MEDIA Information 2019

INTELLIGENT DATA CENTRES

www.intelligentdatacentres.com

A Lynchpin Media PUBLICATION

IN ASSOCIATION WITH

dca The data centre trade association

Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision makers in Europe, the Middle East and Africa. We have a growing database of over 340,000 global IT decision makers.

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.

Lynchpin Media

INTRODUCTION

Intelligent Data Centres is a technology brand that encompasses various intelligence platforms aimed at the enterprise IT sector to provide targeted updates and research-driven information.

As part of Lynchpin Media, this digital medium gives unparalleled advice to the data centre industry within the EMEA region.

Data centre managers, practitioners and technical teams face the constant challenge of deciding where to prioritise investment, while demonstrating the business value of their projects and embracing the strategic benefits their businesses are striving to achieve.

Against this backdrop, there is also a growing need to include strong business justifications alongside the well-worn IT metrics that typically examine application delivery in isolation.

Intelligent Data Centres strives to bridge this gap between the traditional role of the data centre manager and the new-age demands weighing in on this pivotal role as enterprises continue to progress their Digital Transformation strategies.

Spreading our resources across print, digital and events, *Intelligent Data Centres* endeavours to guide its readers within Europe, the Middle East and Africa with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the views of the data centre industry, encompassing the voice of vendors, distributors, resellers and the all-important end user.

With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.

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This digital medium gives unparalleled advice to the data centre industry within the EMEA region

It guides readers with thought leadership, industry expertise, knowledge sharing and practical platforms

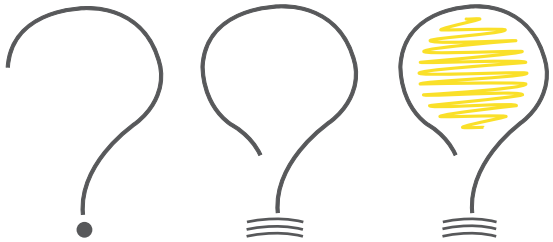
With social media support, content is delivered across all platforms to enable readers to use their preferred device

