Inside_Networks

MEDIA KIT 21

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 initiatives 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

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Failure is not an option

When it comes to uninterruptible power supplies (UPS), Mike Elms of Centiel UK explains why achieving 100 per cent uptime must be the primary goal

Apollo 13 was due to be the third crewed mission to land on the moon. However, the mission was aborted when an oxygen tank ruptured three days in, in a loss of oxygen supply capacity that put the lives of the crew in jeopardy. Complete disaster was avoided by the crew devising a workaround using materials onboard the ship, which allowed them to land safely back on Earth six days later. This is a famous example of where a small fault had a catastrophic effect on the overall function of a system. In the wake of Apollo 13, engineers redesigned the oxygen system to prevent similar accidents, with a third oxygen tank added as a back-up. Eight more Apollo spacecraft flew and none of them experienced the same trouble again.

VALUE ADD

When it comes to UPS systems, as indeed spacecraft, if you value your critical load then ensuring the highest availability is paramount. But there is always a trade-off. The highest levels of resilience can be achieved within any electrical system by removing as many single points of failure as possible, and by adding redundancy. However, the more redundancy that is introduced, naturally the more it costs. But if the critical load really is that critical, compromising on correct configuration and quality to reduce costs is a false economy.

UPS technology has seen huge developments over the years. Systems have technically advanced, become more efficient and take up significantly less space than they previously did. The good news is that they cost less to purchase and run too.

Efficiency-wise, the most modern UPS have become about as close to perfect as possible, keeping in mind there will always be some losses due to the very nature of electrical switching.

TRUTH WILL OUT

The latest true modular UPS systems are designed so each module contains all the power elements of a UPS including rectifier, inverter, static switch, display and, importantly, all control and monitoring circuitry. This configuration places it above other designs that can have a separate, single static switch assembly and the technology behind the intelligence modules means there is no single point of failure. Repair is easy, as whole modules can be hot swapped, giving a mean time to repair (MTTR) of less than three minutes.

However, installing a truly modular UPS, which ensures maximum resilience and availability, is only helpful if the cables connecting all the components themselves do not create a single point of failure. The simplest communications bus is a single cable – if this breaks, or becomes disconnected, the entire system could be compromised. For this reason, the ring circuit has been introduced within the majority of modern UPS systems. If

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 £175 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.

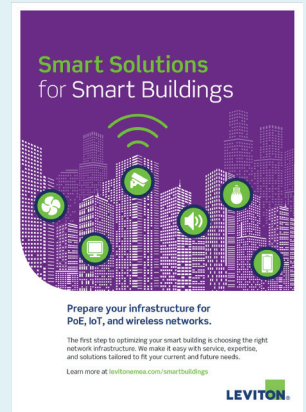| FEATURES 2021	
JAN	**CABLE MANAGEMENT AND LABELLING** **CONNECTORS AND CONNECTIVITY**
FEB	**COPPER CABLING SYSTEMS** **COLOCATION DATA CENTRES**
MAR	**FIBRE OPTIC CABLING STANDARDS** **TRAINING AND SKILLS DEVELOPMENT**
APR	**INTELLIGENT BUILDINGS** **TESTING AND TEST EQUIPMENT**
MAY	**UPS AND POWER DISTRIBUTION** **WIRELESS NETWORKING**
JUN	**AIM, IIM AND NETWORK MANAGEMENT** **CONTAINMENT**
JUL	**COPPER CABLING STANDARDS** **ENERGY MANAGEMENT**
AUG	**MICRO-MODULAR AND EDGE DATA CENTRES** **SECURITY AND ACCESS CONTROL**
SEP	**FIBRE OPTIC CABLING SYSTEMS** **COOLING AND CLIMATE MANAGEMENT**
OCT	**ENCLOSURES, RACKS AND CABINETS** **CONVERGED NETWORK INFRASTRUCTURES**
NOV	**DCIM** **GREEN NETWORK INFRASTRUCTURES**
DEC	**UPS AND POWER MANAGEMENT** **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 23,000 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)	£550
HALF PAGE	105(h) x 148 (w)	£325

Discounts will be offered for multiple/series bookings.

AD SPECIFICATIONS

PDF at 300dpi.
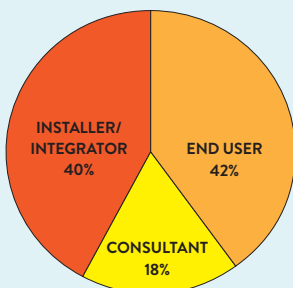No crop marks or bleed preferred.
To find out more about animated or video based advertising, contact rob@insidenetworks.co.uk
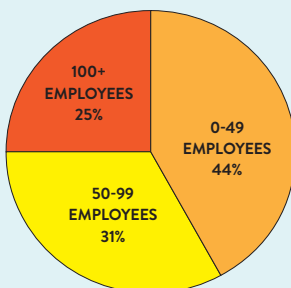
CIRCULATION BREAKDOWN

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.
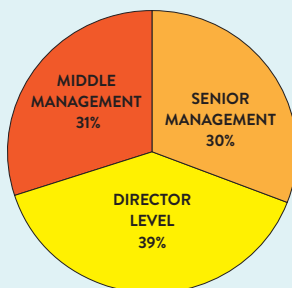
ROLE

- INSTALLER/ INTEGRATOR 40%
- END USER 42%
- CONSULTANT 18%

COMPANY SIZE

- 100+ EMPLOYEES 25%
- 0-49 EMPLOYEES 44%
- 50-99 EMPLOYEES 31%

POSITION

- MIDDLE MANAGEMENT 31%
- SENIOR MANAGEMENT 30%
- DIRECTOR LEVEL 39%

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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