



**DATA CENTRE**  
**SOLUTIONS**

The digital infrastructure information platform



**MEDIA PACK 2020**  
[datacentre.solutions](http://datacentre.solutions)

In association with:



# EDITORIAL OVERVIEW

## Data Centre Solutions – the digital infrastructure information platform industry-leading solutions

Behind virtually every aspect of modern day life, somewhere in the background is a data centre. Take these facilities away and, as the headlines too often remind us, chaos ensues. So, ensuring the safe, efficient operation of this critical infrastructure is a vital role. The more so as digitalisation becomes ever more pervasive in both the workplace and outside. Data, connectivity, latency, agility, flexibility, scalability, optimisation – these are some of the watch words of the digital age. And cloud, edge, 5G, hybrid, software-defined, AI and cybersecurity are just some of the most recent technology solutions and ideas developed to address these digital demands. And the data centre is where everything comes together. And that's why Data Centre Solutions (DCS) has such a vital role to play in ensuring the data centre owners, operators, end users, equipment vendors, consultants, systems integrators and IT professionals understand what's going on.

We are confident that the breadth and depth of our DCS digital infrastructure information platform is unrivalled in terms of both quality and quantity. And we're also certain that you won't find a more agile, flexible or knowledgeable media partner when it comes to assisting you achieve your digital marketing objectives. The DCS team has a combined 200+ years' of media experience across all aspects of the media sector. That doesn't mean we're old! No, we were amongst the first media organisations to recognise the opportunities offered by the digital world, even creating our own, high quality digital publishing platform – Publishing Ninja.

Over the following digital pages you'll discover just why we believe that, when it comes to coverage of and marketing opportunities in the data centre industry, the DCS digital infrastructure information platform is the only place to go.



# EDITORIAL THEMES

## Digital Publishing Solutions

Our flagship publication remains the quarterly **Data Centre Solutions** (DCS) digital magazine. Each issue includes industry news, expert analysis, a major contribution from the Data Centre Alliance and its members, case studies and in-depth technology and trends articles. We're very proud of our Publishing Ninja digital platform, which makes the digital reading experience a positive pleasure!

To mark the significant expansion of the DCS digital infrastructure information platform, and the re-alignment of the DCS magazine in particular, the Summer 2020 issue – DCS InnoVision – is dedicated exclusively to data centre insights and perspectives from 100+ industry visionaries, leaders and innovators cross the whole data centre industry spectrum.

Alongside the DCS digital magazine, we also publish a weekly DCS Digest digital newsletter, which includes data centre news, blogs and video content.

The features programme for the DCS quarterly digital magazine is outlined below:

**Summer 2020: Deadline for advertisements: 15 May**

InnoVision special edition:

