

# PRINT IT RESELLER

[www.printitreseller.uk](http://www.printitreseller.uk)



## Providing essential UK Printer/MPS/Workflow news to the Channel

*Print IT Reseller* is the industry magazine, website & online channel resource for Printer/MFP, Managed Print Service & Document Workflow resellers, dealers & MPS providers operating in the UK Business Technology channel.

We also host the annual Print IT Awards for vendors, distributors, resellers & key industry personnel within the print/workflow channel and TechLIVE Exhibition & Seminar for technology MSPs, resellers, dealers & providers.

*Print IT Reseller* is both a printed/mailed magazine and emailed in an electronic format to our UK Readership, plus it is also available to read online at [www.printitreseller.uk](http://www.printitreseller.uk) 365 days a year along with a whole host of additional industry news, comment and information to help 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.

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

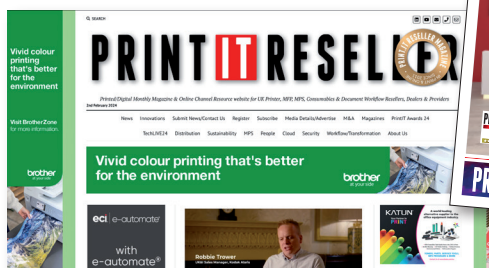
*Print IT Reseller* magazine meets the needs for IT resellers, dealers, manufacturers, software suppliers, solutions providers and distributors who want to know all the latest news, developments, offers and trends in this lucrative technology reseller channel.

*Print IT Reseller* magazine & website is more than just a magazine. With print, digital, & online editions as well our comprehensive website with daily news, product launches, opinions, articles, and insight from leading industry figures ensuring we get the right information to the right audience in the format they prefer instantly.

For more info on the **Print IT Awards** visit:  
<https://printitawards.co.uk>

For more info on **TechLIVE Exhibition & Seminars** visit:  
<https://technologylive.co.uk>

**PRINT IT 2024 AWARDS**



Business Design Centre - London - 17 September 2024

**TECHLIVE24**  
ICT • MANAGED IT • MOBILE • PRINT



### Contact

#### SALES

Sales Director  
**Ethan White**  
01732 759725  
[ethan@binfo.co.uk](mailto:ethan@binfo.co.uk)

#### Jeff Root

01732 759725  
m. 07976 950285  
[jeff@binfo.co.uk](mailto:jeff@binfo.co.uk)

### PUBLISHING

#### Print Subscription

[www.pitr.uk/register/](http://www.pitr.uk/register/)

Publisher Director,  
Social Media and Web Editor

#### Neil Trim

[neil@binfo.co.uk](mailto:neil@binfo.co.uk)  
01732 759725  
m. 07803 087229

### EDITORIAL

#### Editor

#### Michelle Ryder

[michelle@printitreseller.co.uk](mailto:michelle@printitreseller.co.uk)

#### Art Director

#### Nick Pledge

[nick@binfo.co.uk](mailto:nick@binfo.co.uk)

### KingswoodMedia

7 Amherst House  
22 London Road  
Sevenoaks  
Kent TN13 2BT

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

*Print IT Reseller* 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.

# READERSHIP BREAKDOWN

- Managed Print services Providers
- Printer & Consumables Resellers
- Managed Service Providers
- MFP Dealers
- Production Print Providers
- Office Equipment Resellers
- Distributors
- Document Workflow/Scanner specialists
- Labelling, Wide format and other POS print technology providers

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

- *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 print/workflow news and information for MSPs, VARs, integrators, and converged resellers.



## Contact

### SALES

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

### Jeff Root

01732 759725  
m. 07976 950285  
jeff@binfo.co.uk

## PUBLISHING

### Print Subscription

[www.pitr.uk/register/](http://www.pitr.uk/register/)

Publisher Director,  
Social Media and Web Editor  
**Neil Trim**

neil@binfo.co.uk  
01732 759725  
m. 07803 087229

## EDITORIAL

Editor

**Michelle Ryder**  
michelle@  
printitreseller.co.uk

Art Director  
**Nick Pledge**  
nick@binfo.co.uk

## KingswoodMedia

7 Amherst House  
22 London Road  
Sevenoaks  
Kent TN13 2BT

*Print IT Reseller website  
has an average monthly  
range of banner  
impressions of  
**800k to 1.2m***

## EDITORIAL STYLE & PHILOSOPHY

*Print IT Reseller's* editorial content is a lively mix of news, features, technical briefings, sales guides, and high-level executive interviews and industry personnel activities. The magazine is available in both print & digital format via and HTML and our website. 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* 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.

