020

## Inside\_Networks – THE NETWORK INFRASTRUCTURE E-MAGAZINE

Launched in 2010, Inside\_Networks was the first online magazine dedicated to enterprise and data centre network infrastructures and continues to push the boundaries of this innovative format.

Unique in style and content, it features a diverse range of information about this fast moving sector. Data centre owners and managers, IT directors, chief information officers (CIOs), consultants, installers and integrators – as well as anyone else involved in this industry – find it an invaluable resource.



## POSITIONING STATEMENT

Each month Inside\_Networks brings its global readership a diverse range of high quality editorial content including the latest industry developments, standards, white papers, interviews, blogs, videos, webinars, environmental issues and technology, as well as in-depth articles from renowned industry experts on a variety of subjects.

As a state-of-the-art promotional medium, Inside\_Networks offers advertisers and contributors innovative ways to get their marketing messages to their audiences. Just as importantly, it has the added advantage of being far more environmentally friendly than paper based magazines.

## REGULAR SECTIONS

Inside\_Networks contains a number of regular sections:

**NEWS** - all that's happening in the world of network infrastructures

**MAILBOX** - the pick of the recent emails to Inside\_Networks

**QUESTION TIME** - Inside\_Networks asks a panel of industry experts to discuss an industry hot topic

**SPOTLIGHT** - a leading industry figure is profiled

**CHANNEL UPDATE** - moves, adds and changes in the channel

**QUICK CLICKS** - A one click guide to the latest industry blogs, electronic literature, videos, apps, white papers and webinars

**PROJECTS & CONTRACTS** - case studies from around the globe

**PRODUCTS & SERVICES** - the latest network infrastructure products, systems and services

**SECURITY AND ACCESS CONTROL**

**Safety first**

Luca Rozzoni of Chatsworth Products (CP) looks at how physical security is being taken to the edge

When choosing a data centre, a key priority for any business is to know that their data will be safe and cannot be compromised. Data centre owners must also demonstrate that their infrastructure is robust and secure, and that it adheres to critical security processes. Threats have become more sophisticated and customers are requiring a greater level of security to ensure absolute data privacy.

**OVER THE EDGE**

Historically, a large central data centre has been the hub for all of an organisation's core network activity and transaction processing. However, as Internet of things (IoT), mobile and artificial intelligence (AI) technologies continue to develop at rapid speed, businesses are responding with the addition of edge computing alongside the core data centre. This is leading to an increased number of micro data centres in different locations, putting an additional strain on security, which now must be applied across multiple sites.

The introduction last year of the General Data Protection Regulation (GDPR) to protect data privacy adds an even greater urgency for data centre owners to ensure they had robust data protection and security policies in place. Whilst organisations within European Union (EU) countries should have already taken the appropriate technical and organisational measures to ensure compliance, any organisation collecting or processing data for individuals within the EU should also be able to demonstrate their own compliance procedures.

**UNDER REVIEW**

Data centre owners need to regularly review and, if necessary, update their security processes to protect their customers' data assets, starting with the data centre's physical security and access control.

Whilst access control may seem an obvious part of any security policy, data centres must be able to demonstrate that they have the appropriate access policies in place. In fact, Regulation (EU) 2016/679 warns of preventing unauthorised access to electronic communications networks and malicious code distribution and stopping denial of service attacks and damage to computer and electronic communication systems.

Extending access control to enclosures that house IT equipment, especially in shared spaces, is increasingly important. If IT equipment is housed in separate, secure rooms with controlled access, this may not be a concern. But as IoT applications

## FEATURES

As well as its regular mix of news stories, articles and comment, each month Inside\_Networks focuses on two specific areas of the network infrastructure industry.

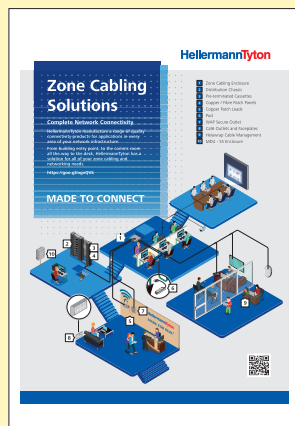
The features contain articles from high profile industry experts. They also offer manufacturers, distributors and service providers an opportunity to promote themselves and what they do.

