

INTRODUCTION

IT leaders today face more pressure than ever before as the rate of Digital Transformation has accelerated in light of a shift in working practices.

‘Digital’ is now the beating heart of many organisations, enabling innovation and productivity across the many business functions while also securing critical data and enabling efficiencies through automation.

As organisations continue to look to digital tools for business benefits, the

march to digitalisation does not appear to be ending anytime soon.

Our supplements and bespoke reports allow us to dive deeper into some of the many subject areas relevant to today’s IT leaders as they navigate this complex digital environment.

From regional focuses to cyber trends and the skills shortage crisis, our portfolio of supplements and reports will enable us to get a better glimpse of life for all involved in the sector today.



WHY SHOULD YOU SPONSOR?

Despite its many advantages, this Digital Transformation poses numerous challenges for the C-suite. Where to channel investment, which technologies to watch out for, how to recruit new talent and, critically, how to keep everything – and everyone – secure?

Now, more than ever, these IT leaders need a trusted source to lean on, in order to make informed, insightful decisions.

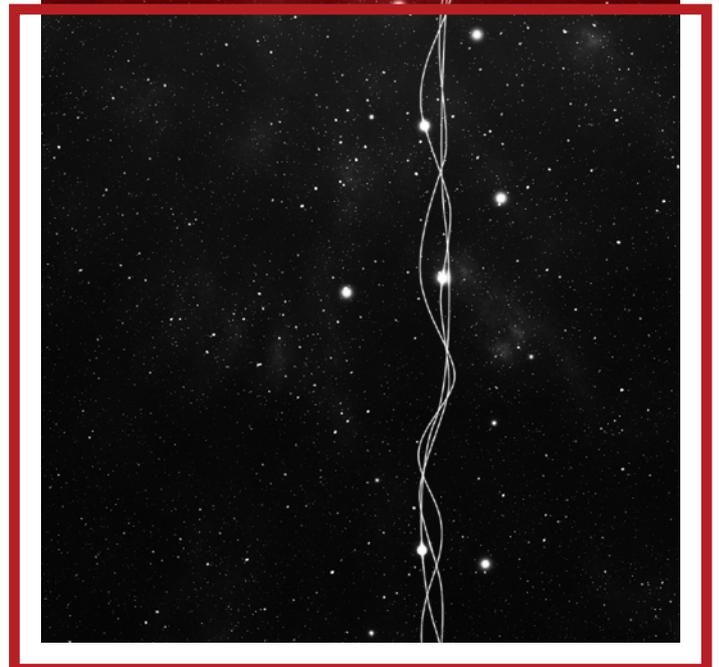
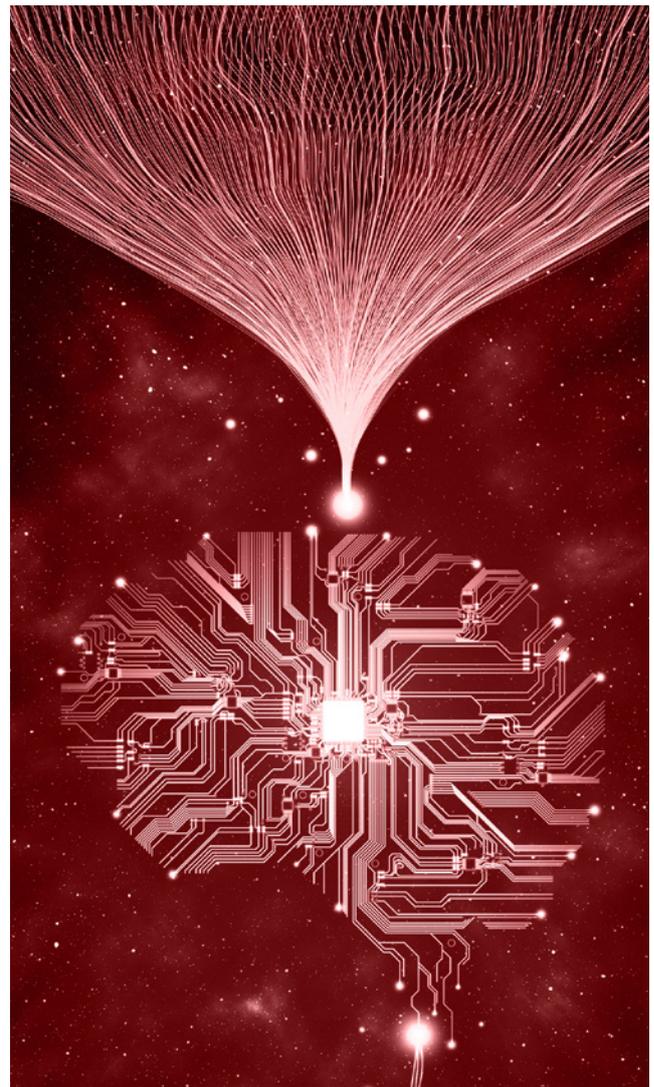
By sponsoring our supplements and reports, you are positioning yourself as that trusted source and establishing yourself as a leader in your field.

