THE MAGAZINE & ONLINE CHANNEL RESOURCE FOR MSPS, IT RESELLERS & TECHNOLOGY PROVIDERS

TECHNOLOGYRESELLER

www.technologyreseller.co.uk

MEDIA PACK 2023/24

Delivering Clear Thinking & Opportunities

***Technology Reseller* is a monthly magazine and daily online channel resource which includes a monthly newsletter for IT Resellers, MSPs, technology & IT support providers and other key IT industry personnel. It is published by Kingswood Media, which has over 20 years' experience in publishing titles for the office and technology markets, including *Business info, Managed.IT, P2P* and *Print.IT Reseller* and their websites.**

Our mission is to bring information on new products, services and market developments to the IT reseller community and online sales specialists to help them meet their customers' needs, make informed purchasing decisions and generate new sales opportunities for their businesses.

Technology Reseller is a dedicated independent printed resource for the IT Reseller community, offering clear, concise articles from industry experts and our own editorial team.

Technology Reseller magazine meets the needs of IT Resellers, dealers, manufacturers, IT support provides, software suppliers, solutions providers and distributors who want to know all the latest news, developments, offers and trends in the lucrative technology reseller channel.

Technology Reseller is more than just a magazine. With print, digital and online editions, as well as monthly e-newsletters, we can get the right information to the right audience in the format they prefer instantly.

Target audience & job function

VARs, Independent IT Resellers, Technology & IT Support Providers, Document Process Specialists, System Integrators, Solutions Providers, Software Developers, ISVs, Computer Retailers, Converged Resellers and Communications Resellers.

Responsibilities: Businesses and individuals who supply, sell, specify and are involved in the implementation of IT products, software, communications and services throughout the UK.

Editorial Subject Matter

- **Desktops & Notebooks**
- Security/Ransomware
- **IP & UC Comms**
- Servers & Networking
- **Finance & Leasing**
- Cloud services; public, private, hybrid
- **Peripherals & Accessories**
- Software & Apps
- **Scanning & Imaging**
- Thin Clients
- **Mobility & BYOD**
- Managed services
- **AV, Monitors, Displays & Digital Signage**
- Storage Back Up
- **Business Continuity**
- UPS Power Systems
- **Mac OS & Microsoft Windows**
- Content Management
- **Wearables**
- Mobile accessories

Technology Reseller's USPs

- **The dedicated Printed & Online resource where the IT reseller community can get access to all the very latest News, Offers, Trends, Briefings, White Papers and Information.**
- A business tool that enhances revenue opportunities.
- **A precisely targeted vehicle for reaching your industry's top performers, new start-ups, businesses & independent resellers.**
- Regularly delivered directly to the Reseller's place of business in printed or online format ensuring that they can quickly and easily find relevant product and service providers.
- **Contains essential news and information for technology resellers to accurately and efficiently match to customer needs.**

Contact TECHNOLOGY RESELLER

SALES

Sales Director
Ethan White
01732 759725
ethan@binfo.co.uk

Paul Johnson
01732 759725
m. 07887 944433
paul@binfo.co.uk

Account Manager
Jeff Root
m. 07976 950285
jeff@binfo.co.uk

PUBLISHING

Print Subscription
www.technologyreseller.uk/register/
01732 759725

Publisher Director,
Social Media and Web Editor
Neil Trim
neil@binfo.co.uk
01732 759725

EDITORIAL

Editor
James Goulding
07803 087228
jamesg@binfo.co.uk

Art Director
Nick Pledge
nick@binfo.co.uk

KingswoodMedia

10 Amherst House
22 London Road
Sevenoaks
Kent TN13 2BT

***Technology Reseller* has an edition reach in print and digital formats of over 10,000.**

Readership & Circulation Overview

Technology Reseller magazine's unique circulation targets over 10k business individuals who supply, sell, specify and are involved in the implementation of IT products and services throughout the UK.

Our readership focus is on senior level management, including managing directors, business owners, CEOs, directors, partners, sales personnel & project managers in reseller organisations, as well as employees who facilitate the sale and set-up of products and services to customers and clients.

Our readership encompasses the full spectrum of IT channel organisations, from key reselling organisations/groups down to small independent companies.

Technology Reseller readers come from our existing *Print.IT Reseller* database, our own database building activities and a number of key reseller events. We also offer a free online registration service on the *Technology Reseller* and Print.IT Reseller websites.