<https://form.datacentre.solutions/innovision>

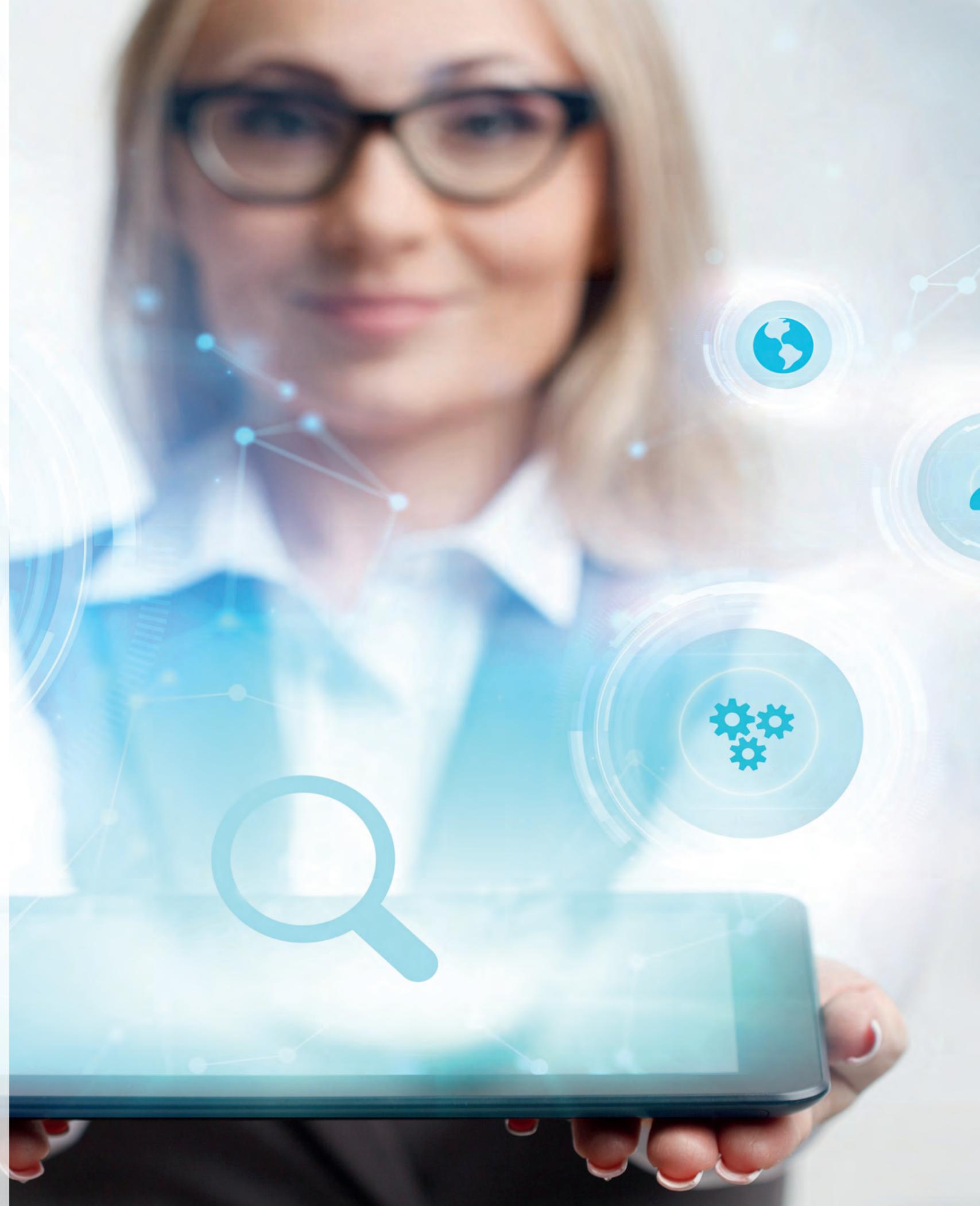
**Autumn 2020: Deadline for advertisements: 14 August**

Energy Optimisation – power, cooling, renewables, sustainability + AI + Automation – measuring, monitoring, management +

**Winter 2020: Deadline for advertisements: 7 December**

Design + Infrastructure – building, networks, cabinets, racks, cables + Colocation + Hosting – in-house vs outsource, cloud, managed services +

**Please note that every issue of DCS also includes one-off articles and case studies, so feel free to send through content that is not necessarily covered by the features programme.**





# MAGAZINE - MULTIMEDIA - EVENTS - AWARDS

## Comprehensive platform

### OVERVIEW

Our products provide unrivalled coverage of the data centre industry as it impacts end users across Europe:

- **DCS Magazine:** a quarterly, digital publication
- **DCS InnoVision:** A annual industry overview with viewpoints from 100+ companies
- **DCS Weekly e-newsletter:** (25,000 circulation)
- **DCS Online:** Dedicated website
- **DCS Multimedia:** Dedicated webinar + Podcasts

### Events for 2020 include:

- Test + Measurement: **29 September**
- AIOps: **7 October**
- Change Management in the Data Centre: **2 November**
- Energy Optimisation: **2 December**
- Physical Security: **TBC**

### MULTIMEDIA + EVENTS + AWARDS SOLUTIONS

The DCS website provides real-time coverage of the data centre industry, with regularly updated news, blogs and video content. It also hosts access to the DCS digital magazine and the DCS Digital Digest weekly newsletter, as well as acting as a hub for our other multimedia and event activities.

Multimedia-wise, we're developing our expertise and offerings when it comes to podcast, webinar and video content – with both purely editorial and marketing-driven opportunities available. We've found that our relaxed, professional approach when it comes to recording multimedia content, at industry events or over the network, has won us the respect of the data centre industry.