Our packages offer a 360° solution for clients, combining thought leadership, brand awareness and the delivery of quality leads. This means you will be in receipt of a complete, holistic marketing solution which creates long-lasting impact for the all-important end user.

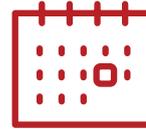
PRICING

Clients have the option of utilising our lead generation services alongside thought leadership campaigns, or simply opting to sponsor a feature and promote their brand with content.

As we build our packages depending on individual client requirements, there is no one size fits all so please get in touch with us to find out more about our packages.



SUPPLEMENT CALENDAR



MONTH	SUPPLEMENT
September 2020	Middle East regional focus
October 2020	Skills and diversity – Data centres
November 2020	Africa regional focus
December 2020	<i>ITC: Security</i>
January 2021	<i>ITC: Women in the channel</i>
February 2021	The ‘human’ or ‘C’ factor
March 2021	Middle East women in tech

MONTH	SUPPLEMENT
April 2021	
May 2021	<i>ITC: Marketing heavyweights</i>
June 2021	EU regional security focus
July 2021	Skills and training – Security
August 2021	
September 2021	Sustainability and green data centres

SUPPLEMENT PRICING

INTEGRATED LEAD GENERATION AND INTELLIGENT SUPPLEMENT/REPORT	INTEGRATED LEAD GENERATION AND INTELLIGENT SUPPLEMENT/REPORT
Campaign Option 1: Total spend \$5,000	Campaign Option 2: Total Spend: \$7,500
<p>60 leads through Content Syndication</p> <p>Leads from organisations meeting following parameters:</p> <p>Verticals/Industry: ALL Countries: All EMEA Company Size: 250+ Employees Designation: IT Managers +</p> <p><i>Intelligent Data Centres Intelligent CISO Intelligent CIO</i></p> <p style="text-align: center;">Brand Awareness Element</p> <p>Full Page Advertisements in two magazines of your choice</p> <p>An MPU banner on one website of your choice</p> <p>MPU banners on two weekly newsletters of your choice</p>	<p>110 leads through Content Syndication</p> <p>Leads from organisations meeting following parameters:</p> <p>Verticals/Industry: ALL Countries: All EMEA Company Size: 250+ Employees Designation: IT Managers +</p> <p><i>Intelligent Data Centres Intelligent CISO Intelligent CIO</i></p> <p style="text-align: center;">Brand Awareness Element</p> <p>Full Page Advertisements in four magazines of your choice</p> <p>An MPU banner on two websites of your choice</p> <p>MPU banners on four weekly newsletters of your choice</p>
Thought leadership	Thought leadership
<p>Two pages of thought leadership content in digital supplement, published across all sites</p> <p>Thought leadership content to feature as unique article on websites, in addition to inclusion within supplement</p> <p>Content shared on newsletters and across all social media channels</p>	<p>Two pages of thought leadership content supplement, published across all sites</p> <p>Thought leadership content to feature as unique article on websites, in addition to inclusion within supplement</p> <p>Content shared on newsletters and across all social media channels</p>

SUPPLEMENT CALENDAR – IN DETAIL

September 2020

Middle East regional focus

Featuring a range of thought leadership pieces and exploring some of the regional specific risk factors, trends and innovation as well as best practice advice for CIOs and CISOs looking to bolster cyberdefences and digitally transform.