- NEWS
- INFOGRAPHIC
- FEATURE
- EXPERT OPINION
- END USER INSIGHT
- DEEP DIVE

THE EDGE

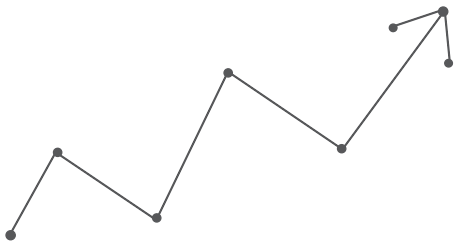
intelligent BRANDS

REGULAR SECTIONS INCLUDE

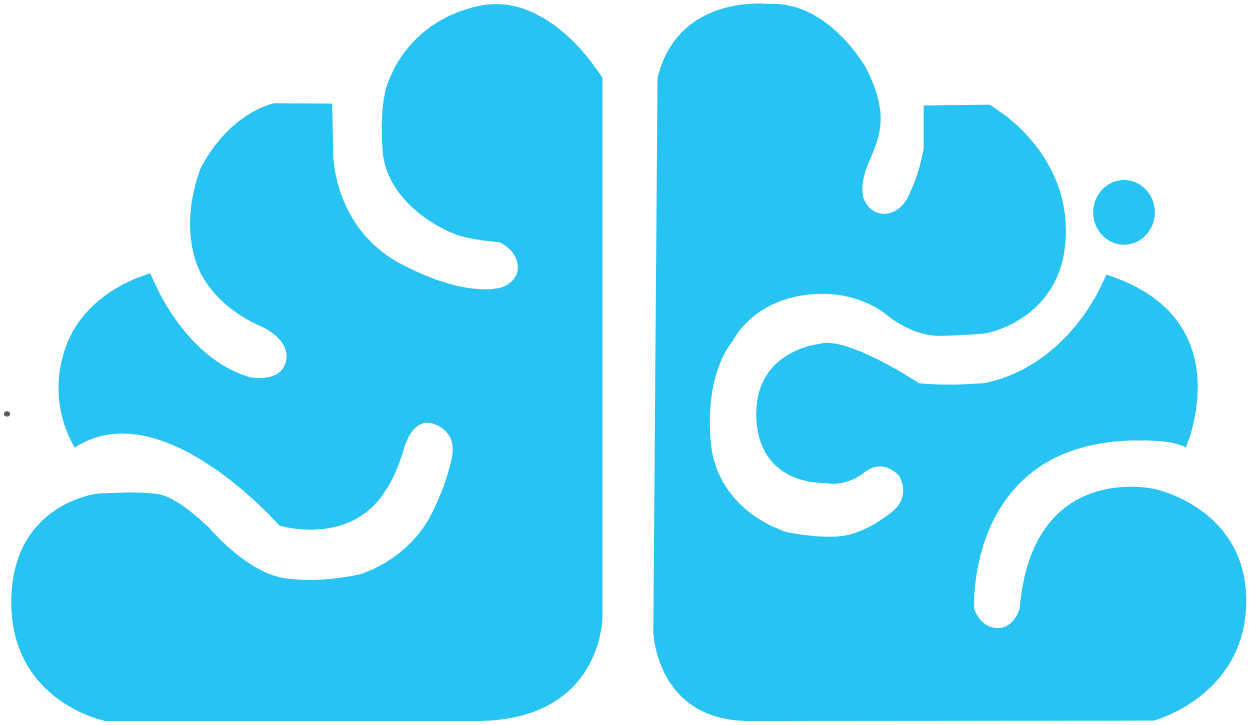


EDITOR'S QUESTION

UNCOVERING THE LAYERS



DATA CENTRE PREDICTIONS



LATEST INTELLIGENCE

OUR AUDIENCE

The role of data centre managers and their teams is more complex than ever. Technology is constantly evolving, bringing both new solutions and challenges. Budget constraints combined with companies increasingly expecting more in terms of Digital Transformation and the impact of cloud technology have made this role all the more challenging.

And technological advancements are only set to continue. Gartner has estimated that by 2022, half of large organisations will be integrating edge computing principles into their projects.

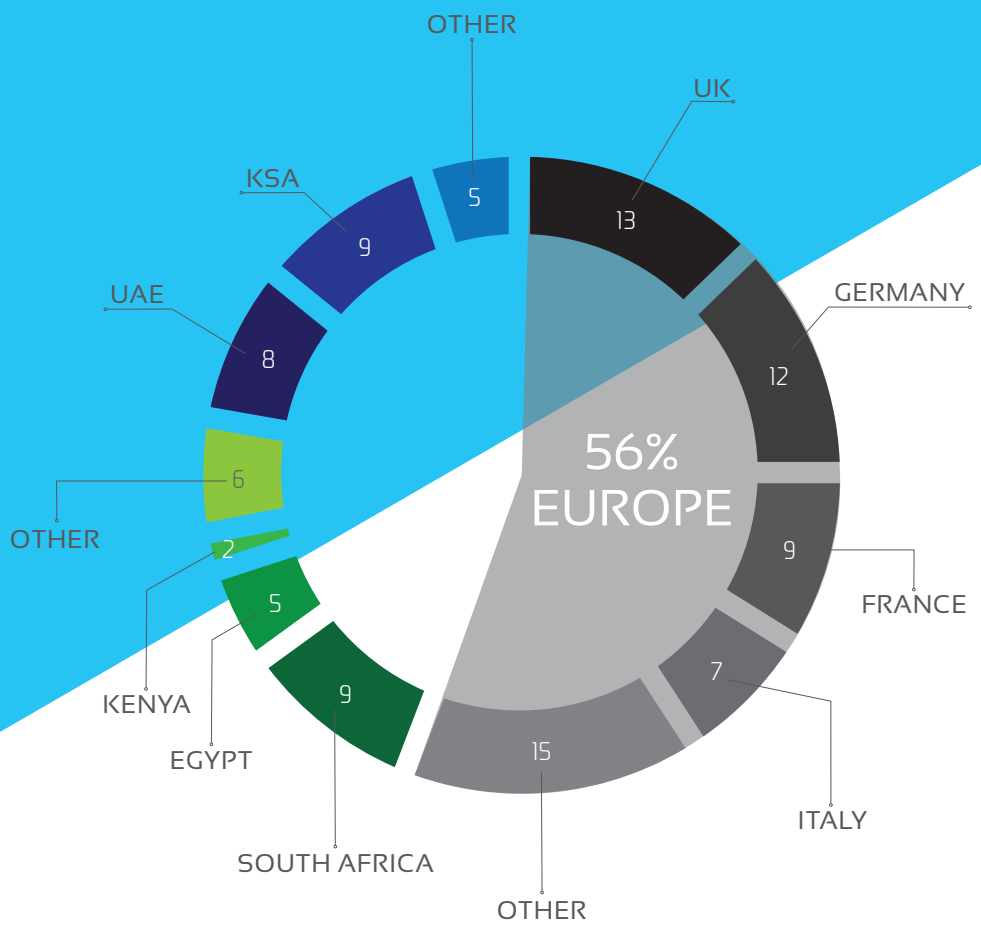
The research and advisory company has also urged infrastructure and operations leaders to evolve their strategies and skills in order to provide an agile infrastructure for their business and digitalisation needs.

