

STORAGE

MAGAZINE

The UK's number one in IT Storage

**MEDIA PACK
2012**

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

Introduction

Storage Magazine serves the Key decision makers in today's IT-driven organizations. Launched in November 2001, STORAGE Magazine offers senior IT executives information and insight into IT Storage issues, strategies, trends and technologies to help their organizations succeed.



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**.

Our unique selling point is not only to offer you traditional advertising (print and online) but also to offer things such as Product Reviews (products are tested in one of the largest independent labs in UK and then overview by a credible journalist) which is a fantastic tool to educate and raise awareness about your products and solutions!

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

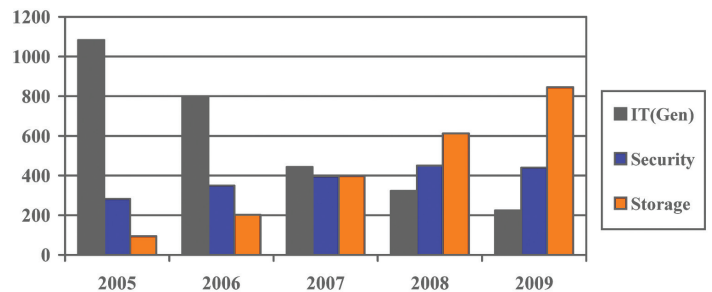
Why has the storage market boomed?

The last decade of the last millennium saw 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 not only need a greater amount of storage space and a separate data/storage strategy.

What's happened to advertising in the storage sector?

General IT advertising has been on the decline since 2000, but the one area that has performed consistently, is the Storage sector. Nearly doubling every year for past 10 years*.

* Source MMS (Media Monitoring Service)



Who reads STORAGE magazine?

JOB FUNCTION		PURCHASING POWER	
IT MANAGER/DIRECTOR	43%	£100,000	51%
EXECUTIVES	20%	£100-£500,000	25%
STORAGE STRATEGIST	17%	£500-£1m	13%
CHANNEL	13%	Over £1m	11%
FINANCE	5%		
OTHER	2%		

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, Cloud Storage, Storage for Virtual Environment, Deduplication Storage Appliances/Data Back upSSD, NAS & SAN, Fibre Channel, Serves, Storage Management and Security.

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
david.tyler@btc.co.uk
OR CALL ON
+44 (0) 1689 616 000

DEADLINES	COPY DATES	ISSUE DATES
Jan / Feb	21st January	2nd February
Mar / Apr + Supp	25th March	2nd April
May / June	20th May	2nd June
July / Aug	22nd July	2nd August
Sep / Oct + Supp	23rd Sept	4th October
Nov / Dec	25th Nov	2nd December

Magazine Advertising Rates

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

eNewsletter Advertising

STORAGE Magazine's eNewsletters are the best way to reach IT executives via email. They are a top vehicle for generating leads and awareness.

Relevant editorial content motivates executives to subscribe to **STORAGE Magazine's** eNewsletters. Each newsletter has a different editorial focus and mission and is written specifically to meet the information needs of IT executives.

Exclusive sponsorship means that there is only one paid advertisement in each eNewsletter. This method cuts down on clutter, increases the impact and gives the advertiser 100% share of voice. All of this mean ads have more branding power and better response rates.

ADVERTISING/ PRODUCT REVIEWS AND COMMERCIAL ENQUIRIES:

Ali Brancal

ali.brancal@btc.co.uk

Stuart Leigh

Stuart.leigh@btc.co.uk

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Webinar

Position your company as an industry expert and a trusted partner. **STORAGE Magazine's** webinars are cost-effective ways to build relationships with a large group of business decision-makers. By working with the premier brand in the IT world, **STORAGE Magazine** webinar sponsors are able to gain credibility for their company as a leading vendor - helping organizations solve their business problems.

Thanks to an audience of 20,000+ IT leaders who are invited to each event, a **STORAGE Magazine** webinar has the scale to generate large registration and attendance figures. A complete promotional program helps each **STORAGE Magazine** webinar attract a large, high-quality pool of attendees that marketers can't reach anywhere else.

Companies line up to sponsor **STORAGE Magazine** webinars because they are a complete solution. From audience development and registration through production and archiving, **STORAGE Magazine** handles all of the webinar logistics and shares best practices, ensuring a successful event.

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

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

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

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)



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