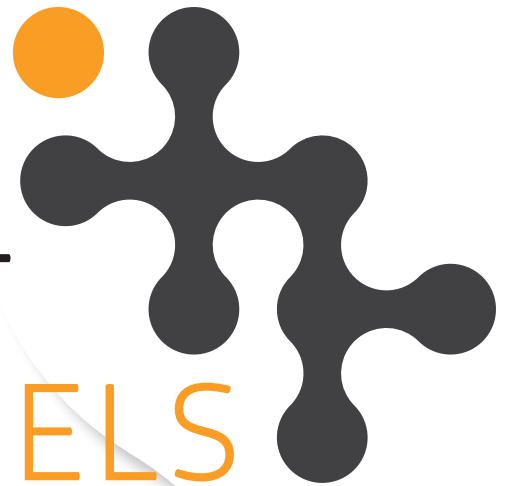


# INTELLIGENT TECH CHANNELS



2018 MEDIA KIT

Intelligent briefings for Middle East and Africa channel partners



# INTRODUCTION

**I**ntelligent Tech Channels (ITC) is an online, digital and print publication, targeted at the enterprise channel community across the Middle East and Africa. The focus of the content is to keep the channel community up to date with:

- Recent vendor and channel tie-ups
- Road shows
- Promotions
- People announcements
- Vendor partner programmes
- Partner certifications
- Partner awards
- Training and skills development
- Solution implementations
- Product descriptions
- Product analyses
- Independent write-ups

The publication attempts to cover the primary regions of IT industry business including the GCC and North Africa, and

other countries and regions on a rotational basis. The *Intelligent Tech Channels'* web portal carries:

- News
- Analysis
- Features,
- Blogs
- Profiles
- Infographics
- White papers

All of which are relevant to the regional IT channel industry. It also highlights business, industry and institutional announcements that have a direct impact on the adoption of technology across the Middle East and Africa. The web portal carries a rich mix of media to enhance the reader experience. This includes external and internal hyperlinks, picture and graphic slide shows, video clips and links to relevant infographics.



Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision makers in the Middle East. We have an active database in the region of more than 22,000 IT channel professionals.

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.



## AT A GLANCE . . .

Readers can subscribe to the latest content through regular email newsletters, the link for which is available on the home page.

*Intelligent Tech Channels* has been launched at a time when the IT industry is in a state of transformation. The primary objective of *Intelligent Tech Channels* is to guide channel partners through this period of transition into the new way of IT business. Distributors are being challenged as the traditional lines

of business between volume and value are getting blurred.

On the one hand, technology is getting commoditised and solution packed, ready to use. Hence, it is becoming a factory ready product, ready to be installed with minimum pre-configuration, which is a bonus for system integrators. On the other hand, the number of new vendor start ups around cloud, software-defined

anything, convergence and IoT solutions are proliferating.

This proliferation is increasing the complexity for technology integrators and is becoming a challenge with which to cope. Distributors now have a key role to play in easing the complexity of technology for channel partners; and, going forward, help integrators build sustainable business models.

# REGULAR SECTIONS

## INTELLIGENT MOBILE TECHNOLOGY

Enterprise mobility continues to be one of the hottest topics in IT, as the demand to access information on the go, via mobile platforms, is increasing. Mobility has become a business necessity, creating new ways of working and transforming business processes.

## INTELLIGENT ENTERPRISE SECURITY

Intelligent Enterprise Security aims to help the channel and end users in the region to navigate their way through the labyrinth of threats and employ the right security strategy for their organisation.

# INTELLIGENT TECH CHANNELS

## INTELLIGENT GREEN TECHNOLOGY

Many organisations are viewing sustainable solutions as a long-term cost-effective strategy for their enterprises. Intelligent Green Technology will help channels to plan ahead and achieve their objectives.

## INTELLIGENT CLOUD

Intelligent Cloud Technology has been designed to help regional channel organisations determine which cloud solutions are right for their partners and what considerations are required for their implementation.

## Channel

This section carries news and analyses about the regional industry channel players. It carries news about vendor and channel tie-ups, road shows, promotions and people announcements.

## Partner programme

This section carried news and analyses about vendor partner programmes, partner certifications, partner awards, training and skills development.



