# CRN™

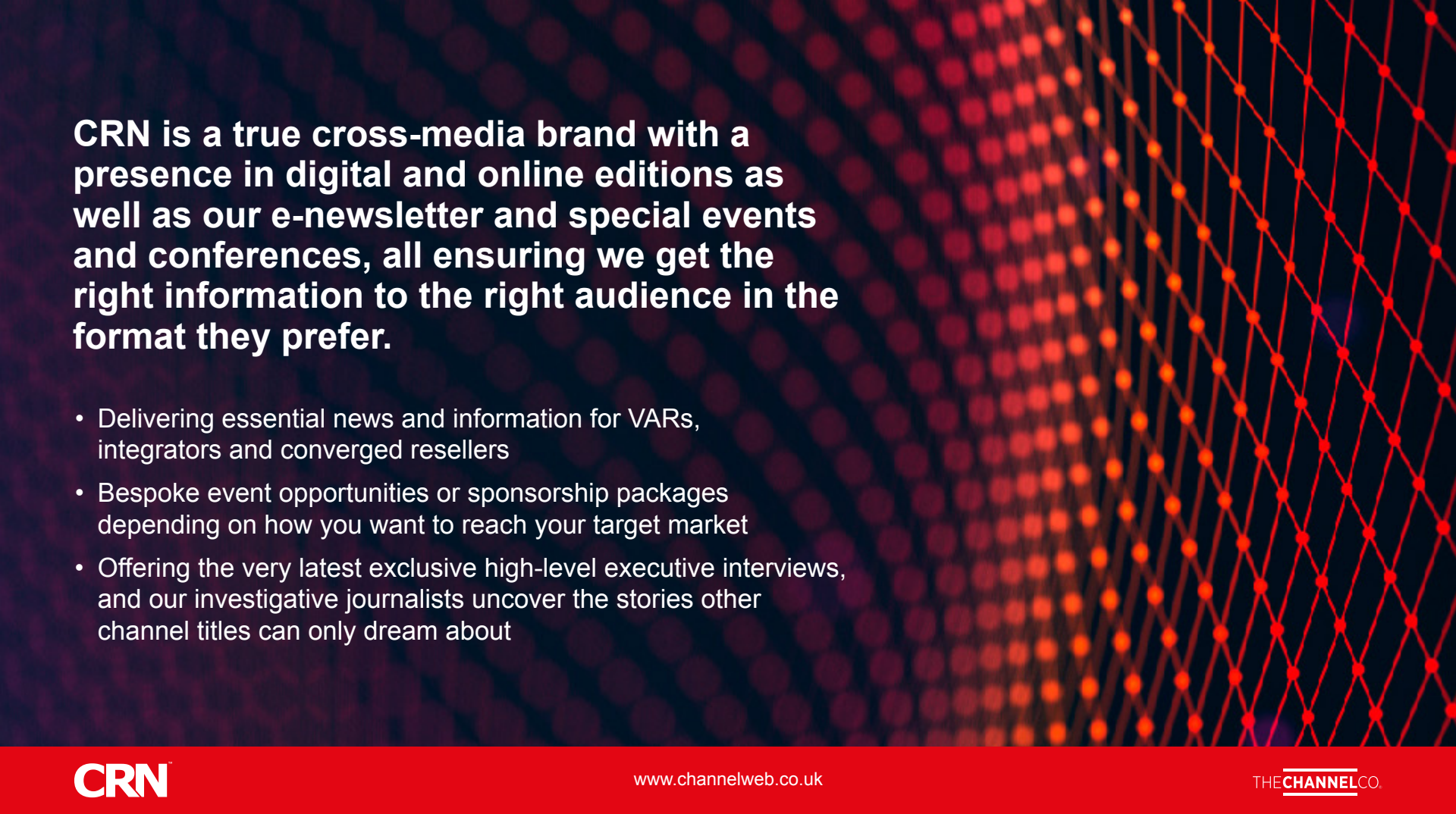## ACCELERATE GROWTH.
## EXPAND ECOSYSTEMS.
## TRANSFORM YOUR BUSINESS.

