

IN PRINT AND ONLINE

MEDIA PACK 2024/25

# Managed.IT

SECURITY · CLOUD · ICT · SOFTWARE · HARDWARE

PRINT · AV

[www.managedITmag.co.uk](http://www.managedITmag.co.uk)

**Managed.IT magazine, is a bi-monthly magazine and daily news website published in both printed & digital formats.**

With a readership of over 20k **MIT** is the UK's only dedicated magazine & website covering "Managed IT Services" for the medium to large Private & Public sectors buying community. With print, digital and online editions as well as regular e-newsletters and social media postings, we ensure we get the right information to the right audience in the format they prefer.

**MIT** is aimed at IT directors, IT managers, IT buyers and technology decision makers. The publication was launched in 2007 (originally as *Print.IT*) by Kingswood Media which has over 20 years experience in producing magazines & news websites covering the office technology and IT marketplace. These include end users B2B titles – *Business info* (SMEs), *P2P* & leading Channel titles – *Technology Reseller* and *Print.IT Reseller*.

**Managed.IT's** magazine & website's mission is to bring information, news and emerging trends on new business technology & services which includes Networking, Printers, MFPs, Cloud, Software, Data, Comms, Scanners, Security and Document products & services. In turn, helping readers to make informed purchasing decisions, manage equipment and services, plan for growth and keep them at the forefront of the technology curve.

Our extensive circulation targets high-demand IT/print & other technology dependent users in major UK sectors such as Retail, Education, Healthcare, Insurance & Finance, Local Authorities, Legal and many more.

## Target audience

- IT Managers
- IT Procurers
- Network & System Planners and integrators
- IT Directors
- Printer/MFP Buyers
- Office Managers and Buyers
- Directors and CEO's with IT responsibilities

Use **Managed.IT** magazine to show medium to large UK end users businesses & organisations how you can help them source, purchase, implement and effectively manage their technology & services in the following areas:

- Managed services
- MPS, Printers & MFPs
- UC Comms and IP Telephony
- Document workflow/scanning
- Data & Networking
- Consumables & Maintenance
- Cloud & Security
- Software & Hardware
- Workplace & Peripherals

## USPs

- **Managed.IT** magazine is the only dedicated Managed Services & solutions magazine for IT Managers
- **Managed.IT** is a business tool that enhances the assists IT professionals with Managed Services, Print/Document & Data related planning and procurement
- **Managed.IT** is a precisely targeted vehicle for reaching your industry's top IT & MFP decision makers
- **Managed.IT** contains essential news and information for high user IT & MFP/Document users



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**Managed.IT** has  
an edition reach  
in print and digital  
formats of 20,000.

## Editorial Philosophy

**Managed.IT's** magazine and website editorial content is a lively mix of news, features, technical briefings, guides, trends and high-level executive interviews, available in print, online and in an electronic magazine.

Our aim is to provide technology buyers with the information they need to purchase and implement the most effective products and services thus improving their organisation's technology management, efficiency and capabilities.

## Editorial Subject Matter

**Managed.IT** is divided into sections, each containing news, reviews, features, case studies and comment:

- **IT News:** Hardware, AV Projectors, Scanners, Cloud, Managed Services and software.
- **Print News:** MPS, Printers and MFPs.
- **Comms News:** IP Telephony, Mobiles and UC.
- **Workplace News:** Mailroom Technology, Office Machines.

Our editorial team welcomes any news stories, case studies, comment and products for review (conditions apply).  
Email [jamesg@binfo.co.uk](mailto:jamesg@binfo.co.uk) to contribute.

[www.managedITmag.co.uk](http://www.managedITmag.co.uk)

## Readership

**Managed.IT's** magazine and website unique readership targets over 20,000 key Technology Product & Services Buyers within the UK's top private and public sector companies and organisations.

Our focus is on senior level management with purchasing & Specifying responsibility including IT Managers, Technology Buyers, IT Directors & Other personnel with "big budgets" & essential "Cutting edge" technology requirements.

