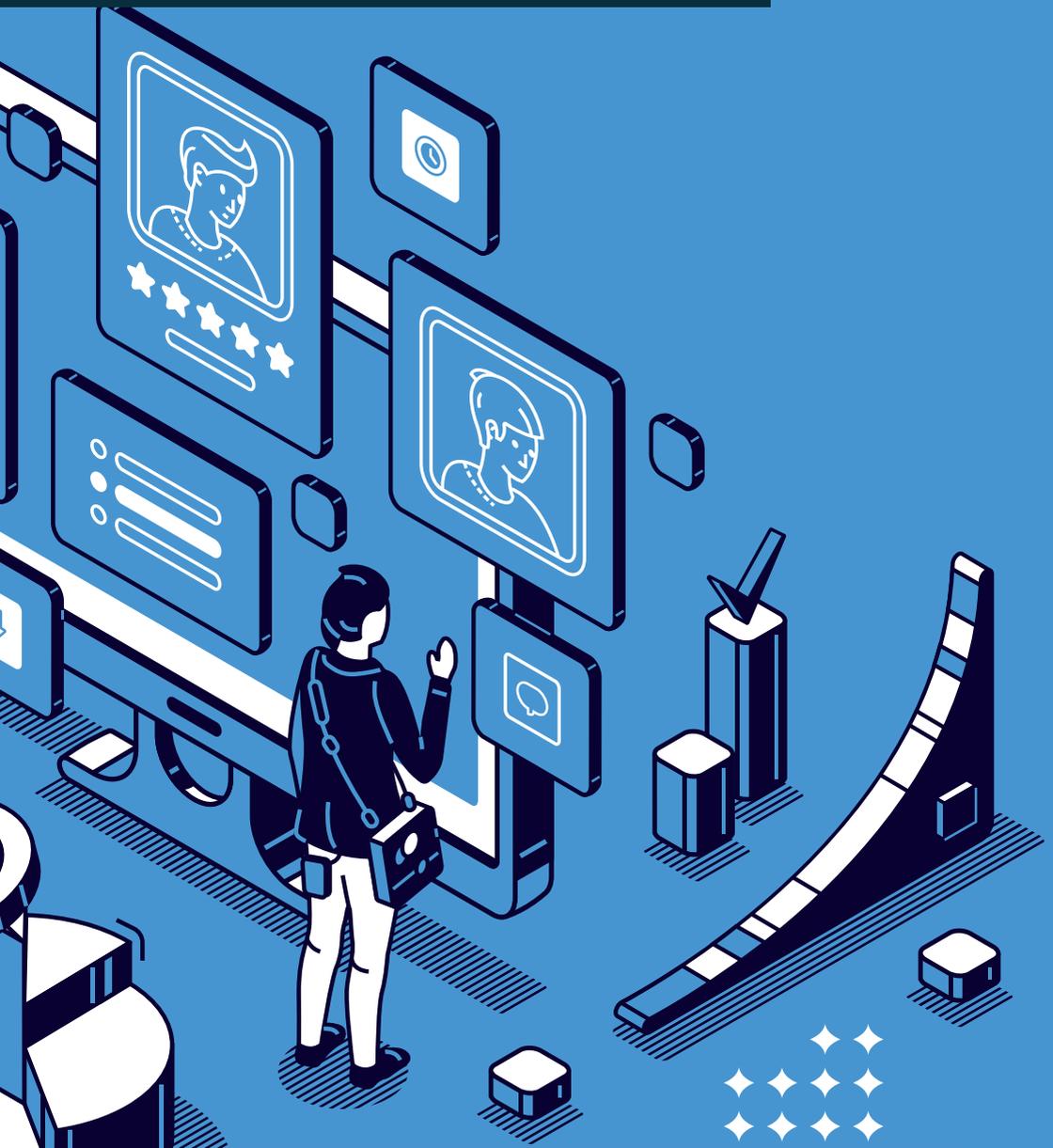


Inside Networks

THE NETWORK INFRASTRUCTURE E





MEDIA KIT 26

Inside_Networks – THE NETWORK INFRASTRUCTURE E-MAGAZINE

When it launched in 2010 Inside_Networks was 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 operators, IT directors, chief information officers (CIOs), consultants, installers and integrators – as well as anyone else involved in this fast moving industry – consider it an invaluable resource.