## EDITORIAL SUBJECT MATTER

- AI/Intelligent Automation
- Cloud Print
- Colour Print
- Consumables
- Desktop
- Digital Transformation
- Distribution
- Document Workflow
- Finance & Leasing
- Hybrid Print
- Labelling & POS Print
- Managed Print Services
- Mergers & Acquisitions
- Printers & MFPs A4 & A3



- Scanning
- Security
- Servicing & Support
- Software
- Sustainability
- Wide Format

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

**TECHNOLOGYRESELLER** **Managed.IT** **Businessinfo**

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

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

The Workplace & Technology Magazine for SMEs

**Kingswood  
TechEvents**

050224

# READERSHIP & CIRCULATION OVERVIEW

**Print.IT Reseller's** unique circulation targets 10,000 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.

**PITR's** readership focus is on senior level management including Managing Directors, CEO's, Service Managers, Owners, Directors, BDM's, Account Mangers. 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 Dealers & Resellers.

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



## MAGAZINE FREQUENCY

**Monthly** (12 issues per annum)  
(With all issues available online for viewing or downloading 365 days a year)



## PRINT IT RESELLER MAGAZINE RATECARD

**Front cover package:** £3,500

Subject to limited availability

Includes: Front Cover image & DPS

[www.printitreseller.uk](http://www.printitreseller.uk)

**Inserts:** From £300 per 1,000 –

Price dependent on weight

min. order value £750

DPS: £3,150

A4 Page: £2,100

1/2 Page: £1,575

1/4 Page Strip: £ 945

**Inserts:** From £300 per

1,000 – min. order value

£1000

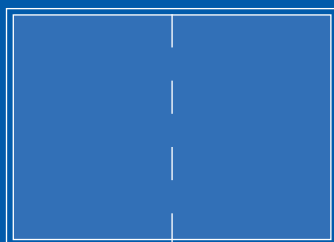
We offer Combined Series discounts available for both magazine and online packages plus other bespoke packages comprising of a variety of magazine and online activities please call 01732 759725 or email [neil@binfo.co.uk](mailto:neil@binfo.co.uk) to discuss.

## MAGAZINE TECHNICAL SPECIFICATIONS

### Double page spread

Bleed 305 x 428mm

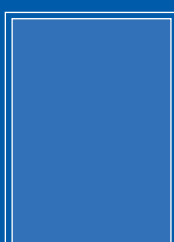
Trim 297 x 420mm



### Full page

Bleed 305 x 218mm

Trim 297 x 210mm



### Half page

Horizontal Trim

148 x 210mm



### Half page

Vertical Trim

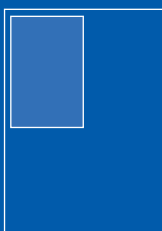
297 x 90mm



### Quarter page

Portrait

126 x 90mm



### Strip

Horizontal

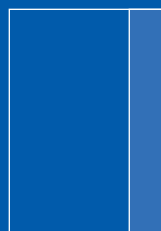
60 x 210mm



### Strip

Vertical

297 x 50mm



## IN PRINT & 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](http://www.printitreseller.uk) website. The digital version is accessible 365 days a year, updated daily with information essential to the IT reseller community.



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

**TECHNOLOGYRESELLER** **Managed.IT** **Businessinfo**

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

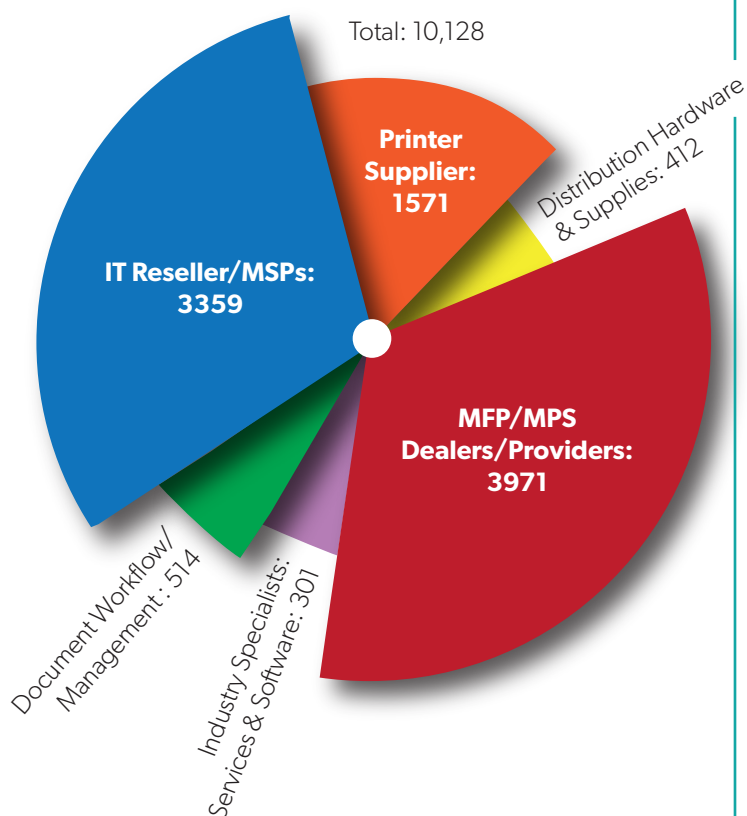
Data, Print, Document, Networking,  
IP & Cloud Tech for MLEs & Public Sector

