

# Inside\_Networks

THE NETWORK INFRASTRUCTURE E



# MEDIA KIT 22





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

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

Unique in style and content, it features a wealth 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 updates, 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** – a panel of industry experts 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

# Pillar of strength

David Mullen of Leviton examines the networks that support micro-modular and edge data centres

Looking back 8-10 years ago, the cloud was the big topic when it came to data centres. Today it is the edge that is garnering the hype and press coverage. While it may seem like a buzzword, edge computing is a very important development. As more and more devices around us become connected and require near instant feedback – from traffic sensors to smart watches and beyond – the latency or time delay for data to transfer needs to be much shorter. This simply can't be addressed without bringing computing power to data centres at the edge of the network, closer in proximity to where connected devices are located.

**NEAR THING**  
The biggest catalyst for the growth of edge data centres comes from emerging 5G cellular technology. 5G is opening up opportunities for new internet of things (IoT) applications and smart city technologies that rely on real time data, such as improved automation in factories and buildings, flow of pedestrian traffic in dense urban areas or sporting events,

and even responsive autonomous vehicles in the future. 5G is creating a complex digital transformation that will converge telecom and IT networks, and edge data centres will be needed to address the lower latency and higher bandwidth requirements that 5G brings.

In general terms, the medium latency for data transmission from an end device to a centralised or hyperscale cloud data centre can be around 20 milliseconds or longer. When moving data storage and processing to the edge, latency can drop to 10-15 milliseconds. This is considered low latency. This may seem fast – for reference, our brains need about 13 milliseconds to recognise what our eyes see. However, some emerging IoT applications for on premises networks such as factory assembly lines require ultra-low latencies that drop down to five milliseconds or less. Low and ultra-low latency performance can only be accomplished with an architecture where edge and traditional cloud data centres work together by sharing processing power and reducing latency for when applications require it.

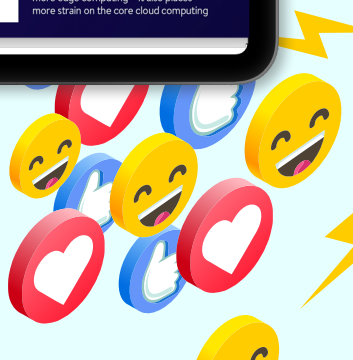
**DEFINING MOMENT**  
The definition of edge can be a little fuzzy, but a good general definition comes from

James Stranger, the chief technology evangelist at ComPTIA. According to Stranger, the edge is 'the practice of capturing, storing, processing and analysing data near the client, where the data is generated, instead of in a centralised data processing warehouse'. Thus, the data is stored at the edge of the network, rather than always with a traditional hyperscale cloud data centre.

Not all edge data centres look the same. Near edge data centres could take the form of a 'cloudlet' or small scale cloud data centre that moves some resource intensive computing closer to the edge. Similarly, small data centres used by colocation and service providers could serve that edge location role. These dedicated facilities even have the power, cooling and security commonly associated with a traditional data centre and might host 10-100+ cabinets. They might be typically found in second tier or mid-size cities with less than a million people and offer low or medium latency.

Far edge data centres are located in even closer proximity to users and end devices, with the goal of providing low to ultra-low latencies at five milliseconds or less. These tend to take the form of micro data centres or very small data centres ranging in size from a half rack height up to five cabinets. They are versatile solutions that could be located in a warehouse, wiring closet or remote site – anywhere on premises to support workloads that are critical to a business.

**DATA RATES**  
It is important to recognise that the effect of 5G deployments goes beyond adding more edge computing – it also places more strain on the core cloud computing





## 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 2022	
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)	£925
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.

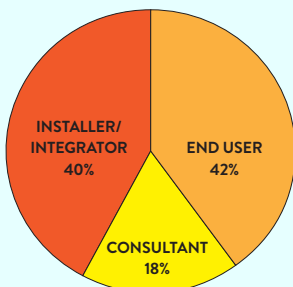
To find out more about animated or video based advertising, contact [rob@insidenetworks.co.uk](mailto:rob@insidenetworks.co.uk)



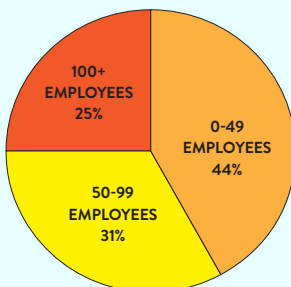
## CIRCULATION BREAKDOWN

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.

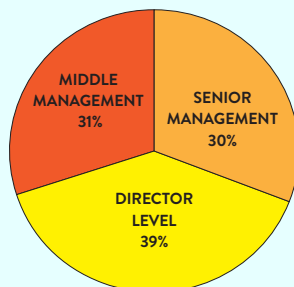
### ROLE



### 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 email when the next issue is online, along with a direct link to your copy.

## CONTACTS

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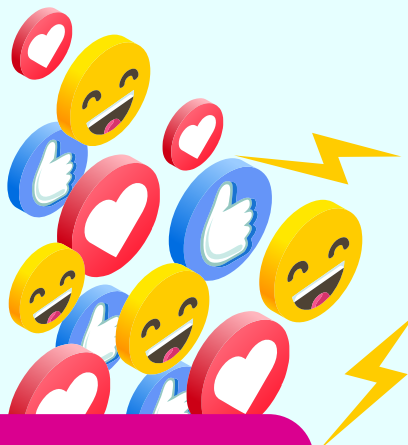
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