Editorial Style & Philosophy

Packed with all the latest important info for the reseller community, ***Technology Reseller*** keeps readers up-to-date with all the latest trends, offers, initiatives from manufacturers, software providers & distributors in a clear and concise style that will be easily understood by readers regardless of their technical proficiency.

The editorial content will be made up of News Stories, Industry Opinion Pieces, Product and Service Launches, Case Studies, Feature Articles, Market Overviews & Trends, White Papers, Reviews, Analysis, Q&As, plus much more.

Our key aim is to bring to deliver a regular stream of byte-sized snippets of information, supported by more in-depth articles, that give everyone in the IT channel the knowledge and contacts they need to meet customer needs and grow their business.

www.technologyreseller.co.uk

MAGAZINE FREQUENCY

Monthly (10 issues per annum)

(With all issues available online for viewing or downloading 365 days a year)

TECHNOLOGYRESELLER MAGAZINE RATECARD

Front cover package:	£4,200
DPS:	£3,150
A4 Page:	£2,100
1/2 Page:	£1,575
1/4 Page:	£ 945

Inserts:

From £300 per 1,000

(Price dependent on weight – min. order value £750)

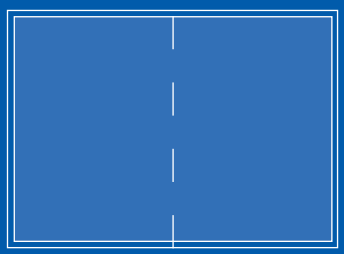
Series package discounts available – please call

Printed & Online

Technology Reseller is available as a printed magazine mailed to UK places of business & in an online version sent via email, social media & online download via the *www.technologyreseller.co.uk* website. The digital version is accessible 365 days a year, updated daily with information essential to the IT reseller community.

TECHNICAL SPECIFICATIONS

Double page spread
Bleed 305 x 428mm
Trim 297 x 420mm



Full page
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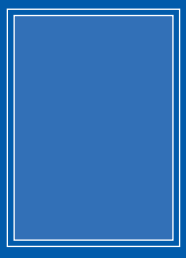
Trim 297 x 210mm



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Horizontal Trim
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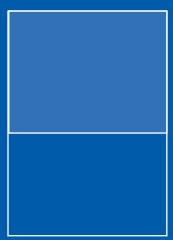

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Vertical Trim
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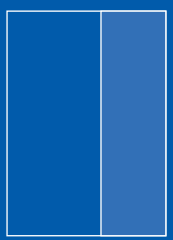

Quarter page
Portrait
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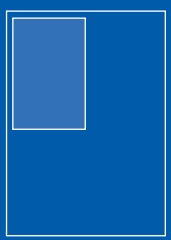

Strip
Horizontal
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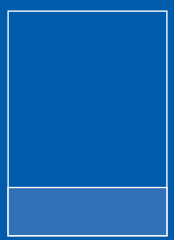

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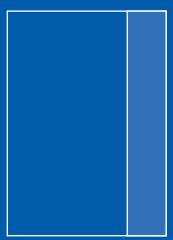


Other titles published by KingswoodMedia **include:** *– For more information on our magazines visit www.binfo.co.uk*

Businessinfo
The Workplace & Technology Magazine for SMEs

Managed.IT
Data, Print, Document, Networking, IP & Cloud Tech for MLEs & Public Sector