POSITIONING STATEMENT

Inside_Networks brings its readership a diverse range of high quality editorial content. This includes 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 wide 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
- > **KNOWLEDGE BANK** – where tech is demystified
- > **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



Go with the flow

Edge data centres capacity moving to the edge. **Frank Curtis** of LogicBank looks at how liquid cooling will shape up.

When the UK government told citizens in August that they could help the country through a drought by limiting, or cutting photos or emails to ease pressure on data centres, many observers were bemused. Would limiting cat videos really make a difference? Static data storage is far less resource intensive than to entertain web videos or streaming the next generation of super language models. I think, China's experts' may prefer to ask consumers to lower for the sustainability of big tech or utilities.

ATTENTION SEEKING

The article highlighted that water consumption is a real issue for data centres and that government are paying closer attention, demanding stronger action in capacity issues. This becomes even more complex as data centres capacity increasing moves to the edge.

The need of edge data centres built in recent years has been essential for financial UKM but even today a lot of intelligent AI revolution. But enterprises this will from training, which is a bandwidth intensive, which is a real time and continuous, spanning the entire of Europe. However critical when customers' customer queries, recommendation engine decide spend for on internet of things (IoT) and smart manufacturing

systems operate in real-time. In these cases, processing must happen as close to the user as possible. A smart city is essentially one vast edge installation. IDC forecasts that edge computing spend will reach \$260bn this year and \$390bn by 2026. When driven by AI accelerated processors, Intellect's research estimates the edge data centre market at \$18.82bn in 2024, growing at 28 per cent compound annual growth rate (CAGR) to \$41.8bn by 2030.

HOUSES FOR COOLERS

The edge is not a single, uniform environment. A contaminated data centre as a remote location for data very different challenges from one supporting financial services in a city centre or shopping in a hospital. Still, some common themes emerge. AI workloads mean more compute per rack, with Nvidia's leading pointer to 90MW processing units (GPU) that, while more efficient, will still be continuous power.

The MW rack is not approaching and while it comes more heat. Unlike opportunities built on greenfield sites, edge deployments will often surprise existing use urban spaces. These hotspots may be subject to noise from traditional cooling and remote sites may be hard and difficult to maintain. At the same time governments, regulators



and communities will pay ever closer attention to emissions, power use and water consumption.

GLOBAL FOCUS

Around the world, policymakers are sharpening their focus on data centre sustainability. Amsterdam imposed restrictions on new data centre builds until energy use would not strain local infrastructure.

Several US states are now requiring facilities to report and reduce water withdrawals. And in Asia, cities such as Singapore and Hong Kong are introducing design that integrate waste heat reuse or alternative energy sources.

Each of these initiatives reflects a common reality. As data centres expand, cooling is no longer just an engineering concern but a matter of public policy.

RESPONSE MECHANISM

Recent analysis by TechUK, published in collaboration with the Environment Agency, offers a revealing snapshot of how UK data centres are already adapting their cooling strategies. The report found that less than 10,000 cubic metres of water per year – roughly equivalent to a leisure centre – while only four per cent use more than 100,000 cubic metres.

More than half of operators surveyed now rely on waterless cooling systems,

FEATURES

As well as its regular mix of news stories, articles and comment, in every issue 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 £225 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 2026	
JAN/ FEB	CABLE MANAGEMENT AND LABELLING COPPER CABLING SYSTEMS
MAR	FIBRE OPTIC CABLING STANDARDS TRAINING AND SKILLS DEVELOPMENT
APR	CONNECTORS AND CONNECTIVITY TESTING AND TEST EQUIPMENT
MAY	UPS AND POWER DISTRIBUTION MICRO-MODULAR DATA CENTRES
JUN	DCIM, AIM, IIM AND DATA CENTRE OPTIMISATION SOFTWARE CONTAINMENT AND CABLE MANAGEMENT
JUL/ AUG	COPPER CABLING STANDARDS DATA CENTRE ENERGY MANAGEMENT
SEP	FIBRE OPTIC CABLING SYSTEMS COOLING AND CLIMATE MANAGEMENT
OCT	ENCLOSURES, RACKS AND CABINETS AI IN DATA CENTRES
NOV	EDGE DATA CENTRES SUSTAINABLE 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 engaging.

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 28,000 people each month. It also has a truly multinational readership with readers from over 100 different countries and regions.

