

# //MEDIA KIT 2024//



A  
Lynchpin  
Media  
PUBLICATION

[www.intelligenttechchannels.com](http://www.intelligenttechchannels.com)

Intelligent briefings for EMEA, North America, APAC and LATAM channel partners

# ABOUT LYNCHPIN MEDIA



Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision-makers in Europe, the Middle East, Africa, APAC, North America and LATAM. We have a growing database of over 122.5 million global IT decision-makers.

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience,

we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.

Based in the United Kingdom, Lynchpin Media is also an international publisher that has a wealth of experience delivering global campaigns on behalf of clients. Our integrated campaigns provide exposure and quality leads that can be nurtured and deliver organisations a genuine return on investment.

## OUR OTHER BRANDS



CIO Middle East



CIO Arabia



CIO APAC



CIO Europe



CIO Africa



CIO North America



CIO LATAM



Intelligent Data Centres



Intelligent CISO



Intelligent Health.tech



Intelligent CXO



Intelligent Tech Channels



Intelligent Tech Channels LatAm



Intelligent Fin.tech



Intelligent Build.tech

### Intelligent CIO

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

### Intelligent CISO

Our global cybersecurity brand targeted at the EMEA, APAC, North America and LATAM enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise business investment.

### Intelligent Data Centres

Designed to bring the latest news and trends to the EMEA, APAC, North America and LATAM data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end-user.

### Intelligent CXO

The intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses on business growth, successes and how to manage businesses

intelligently, with expert insight from C-level executives and business profiles.

### Intelligent SME.tech

Intelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM, showcasing how technology solutions are helping small and medium-sized businesses to scale.

### Intelligent Health.tech

Designed to bring the latest healthcare news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

### Intelligent Fin.tech

Designed to bring the latest financial news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

### Intelligent Build.tech

A technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.

## WHAT WE DO

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements. In a nutshell, we:

- **Create** original, thought-leading content
- **Engage** senior IT and business leaders globally
- **Deliver** powerful campaigns and targeted leads

## ABOUT INTELLIGENT TECH CHANNELS

**I**ntelligent Tech Channels (ITC) is an online, digital and print publication, targeted at the enterprise channel community across EMEA, APAC, North America and LATAM. The focus of the content is to keep the channel community up to date with:

- Recent vendor and channel tie-ups
- Road shows
- Promotions
- People announcements
- Vendor partner programmes
- Partner certifications
- Partner awards
- Training and skills development

- Solution implementations
- Product descriptions
- Product analyses
- Independent write-ups

The publication attempts to cover the primary regions of IT industry business, including countries within EMEA, APAC, North America and LATAM. The *Intelligent Tech Channels*' web portal carries:

- News
- Analysis
- Features
- Blogs

- Profiles
- Infographics
- White papers

All of which are relevant to the regional IT channel industry. It also highlights business, industry and institutional announcements that have a direct impact on the adoption of technology across EMEA, APAC, North America and LATAM. The web portal carries a rich mix of media to enhance the reader experience. This includes external and internal hyperlinks, picture and graphic slide shows, video clips and links to relevant infographics.

## OUR AUDIENCE

As of 1 October 2023, *Intelligent Tech Channels* communicates with more than 1,489,054 channel professionals globally.

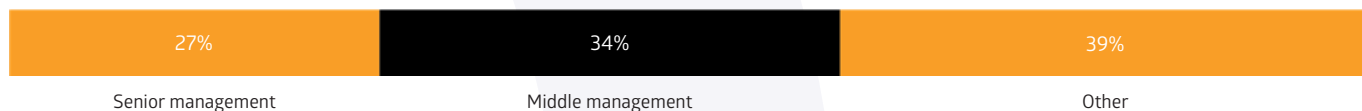
### Audience % BY INDUSTRY

VAR/VAD: 34%  
HOSTING AND SERVICE PROVIDERS: 7%  
CONSULTANTS: 3%  
OTHER: 9%  
IT VENDORS: 16%  
DISTRIBUTORS: 21%  
SYSTEM INTEGRATORS: 10%



Lynchpin Media works with strategic global partners to deliver campaigns using our own and third partner data. This helps deliver targeted campaigns, using different results driven tactics.

### Audience % BY JOB FUNCTION



### Audience % BY REGION

APAC: 12%  
AFRICA: 17%  
EUROPE: 21%  
MIDDLE EAST: 17%  
NORTH AMERICA: 24%  
LATAM: 9%



**Senior management:** C-suite execs, MDs, GMs, ITDM, FDS, VPs and owners

**Middle management:** Sales, marketing, and product managers and specialists

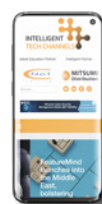
**Other:** Technical staff, engineers and consultants



# EDITORIAL SECTIONS

## LATEST UPDATES:

Regional news from the channel industry in EMEA, North America, APAC and LATAM.