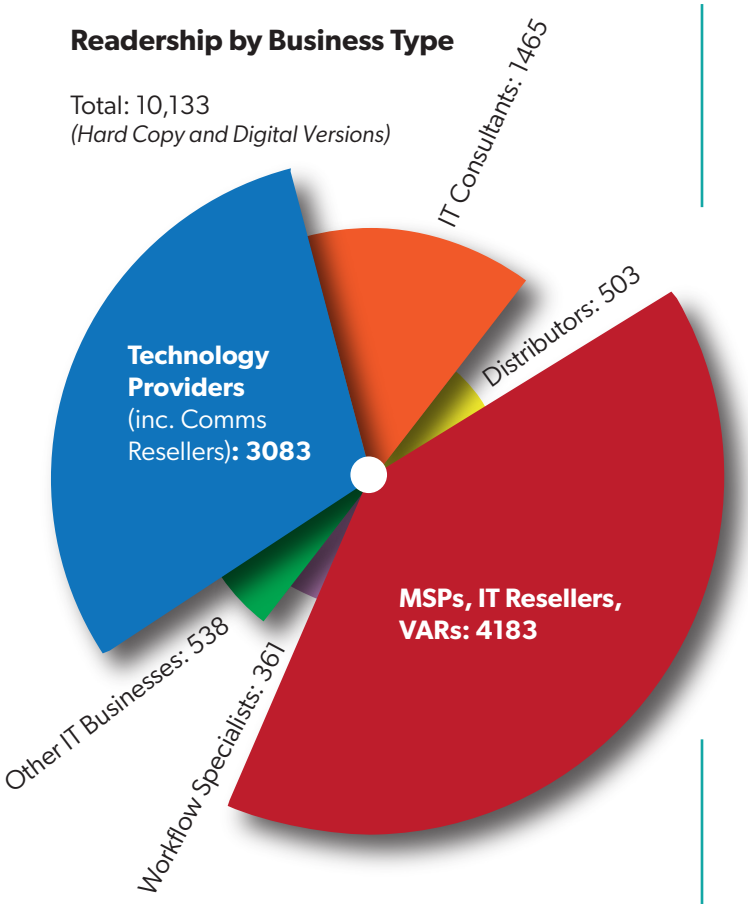
PRINT IT RESELLER
For Print, MFP, Software, Services, Document & Cloud News & Information for VARS, Converged Resellers &

P2P
Pen To Paper Magazine

DATA

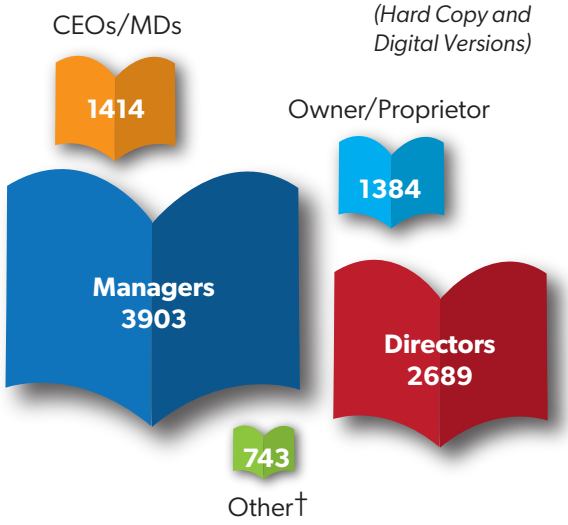
Readership by Business Type

Total: 10,133
(Hard Copy and Digital Versions)

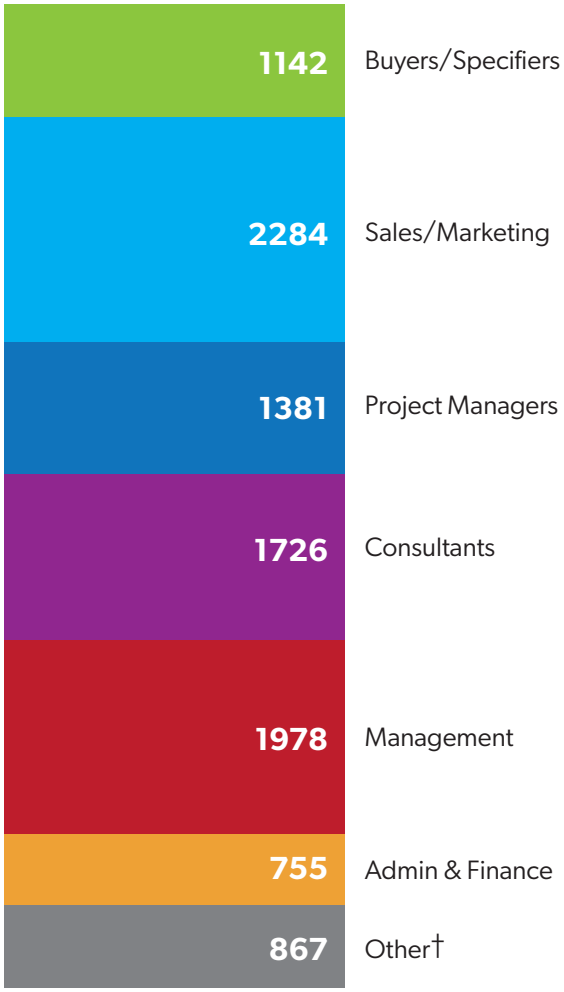


Readership by Job Title

Total: 10,133
(Hard Copy and Digital Versions)



