

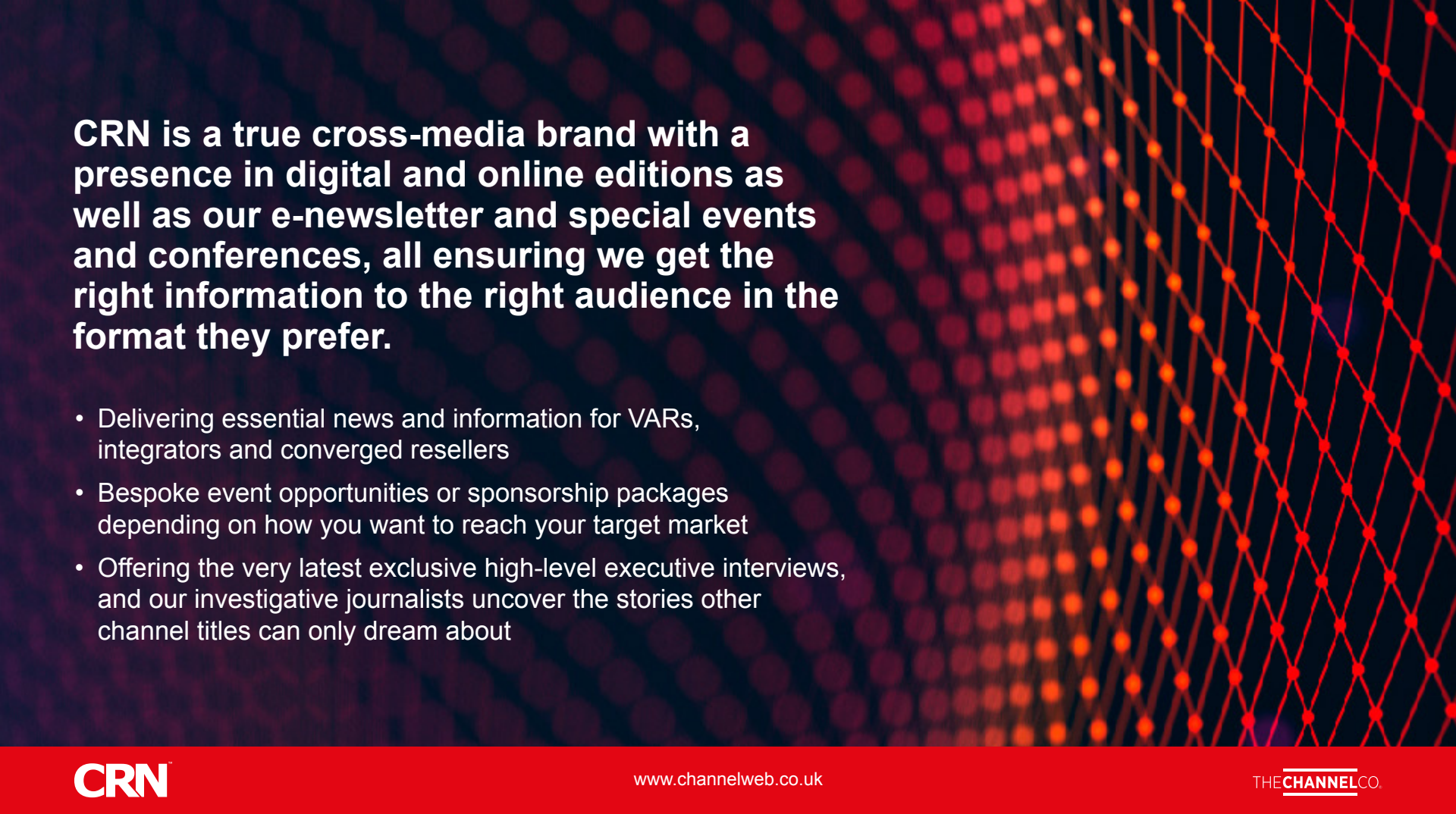


CRNTM

**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

The screenshot shows the CRN website homepage. At the top, there is a navigation bar with the CRN logo (The Channel Co. Channelweb.co.uk), a 'Sign in' link, and a 'Join' button. Below the navigation bar are links for 'News', 'Topics', 'Tech Impact', 'Top VARs', 'Events', 'Whitepapers', and 'More'. A search bar is located on the right. A 'Hot topics' section features a breadcrumb trail: 'Hot topics → Top VARs 2023 → CRN XChange 2023 → Top 45 UK distributors 2022 → Top 20 M&A moves of 2022 →'. The main content area features a large advertisement for 'XCHANGE UK' with the text 'MARCH 22-23 EAST SUSSEX, UK' and '#XCH23'. Below the advertisement is a 'Top stories' section with a featured article titled 'Dell Technologies international sales boss Aongus Hegarty leaves the business' by Nima Green, dated 07 February 2023.

COUNTDOWN BANNERS

- Countdown banners generate a high-level of excitement and awareness leading up to your event. Built 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

The screenshot displays the CRN website layout. At the top is the CRN logo. Below it is a navigation bar with links: 'IN THE NEWS', 'XChange 2018', '2018 ARC', 'Wendy Bahr', 'Robbins Q&A', and 'VC Funding'. A prominent purple and black countdown banner for 'HYCU The Future of Data Protection is Almost Here' is featured, with a timer showing 00:00:00:00 and a 'Register now' link. The main content area includes several article teasers: '2018 Annual Report Card Winners: Solution Providers Give Top Marks To Key Vendors' by Rick Whiting; 'Cisco Channel Chief Wendy Bahr To Resign' by Matt Brown; 'Channel Veteran Thomas Jensen Is Leaving HP' by Steven Burke; and 