One of the most significant recent developments on our DCS digital infrastructure information platform has been the launch of a number of one-day technology events. Our flagship event, Change Management in the Data Centre, brings together the IT and facilities sides of the data centre ecosystem, looking at the pressures and opportunities of the digital infrastructure age. We're also planning one-day events on AIOps, Test + Measurement in the Data Centre, Energy Optimisation in the Data Centre and Physical Security in the Data Centre.

And we can't forget our highly successful series of awards:



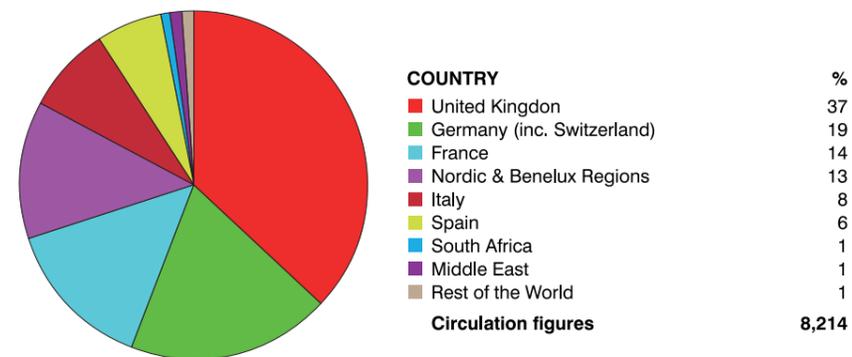
# READERSHIP PROFILE

Reach over 25,000 subscribers involved in the data centre, cloud, storage, security, automation, hardware and software sectors, covering the entire spectrum of technology and industries impacted by digital transformation



