PRINT IT RESELLER EU

pitreu.com

Providing Essential Industry News to European Printer/MPS/Workflow Resellers & MPS Providers

Print IT Reseller EU (www.printitresellereu.com) is a new European industry website & online channel resource for Printer/MFP, Managed Print Service & Document Workflow resellers, dealers & MPS providers European Business Technology channel.

We also host and publish in the UK *Print IT Reseller* **magazine/Online website along with the annual Print IT Awards for vendors, distributors, resellers, service and solution providers & key industry personnel within the print/workflow channel and TechLIVE Exhibition & Seminar for technology MSPs, resellers, dealers & providers.**

Print IT Reseller EU is a website posting daily news, product launches, opinions, articles, and insight from leading industry figures 365 days a year along with a whole host of additional industry news, comment, and information to help European MSPs and resellers effectively do their job.

PITR's mission is to bring the very latest Print/MPS/Document workflow technology news, trends, products, software, services, and market developments to the Print IT reseller community and help resellers meet their customers' needs, make informed recommendations/purchasing decisions & generate new sales opportunities for their reseller businesses.

Initially we will focus on European general news in english, with additional categories covering news from Germany, France, Italy, Benelux and Iberia in host country languages. With plans to add other countries as the website develops and grows. We will not be offering a translation service but will invite contributors to send us news, articles, and other releases in the language(s) of choice.

We invite contributions from all areas of the print/MFP/MPS/ document workflow channel including vendors, distributors, software & services providers, resellers and other essential channel providers across Europe.

Print IT Reseller EU is published by Kingswood Media which has over 25 years' experience in publishing channel & end user magazines and websites covering the office and technology markets, including Technology Reseller and end user publications Business info & Managed.IT.

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WHY PRINTIT RESELLER EU?

Print IT Reseller EU is a dedicated independent online resource for the IT channel reseller community, offering clear, concise articles, news, opinions from industry experts and our own editorial team.

Print IT Reseller EU meets the needs for printer/MPS resellers, dealers, manufacturers, software suppliers, solutions providers and distributors who want to know all the latest news, developments, offers and trends in this lucrative technology reseller channel.

Print IT Reseller EU website is more than just a news site, we will also be sending our regular additional Digital Newsletters, & other online activities to our readership of industry users ensuring we get the right information to the right audience in the format they prefer instantly.

READERSHIP BREAKDOWN

- Managed Print Services Providers
- Printer & Consumables Resellers
- Managed Service Providers
- MFP Dealers
- Production Print Providers
- Business Technology Resellers

- Business Tech Vendors and Providers
- Distributors
- Document Workflow/Scanner Specialists
- Labelling, Wide format and other POS print technology providers

PRINT IT RESELLER EU

EDITORIAL SUBJECT MATTER

Please email your editorial press releases, images etc. to:
neil@binfo.co.uk *or* press@pitreu.com

We currently can only post releases in either English, German, French or Italian into specific category language headings, when sending releases in other languages please attach an English version. (we do not currently offer a translation service for posts and press releases)

- **AI/Intelligent Automation**
- **Cloud Print**
- **Colour Print**
- **Consumables**
- **Desktop**
- **Digital Transformation**
- **Distribution**
- **Document Workflow**
- **Finance & Leasing**
- **Hybrid Print**
- **Industry People**

- **Labelling & POS Print**
- **Managed Print Services**
- **Mergers & Acquisitions**
- **Printers & MFPs A4 & A3**
- **Scanning**
- **Security**
- **Servicing & Support**
- **Software**
- **Storage and Retrieval**
- **Sustainability**
- **Wide Format**

EDITORIAL PHILOSOPHY

Print IT Reseller EU's editorial content is a lively mix of news, features, technical briefings, sales guides, and high-level executive interviews and industry personnel activities. Our aim is to provide print, MFP/ MPS, document workflow & software resellers with all the information they need to maximise revenue from existing and new business opportunities; and to give vendors and distributors an Additional means of engaging with the reseller community.

At a time of great change in the IT industry, *Print IT Reseller EU* aims to give readers the insight and inspiration needed to prosper whether their background is in IT, Copiers, Printers, Document workflow or software services & supplies.