The EMEA region comprises the majority of this readership with 76 per cent of the overall figure. The UK has 48 per cent of the EMEA readership, with Germany, Netherlands, France, Ireland, Belgium, Austria, the Nordics, Czech, Italy, Switzerland, Spain, Saudi Arabia, Bahrain, Kuwait, UAE, South Africa and Kenya comprising some of the other key markets.

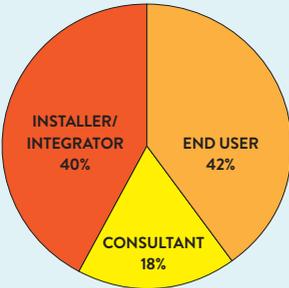
Of the remaining 24 per cent of the unique opens and reads the USA has 53 per cent of this figure, with Australia, Singapore, Japan, Hong Kong and South Korea also having significant readerships.

RATE CARD		
Size	Dimensions (mm)	Price
DOUBLE PAGE SPREAD	210(h) x 297(w)	£995
FULL PAGE	210(h) x 148(w)	£650
HALF PAGE	105(h) x 148 (w)	£375

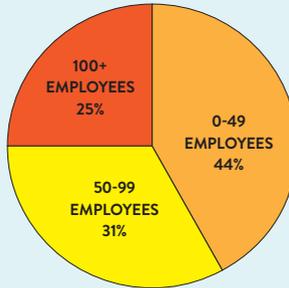
CIRCULATION BREAKDOWN

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

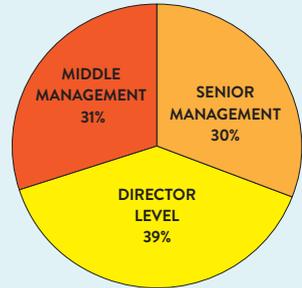
ROLE



COMPANY SIZE



POSITION



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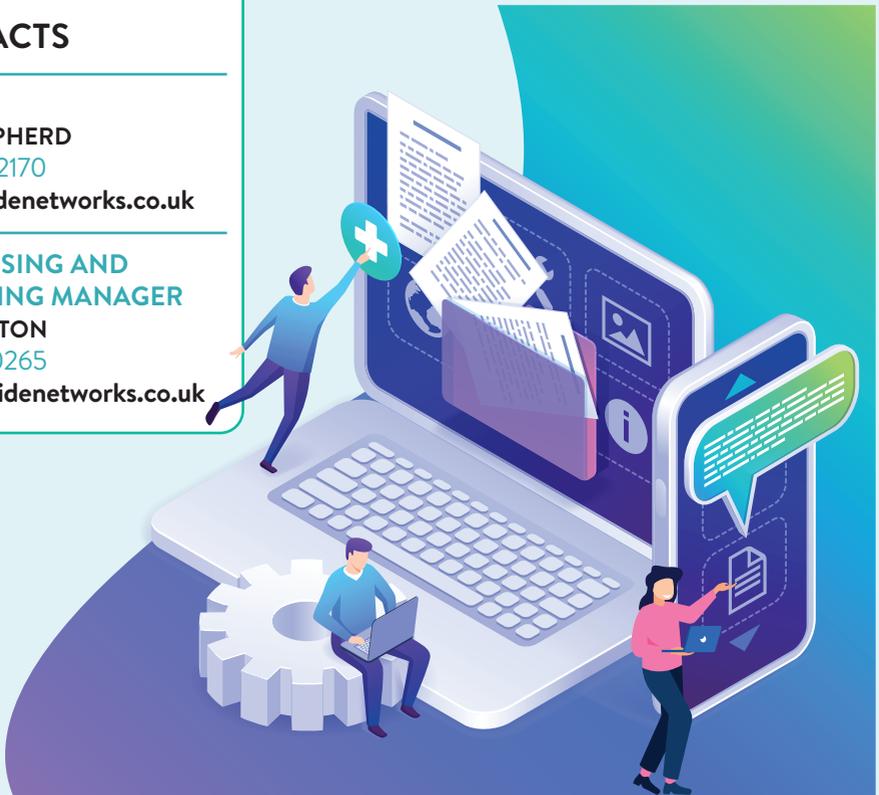
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Full speed ahead
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ASSESSING THE PERFORMANCE OF FIBRE OPTIC CABLES OVER EXTENDED PERIODS

SEP 25



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