PRINT, MFP, SOFTWARE, SERVICES, DOCUMENT & CLOUD NEWS & INFORMATION FOR VARS, CONVERGED RESELLERS & MFP DEALERS

PRINT IT RESELLER

www.printitreseller.uk

MEDIA PACK 2022/23

Forward Thinking

***Print.IT Reseller* is both a magazine and online resource for the IT Reseller and MFP channel, published by Kingswood Media which has over 20 years' experience in publishing titles and websites covering the office and technology markets, including *Technology Reseller* and end user publications *Business info*, *Managed.IT* and *P2P*.**

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

Prior to ***PITR***'s launch in 2012 there was not a dedicated printed resource for this community.

Print.IT Reseller magazine meets the needs for IT 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 is more than just a magazine. With print, digital and online editions as well as regular e-newsletters, we can ensure we get the right information to the right audience in the format they prefer instantly.

Target audience

- **Value added Resellers**
- Computer Retailers
- **Network Resellers**
- Printer Suppliers
- **MFP Dealers**
- Office Equipment Resellers
- **Distributors**
- **Document Management Speclialists**

USPs

- ***Print.IT Reseller* is the only dedicated Print, MFP & solutions magazine for the channel**
- *Print.IT Reseller* is a business tool that enhances the revenue opportunities of the IT reseller professional
- ***Print.IT Reseller* is a precisely targeted vehicle for reaching your industry's top performers**
- *Print.IT Reseller* contains essential news and information for VARs, integrators and converged resellers

Use *Print.IT Reseller* to inform the channel how you can help them increase sales and grow business in the following areas:

- Printers & MFPs
- Servicing & Support
- Consumables
- Software
- MPS
- Cloud
- Green Print
- Scanning

Contact PRINT IT RESELLER

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***Print.IT Reseller* has an edition reach in print and digital formats of over 11,000.**

Readership overview

Print.IT Reseller's unique circulation targets over 10,000 IT resellers, MFP dealers VARs, system integrators, solution providers and traditional office equipment dealers that derive revenue from Print, Document, Scanner & Copier hardware, software and services.

PITR's readership focus is on senior level management including managing directors, owners, directors 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 reselling groups, including manufacturers and distributors, UK dealer groups and small independent IT companies.

PITR's magazine and website readership has grown at a phenomenal rate via our online registration option, along with our participation at a number of key UK and European IT prestigious events where we are proud to be media partners.

Editorial philosophy

Print.IT Reseller's editorial content is a lively mix of news, features, technical briefings, sales guides and high-level executive interviews, available in print, online and in an electronic magazine. Our aim is to provide print, MFP & Software resellers with 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* aims to give readers the insight and inspiration needed to prosper whether their background is in IT, copiers, printers or software services & supplies.

www.printitreseller.uk

MAGAZINE FREQUENCY

Monthly (10 issues per annum)

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

PRINT IT RESELLER

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)

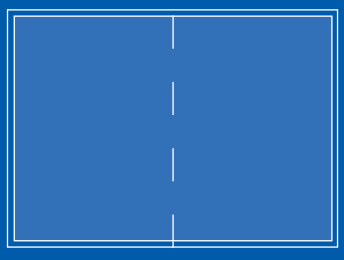
Series package discounts available – please call

Printed & Online.

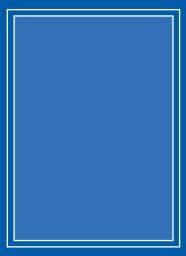
Print.IT Reseller is available as a printed magazine mailed to UK places of business & in an online version sent via email, social media & online download via the *www.printitreseller.uk* website. The digital version is accessible 365 days a year, updated daily with information essential to the IT reseller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

TECHNICAL SPECIFICATIONS

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



Full page
Bleed 305 x 218mm
Trim 297 x 210mm



Half page
Horizontal Trim
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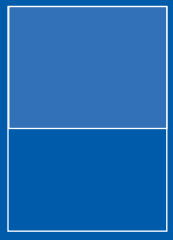

Half page
Vertical Trim
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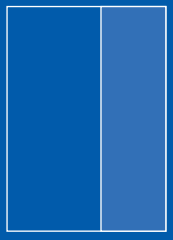
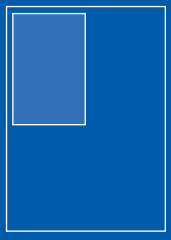