2023 Media Pack

THE**CHANNEL**CO.

**CRN is a true cross-media brand with a presence in digital and online editions as well as our e-newsletter and special events and conferences, all ensuring we get the right information to the right audience in the format they prefer.**

- Delivering essential news and information for VARs, integrators and converged resellers

- Bespoke event opportunities or sponsorship packages depending on how you want to reach your target market

- Offering the very latest exclusive high-level executive interviews, and our investigative journalists uncover the stories other channel titles can only dream about

# BRAND AWARENESS AND STRATEGIC VISIBILITY

Always on, brand building activity reaching the wider channel to ensure you are front of mind as soon as the right partners are ready to engage and can reach the entire buying cycle and influencing chain.

# DISPLAY

- Reach a highly engaged and active channel audience across Channelweb.co.uk and ChannelPartnerInsight.com for a sustained period

- Choose the volume of impressions and time frame for coverage.  Your adverts will be seen in rotation with other advertisers throughout your chosen time period

- Homepage and site takeovers are a fantastic opportunity to secure high impact and visibility on key campaign dates

**£275 CPM across formats**

# COUNTDOWN BANNERS

- Countdown banners generate a high-level of excitement and awareness leading up to your event. Build by TCC, the banners can run for 1-4 weeks prior to the event and can promote the event and online registrations

- Mix of ad formats, run across the site

**£300 CPM**

# E-SHOTS

- Communicate directly with our active and engaged audience of partner contacts

- Fantastic opportunity to raise awareness as well as drive traffic back to campaign landing pages

- Send us the HTML and your preferred subject line and we'll deliver directly to the inboxes of channel executives from our account

- Open and click through rate metrics provided 48 hours after distribution

**£3,000**

# DAILY NEWSLETTERS

- Opportunity to get your brand in front of our audience when they are most engaged

- Run your adverts on our Daily Newsletters which carry up to 7 of the hottest news stories of the day

- Daily reach of around 15,000 contacts

- Only advertiser on the Newsletter for your chosen day

**£2,500**
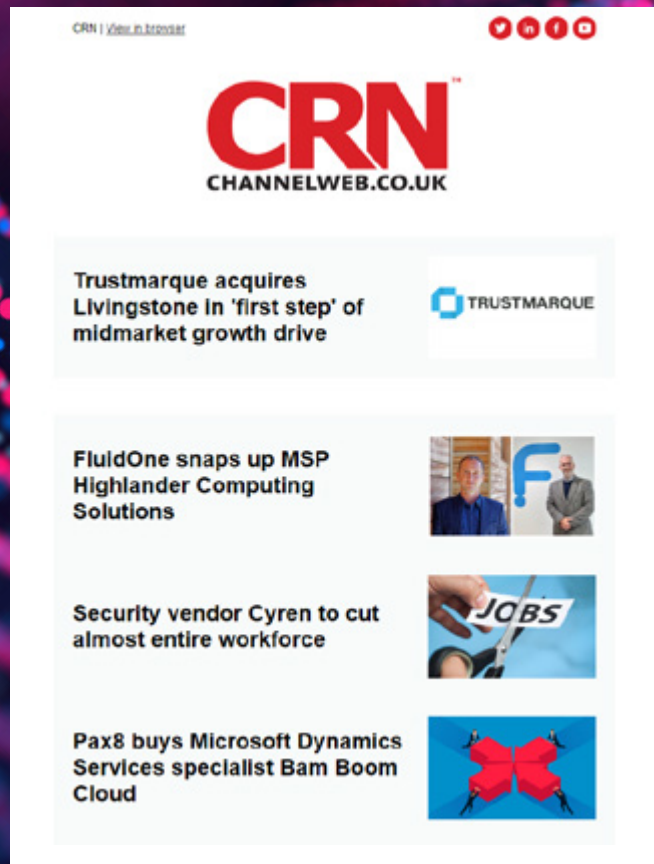
# INDUSTRY VOICE

- Sponsored content, which gives you freedom to publish your content directly on CRN

