

# STORAGE MAGAZINE

The UK's number one in IT Storage

**MEDIA PACK 2012**



**THE UK'S PREMIER  
DATA STORAGE  
MAGAZINE.**

## Introduction

STORAGE Magazine focuses on all issues relating to IT storage in a professional, business manner, without hype or jargon. Since the magazine was launched in 2001 and the market has evolved, so has STORAGE Magazine, informing IT managers of what's happening in their business area and what effect it has on their companies storage requirements.

## Why you should advertise

20,000 key decision makers, made up of IT Managers, Directors and the channel, have registered to receive the UK's number 1 data storage magazine. If you are providing products or services for the storage market, you should be advertising in Storage Magazine.

## What is STORAGE Magazine?

**STORAGE Magazine** is dedicated to the IT storage market along with the vast range of associated products and services.

**STORAGE Magazine** addresses the issues that face IT Managers in the ever-increasing need for space in this booming market.

**STORAGE Magazine** is independent of any industry association and writes with freedom to question what's happening in the storage market

## Why has the storage market boomed?

The last decade has seen the greatest advances in the history of IT. Email and Internet use is now commonplace. The increased volume of traffic in both the receipt of emails and downloads from the internet now means that companies need a greater amount of storage space and a separate data/storage strategy.

## Who reads STORAGE magazine?

JOB FUNCTION		PURCHASING POWER		NUMBER OF EMPLOYEES	
IT MANAGER/DIRECTOR	43%	£100,000	51%	Under 25	28%
EXECUTIVES	20%	£100-£500,000	25%	26-250	18%
STORAGE STRATEGIST	17%	£500-£1m	13%	251-500	15%
CHANNEL	13%	Over £1m	11%	501-1000	9%
FINANCE	5%			1001-5000	18%
OTHER	2%			5,000+	12%

## Editorial Profile

Every issue of **STORAGE Magazine** features independent up-to-the-minute news about products and services within the storage industry with regular sections; News analysis & Features technology, product and strategy with case studies, supplier profiles and opinion.

**STORAGE Magazine** delivers facts on genuine Storage issues such as Disaster Recovery, Raid, Back-up, NAS & SAN, Fibre Channel, Servers, IP Storage, Disk Devices, Components, Storage Management, Security and the Cloud.

This includes:

- **Product & Industry News** - what's happening within the industry, as it happens, both in the UK and internationally
- **Storage News** - the latest company and product news focusing on IT data storage.
- **Product Reviews** - a detailed look at the latest hardware and software products from every sector of the storage market.
- **Industry Comment** - our experts provide insight, comment and analysis on the hottest industry issues.
- **Case Studies** - in-depth case studies examining how storage is being used across the breadth of the industry.
- **Technology** - new technology developments and the assessment of their commercial implications.
- **Internet/email Issues** - regular comment, news and developments on how the web is being linked to storage.

For editorial consideration,  
please email [Brian.Wall@btc.co.uk](mailto:Brian.Wall@btc.co.uk)

## Magazine Advertising Rates

PAGE SIZE	4 COLOUR
Single Page	£1850
Double Page	£3200
Half Page	£1000
Quarter Page	£650

To book your advertisement, call Stuart Leigh or  
David Hammond on +44 (0) 1689 616 000  
Stuart.Leigh@btc.co.uk  
David.Hammond@btc.co.uk

## Magazine Mechanical Data

ADVERTISEMENT SIZE	DEPTH	WIDTH
Double-Page Bleed	307 mm	440 mm
Double-Page Trim	297 mm	420 mm
Double-Page Type	287 mm	400 mm
Single-Page Bleed	307 mm	220 mm
Single-Page Trim	297 mm	210 mm
Single-Page Type	287 mm	200 mm
Half Type	120 mm	180 mm
Quarter Page	120 mm	90 mm
Strip	60 mm	180 mm

## Copy Instructions

Digital copy is ONLY acceptable on IBM-compatible desktop publishing formats such as Quark Xpress. Pictures and photographs are acceptable as prints or transparencies. High Res TIF and JPEG file formats are also acceptable.

Please call Abby Penn in the production department before submitting digital copy of any kind in order to ensure system compatibility.  
All other sizes by prior arrangement ONLY.

**+44 01689 616 000**

## Specials - inserts, cover CDs, etc

**STORAGE Magazine** can be used for either full or part circulation inserts. It is possible to target specific areas of the circulation e.g. local authorities only, from the categories laid down in the **STORAGE Magazine** Reader Registration Card which is bound into each issue of the magazine.

For those wishing to target particular areas of the UK, we can also insert in magazines destined for specific areas geographically. Tell us your needs and we will provide a quotation.

## Loose Inserts

Loose Inserts - Weight	1-10g	10-25 g	25 g+
Cost Per 1,000 (minimum 2000 names)	£150	+£2.50 per g	£5 per g

## Tip on Cards

Tip on card	Up to 10 g
Cost per 1,000	£180

## Bound-in Inserts - Full circulation (20k) only

Bound Inserts weight	1-10g	10-25 g	25 g+
Cost per 1,000	£190	+£2.50	+£5 per g

# Cover Disk/Inserts: £175/1000 - further details on application

## Supplied Inserts terms and conditions

1. Before producing any type of insert, contact Storage Magazine production department to confirm mechanical specifications and shipping details.
2. A dummy proof or sample copy of printed inserts must be submitted for the Publishers approval on or before the space booking deadline.
3. The Publisher cannot be held responsible if a dummy proof is not submitted and approved prior to space booking deadline.
4. All inserts over 25 gm must have the extra amount over the basic 25 gm rate pre-paid, as this is to cover postage
5. For full advertising terms and conditions please go to [www.btc.co.uk/terms](http://www.btc.co.uk/terms)

## Database Rental

The **STORAGE Magazine** database is available for rental for direct mail purposes. The primary database, contains over 20,000 prospects, many have email addresses.

Prospects from the Storage database can be selected by job title, industry sector and annual expenditure on storage products or by many other fields. For those wishing to target particular areas of the UK we can also break down the database geographically. Tell us your needs and we will provide a quotation. All prices quoted are per thousand names (minimum charge £500):

- Database list rental only - £175/1000 for mailing purposes or £250/1000 for email purposes

### Database rental terms and conditions:

1. Prepayment is required for all direct mail quantities up to 2,000 names.
2. Postage + VAT is payable in advance.
3. A copy of all direct mail pieces must be received and agreed by STORAGE Magazine prior to fulfillment and mailing.
4. Accounts are payable strictly 30 days.
5. See bottom of page for full advertising terms and conditions

### Additional fulfillment services available:

- Labeling, stuffing and sealing: £75/1000
- Names delivered to a mailing house on labels: £50/1000
- Personalised laser printed mailing: £130/1000 (One side of A4 sheet)

### Web Technical Data

To aid our advertisers, we have adopted the IAB (Internet Advertising Bureau) voluntary standards for web advertising sizes. At the moment we can only accept the standard full banner as described below:

- 375 x 60 pixels

### The following formats are accepted:

- GIF
- animated GIF
- JPEG

Banner ads can be run on any page for £350. Ads can be hot linked to your home page or email address on request. This price includes a hotlink to your home page or email address.

Note: one impression equals one file (text or graphics) accessed by a browser.



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