### INTELLIGENT CABLING

Every organisation's technology performance is dependent, to a large extent, on its networking infrastructure and cabling; this underpins its entire technology offering. Nowhere is this more apparent than here in the Middle East.

### INTELLIGENT SOFTWARE

Intelligent Software for Business will inform, update and map the future contours of software capabilities for the industry, blending affordability with end-user demands for streamlined efficiency.

#### How to

This section covers technology solution implementations by vendors and channel partners at the end-user site.

#### Review

Detailed descriptions, analyses and independent write-ups of products, solutions and platforms.

### INTELLIGENT DATA CENTRES

Intelligent Data Centres is designed to help guide the channels through the complexities of their customers' data centre strategies in these rapidly changing times.

# 2018 EDITORIAL CALENDAR

	FEATURE 1	FEATURE 2	COUNTRY FOCUS
JANUARY	<b>Next generation networking infrastructure:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Channel forecast for 2018:</b> Key executives share their take on the channel and the industry	<b>Egypt:</b> Key activity and key players in this country
FEBRUARY	<b>Storage devices:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Next generation vendors:</b> What are the new technology trends being adopted by the next generation vendors?	<b>Iraq:</b> Key activity and key players in this country
MARCH	<b>Connected devices and wireless networks:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Managed security services:</b> Who are the key players and what is their solution portfolio?	<b>Jordan:</b> Key activity and key players in this country
APRIL	<b>Software-defined networking:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Profiles of leading VARs:</b> Who are the key players and what is their solution portfolio?	<b>Nigeria:</b> Key activity and key players in this country
MAY	<b>Vendor partner programmes:</b> An overview of the various vendor partner programmes and partner classifications	<b>Channel business models:</b> Next generation technologies and vendors are moving to a pay as you go model and this is influencing the channel	<b>Morocco:</b> Key activity and key players in this country
JUNE	<b>Open source:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Cloud computing technologies and platforms:</b> How is it influencing digital transformation in the region? An overview of key platforms and opportunities for channel partners	<b>Bahrain:</b> Key activity and key players in this country
JULY	<b>Public cloud applications:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>System integration:</b> Market dynamics, who are the key players and what is their solution portfolio?	<b>Kuwait:</b> Key activity and key players in this country
AUGUST	<b>Backup and recovery, disaster recovery:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Channel Partner training:</b> Who are the key players, what is driving the programmes and what courses are in demand?	<b>South Africa:</b> Key activity and key players in this country
SEPTEMBER	<b>Big data and analytics:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Distributors:</b> Market dynamics, who are the key players and what is their solution portfolio?	<b>Oman:</b> Key activity and key players in this country
OCTOBER	<b>Gitex 2018:</b> Key announcements from the industry	<b>Threat intelligence:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Saudi Arabia:</b> Key activity and key players in this country
NOVEMBER	<b>Datacentres:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Channel incentive schemes and rewards:</b> An overview of the various channel incentive and reward programmes	<b>UAE:</b> Key activity and key players in this country
DECEMBER	<b>Collaboration systems:</b> An overview of key products, solutions and platforms, and opportunities for channel partners	<b>Year in review:</b> What were the pains and gains for channel partners?	<b>Kenya:</b> Key activity and key players in this country

# PARTNER CONFERENCE AND AWARDS

**I**ntelligent Tech Channels will hold its annual Partner Conference and Awards 2018 in September. The day and night-long event will have a partner conference section and a glittering channel awards night.

The partner conference will include a wide portfolio of global and regional industry vendor and channel executives

as speakers. They will address a target audience of enterprise channel partners, value-added resellers and technology integrators about the top regional trends.

A key focus will be on how channel partners can monetise opportunities and remain profitable in the landscape of transformational technologies and increasing technology complexity.

## AGENDA

- Overview of the regional IT industry
- Overview of the regional IT channel industry
- Role of the government in setting standards for new IT adoption
- The landscape of disruptive and transformational technologies
- Perspective on the regional IoT industry and developments
- How vendors are adjusting their partner programmes to changing market dynamics
- Opportunities and challenges being faced by value and solution distributors
- Opportunities and challenges being faced by technology integrators
- How can a channel partner remain profitable in the current market?
- Is cloud an opportunity for channel partners?
- Panel discussion

The evening session will present the annual awards to regional, in-country vendor and channel executives. This will be preceded by a nomination process headed by an independent jury. Nominations will need to include details justifying reasons for the nomination.