'Head-To-Head: Samsung Galaxy Note9 Vs. Apple iPhone X' by Kyle Ahnash. A 'Sponsored Post' for 'Free IoTConnex Virtual Conference - Oct 24' is also visible. On the right side, there is a vertical blue advertisement for Intermedia with the headline 'IT'S MORE THAN THE MARGIN YOU MAKE... IT'S THE PROFIT YOU KEEP' and a 'LEARN MORE' button. Below the main content is a 'TRENDING STORIES' section with three items: '20 Hot Cybersecurity Products Announced At Black Hat 2018', 'Review: 5 Things I Love About Microsoft's Surface Book 2', and 'The 10 Most Controversial Companies Of 2018 (So Far)'.

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

CRN - channelweb.co.uk | info@channelweb.co.uk

CRN
CHANNELWEB.CO.UK

f t y

Unify Office
by RingCentral

ADVANCE your pipeline
It's your step forward.

Atos

Shape the cloud communication future of your clients with Atos Unify

Could you have imagined at the end of 2019, that we would be forced to work from home, reimagine how we interact, collaborate and stay productive – the transformation that is now called “the new normal”?

Remote working came into our lives and many organizations have had to speed up their digital transformation to stay connected. The transition to cloud has become a priority topic for business leaders looking to accelerate their digitalization journey.

According to the Gartner 2020 Magic Quadrant for Unified Communications as a Service worldwide report, the unified communications (UC) market is making a fundamental shift from premises-based UC to cloud UCaaS. “By 2024, 74% of the new UC licenses purchased by organizations will be cloud-based, up from 48% in 2019.” No wonder - cloud UC offerings are simply far ahead in terms of features, functions, portals, analytics, and dashboards.