Quarter page
Portrait
126 x 90mm



Strip
Horizontal
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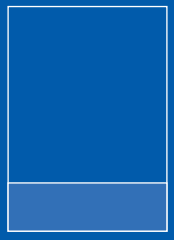

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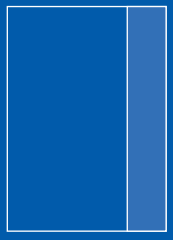


Other titles published by KingswoodMedia **include:** *– For more information on our magazines visit www.binfo.co.uk*

Businessinfo
The Workplace & Technology Magazine for SMEs

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

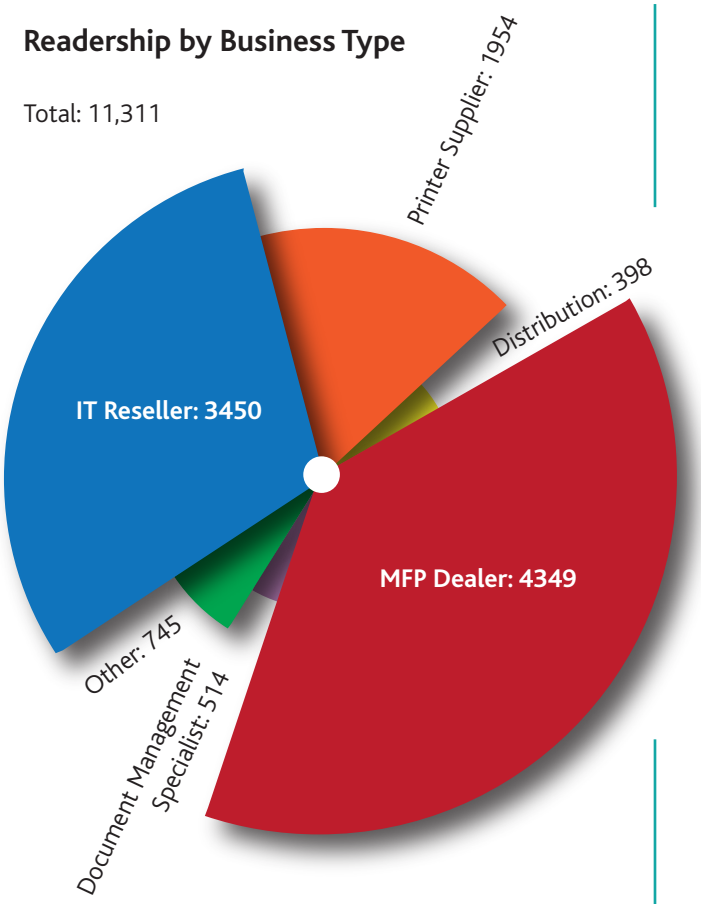
TECHNOLOGYRESELLER
The Magazine & Online Channel Resource for VARs, IT Resellers & Technology Providers