Intelligent Data Centres provides data centre teams with the very latest information and intelligence to help them make important, informed decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them.

It is our unparalleled understanding of this audience which enables *Intelligent Data Centres* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience.

While control for data centre projects will lie with its management team, we believe that a company should communicate with everybody involved in the process. The correct positioning and communication to the industry as a whole can prove an effective long-term plan. *Intelligent Data Centres* provides an integrated platform that reaches this audience.

AUDIENCE BY COUNTRY/REGION %

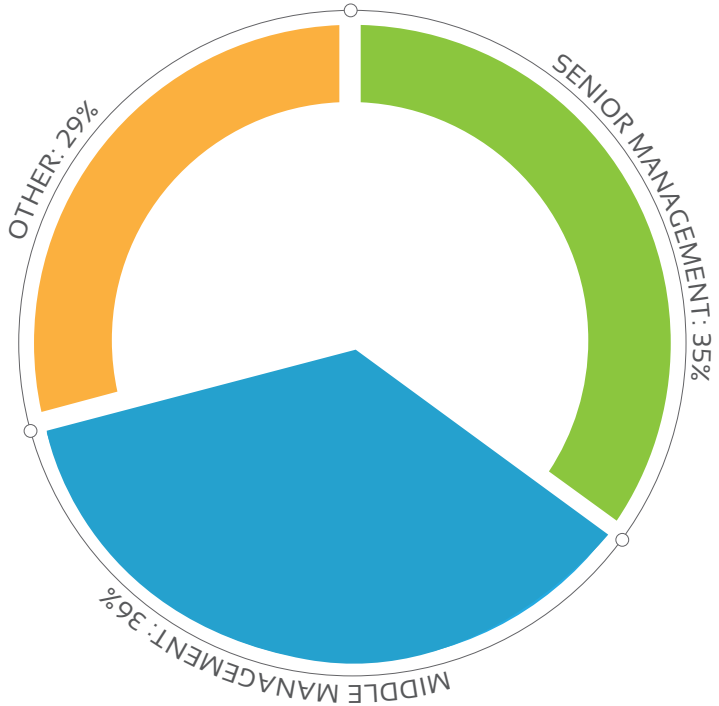


* As of Jan 1 2019, *Intelligent Data Centres* reaches 67,000 data centre professionals.