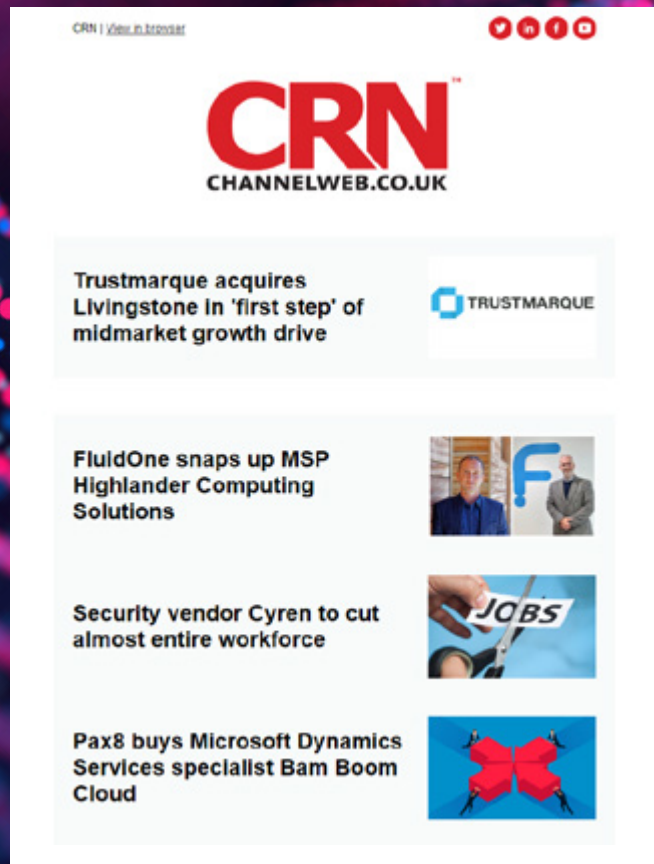
So why not leverage your market knowledge and grab hold of the opportunity that the changing landscape is providing?

Atos Unify cooperates with the global market leader RingCentral to bring future-oriented communications solutions available for you. As our Sub-Broker, you can offer your customers one of the most advanced UCaaS portfolios in the market – alongside the opportunity to leverage our leading business environment integration and compliance expertise.

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

20 July 2022 12:00 PM



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

CLOUD	
Build your hybrid cloud in under an hour Get instant access for experiencing the Nutanix simplicity with Test Drive. Whether it's about infrastructure deployment, automated operations, application lifecycle management, and disaster recovery, you will see how tasks that used to take hours, days, and weeks can be done in just a few clicks.	
IT STRATEGY	
Evolve for your people 2023 report With the UK facing 'The Great Resignation', organisations in the Technology Channel are navigating challenges both in keeping staff and finding new talent in a competitive market, where the level of open vacancies is the highest on record.	
The role of cloud backup and disaster recovery in business continuity The demands of the modern working world cause us to rely on data more than ever before. From powerful insights to streamlined workflows, data can be transformational, making it essential for your customers to ensure they always have access to their content.	

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.



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



Building your resilience



Sponsored by
WEBROOT
an openstack company

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



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 excerpts 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

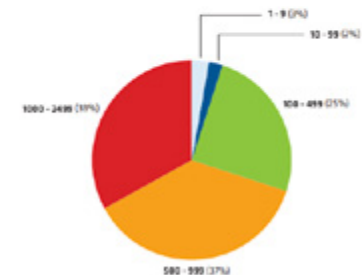
How MSPs can take their managed security to the next level

Under pressure

Cyber security has become increasingly professionalised over the last decade. The creation of the CISO role, as well as other more specialised security functions, such as Applications Security Administrator or Cloud Security Architect, for example, are relatively recent developments. This professionalisation has occurred because the threats became much smarter, and because the perimeter security model that was relatively straightforward to police, collapsed as mobile and remote working grew and SaaS and cloud applications proliferated.

Given the increasing variety and status of cyber security career paths, you might expect to see increasing numbers entering the profession. With that thought firmly in mind, it's worth reviewing the following two diagrams alongside each other. 70 per cent of the organisations represented in our research were employees of between 500 and 2499 people overall. However, only 15 per cent of these called employ more than 21 cyber security professionals. 52 per cent of those recording had 5 or fewer security staff. We calculated the mean average across both of the following pie charts in order to determine the mean average ratio of security staff to total employees as a percentage. The average number of employees of those taking part in our research was 927. The average number of staff involved in security functions was 14. This shows that cyber security staff make up just 1.5% of overall employees. This seems very low, and suggests that cyber security staff currently in post may be experiencing unsustainable work volumes.

Fig. 1 : How many employees are there in your company?