## INDUSTRY VIEW:

A contributed and educative opinion about a regional industry trend.



## EDITOR'S QUESTION:

(ITC only) Every month, we pose channel experts a question pertinent to the issues of the day



## ENTERPRISE TECHNOLOGY:

Lead feature of the monthly edition on a prominent channel player or executive.



## EXPERT SPEAK:

A contributed and educative opinion about a niche business or technology topic.



## PARTNER PERSPECTIVE:

(ITC only): An educated opinion on a key aspect of the channel partner business and sales model.



## INDUSTRY APPOINTMENTS:

People announcements and promotions.



## REGIONAL CHANNELS:

News and analyses about regional partner programmes.



## MARKET MOVEMENT:

News about vendor and channel tie-ups and road shows



## FUTURE TECHNOLOGY:

An explanatory and strategic description of an emerging technology platform.



## CHANNEL CHIEFS:

Getting to know the movers and shakers in the regional channel industry.



## SECURITY IN-DEPTH:

A deep dive into primary security trends that are of importance for channel partners.



## FINAL WORD:

A thought provoking contribution from the best experts in the industry.



## INTELLIGENT SECTION:

Covering cabling, cloud, data centres, green technology, mobile technology and software



We hope you enjoy the magazine and if you'd like to contribute to any future issues, please contact [arun@lynchpinmedia.com](mailto:arun@lynchpinmedia.com) for ITC covering EMEA, North America and APAC. For ITC LATAM, contact: [mark@lynchpinmedia.com](mailto:mark@lynchpinmedia.com)

# FEATURE LIST 2024

**P**lan your PR and marketing activities with *Intelligent Tech Channels*. Our editorial calendar enables partners and clients across EMEA, North America, APAC and Latin America to align their key messaging with upcoming features.

Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.



<p><b>JANUARY</b></p> <p><b>ENTERPRISE TECH</b> ITC: Connected devices ITC LATAM: 2024 channel outlook</p> <p><b>FUTURE TECH</b> ITC: Channel forecasts and predictions 2024 ITC LATAM: Distribution</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Certification and training</p> <p><b>REGIONAL FOCUS</b> ITC: Sub Saharan Africa</p>	<p><b>FEBRUARY</b></p> <p><b>ENTERPRISE TECH</b> ITC: Facilities management and outsourcing ITC LATAM: Managed Service Providers</p> <p><b>FUTURE TECH</b> ITC: Biometric and physical security ITC LATAM: AI</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Cloud business models</p>	<p><b>MARCH</b></p> <p><b>ENTERPRISE TECH</b> ITC: Latest trends in datacentres ITC LATAM: Value-added distribution</p> <p><b>FUTURE TECH</b> ITC: Blockchain and use cases ITC LATAM: Business software</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Cloud market places</p> <p><b>REGIONAL FOCUS</b> ITC: East Africa</p>
<p><b>APRIL</b></p> <p><b>ENTERPRISE TECH</b> ITC: Managing application workloads and IT systems ITC LATAM: Systems integration</p> <p><b>FUTURE TECH</b> ITC: Digital tools for the hybrid office ITC LATAM: Cloud</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Mergers and acquisitions</p>	<p><b>MAY</b></p> <p><b>ENTERPRISE TECH</b> ITC: Managing hybrid cloud ITC LATAM: Channel success</p> <p><b>FUTURE TECH</b> ITC: Energy consumption of IT systems ITC LATAM: IT channel future</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Outcome based models</p> <p><b>REGIONAL FOCUS</b> ITC: India and Asia Pacific</p>	<p><b>JUNE</b></p> <p><b>ENTERPRISE TECH</b> ITC: Next generation cyber security ITC LATAM: Women in the channel</p> <p><b>FUTURE TECH</b> ITC: Industrial systems and IoT security ITC LATAM: Channel sales</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Partner programmes</p>
<p><b>JULY</b></p> <p><b>ENTERPRISE TECH</b> ITC: Trends in peripherals ITC LATAM: Resellers</p> <p><b>FUTURE TECH</b> ITC: Introducing AI and ML in the enterprise ITC LATAM: Channel partner alliances</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Flex licensing and pricing</p> <p><b>REGIONAL FOCUS</b> ITC: North America</p>	<p><b>AUGUST</b></p> <p><b>ENTERPRISE TECH</b> ITC: Securing critical infrastructure ITC LATAM: Cybersecurity</p> <p><b>FUTURE TECH</b> ITC: Metaverse and use cases ITC LATAM: Channel trends</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Rebates, discounts, promotions</p>	<p><b>SEPTEMBER</b></p> <p><b>ENTERPRISE TECH</b> ITC: Securing edge servers and computing ITC LATAM: Partner programmes</p> <p><b>FUTURE TECH</b> ITC: Mixed reality and use cases ITC LATAM: Analytics</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Trends in systems integration</p> <p><b>REGIONAL FOCUS</b> ITC: North Africa</p>
<p><b>OCTOBER</b></p> <p><b>ENTERPRISE TECH</b> ITC: Security operation centres and MSSPs ITC LATAM: Channel partner spotlight</p> <p><b>FUTURE TECH</b> ITC: Robotic process automation ITC LATAM: Sustainability</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Value added distribution</p>	<p><b>NOVEMBER</b></p> <p><b>ENTERPRISE TECH</b> ITC: Trends in storage systems ITC LATAM: Channel expansion</p> <p><b>FUTURE TECH</b> ITC: Securing connected cars and transportation ITC LATAM: Emerging technologies</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Value added services</p> <p><b>REGIONAL FOCUS</b> ITC: Europe</p>	<p><b>DECEMBER</b></p> <p><b>ENTERPRISE TECH</b> ITC: Managing multicloud ITC LATAM: 2024 in review</p> <p><b>FUTURE TECH</b> ITC: Smart cities and IoT ITC LATAM: Effective partnerships</p> <p><b>PARTNER PERSPECTIVE</b> ITC: Workforce recruitment and retention</p>