- Articles should be on a channel-focused subject and can be used as an opportunity to demonstrate how you're disrupting the market with your products/solutions/partner program

- Recommended word count: around 600 words per article

- Sponsor to have exclusive advert positioning on all articles (billboard, HPU and wallpaper), which can drive traffic back to sponsor's website.  Adverts to be provided by sponsor

**£5,000**



## Industry Voice: Bolster security through genuine distributors

by Microsoft

25 July 2022 • 2 min read

SHARE

The growing challenge of defending against cyberattacks demands strategic planning and investments from IT decision makers.

CRN's latest research on this topic, conducted in partnership with Microsoft, reveals the positive impact that choosing authorised distributors for genuine software purchases, can have on security.

# NATIVE CONTENT

- Guaranteed editorial coverage of your solutions, written in the trusted and independent voice of CRN to be interesting specifically to your target audience

- Leverage the expertise and credibility of our editorial team to frame your messaging to be as engaging as possible to your target audience

- Articles promoted alongside relevant, insight-led news and opinion, allowing for greater response rates by tapping into existing audience relationships. Exclusive advert tenancy on articles (billboard, HPU/MPU and wallpapers)

**£7,000**

# PARTNER RECRUITMENT

Generate real-time, high-quality data and sales leads across our portfolio of channel brands. We offer a laser focus on targeting based on job title, industry, company sizes and geographical locations.

# CONTENT SYNDICATION

- Content promoted to the relevant segments of our audience via bespoke emails and newsletters

- Users read a detailed synopsis of the content before selecting to read more by inputting their full business card details

- Dedicated campaign manager responsible for the promotion of content and delivery of relevant leads

- Full business card details sent across either weekly or integrated directly into your CRM in real time

- Content required (min. 1 asset): Whitepapers, case studies, videos, product guides

- Additional profiling questions and qualification criteria can be added (subject to increased CPL)

**£55 CPL**

# PERFORMANCE MARKETING

Harness the power of content marketing using our dedicated in-house team of digital enablement specialists who are fully immersed in the technology markets through a deep heritage of lived experience. Deep specialisms and relationships developed over decades mean we truly understand the needs, pain points and opportunities of our audiences.

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# SPECIAL REPORT

- In-depth, independent content on a hot topic, written by CRN

- Content to be based on interviews with the sponsor and selected partners to offer a compelling case study

- Feature in the Report as an industry specialist and thought leader, with comments from key channel spokespeople from your business and select partners

- Digital PDF asset to be co-branded

- 100 guaranteed download leads included

**£17,500**

# CUSTOM RICH MEDIA MICRO-SITE

- Digital content experience hosted as a co-branded URL to offer partners an engaging way to digest new information and help your messaging to stand out from the crowd

- Content can either be co-branded with CPI or white-labelled, and will include embedded graphs, infographics and video interviews

- Mobile version also included

- Promoted extensively to guarantee 100 leads

**£25,000**



**CRN**
Menu

## 3 Key challenges faced by MSP customers in 2021

How MSPs can add value and help SMBs adapt and plan for the post pandemic future

# WHITEPAPER

- CRN to deliver exclusive market insights across relevant partner audiences to help position you as a thought leader

- Survey to be sent to relevant segments of our databases to gather valuable insights into common challenges and pain points, and perceived opportunities in the market and what end users need from their vendor partners

- Data from the survey to form basis of an exclusive co-branded whitepaper, which will be layered with sponsor perspectives and interview excepts with selected partners/customers (optional)

- Report promoted extensively across relevant segments of our audience (via online ads and bespoke emails) to maximise views and generate 100 download leads
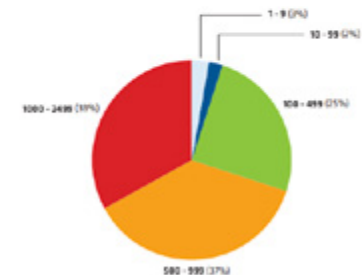
**£20,000**

