

MEDIA

Information

2024



INTELLIGENT
DATA CENTRES

www.intelligentdatacentres.com

A
Lynchpin
Media
PUBLICATION

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 EMEA, APAC, North America and Latin America. 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.

OUR BRANDS



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 Tech Channels

Aimed at the EMEA, APAC, North America and LATAM vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.

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 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 DATA CENTRES

Intelligent Data Centres is a technology brand that encompasses various intelligence platforms aimed at the enterprise IT sector to provide targeted updates and research-driven information. As part of Lynchpin Media, this digital medium gives unparalleled advice to the data centre industry within the EMEA, APAC and North America regions.

Data centre managers, practitioners and technical teams face the constant challenge of deciding where to prioritise investment, while demonstrating the business value of their projects and embracing the strategic benefits their businesses are striving to achieve.

Against this backdrop, there is also a growing need to include strong business justifications alongside the well-worn IT metrics that typically examine application delivery in isolation.

Intelligent Data Centres strives to bridge this gap between the traditional role of the data centre manager and the new-age demands weighing in on this pivotal role as enterprises continue to progress their Digital Transformation strategies.

Spreading our resources across print, digital and events, *Intelligent Data Centres* endeavours to guide its readers within Europe, the Middle East, Africa, APAC and North America with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the views of the data centre industry, encompassing the voice of vendors, distributors, resellers and the all-important end-user.

With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.

Intelligent Data Centres is a technology intelligence platform aimed at the enterprise sector



This digital medium gives unparalleled advice to the data centre industry across our regions



It guides readers with thought leadership, industry expertise, knowledge sharing and practical platforms



With social media support, content is delivered across all platforms to enable readers to use their preferred device



EDITORIAL SECTIONS



We hope you enjoy the magazine and if you'd like to contribute to any future issues, please do not hesitate to contact ella@lynchpinmedia.com

HOT TOPIC:

We take a look at the current big talking points for data centre leaders



NEWS:

A comprehensive round-up of the latest news from the data centre sector



LATEST INTELLIGENCE:

Leading data centre operators shine a light on their latest innovative global projects



DATA CENTRE PREDICTIONS:

An analysis of sector trends potentially featuring an industry report or a discussion about a key development



INDUSTRY INTELLIGENCE:

Industry Intelligence provides an in-depth look into the sector's latest developments and research



INFOGRAPHIC:

A graphic which highlights key research findings or talking points in an accessible manner



PROJECT FOCUS:

Latest updates from around the globe with a focus on the data centre sector



EDITOR'S QUESTION:

We seek insights from leading industry professionals on the most pressing questions surrounding the sector



FEATURE:

A detailed article centered around a chosen topic, representing significant trends within the industry



EXPERT OPINION:

A thought leadership article by a leading industry figure highlighting how innovation drives competitive advantage



FEATURE:

A second comprehensive feature focused on a selected theme that mirrors key subjects in the industry



END-USER INSIGHT:

An interview with an end-user detailing the advantages they have experienced from a specific solution



INTELLIGENT TECHNOLOGIES:

Extended coverage concentrating on operations, power and cooling systems, infrastructure and facility management



UNCOVERING THE LAYERS:

A comprehensive and technically detailed article typically exploring the workings of a data center



DEEP DIVE:

An insightful thought leadership article that explores the significance of technological investment for businesses



THE EDGE:

An article on best practices for data centers, offering strategies for organisations to gain a competitive edge



EDITORIAL PLAN

Plan your PR and marketing activities with *Intelligent Data Centres*. Our editorial calendar enables partners and clients within the EMEA, APAC and North American regions 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.

2024

JANUARY

FEATURE 1

The race to net zero

FEATURE 2

Priorities for 2024

FEATURE 3

Networking and performance

FEBRUARY

FEATURE 1

Data centre performance

FEATURE 2

Infrastructure management

FEATURE 3

Sustainable power

MARCH

FEATURE 1

Industry appeal

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Regional focus: North America

FEATURE 3

The role of racks

APRIL

FEATURE 1

Heat reuse

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Hyperscale

FEATURE 3

Sustainable DCIM

MAY

FEATURE 1

Data centre security

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JUNE

FEATURE 1

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Sustainable cabling

JULY

FEATURE 1

Demand and development

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FEATURE 1

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Need for speed

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FEATURE 1

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Sustainable innovation

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FEATURE 1

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Avoiding downtime

FEATURE 3

On-premise vs. cloud

DECEMBER

FEATURE 1

2025 and the trends expected

FEATURE 2

Operations and maintenance

FEATURE 3

Sustainable future



OUR AUDIENCE

The role of data centre managers and their teams is more complex than ever. Technology is constantly evolving, bringing both new solutions and challenges. Budget constraints combined with companies increasingly expecting more in terms of Digital Transformation and the impact of cloud technology have made this role all the more challenging.