October 2020

Skills and diversity – Data centres

Many data centre industry leaders will tell you they just ‘ended up’ in the industry, rather than having actively made it a career choice. We explore initiatives to encourage young people to make the industry a career choice, as well as how people are being encouraged to make a switch to data centres later in life through specialist recruitment programmes.

November 2020

Africa regional focus

Featuring a range of thought leadership pieces and exploring some of the regional specific risk factors, trends and innovation as well as best practice advice for CIOs and CISOs looking to bolster cyberdefences and digitally transform.

December 2020

ITC: security

Channel partners play an exceptionally critical role in the cybersecurity sector – from sale to implementation, to training the all-important end user. Our supplement explores some of the key players in the security arena and highlights how the entire channel ecosystem comes together to keep customers protected.

January 2021

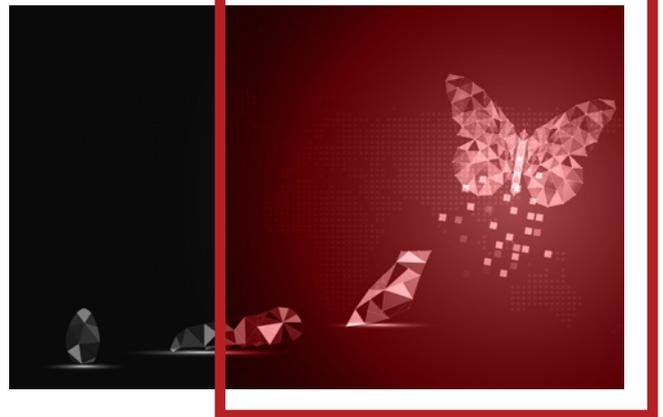
ITC: Women in the channel

Our special Women in the channel supplement explores and celebrates the important role of women who are making an impact in the channel across the EMEA region, with insight into how to be strong leaders and role models.

February 2021

The ‘human’ or ‘C’ factor

Exploring everything CISO related, from management style, dealing with stress in the workplace, recruitment/working with HR and building a successful security culture. This will include interviews with a number of CISOs tackling particular areas of interest.



March 2021

Middle East women in tech

Though times are changing, IT is still a male dominated industry. In this supplement, we highlight the valuable role of women CIOs across a range of verticals and explore some of the many ways companies are approaching diversity to encourage more women to join and climb the career ladder.

May 2021

ITC: Marketing heavyweights

Within the channel, effective marketing strategies are vital. We explore and celebrate some of the marketing heavyweights helping to grow and nurture their company’s channel strategies, with helpful insight into how organisations can implement similar processes for success.

June 2021

EU regional security focus

Featuring a range of thought leadership pieces and exploring some of the regional specific risk factors, trends and innovation as well as best practice advice for CIOs and CISOs looking to bolster cyberdefences and digitally transform.

July 2021

Skills and training – Security

There is a well reported skills gap in the information security sector. In this supplement we seek to understand why the skills gap exists, the ongoing need for security professionals, the need for STEM and diversity within security industry

September 2021

Sustainability and green data centres

Our supplement dives deep into the findings of a report on sustainability and green data centres we are producing in March, with added commentary and thought leadership from industry experts as the wider industry looks to a greener future.



REPORTS

MONTH	REPORT
August 2020	
September 2020	
October 2020	2021 CISO priorities
November 2020	
December 2020	Spending trends
January 2021	
February 2021	
March 2021	Sustainability and green data centres
April 2021	Colocation
May 2021	
June 2021	
July 2021	
August 2021	ICT trends survey
September 2021	

REPORTS – IN DETAIL

October 2020

2021 CISO priorities

In this report we will explore the key security trends and threats that CISOs in the region should be looking to prioritise for the year ahead. Published as an interactive e-book, this will serve as a 'go-to' guide for chief information security officers planning for 2021.