# WORKING WITH *INTELLIGENT TECH CHANNELS*

## SOLUTIONS

### Brand awareness

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.

### Content creation and marketing

Creating and promoting high quality content delivered across all platforms of our 'intelligent' brands.

### Customer publishing

Our expert editorial team create bespoke, multimedia customer publications.

### Events

Create a variety of events, of any size, to promote face-to-face engagement.

### Intent-based marketing

Targeted campaigns using client content to generate industry insight and generate targeted leads.

### Account-based marketing

Targeting leads from a specific set of accounts provided by the client.

### BANT qualification

Obtain specific information from targeted leads with additional data collection.

### Inside sales and telemarketing support

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.

## STRATEGIC CONTENT SERVICES

### Our team can help client content stand out from the crowd.

### Customer case studies

Customer case studies will feature on the magazine cover across print and digital editions, as well as on our social media channels.

### Case study licensing

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.

### Vendor cover stories

Through our vendor cover stories, clients will be positioning themselves as thought leaders in their field.

### Content creation: print, digital and video

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.

### Supplements and e-books

We can build bespoke packages around individual requirements and promote content across all channels.

### Virtual interviews

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.

### Webinars

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.

### Technology event coverage

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.



#### CONTACT US FOR A TAILORED SOLUTION:

**Jess Abell**, [jess@lynchpinmedia.com](mailto:jess@lynchpinmedia.com)  
(+44 20 3026 6825, Ext 1005)

**Richard Judd**, [richard@lynchpinmedia.com](mailto:richard@lynchpinmedia.com)  
(+44 7534 132 966)

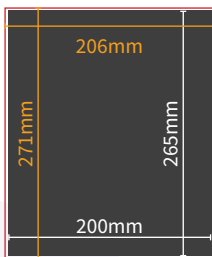
# ADVERTISING COSTS

PRINT ADVERTISING OPTIONS		3 ADVERTS	6 ADVERTS	12 ADVERTS
FULL PAGE	US\$3,499*	US\$3,299	US\$2,999	US\$2,499
HALF PAGE	US\$2,199*	US\$1,999	US\$1,759	US\$1,299
DOUBLE PAGE SPREAD	US\$5,999*	US\$5,599	US\$5,199	US\$4,499
STRIP ADVERT	US\$1,499*	US\$1,299	US\$1,099	US\$899
OUTSIDE BACK COVER	US\$4,999*	US\$4,799	US\$4,499	US\$4,099

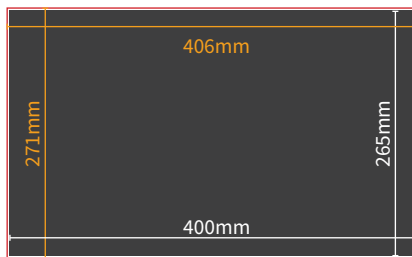
\*cost is per advertisement

ONLINE ADVERTISING OPTIONS		3 MONTHS	6 MONTHS	12 MONTHS
HTML* cost is per HTML sent	US\$3,199	US\$2,999	US\$2,599	US\$1,899
HPU	US\$2,899	US\$2,699	US\$2,399	US\$2,099
MPU	US\$1,899	US\$1,699	US\$1,399	US\$1,099
LEADERBOARD	US\$1,899	US\$1,699	US\$1,399	US\$1,099
DIGITAL NEWSLETTER BANNER	US\$1,499	US\$1,299	US\$1,099	US\$799
SPONSORED MICROSITE	US\$17,599	US\$4,999	US\$2,999	US\$1,999