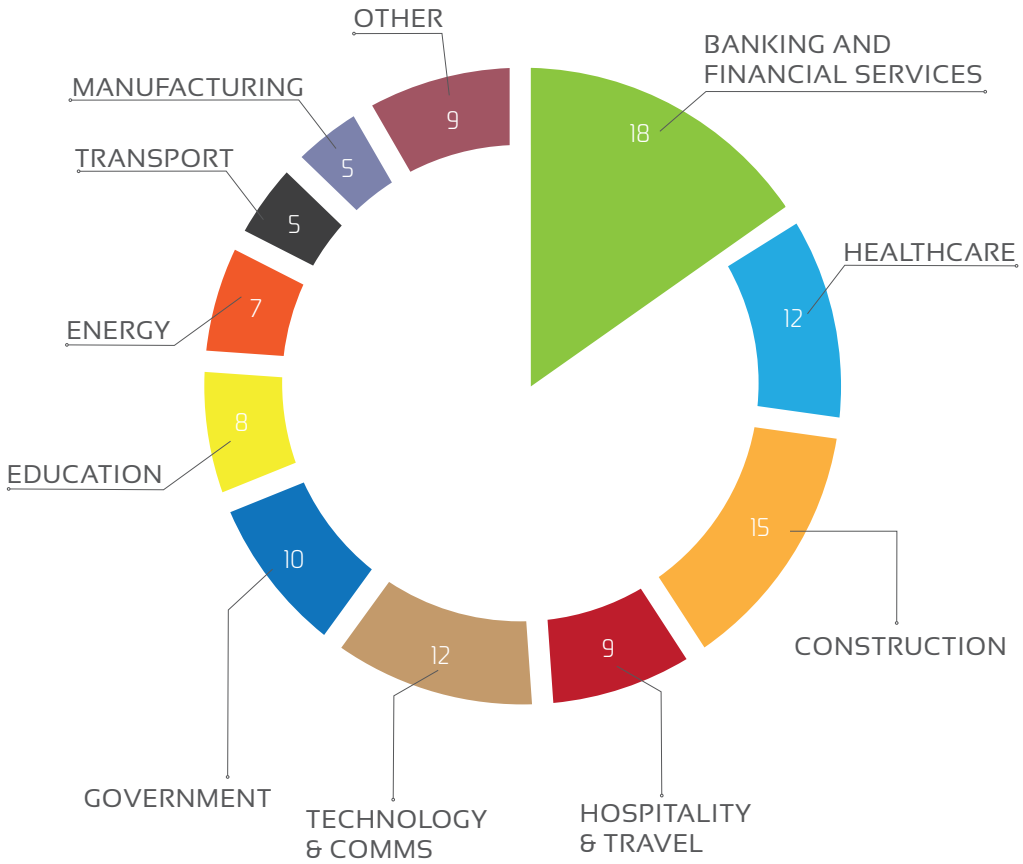
INTELLIGENT DATA CENTRES AUDIENCE BREAKDOWN