# ENGAGE

- CRN Engage combines expert editorial resources with cutting edge digital marketing to produce content programmes that deliver actionable sales intelligence

- CRN will write articles based on your key channel- focused messaging (e.g. the benefits of your partner program), to make them as engaging and relevant as possible to your target audience

- We then use our extensive first party data to drive a targeted online awareness campaign that guarantees page views from relevant decision makers

- CRN Engage is therefore an exceptional way to guarantee awareness of and engagement with your key channel messaging

## ENGAGE TIER ONE  -  £20,000

- 3 x Industry Voice articles (provided by sponsor) to be published on Channelweb.co.uk and/or ChannelPartnerInsight.com
- Articles promoted across min. 8 x CRN/CPI Daily Newsletters
- Promoted via 20,000 native ad unit impressions (created by us)
- Min. 3,000 page views guaranteed across content series

## ENGAGE TIER TWO  -  £35,000

- 3 x Native articles (written by us) to be published on Channelweb.co.uk and/or ChannelPartnerInsight.com
- Articles promoted across min. 16 x CRN/CPI Daily Newsletters
- Promoted via 40,000 native ad unit impressions
- Min. 6,000 page views guaranteed across content series

## ENGAGE TIER THREE  -  £50,000

- 2 x Industry Voice articles (provided by the sponsor)
- 2 x Native articles (written by us)
- 1 x Bespoke Special Report (long form content created by us)
- Promoted across min. 24 x CRN/CPI Daily Newsletters
- Promoted via 180,000 native ad unit impressions (created by us)
- 100 guaranteed download leads
- Min. 9,000 page views guaranteed across content series

# CRN Newsroom

- A custom content hub built within CRN that pulls together a mixture of bespoke, syndicated, and editorial content on a common theme
- The most effective way for you to show off your expertise and give your brand a level of leadership in the market
- The hub will host sponsor content as well as content created by us around your key messaging, plus downloadable resources for lead generation
- Hub to be supported by a traffic driving campaign that includes newsletters, display and organic reach

**3 month tenancy:**
- CRN to produce 6 x native articles, to be published on your Content Hub
- Content hosting – up to 10 x sponsor assets/articles to be published on Hub
- Guaranteed engagement - 100 leads delivered from asset downloads

**Traffic driving promotional campaign (CRN to create):**
- 6 x bespoke solus emails driving traffic to the Content Hub
- 20,000 ad impressions across Channelweb
- Organic social media promotion and paid Twitter promotion

**£55,000 per quarter**

# VIDEO

## Executive interview

- Put the spotlight on a key company VIP through this interview-style video that will help elevate awareness around specific initiatives, success stories or partner case studies

- The entire video creation process will be managed by CRN, and the interview led by a CRN reporter

- Questions to be pre-agreed in advance

- Recorded in our London studios or remotely via video conferencing

- All video recording, editing and creation included, as well as two rounds of video edits (Sponsor to have final video approval)

- Video to be published on Channelweb.co.uk

- 10,000 traffic driver adverts included (CRN to produce) to run across Channelweb and drive traffic to video page

**£12,000**



**Meet Our Correspondents**

Katie Bavoso       Kena Johnson       Evan Mack

Our Creative Services team brings veteran TV hosting experience to the fast-paced, deadline-driven world of the Channel, breaking down complicated content quickly in a clear, concise and conversational way.

# VIDEO (CONT)

## CRNtv in Studio



- Amplify your message with professionally produced, news-style videos in our UK Studios. Our CRN reporter will guide your team, as they highlight your technology, channel commitment and strategic leadership
- Driven by CRN editorial; no final approval on reported content (questions NOT provided in advance)
- 2 video stories produced and posted on Channelweb.co.uk (up to 3 min. final video)
- Recorded in CRN's London studios
- Videos promoted via video ads on Channelweb.co.uk
- CRN may provide additional news coverage (at their discretion)