**MIT Magazine and website** is read by many of the UK's leading companies/organisations both in the public and private sectors who traditionally require the latest technology & services and have large IT document/prINTER/communication demands.

In addition to the mailed magazine, **MIT magazine** is also available free of charge from 200 news stands situated within Central London and the City. These prime business locations, are typically reception/high footfall areas such as leading UK merchant banks, public organisations, blue chip businesses, serviced offices, Government offices & a number of prestige City apartments.



## MAGAZINE RATECARD

Front cover package: From £4,200

Double Page Spread: £3,150

Full Page (A4) £2,100

1/2 Page £1,575

1/4 Page £945

Trusted Providers £295 (inc. logo, url & 10 word description – 1 year)

## Inserts:

From £300 per 1,000 (Price dependent on weight - min order value £750)

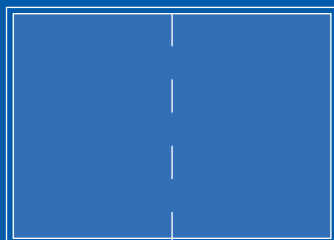
**Series package discounts available – please call**



## TECHNICAL SPECIFICATIONS

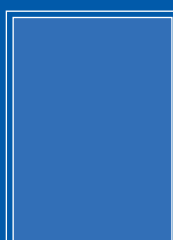
### Double page spread

Bleed 305 x 428mm  
Trim 297 x 420mm



### Full page

Bleed 305 x 218mm  
Trim 297 x 210mm



### Half page

Horizontal Trim  
148 x 210mm



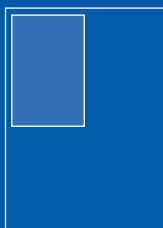
### Half page

Vertical Trim  
297 x 90mm



### Quarter page

Portrait  
126 x 90mm



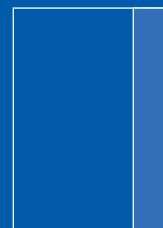
### Strip

Horizontal  
60 x 210mm



### Strip

Vertical  
297 x 50mm



## Printed & Online.

**Managed.IT** 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.managedITmag.co.uk](http://www.managedITmag.co.uk) website. The digital version is accessible 365 days a year, updated daily with essential information.

Other titles published by **KingswoodMedia** include: – For more information on our magazines visit [www.binfo.co.uk](http://www.binfo.co.uk)