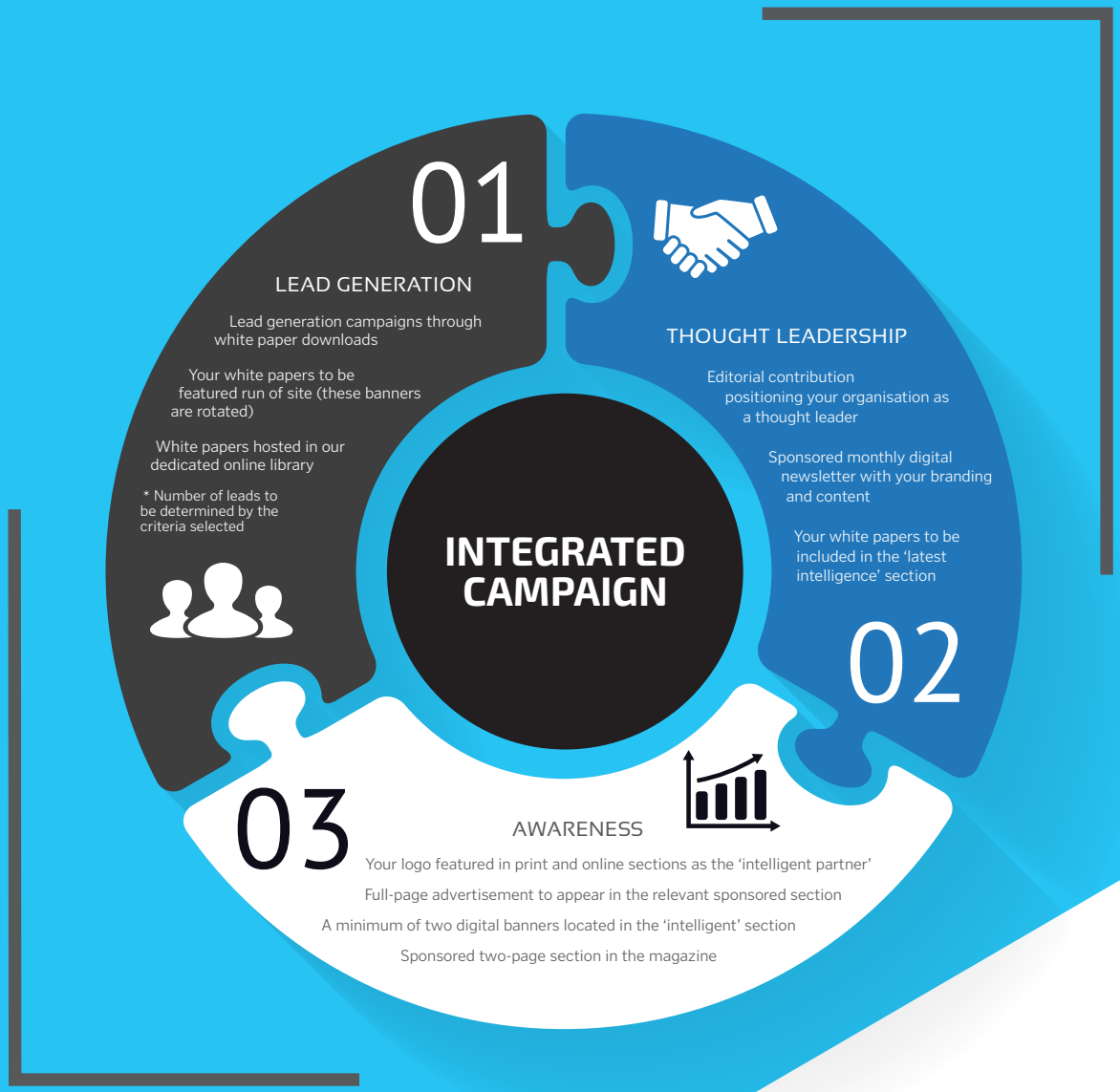
AUDIENCE BY JOB TITLE %

Senior management: CIOs, CISOs, CTOs, CFOs, CEOs, IT Heads and Directors, Finance Directors, Data Centre Managers
Middle management: Information Technology and Infrastructure Managers, Security and Network Managers, IT Architecture roles
Other: Network Managers, Data Architects and Scientists, IT Channel, System and Business Analysts, Project Managers and Consultants



AUDIENCE BY INDUSTRY %





SPONSORSHIP BENEFITS

BESPOKE PARTNERSHIPS

Can't find what you're looking for?

Intelligent Data Centres can tailor a partnership to suit your own requirements. This can be across multiple regions, different technology focuses or just a chance to align with a new corporate message. Being a young, nimble, digital company allows us to work closely with partners in developing strategic campaigns bespoke to their needs.

- **THOUGHT LEADERSHIP**
- **CONTENT RICH CAMPAIGN**
- **VIDEO CONTENT CREATION**
- **SOCIAL MEDIA SUPPORT**
- **TARGETED REGIONAL CAMPAIGNS**
- **TARGETED COUNTRY CAMPAIGNS**

CONTACT US to find out more about how we can help you.