December 2020

Spending trends

In this bespoke report, we will identify six key areas in which CxOs are set to spend in the year ahead, highlighting areas of technology they will be prioritising for investment and exploring which way the market is heading.

March 2021

Sustainability and green data centres

There is an ongoing need to reduce carbon footprints in the data centre space. But with data consumption increasing, how is this possible? Exploring the likes of thermal imaging, cooling methods and how data centre managers should be making investments to ensure they are future proof.

April 2021

Colocation

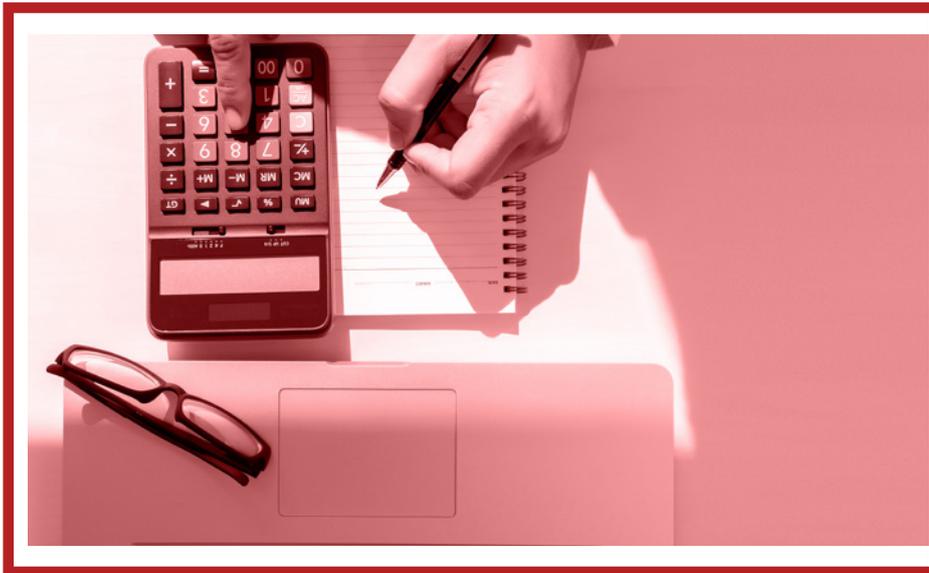
In this special report on colocation we will identify the key requirements and criteria of customers looking for colocation providers, featuring some of the most highly regarded colos in the region.

August 2021

ICT trends survey

Innovation and emerging technologies are constant in the ICT industry. In this report, we provide insight into the key trends that companies should take into consideration as they look towards future investment.





REPORTS – PRICING

INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT	INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT	INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT
Campaign 1: From \$12,000	Campaign 2: From \$17,000	Campaign 3: From \$20,000
100 leads via report downloads	150 leads via report downloads	200 leads via report downloads
Clients to receive relevant contact information and details of each person who took part in the report	Clients to receive relevant contact information and details of each person who took part in the report	Clients to receive relevant contact information and details of each person who took part in the report
<i>Intelligent Data Centres Intelligent CISO Intelligent CIO</i>	<i>Intelligent Data Centres Intelligent CISO Intelligent CIO</i>	<i>Intelligent Data Centres Intelligent CISO Intelligent CIO</i>
Brand Awareness Element Promoted as a sponsor online, in print, associated mailers and on other marketing material	Brand Awareness Element Promoted as a sponsor online, in print, associated mailers and on other marketing material	Brand Awareness Element Promoted as a sponsor online, in print, associated mailers and on other marketing material
Full Page Advert in relevant publication for two months	Full Page Advert in relevant publication for three months	Full Page Advert in relevant publication for three months
An MPU banner on website of your choice for two months	An MPU banner on website of your choice for three months	An MPU banner on website of your choice for three months



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