READERSHIP OVERVIEW

Print.IT Reseller EU's unique audience targets European IT resellers, MFP/MPS dealers & resellers, VARs, business technology & solution providers and traditional office equipment dealers that derive revenue from providing print/MFP, document, scanner & copier Hardware, software and services.

Our readership focus is on senior level management including Managing Directors, CEO's, Service Managers, Owners, Directors, BDM's, Account Managers , Sales & Marketing and partners in key reseller organisations, along with influential employees that facilitate the sale and set-up of products and services to their customers and clients.

Our readers range across all the key EU reselling groups, including vendors, distributors and small, medium and large independent MPS dealers and IT resellers.
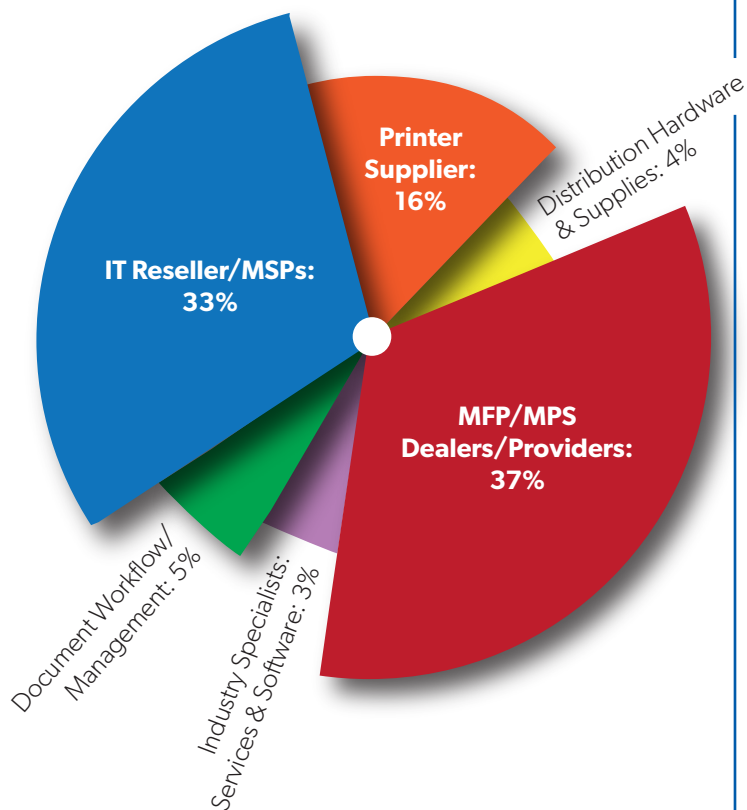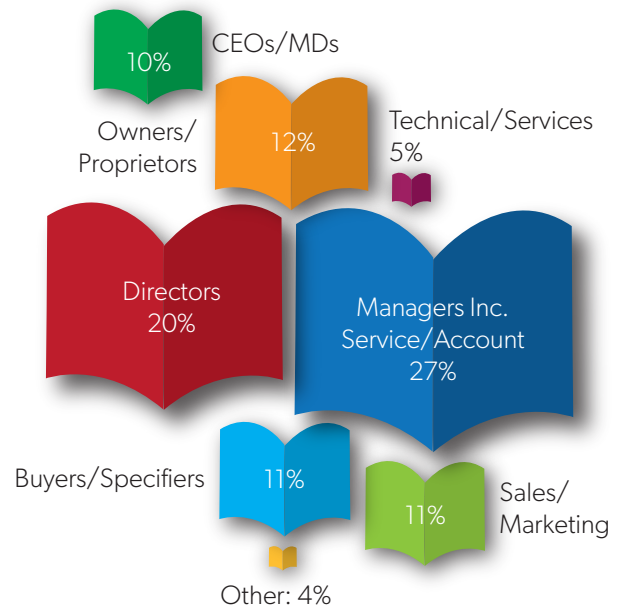
Readership by Business Type