P2P
Pen To Paper Magazine

DATA

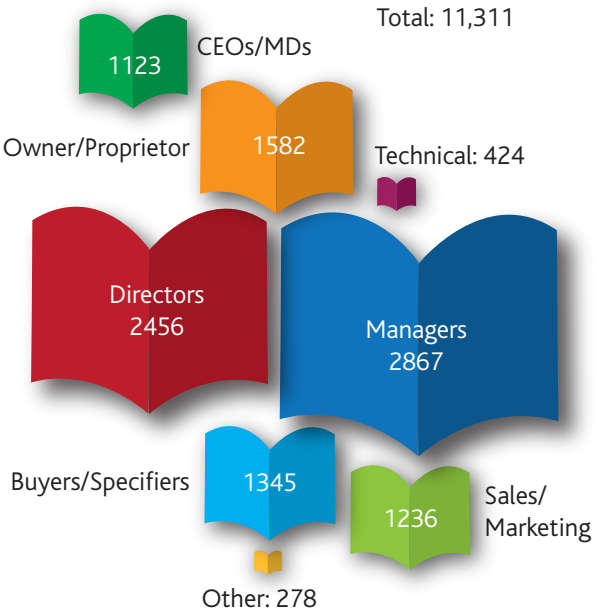
Readership by Business Type

Total: 11,311

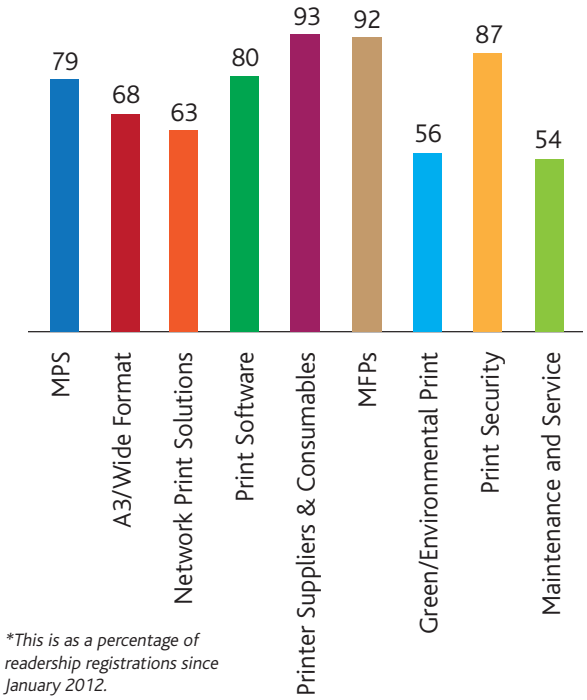


Readership by Job Title

Total: 11,311



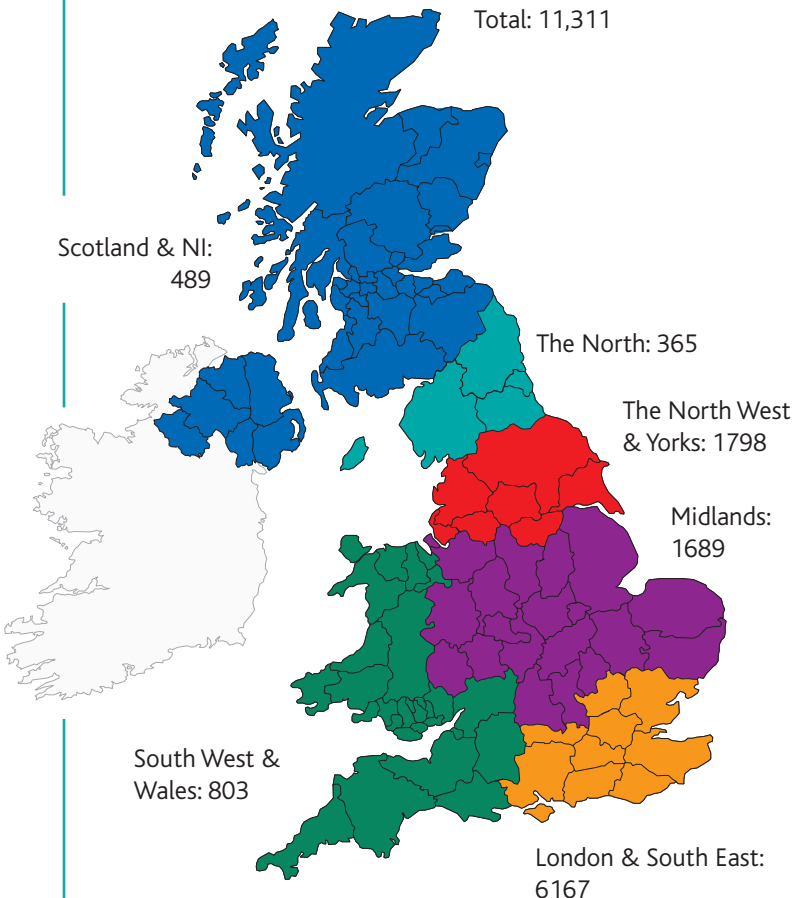
Products & Services offered by Readers by %*



*This is as a percentage of readership registrations since January 2012.

Geographical Breakdown of Readership

Total: 11,311



Website statistics

750 to 850k *Average Monthly range of* **Banner Impressions**

Average Monthly range of **Banner Clicks** 450 to 700

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

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WWW.PRINTITRESELLER.UK – RATE CARD /SPECIFICATIONS

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)

Print.IT 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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