SPONSORSHIP PACKAGES

REGIONAL

3 MONTHS	US$5,000
6 MONTHS	US$15,000
12 MONTHS	US$25,000

GLOBAL

3 MONTHS	US$14,000
6 MONTHS	US$22,000
12 MONTHS	US$32,000

TIER 03 — INTELLIGENT PARTNERSHIPS

- Trade and export
- Cabling
- Manufacturing
- Construction
- Transport
- Agriculture

REGIONAL

3 MONTHS	US$6,000
6 MONTHS	US$18,000
12 MONTHS	US$28,000

GLOBAL

3 MONTHS	US$16,000
6 MONTHS	US$25,000
12 MONTHS	US$35,000

TIER 02 — INTELLIGENT PARTNERSHIPS

- Aviation
- Mobile
- Software
- Education
- Broadcast
- Hospitality
- Telecoms

REGIONAL

3 MONTHS	US$8,000
6 MONTHS	US$20,000
12 MONTHS	US$30,000

GLOBAL

3 MONTHS	US$18,000
6 MONTHS	US$30,000
12 MONTHS	US$40,000

TIER 01 — INTELLIGENT PARTNERSHIPS

- Banking and Finance
- Government
- Energy
- Enterprise Security
- Cloud
- Retail
- Healthcare

MEDIA PARTNERSHIPS

We are always keen to explore media partnerships with leading global data centre events.

Some of those we have worked with include:

Data Centre World	Gartner Data Centre Conference	Data Centre Summit 2019	Future Datacentres & Cloud Infrastructure Summit 2019	DCD London

EDITORIAL PLAN

Plan your PR and marketing activities with *Intelligent Data Centres*. Our editorial calendar enables partners and clients within the EMEA region to align their key messaging with upcoming features.

Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.

	MAR	APR	MAY	JUN	JUL
FEATURE 1	Securing the data centre	Green data centres	Data loss prevention	Storage solutions	Data centre solutions
FEATURE 2	Cooling solutions	The shift to the edge	Regional focus: Middle East	Industry focus: Government	Regional focus: Europe

	AUG	SEP	OCT	NOV	DEC
FEATURE 1	The impact of the cloud	Digital Transformation	Data centre management	The evolution of data centre design	2020 and the trends expected
FEATURE 2	Ensuring effective connectivity beyond country borders	Channelling investment	Regional focus: Africa	Integrated network architecture	The importance of physical security

2020

	JAN	FEB	MAR
FEATURE 1	Data centre connectivity	Hybrid IT	Skills and training
FEATURE 2	Priorities for 2020	Industry focus: Banking and financial services	The role of AI

PRINT ADVERTISING OPTIONS		3 ADVERTS	6 ADVERTS	12 ADVERTS
FULL PAGE	US$3,499*	US$3,299	US$2,999	US$2,499
HALF PAGE	US$2,199*	US$1,999	US$1,759	US$1,299
DOUBLE PAGE SPREAD	US$5,999*	US$5,599	US$5,199	US$4,499
STRIP ADVERT	US$1,499*	US$1,299	US$1,099	US$899
OUTSIDE BACK COVER	US$4,999*	US$4,799	US$4,499	US$4,099

*cost per advertisement

ONLINE ADVERTISING OPTIONS		3 MONTHS	6 MONTHS	12 MONTHS
HTML* cost is per HTML sent	US$3,199	US$2,999	US$2,599	US$1,899
HPU	US$2,899	US$2,699	US$2,399	US$2,099
MPU	US$1,899	US$1,699	US$1,399	US$1,099
LEADERBOARD	US$1,899	US$1,699	US$1,399	US$1,099
DIGITAL NEWSLETTER BANNER	US$1,499	US$1,299	US$1,099	US$799
SPONSORED MICROSITE	US$17,599	US$4,999	US$2,999	US$1,999

*cost per month

FOLLOW US ON

Intelligent Data Centres *is produced in association with the Data Centre Alliance (DCA)*

About DCA

The data centre sector represents the engine driving the worldwide digital economy. Founded in 2010, The DCA Trade Association ensures that the media, governments and general public are kept informed of the vital role data centres play. The DCA is an established, vendor neutral, non-profit making organisation assisting members to connect with a growing data centre audience to share best practice, industry innovation and the latest research.

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OUR BRANDS

intelligent CISO
security intelligence that transcends borders

INTELLIGENT CIO
Providing Unparalleled Technology Intelligence

INTELLIGENT TECH CHANNELS

INTELLIGENT DATA CENTRES