**Traffic driving promotional campaign (created by CRN) to include:**

- 15,000 total traffic driving impressions on the CRN network
- Social posts promoting videos on CRN social handles
- Promotion in 3 x CRN Daily Newsletters

**£22,000**

# VIDEO (CONT)

## Tech Minute

- We will develop a video with an effective story line that aligns with your technology. Our team will provide news-style coverage and 3rd party validation to help communicate your message. All videos will be hosted on Channelweb

**Video production includes:**

- On camera CRN correspondent with sponsor interview.
- Video creation, scripting, recording, and editing
- Video to be 1-2 minutes to maximise engagement
- Technology category ownership (no other vendor to produce a Tech Minute on the same subject for 3 months)

**Traffic driving promotional campaign (created by CRN) to include:**

- 10,000 total traffic driving impressions on the CRN network
- Social posts promoting video on CRN social handles
- Promotion in 3 x CRN Daily Newsletters

**£16,000**
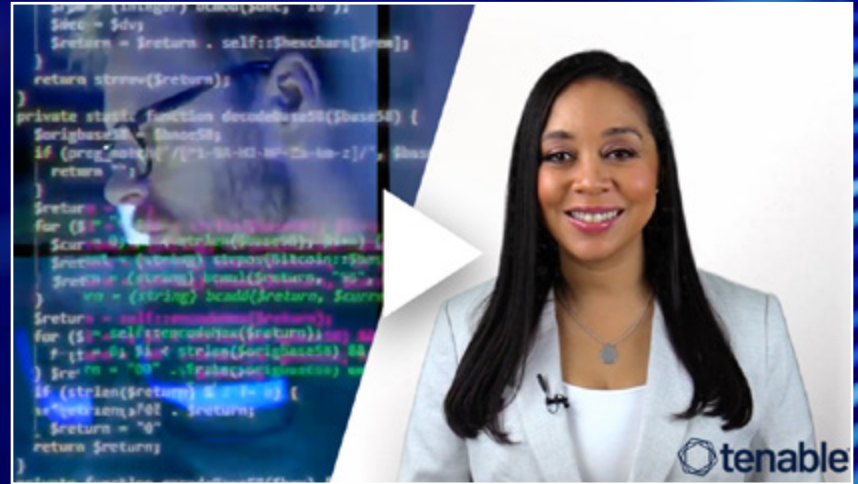
# VIDEO (CONT)

## Marketing Minute Series

- We will create a video series that showcases your primary channel objectives. As part of the process, we will help craft an effective story line that's aligned with your communication goals

**Video production includes:**

- Three videos, 1-2 minutes per video

- Three video teasers, 30-seconds each (social optimized)

- Video creation, recording and editing

**Traffic driving promotional campaign (created by CRN) to include:**

- 30,000 total traffic driving impressions on the CRN network

- Social posts promoting videos on CRN social handles

- Promotion in 3 x CRN Daily Newsletters per video

**£35,000**



Peter Bell
SVP, Sales, Otava

# CUSTOM EVENTS

Our mission for every event is to inform, connect and inspire. We put the experience of our delegates, partners and speakers first, whether the event is staged digitally, face-to-face or as a hybrid. Our vision is to deliver our audiences a safer, more creative experience, including high-quality studio-based broadcasts, and digital and face-to-face networking.

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# WEBINARS

- Custom virtual event based on new research data around your chosen topic

- 10 – 12 question research survey sent to relevant segments of our audience ahead of the webinar. Exclusive market insights to form the basis of your webinar discussion

- Webinar promoted as live event to be hosted either remotely or at in-house studio in London

- Interview style format with CRN journalist. Option for sponsor to include guest case study speaker