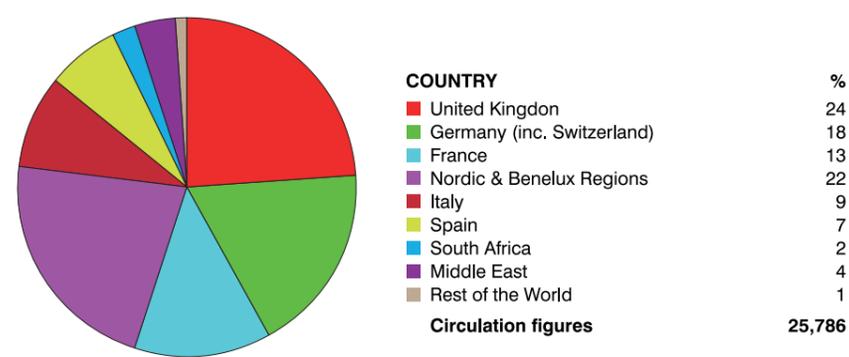
## WEEKLY E-NEWSLETTER

DIGITAL DIGEST GEOGRAPHICAL BREAKDOWN



## QUARTERLY MAGAZINE

DIGITAL MAGAZINE GEOGRAPHICAL BREAKDOWN

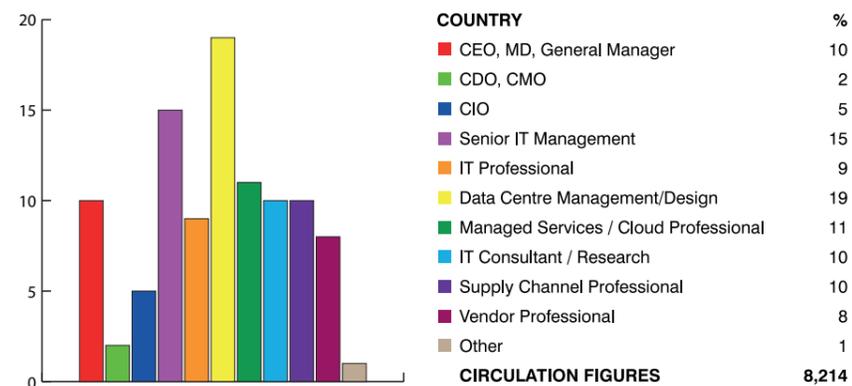


## WEBSITE TRAFFIC

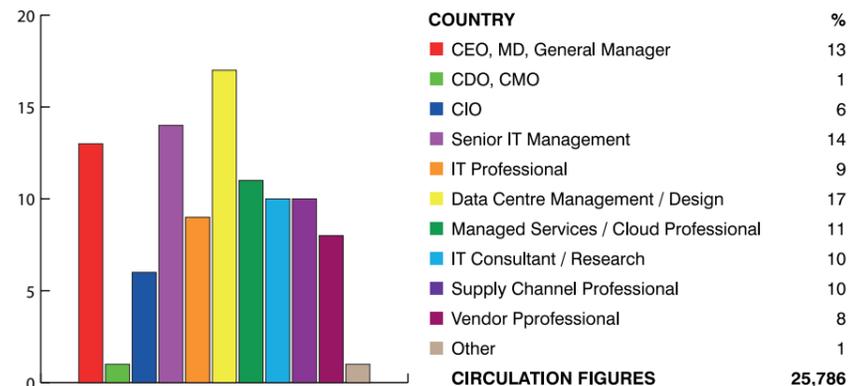
14000 UNIQUE PCM  
17.5 PAGE IMPRESSION PCM

website traffic

DIGITAL DIGEST JOB FUNCTION - %



DIGITAL MAGAZINE JOB FUNCTION - %



## DCS MAGAZINE OPPORTUNITIES

### STATIC / ANIMATED BANNER (2500 X 800 PIXELS), JPG/GIF

Repeated up to three times throughout the monthly magazine, your banner will be within the article giving you maximum exposure. The banner click throughs are also tracked to give you accurate statistics.

**Cost: £995 per month (minimum 3 months)**

### VIDEO BANNER (2500 X 800 PIXELS), HTML5/MP4

Repeated upto three times throughout the monthly magazine, your video banner will be within the article giving you maximum exposure. The banner click throughs are tracked to give you accurate statistics

**Cost: £995 per month (minimum 3 months)**

## DCS ONLINE OPPORTUNITIES

Our Data Centre Solution online platform has over 14,000 unique visitors per month, and we're confident that the newly enhanced DCS website will see similar numbers visiting to stay up to date with the latest news and to read the blogs and article content which will help data centre and infrastructure specialists in their day to day roles.

### PREMIUM SPONSORSHIP

**Size:** 970 x 90 Banner at the top of every page on our DCS website

**Cost:** £1,495 per month (minimum 3 months)

### ESSENTIAL SPONSORSHIP

**Size:** 728 x 90 banner at the side of news pages on our DCS website

**Cost:** £395 per month (minimum 3 months)

### DEDICATED EMAIL BLASTS

Your solus copy

**Cost:** £1495



# PREMIUM PACKAGES FOR MAXIMUM IMPACT

Maximise your coverage and exposure to the industry at the most cost-effective rate. Choose one of our pre-designed multi-channel marketing packages, or contact us to discuss your objectives and we'll design you a bespoke solution for your requirement.

## 3 MONTH PACKAGE

- 2x Sponsored DCS Digital Digests (2 banners & sponsor message)
- 3x Month run of page banner within DataCentre Solutions web pages
- 1x Magazine advert (static or video ad) repeated 3 times within DCS Magazine

**Package Cost:** £2,695 (Rate card value £4,170)

## 6 MONTH PACKAGE

- 4x Sponsored DCS Digital Digests (2x banners & sponsor message)
- 6x Month Run of Page Banner within Data Centre Solutions web pages
- 2x Magazine Advert (static or video ad) repeated 3 times within DCS Magazine
- Editorial Q&A feature in the DCS magazine with added exposure via DCS Twitter and LinkedIn channels

**Package Cost:** £4,995 (Rate card value £8,340)

**Other package combinations can be put together on request:**

**Webinar:** Benefit from dedicated technical and time-served experts/editors to moderate, and gain access to dedicated industry databases as well as your own to achieve good quality leads to analyse, qualify, and understand their buying behaviour

**Research:** Ask questions of our readership... qualified results from targeted demographics

**Expert blogs:** Independent writing by editorial staff for your company, leverage our expertise



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