## ADVERTISING SPECIFICATIONS (other specifications on request)



Full page advert  
Trim: 200mm x 265mm  
With 3mm bleed:  
206mm x 271mm



Double page spread  
Trim: 400mm x 265mm  
With 3mm bleed: 406mm x 271mm

Supply actual size artwork (In 'Document Setup', use 3mm bleed).  
Ensure all images are CMYK 300dpi. Output as a Press Quality PDF. In 'Marks and Bleeds', tick 'All Printer's Marks' and 'Use Document Bleed Settings'. Check that fonts are embedded on the PDF.

HTML format .gif, .jpeg, HTML, text  
Variable width up to 640px  
Max size: 100kb

Banner format .gif, .jpeg  
MPU 200x250px, HPU 300x600px  
Leaderboard: 728x90px (Max size: 50kb)

## GENERATE LEADS FOR PARTNERS

We can manage lead generation campaigns for you and your partners. These could be either channel or end-user related. All campaigns are scalable and can be designed around the allocated budget. Campaigns can be promoted either through *Intelligent Tech Channels*, our end user publication *Intelligent CIO* or a combination of both. Please get in touch to discuss your requirements.



# PARTNER WITH ITC

INTELLIGENT BRAND SPONSORSHIP	3 MONTHS	6 MONTHS	12 MONTHS
LOGO ON ALL ITC PRINT AND MEDIA ACTIVITIES			
FULL PAGE ADVERT IN PROMINENT LOCATION FOR DURATION OF CAMPAIGN			
MONTHLY HTML			
BANNER ON HOME PAGE OF WEBSITE FOR ENTIRE CAMPAIGN *			
BANNER TO APPEAR ON MINIMUM 1 NEWSLETTER PER MONTH **			
REGULAR EDITORIAL COVERAGE TO SUPPORT THE CAMPAIGN			
SPECIAL PARTNERSHIP RATES	\$10,000	\$18,000	\$30,000

\* Banner will be minimum 50% SOV

\*\* We will request various banner sizes and positions may change monthly

## CONTENT CREATION PACKAGE

SERIES OF INTERVIEWS ON MARKET TRENDS, LATEST ANALYSIS AND INDUSTRY PAIN POINTS
INTERVIEWS TO FEATURE IN PROMINENT POSITIONS WITHIN THE MAGAZINE
THE ARTICLES WILL BE PROMOTED IN A MINIMUM OF SIX NEWSLETTERS
VIDEO INTERVIEW, WHICH WILL BE USED SEPARATELY ON WEBSITE AND SOCIAL MEDIA
A THREE-MONTH SOCIAL PLAN WILL BE SHARED TO SUPPORT ALL INTERVIEWS AND VIDEO ELEMENTS
ADVERTISING IN PRINT AND ONLINE FOR CAMPAIGN DURATION
COST FROM \$9,000



## GET IN TOUCH

### MANAGEMENT



**RICHARD JUDD**, Managing Partner,  
richard@lynchpinmedia.com,  
+44 20 3026 6825, Ext 1001 or +44 7534 132 966



**STUART LYNCH**, Managing Partner,  
stuart@lynchpinmedia.com, +44 7514 807 117

### CLIENT SERVICES



**HARRY ROGERS**, Marketing Manager,  
harry@lynchpinmedia.com



**EVIE JONES**, Marketing Executive,  
evie@lynchpinmedia.com

### EDITORIAL



**MARK BOWEN**, Editorial Director,  
mark@lynchpinmedia.com, +44 7791 831 617



**ARUN SHANKAR**, Managing Editor, *ICIO Middle East, ICIO Africa and Intelligent Tech Channels (ITC)*,  
arun@lynchpinmedia.com, +971 544 455 594

### COMMERCIAL: CLIENT AND AGENCY



**CARMEN ASTON**, Director, Global Sales and Marketing, carmen@lynchpinmedia.com,  
+44 7423 641062



**JAMES HARDY**, Director, Global Agency Partnerships,  
james@lynchpinmedia.com, +44 20 3026 6825

## MEET OUR FULL LYNCHPIN MEDIA TEAM



### Other Lynchpin Media documents:



Media Deck



Intelligent Briefings



CXO Priorities



FOLLOW US ON:



Lynchpin Media © 2024

Lynchpin Media is a boutique publisher registered in the United Kingdom. Company number 8096230  
63/66 Hatton Garden, London, EC1N 8LE

[www.intelligenttechchannels.com](http://www.intelligenttechchannels.com)