Readership by Job Responsibility

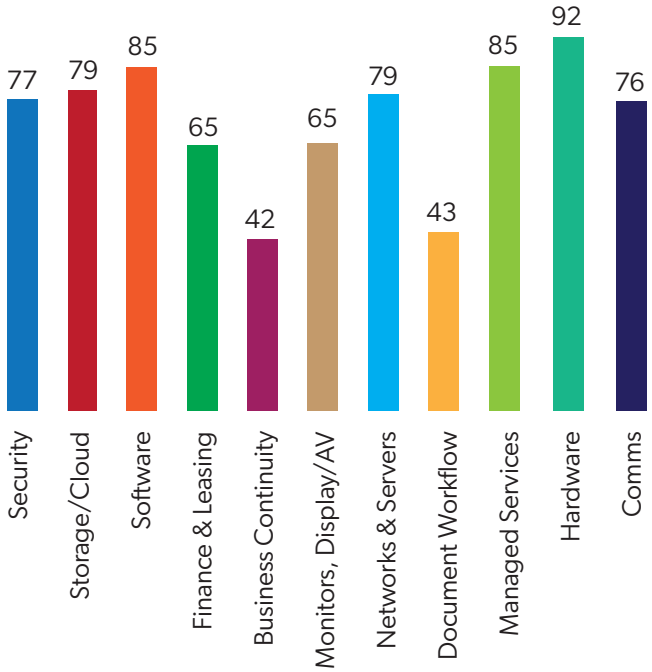


Total: 10,133
(Hard Copy and Digital Versions)

† *Other consists of a variety of specified key job titles.*

Products & Services offered by Readers by %*

*(*As a percentage of readership data analysis).*



Website statistics

2.9 to 3.5 million *Average Monthly range of* **Banner Impressions**

Average Monthly range of **Banner Clicks** 2450 to 2900

400 to 1500 *Average 6 Monthly range of* **Post/Story views**

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HOME/GENERAL PAGES

ONLINE ADVERTISING OPTIONS

1 **Site Horizontal Banner:** *@ £550 per month or £1500 for 3 months.* This is a rotating Banner with up to 7 advertisers running throughout the site.
Spec 728 x 90 pixels (w x h)

2 **Site Side Banner:** *@ £450 per month or £1200 for 3 months.* This is a rotating Banner with up to 5 advertisers running throughout the site.
Spec 250 x 300 pixels (w x h)

3 **Skyscraper/Tower Side:** *@ £750 per month or £1800 for 3 months.* This is a rotating Banner with up to 5 advertisers running throughout the site.
Spec 250 x 600 pixels (w x h)

With an annual package you can change the banner on a monthly basis throught the year. We post on average 60 new stories per month.

SPECIAL POSITIONS

4 **Top & Bottom Horizontal Banner:** *@ £1000 per month or £2500 for 3 months.* This is a rotating Banner with up to 3 advertisers running throughout the site.
Spec 1517 x 188 pixels (w x h)

5 **Pop-up Banner:** *@ £1750 per month.* This banner will pop-up on every page of the webaite for a 5-7second period. (This may also rotate with up to 2 other banners)
Spec 900 x 600 pixels (w x h)

We can also offer bespoke banner sizes in some slots

Wallpaper/Background Site Take Over
from £3,250 per month
Includes 2 side banners solus and a shared revolving top banner for the month it appears. *(Special spec sheet available for this unique position)*

Technology Reseller E-Newsletter
Online monthly stories (up to 300 words + image) and recent Social Media posting from £300 per issue

E-NEWLETTER BANNERS

Horizontal Banner: *@ £300 per month or £3000 for the year (12 issues).*
Spec 728 x 90 pixels (w x h)

Side Banner: *@ £250 per month or £2500 for the year (12 issues)*
Spec 250 x 300 pixels (w x h)

HTML's
Bespoke HTMLs can be sent to our database of readers at a cost of £1250 per HTML mailing.

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