- Option to have live Q&As and audience polls

- Key research and webinar talking points to form basis of co-branded whitepaper

- 100 leads included

**£18,000**
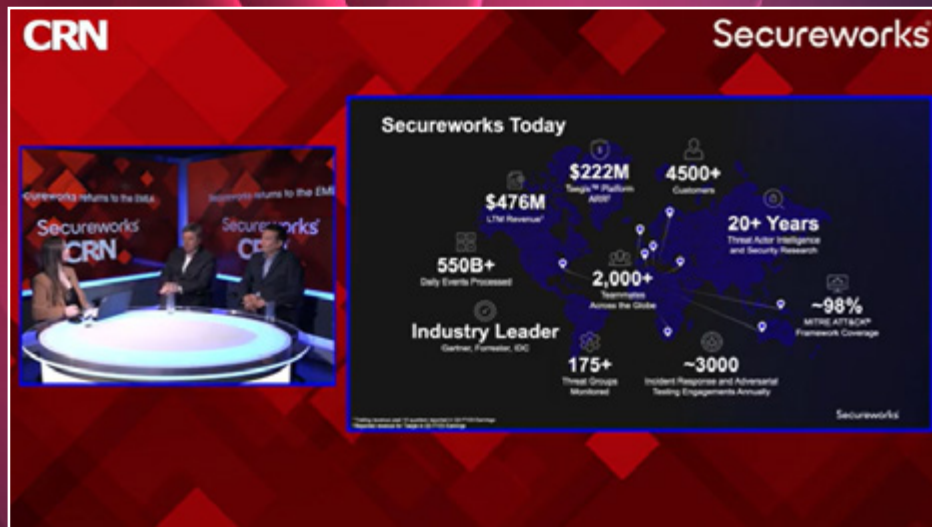
# CRN ON

- "CRN On" is a three-stage single-sponsor campaign which allows the sponsor to showcase their products and solutions through the prism of an independent CRN forum

- Supported by exclusive market research, we manage the whole process - from setting the agenda, marketing the event, sourcing the speakers, delivering delegates and hosting the event online through a content hub

- Expected number of attendees to your breakfast briefing: 20-30

- Package includes research, event, whitepaper, post-event video content and 100 additional leads

**£35,000**

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# CRN DINING CLUBS

- CRN Dining Clubs are an excellent opportunity bring together a small group of new prospects in an informal networking environment

- As the single sponsor of the event, you will be able to propose a wish list of guests for CRN to recruit, or we can promote the event to the relevant segment of our database and leverage our own contacts

- Target number of attendees 10-12

- Loose framework of discussion to be agreed ahead of the event

- Key discussion takeaways to form article to be published on Channelweb

- Video interviews to be taken with sponsor and selected guests ahead of the dinner.  Edited video to be published on Channelweb

**£28,000**

# INTENT-BASED ABM TARGETING

Targeted engagement tactics based on the most capable, qualified partners who are actively interested in your solution, to nurture, win and retain bottom of the funnel leads through precision targeting and real-world engagements.

nexus

Powered by **CRN**

# nexus

Powered by **CRN**

## Account analysis and enrichment

- Through proprietary CRN and bChannels data, we can identify the total population of partners capable of selling your solutions, to help you concentrate recruitment efforts on partners who are most likely to be ready to engage

## Account analysis and enrichment

- We can show you what your target partners are consuming across our sites (which articles they're reading, what subject matters they're interested in) as well as how they are consuming it (reading articles, downloading whitepapers, watching webinars, attending events etc.)

- Data-driven insights into behaviour and intent to be delivered via a fully transparent client-branded Power BI Nexus dashboard

- These intent-based learnings can form the basis of a content-driven nurture campaign that leverages the most relevant engagement tactics

# nexus

Powered by **CRN**

## Always on nurture programs

- Sustained and targeted engagement campaign focused on the most capable and qualified partners who are actively interested in your solution

- Using a combination of custom CRN content as well as digital, social and email targeting, we will nurture your accounts down the funnel and deliver company-level insights on engagement levels via a real-time dashboard

- We will take prospective partners on a journey with your brand and content over a series of months, both onsite and offsite, through social and targeted 121 emails, culminating in providing leads and/or F2F conversation with a much more engaged partner

## Real world engagement

- Identify, influence and win bottom of the funnel leads through to convert high-scoring companies into qualified leads

- Invite the most engaged companies to a bespoke single-sponsor event, to confirm mutual interest and secure new partnerships