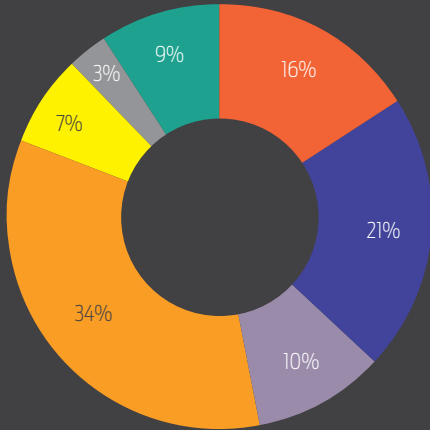
## AWARD CATEGORIES

- Top value and solution distributor in the Middle East
- Top value and solution distributor in Africa
- Top value and solution distributor in Lebanon, Egypt, Oman, Saudi Arabia, Qatar, UAE, East Africa, West Africa and South Africa
- Top channel executive in the Middle East
- Top channel executive in Africa
- Top vendor channel executive in the Middle East
- Top vendor channel executive in Africa
- Top female vendor channel executive in the Middle East
- Top female vendor channel executive in Africa

# OUR AUDIENCE

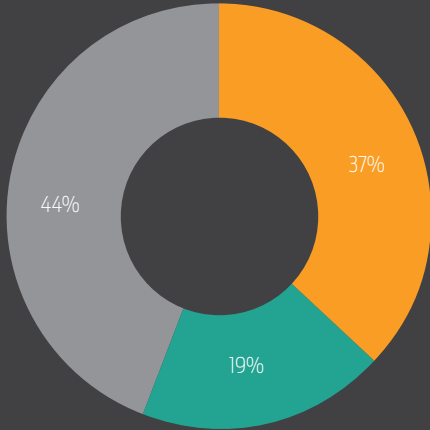


AUDIENCE BY INDUSTRY %



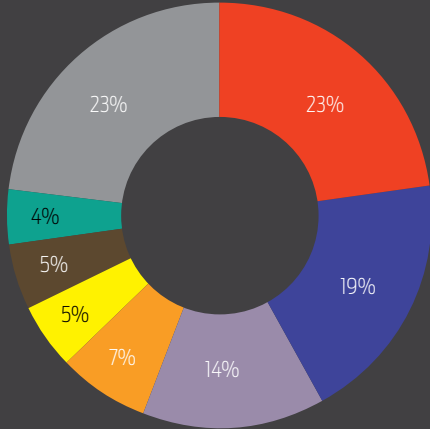
- IT vendors
- Distributors
- System integrators
- VAR/VAD
- Hosting and service providers
- Consultants
- Other

AUDIENCE BY INDUSTRY %



- Senior management: C-suite execs, MDs, GMs, ITDM, FDS, VPs and owners
- Middle management: Sales, marketing, and product managers and specialists
- Others: Technical staff, engineers and consultants

AUDIENCE BY COUNTRY %



- UAE
- KSA
- South Africa
- Qatar
- Kuwait
- Bahrain
- Oman
- Other



# INTELLIGENT TECH CHANNELS



## LEAD GENERATION

Using various white paper downloads, we can identify potential new partners in target countries. White papers are promoted across the various *Intelligent Tech Channels* platforms.

## LEAD GENERATION



## EVENTS

Our activities help us to identify buyers of various technology. This enables us to invite them to relevant events and provide you with a strong audience of potential customers with whom to talk.

## DATA CLEANSING



## DATA CLEANSING

A strong, clean database is proven to drive sales. We can create or clean data as required to meet your business needs and in a timescale that suits.

## EVENTS



## RESEARCH



## ROUND TABLES



## ROUND TABLES

Similar to our events, sometimes a smaller audience can improve the customer engagement process and help you identify better potential customers earlier. These can be held in any city across the Middle East.

## RESEARCH

Research and analytics are fundamental to understanding any market . . . and data is king. You need all three to be able to maximise ROI. Our services give clients an insight on which end-user customers are making what investments.