And technological advancements are only set to continue. Gartner has estimated that by 2024, half of large organisations will be integrating Edge Computing principles into their projects.

The research and advisory company has also urged infrastructure and operations leaders to evolve their strategies and skills in order to provide an agile infrastructure for their business and digitalisation needs.

Intelligent Data Centres provides data centre teams with the very latest information and intelligence to help them make

important, informed decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them.

It is our unparalleled understanding of this audience which enables *Intelligent Data Centres* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience.

While control for data centre projects will lie with its management team, we believe that a company should communicate with everybody involved in the process. The correct positioning and communication to the industry as a whole can prove an effective long-term plan. *Intelligent Data Centres* provides an integrated platform that reaches this audience.

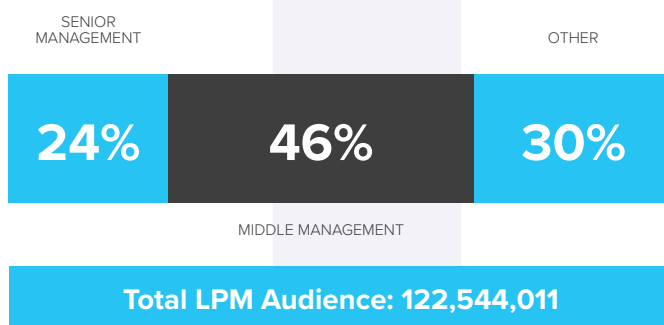
AUDIENCE BY COUNTRY/REGION %*

*As of 1 October 2023, *Intelligent Data Centres* reaches 1,612,301 data centre professionals.

APAC **21%**
AFRICA **11%**
EUROPE **27%**
MIDDLE EAST **15%**
NORTH AMERICA **26%**



AUDIENCE BY JOB TITLE %



Senior management: CIOs, CISOs, CTOs, CFOs, CEOs, IT Heads and Directors, Finance Directors, Data Centre Managers
Middle management: Information Technology and Infrastructure Managers, Security and Network Managers, IT Architecture roles
Other: Network Managers, Data Architects and Scientists, IT Channel, System and Business Analysts, Project Managers and Consultants

AUDIENCE BY INDUSTRY %

BANKING AND FINANCIAL SERVICES **18%**
HEALTHCARE **12%**
CONSTRUCTION **15%**
HOSPITALITY & TRAVEL **9%**
TECHNOLOGY & COMMS **12%**
GOVERNMENT **10%**
EDUCATION **8%**
ENERGY **7%**
TRANSPORT **5%**
MANUFACTURING **5%**
OTHER **9%**



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.

WORKING WITH INTELLIGENT DATA CENTRES

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.

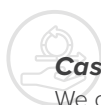
STRATEGIC CONTENT SERVICES

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.

CONTACT US FOR A TAILORED SOLUTION:

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P R E S E N T I N G OUR NEW VIDEO SERVICES



INTELLIGENT
BRIEFINGS

INTRODUCTION

There's no doubt that video content has become a staple for marketers. It's a powerful digital medium which engages, entertains and provides accessible, interactive content for target audiences.

We recognise the increasing value of video, which is why we are offering *Intelligent Data Centres*' partners video content packages to support their own marketing activities.

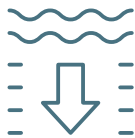
DIGITAL FORUM

In our Digital Forum – our version of the classic 'round-table' event – clients have an opportunity to discuss, in detail, a specific topic relating to their area of expertise.

An opportunity to share thought-provoking ideas and initiate good-natured debate. This could be a collaboration between vendors with complementary technologies; a vendor and channel partner, or a vendor and customer.

We'll be covering a range of different topics to provide guidance to end-users, while raising the profile of clients' brand and crafting a strong and compelling voice for the data centre sector.

PRICING: Starting at US\$1,500 plus US\$1,000 per additional partner



DEEP DIVE: A one-to-one interview between an *Intelligent Data Centres* journalist and industry expert.

Pricing: From US\$2,000



Spotlight Series: Interviews with the all-important end-users.

Pricing: Starting from US\$2,500

All video content will be produced in conjunction with **Intelligent Briefings**. To find out more about our video content packages, please [click/tap](#) on the cover image below, or scan the QR code.



EDITORIAL PLAN

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MEET OUR FULL LYNCHPIN MEDIA TEAM



Other Lynchpin Media documents:



Media Deck



Intelligent Briefings



CXO Priorities



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INTELLIGENT
— CIO —
Providing Unparalleled Technology Intelligence

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— سی آی او —

CISO

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CXO

INTELLIGENT
SM

tech

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