© CHANNELWEB.CO.UK | research paper | sponsored by Pktd Effect

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

CRN NEWS, ANALYSIS AND PERSPECTIVE FOR SOLUTION PROVIDERS AND TECHNOLOGY INTERESTERS

AMPLIFY

HP PARTNER PROGRAM

HP Amplify, a first-of-its-kind global channel partner program, is optimized to drive dynamic partner growth and deliver consistent and customer experiences. This award-winning and trusted program is built on a single, integrated structure. HP Amplify provides the insights, capabilities and collaboration tools needed to drive growth as digital transformation and customer purchasing behaviors continue to evolve. By consolidating HP's best partner products, tools and trainings into one intuitive program, HP Amplify removes complexity, making it easier for partners to take advantage of its many benefits and engage customers on a deeper level.

Connect with us

Become a Partner
Learn more about HP Amplify
Explore HP Amplify Impact
More on HP Amplify Data Insights

Follow Us

[f](#) [in](#) [t](#) [v](#)

Videos

- HP Accelerates Partner Engagement
- HP Unveils New Devices For Improved Hybrid Work
- HP Is Leading With Purpose
- Amplify Executive Forum

Featured Content

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

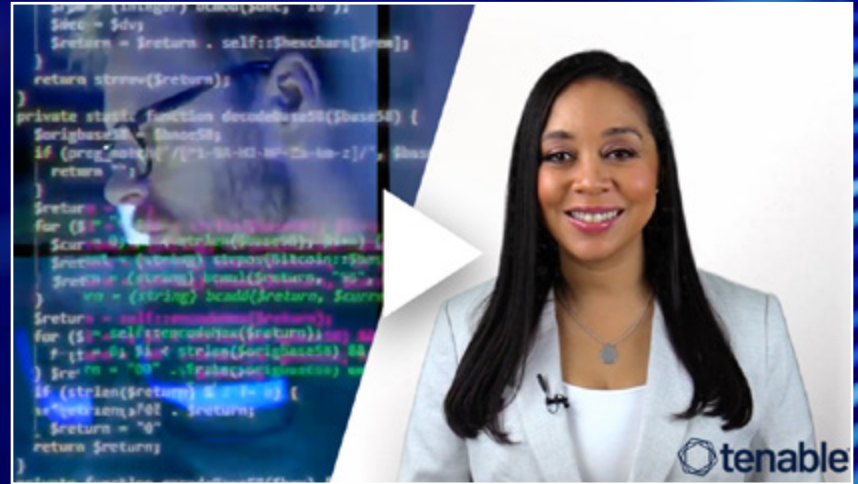
Video production includes:

- 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



CUSTOM EVENTS

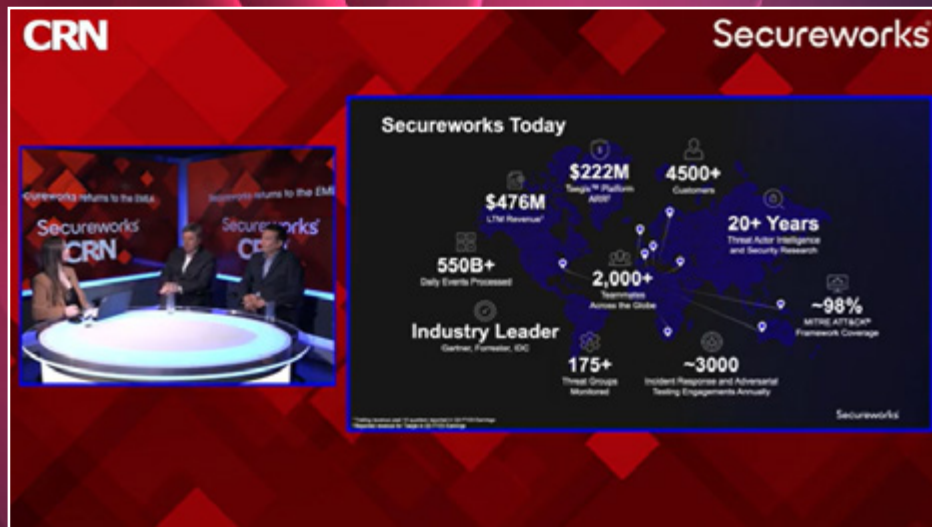
Our mission for every event is to inform, connect and inspire. We put the experience of our delegates, partners and speakers first, whether the event is staged digitally, face-to-face or as a hybrid. Our vision is to deliver our audiences a safer, more creative experience, including high-quality studio-based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



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



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.



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



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