IT Reseller/MSPs: 33%

Printer Supplier: 16%

Distribution Hardware & Supplies: 4%

MFP/MPS Dealers/Providers: 37%

Document Workflow/ Management: 5%

Industry Specialists: Services & Software: 3%

Readership by Job Title

CEOs/MDs 10%

Owners/ Proprietors

Technical/Services 5%

Directors 20%

Managers Inc. Service/Account 27%

Buyers/Specifiers 11%

Other: 4%

Sales/ Marketing 11%

12%

Products & Services offered by Readers by %*

79 — MPS (Managed Print Services)
68 — Document Workflow/Management/Scan
63 — Network Print Solutions
80 — Print Software/Applications/Cloud
93 — Printer Suppliers & Consumables
92 — Print/MFP Hardware
56 — Sustainability
87 — Security
54 — Maintenance & Service
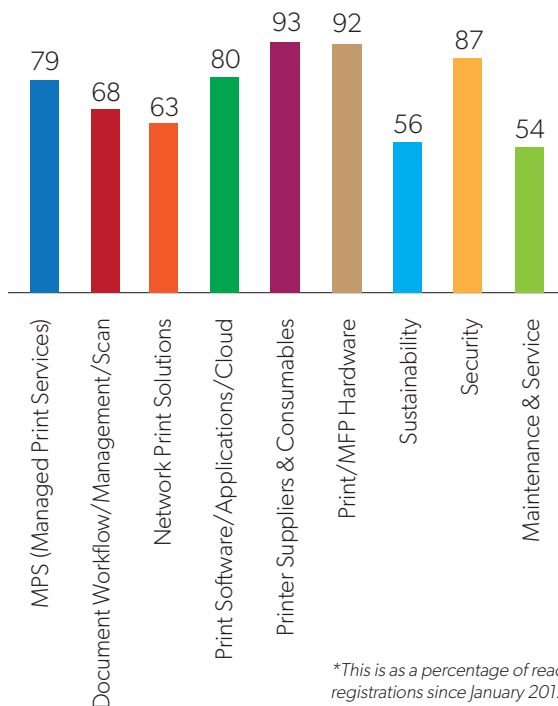
*This is as a percentage of readership registrations since January 2012.

Geographical Breakdown of Readership

German 22%

French 15%

Benelux 5%

Rest of Europe 31%

International: 3%

Iberian 10%

Italian 14%

Projected website statistics

800k to 1.2m   *Average Monthly range of* **Banner Impressions**

Average Monthly range of **Banner Clicks**   300 to 450

350 to 750   *Average 6 Monthly range of* **Post/Story views**

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www.printitresellereu.com

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Contact Neil@binfo.co.uk for more information or to make a booking.

HOME/GENERAL PAGES

ONLINE ADVERTISING OPTIONS

1 Leaderboard Banner: @ €850 (£750) per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 1517 x 188 pixels (w x h), minimum resolution 200dpi (static or animated)

2 MPU Banner: @ €550 (£500) per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 250 x 300 pixels (w x h), minimum resolution 200dpi (static or animated)

3 Skyscraper Banner: @ €850 (£750) per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 250 x 600 pixels (w x h) minimum resolution 200dpi (static or animated)

Leaderboard, MPU and Skyscraper banners rotate in multiple position alongwith other banners to maximise exposure.

SPECIAL POSITIONS

4 Home Page Pop-up Banner: @ €1,650 (£1500) per month. This banner will pop-up on the home page of the website for a 5-7second period. Spec 600 x 400 pixels (w x h), minimum resolution 200dpi (static)

Pop-up Banner – Country: @ €1,150 (£1,000) per month. This banner will pop-up on your chosen country posts of the website for a 5-7second period. Spec 600 x 400 pixels (w x h), minimum resolution 200dpi (static)

Pop-up and wallpaper banners are solus in position for duration of campaign.

With an annual package you can change the banner on a monthly basis throught the year.

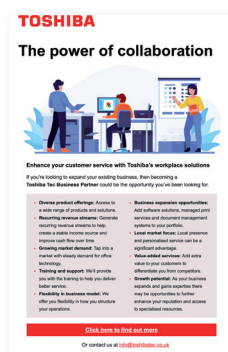### HTMLs (eshots)
HTMLs are available from €1400 (£1,250)

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 enagagement.

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.

Wallpaper Banner across whole website
from €2,750 (£2,500) per month
Includes 2 side banners solus and a shared revolving leaderoard banner for the month it appears.
(Email us for specifications for this item)