

Inside Networks

THE NETWORK INFRASTRUCTURE E





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



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.

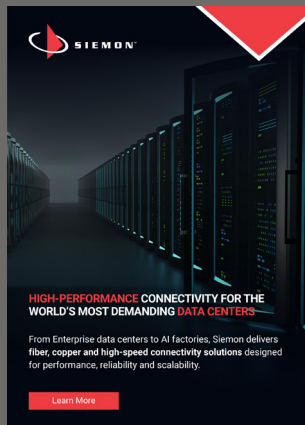
For £225 advertisers are allocated 150 words and an image, which covers approximately half a page. Each insertion features a link back to the advertiser's website.

FEATURES 2027

JAN/ FEB	CABLE MANAGEMENT AND LABELLING COPPER CABLING SYSTEMS
MAR	FIBRE OPTIC CABLING SYSTEMS DATA CENTRE MONITORING AND SECURITY
APR	CONNECTORS AND CONNECTIVITY TESTING AND TEST EQUIPMENT
MAY	UPS AND POWER DISTRIBUTION TRAINING AND SKILLS DEVELOPMENT
JUN	DCIM, AIM, IIM AND DATA CENTRE OPTIMISATION SOFTWARE CONTAINMENT AND CABLE MANAGEMENT
JUL/ AUG	COPPER CABLING SYSTEMS DATA CENTRE ENERGY MANAGEMENT
SEP	FIBRE OPTIC CABLING SYSTEMS COOLING AND CLIMATE MANAGEMENT
OCT	ENCLOSURES, RACKS AND CABINETS AI IN DATA CENTRES
NOV	EDGE, MICRO AND MODULAR DATA CENTRES SUSTAINABLE NETWORK INFRASTRUCTURES
DEC	UPS AND POWER MANAGEMENT PRE-TERMINATED SYSTEMS

ADVERTISING AND PROMOTION

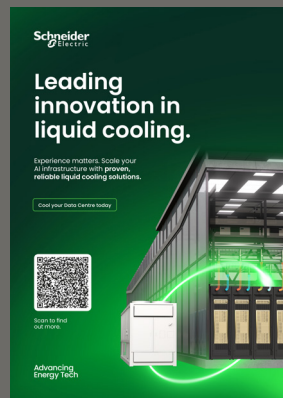
Inside_Networks offers a highly effective way for advertisers to communicate their messages to their target audiences.



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.

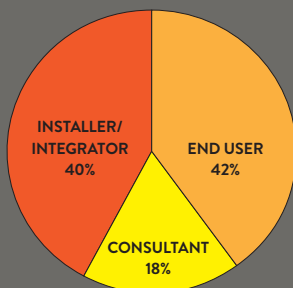
RATE CARD

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

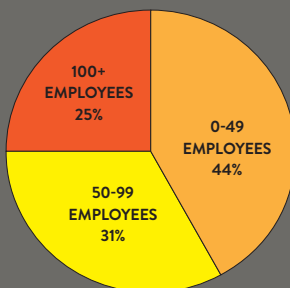
CIRCULATION BREAKDOWN

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.

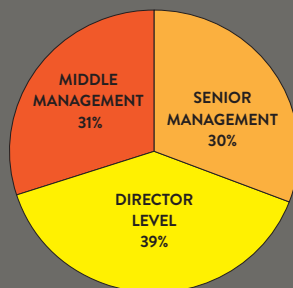
ROLE



COMPANY SIZE



POSITION



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FOR A FREE SUBSCRIPTION TO Inside_Networks



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