**Businessinfo**  
The Workplace & Technology Magazine for SMEs

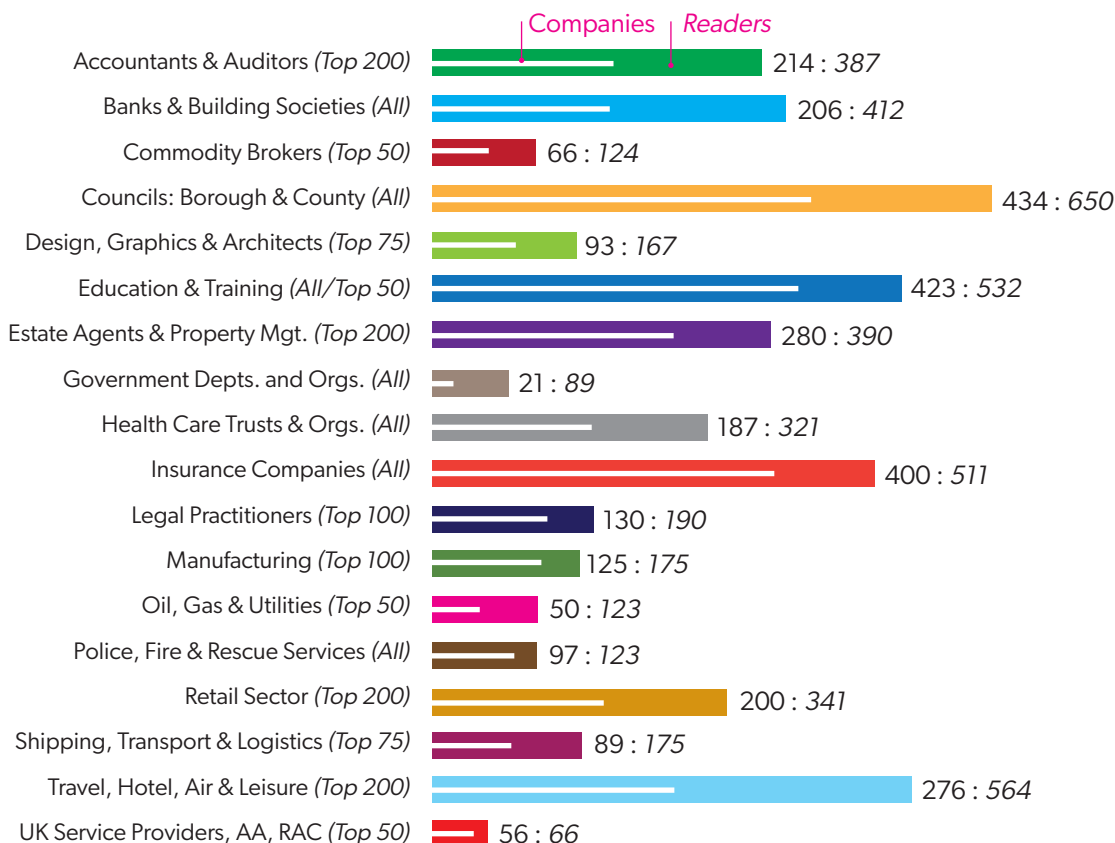
**TECHNOLOGYRESELLER**  
The Magazine & Online Channel Resource for VARs, IT Resellers & Technology Providers

**PRINTRESELLER**  
For Print, MFP, Software, Services, Document & Cloud News & Information for VARs, Converged Resellers & MFP Dealers

**Kingswood TechEvents**

# READERSHIP DATA

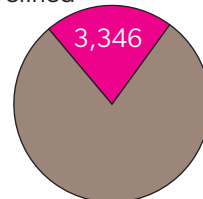
**Managed.IT is distributed to either all or the Top Companies/Organisations within these high printer/document user-centric UK Business sectors**