# ADVERTISING COSTS

## PRINT ADVERTISING OPTIONS 3 ADVERTS 6 ADVERTS 12 ADVERTS

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

\*cost is per advertisement



## ONLINE ADVERTISING OPTIONS 3 MONTHS 6 MONTHS 12 MONTHS

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

## ADVERTISING SPECIFICATIONS (other specifications on request)

### Full page advert

Trim: 200mm x 265mm

With 3mm bleed: 206mm x 271mm

### Double page spread

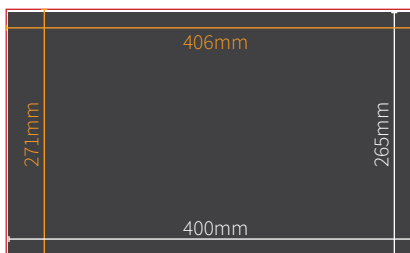
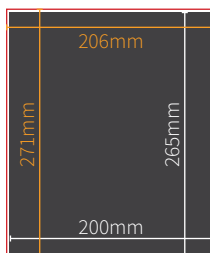
Trim: 400mm x 265mm

With 3mm bleed: 406mm x 271mm

HTML format .gif, .jpeg, HTML, text

Variable width up to 640px

Max size: 100kb



### Banner format .gif, .jpeg

MPU 200x250px, HPU 300x600px

Leaderboard: 728x90px (Max size: 50kb)

Supply actual size artwork (In 'Document Setup', use 3mm bleed). Ensure all images are CMYK 300dpi. Output as a Press Quality PDF. In 'Marks and Bleeds', tick 'All Printer's Marks' and 'Use Document Bleed Settings'. Check that fonts are embedded on the PDF. Any questions, just ask.

# PARTNER WITH INTELLIGENT TECH CHANNELS

**INTELLIGENT BRAND SPONSORSHIP**      **3 MONTHS**      **6 MONTHS**      **12 MONTHS**

LOGO ON ALL ITC PRINT AND MEDIA ACTIVITIES			
FULL PAGE ADVERT IN PROMINENT LOCATION FOR DURATION OF CAMPAIGN			
MONTHLY HTML			
BANNER ON HOME PAGE OF WEBSITE FOR ENTIRE CAMPAIGN *			
BANNER TO APPEAR ON MINIMUM 1 NEWSLETTER PER MONTH **			
REGULAR EDITORIAL COVERAGE TO SUPPORT THE CAMPAIGN			
SPECIAL PARTNERSHIP RATES	<b>\$10,000</b>	<b>\$18,000</b>	<b>\$30,000</b>

\* Banner will be minimum 50% SOV

\*\* We will request various banner sizes and positions may change monthly



## CONTENT CREATION PACKAGE

SERIES OF INTERVIEWS ON MARKET TRENDS, LATEST ANALYSIS AND INDUSTRY PAIN POINTS
INTERVIEWS TO FEATURE IN PROMINENT POSITIONS WITHIN THE MAGAZINE
THE ARTICLES WILL BE PROMOTED IN A MINIMUM OF SIX NEWSLETTERS
VIDEO INTERVIEW, WHICH WILL BE USED SEPARATELY ON WEBSITE AND SOCIAL MEDIA
A THREE-MONTH SOCIAL PLAN WILL BE SHARED TO SUPPORT ALL INTERVIEWS AND VIDEO ELEMENTS
ADVERTISING IN PRINT AND ONLINE FOR CAMPAIGN DURATION
COST FROM <b>\$9,000</b>



## GENERATE LEADS FOR PARTNERS

We can manage lead generation campaigns for you and your partners. These could be either channel or end-user related. All campaigns are scalable and can be designed around the allocated budget. Campaigns can be promoted either through *Intelligent Tech Channels*, our end user publication *Intelligent CIO* or a combination of both. Please get in touch to discuss your requirements.





INTELLIGENT  
TECH CHANNELS

Intelligent briefings for Middle East and Africa channel partners



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Intelligent Tech Channels is a Lynchpin Media publication for IT professionals with an interest in the Middle East. If you wish to apply for regular free copies then please email [info@lynchpinmedia.co.uk](mailto:info@lynchpinmedia.co.uk)

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