For £150 advertisers are allocated 150 words and an image, which covers approximately half a page. Each insertion features a link back to the advertiser's website.

| FEATURES 2020 |   |
|---------------|---|
| JAN           | CABLE MANAGEMENT AND LABELLING<br>CONNECTORS AND CONNECTIVITY       |
| FEB           | COPPER CABLING SYSTEMS<br>COLOCATION DATA CENTRES                   |
| MAR           | FIBRE OPTIC CABLING STANDARDS<br>TRAINING AND SKILLS DEVELOPMENT    |
| APR           | INTELLIGENT BUILDINGS<br>TESTING AND TEST EQUIPMENT                 |
| MAY           | UPS AND POWER DISTRIBUTION<br>WIRELESS NETWORKING                   |
| JUN           | AIM, IIM AND NETWORK MANAGEMENT<br>CONTAINMENT                      |
| JUL           | COPPER CABLING STANDARDS<br>ENERGY MANAGEMENT                       |
| AUG           | MICRO-MODULAR AND EDGE DATA CENTRES<br>SECURITY AND ACCESS CONTROL  |
| SEP           | FIBRE OPTIC CABLING SYSTEMS<br>COOLING AND CLIMATE MANAGEMENT       |
| OCT           | ENCLOSURES, RACKS AND CABINETS<br>CONVERGED NETWORK INFRASTRUCTURES |
| NOV           | DCIM<br>GREEN NETWORKING  |
| DEC           | UPS AND POWER MANAGEMENT<br>PRE-TERMINATED SYSTEMS                  |

## ADVERTISING AND PROMOTION

Inside\_Networks offers a highly effective way for advertisers to communicate their messages to their target audiences.



Readers can simply click on an advertisement and go directly to the advertiser's website, where they can obtain more information about areas of specific interest.

And it doesn't stop there – advertisers can also use animation and video to enhance their advertisements and make them even more eye-catching.

To find out more about the advertising opportunities offered by Inside\_Networks, including space availability, prices and deadlines, call **01603 610265**.



## CIRCULATION AND ADVERTISING RATES

By using the latest online monitoring tools we know that Inside\_Networks is read by over 20,000 people each month.

It also has a truly multinational readership with readers from over 100 different countries and regions.

| RATE CARD          |                  |       |
|--------------------|------------------|-------|
| Size               | Dimensions (mm)  | Price |
| DOUBLE PAGE SPREAD | 210(h) x 297(w)  | £895  |
| FULL PAGE          | 210(h) x 148(w)  | £525  |
| HALF PAGE          | 105(h) x 148 (w) | £295  |

Discounts will be offered for multiple/series bookings.

## AD SPECIFICATIONS

PDF at 300dpi.

No crop marks or bleed preferred.

To find out more about animated or video based advertising, contact **rob@insidenetworks.co.uk**

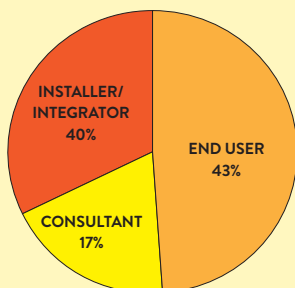




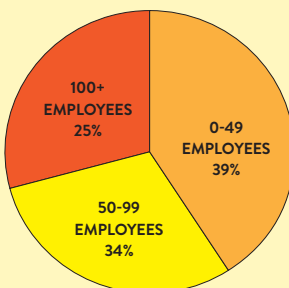
## CIRCULATION BREAKDOWN

Inside\_Networks is read by a broad spectrum of individuals including data centre owners and managers, IT directors and managers, consultants, facilities managers, designers, project managers, installers and integrators. These people operate in an equally diverse range of business sectors including finance, health, education, legal, retail, public sector, defence and utilities.

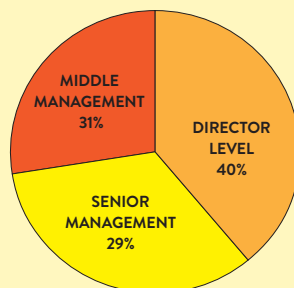
### ROLE



### COMPANY SIZE



### POSITION



## FREE SUBSCRIPTION

Inside\_Networks offers a free subscription to anyone involved with network infrastructures in the data centre and enterprise. By filling in a simple form you will be notified via an eshot when the next issue is online, along with a direct link to your copy.

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