

STORAGE[^] MAGAZINE

The UK's number one in IT Storage

MEDIA PACK 2014

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



Introduction

Launched in November 2001, STORAGE Magazine focuses on all issues relating to IT storage in a professional, business manner, without hype or jargon. As 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 company.

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.

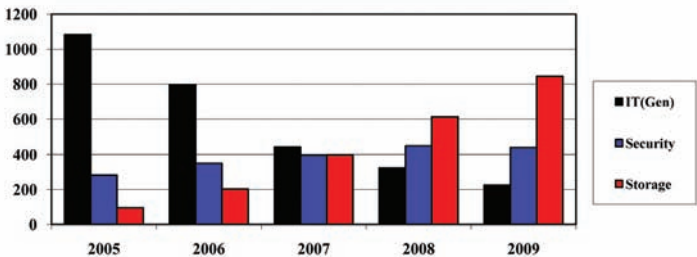
Why has the storage market boomed?

The last decade has seen the greatest advances in the history of IT. Email and Internet use is now common place. 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. Furthermore in today's business world the persistent threat of natural disasters, system failures, and unplanned outages has transformed business continuity (BC) and disaster recovery (DR) solutions from a luxury into a necessity.

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		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 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.

We not only offer traditional advertising (both print and online) but we also offer things such as Product Reviews (products are tested in one of the largest independent labs in the UK and then overviewed by a credible journalist) which is a fantastic tool to educate and raise awareness about your products and solutions.

Product Reviews

A product can be helped enormously if it is the subject of a review carried out by an independent expert. A product review in Storage Magazine consists of an evaluation from an independent expert of around 600 words, along with a photo or screen shot. PDFs of the review are supplied, which your client can email, host on a web site and reprint from, without restriction. The rate card price of an Independent Product Review and pdf is £1,950. Booking a review in Storage magazine is one of the most effective ways of introducing their product to an audience of potential buyers and generating some excellent marketing material for their own use.

Master Class Series

To help raise awareness and educate the market Storage Magazine offers a Master Class Series. The Master Class series runs for multiple issues of Storage Magazine. This concept enables us, with the help of an expert vendor, to cover a subject area in a far more detail than could ever be covered in a single article. You will have a dedicated page in multiple issues of Storage Magazine. It needs to be informative and discuss the subject rather than the suppliers' products. Each article should have value to the readers in its own right. In addition, when put together, the whole collection of articles should form a valuable guide to the subject area.

It is a fantastic medium to raise awareness, educate the industry about your products & solutions and to position you as a thought leader by using powerful tools such as Case Study, Opinion Piece, Interview and Product Review.

To call something a regular column we ask that it runs for at least a year (6 issues) although the sponsor may feel that the subject and/or their own profile may benefit more from a longer period of exposure. The cost to run a Master Class would be £1,600 per issue. This includes a pdf of each page that the sponsor can use for their own unlimited marketing/pr purposes. The sponsor must be able to supply 600 words of copy in good time for each issue. The column is credited to the company, not an individual, so you could call on a number of people within the organization during the course of the year.

Storage Magazine Master Class Series (you will have a dedicated page in 6 issues of Storage Magazine)

Opinion Piece: Rate Card: £1,850
Case Study: Single Page Rate Card: £1,850
Product Review Rate Card: £1,850

It will cover all three mediums Print, Online and eMarketing. It is the best way to raise awareness and educate the market by spreading the word on a constant basis. However, you can opt for less than 6 issues.

Storage Magazine Circulation: 20,000 (Enterprise and Channel)
Storage Magazine website: (storagemagazine.co.uk).
More than 27,000 unique users and 90,000 page impression/month

For editorial consideration,
please email David.Tyler@btc.co.uk

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

To book your advertisement, call Obinna Onyekwere on
+44 (0) 1689 616 000
obinna.onyekwere@btc.co.uk

The earlier you make a booking the greater your choice of position in the magazine.

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

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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Published by:

Barrow & Thompkins Connexion Ltd (BTC)
35 Station Square, Petts Wood, Kent BR5 1LZ
Telephone: 01689 616000
www.storagemagazine.co.uk