## Companies

**Total 15,626**

Defined

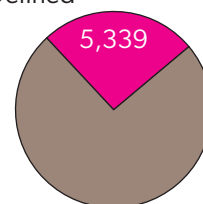


Undefined SME sectors  
250+ employees

## Readers

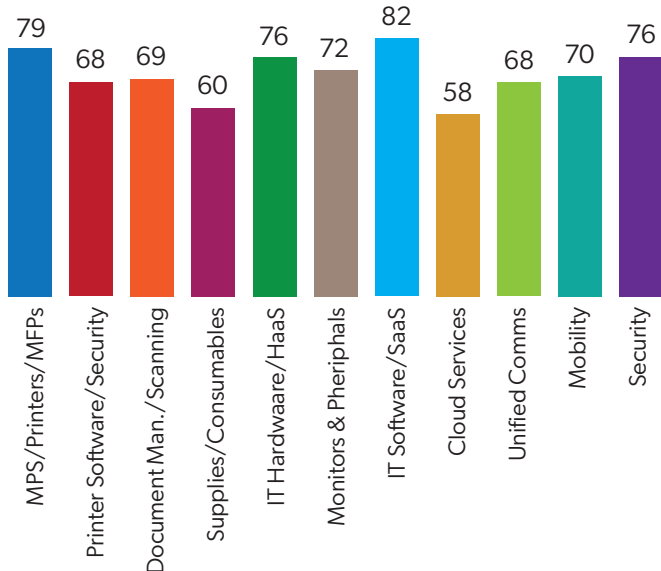
**Total 21,553**

Defined

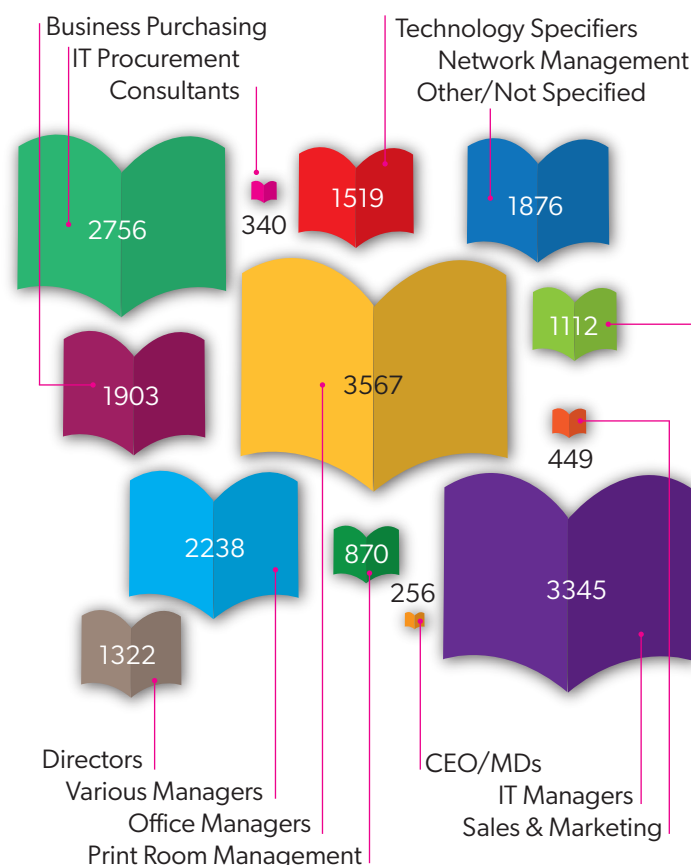


Undefined SME sectors  
250+ employees

## Products & Service Buying Responsibilities (by %)



## Readership by Job Function



## Website statistics

**400k to 500k** Average Monthly range of **Banner Impressions**

Average Monthly range of **600 to 900** **Banner Clicks**

**400 to 800** Average 6 Monthly range of **Post/Story views**



## HOME/GENERAL PAGES

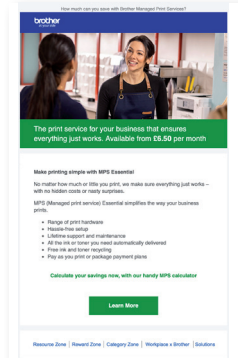
The mockup shows the Managed.IT website layout. At the top is the logo with 'IN PRINT AND ONLINE' and 'SECURITY · CLOUD · ICT · SOFTWARE · HARDWARE · PRINT · AV' and the website URL. Below the logo is a large banner area (slot 1) featuring a globe. To the left of the banner are three small image slots (slot 3) and a larger text area (slot 2) with placeholder text. To the right of the banner are two more small image slots (slot 3) and a larger text area (slot 2). At the bottom of the page are two small image slots (slot 2) flanking a central text area (slot 2).

### HTMLs (eshots)

HTMLs are available from £1,250 per mailing to the Managed.IT email base

## SPECIFICATION

We recommend eshots are provided in html file format with a maximum width of 650 pixels – depth can be to suit – we recommend keeping them short and sweet as lengthy emails get less reader engagement.



All images/downloads should be placed on an external webserver with links fully coded into the html file.

Likewise all links and tracking links should be coded into the supplied html file.

This is a screenshot of a Managed.IT award-winning IT Supplier page. It features a header with the company name and logo, followed by a main body of text describing their services. It includes a call to action button and a footer with contact information.

## 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 through 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 Home Page Pop-up Banner @ £1250 per month.** This banner will pop-up on the home page of the website for a 5-7-second 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

This is a special position which also includes the top banner. This is solus for the month it appears. (Special Spec sheet available for this unique position)

The mockup shows the Managed.IT website with a full-page background takeover. The takeover includes the top banner and the main content area, featuring a large image and text. The Managed.IT logo is prominently displayed at the top.

Other titles published by **KingswoodMedia** include: – For more information on our magazines visit [www.binfo.co.uk](http://www.binfo.co.uk)