The Workplace & Technology Magazine for SMEs

**Kingswood**  
**TechEvents**

050224

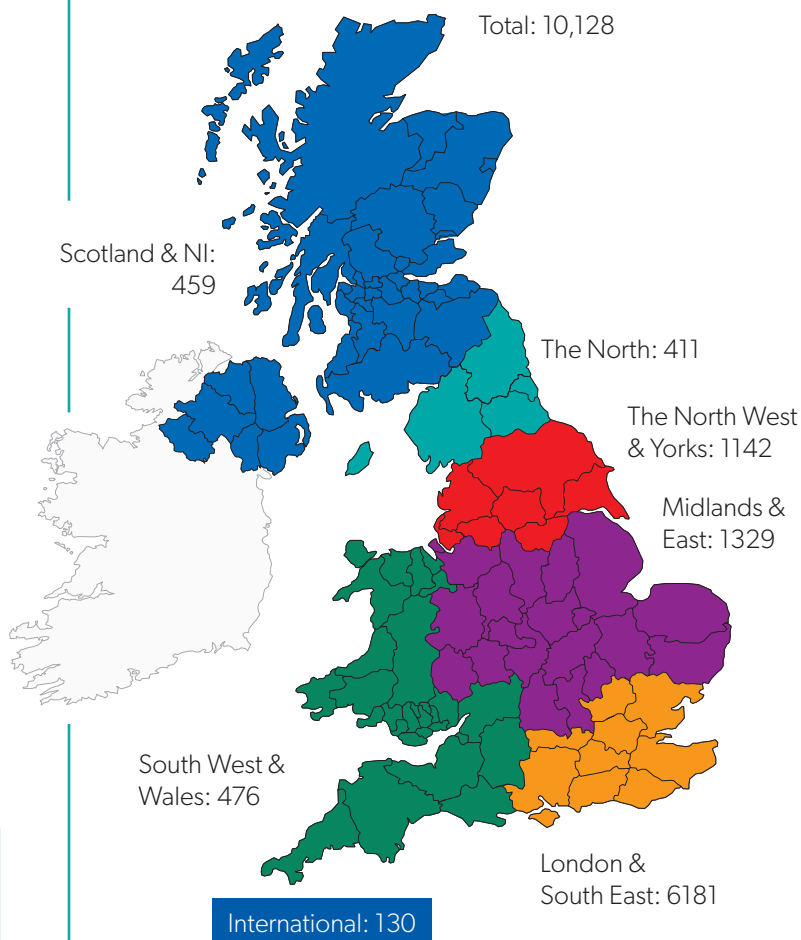
## Readership by Business Type



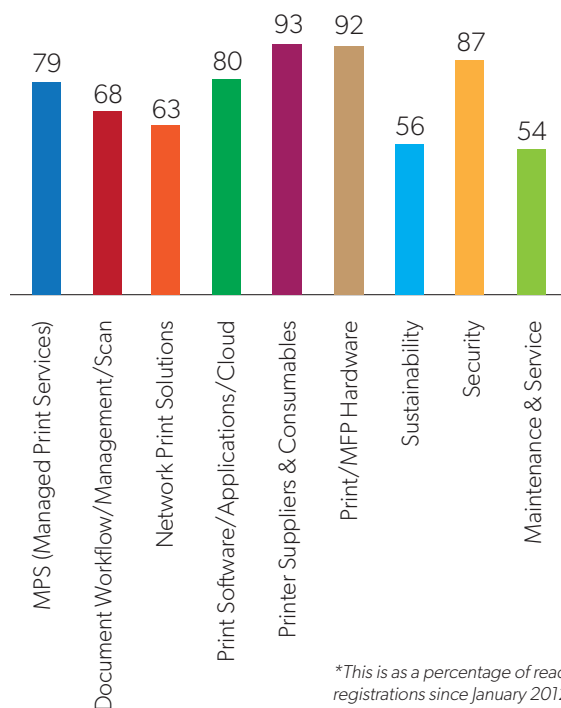
## Readership by Job Title



## Geographical Breakdown of Readership



## Products & Services offered by Readers by %\*



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

## 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



## HOME/GENERAL PAGES

**PRINT IT RESELLER**

1 Site Leaderboard Banner: @ £600 per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 1517 x 188 pixels (w x h)

2 Site MPU Banner: @ £400 per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 250 x 300 pixels (w x h)

3 Skyscraper/Tower Side: @ £600 per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 250 x 600 pixels (w x h)

4 Home page Pop-up Banner: @ £1750 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)

Category Pop-up Banner: @ £1000 per month. This banner will pop-up on your chosen category posts of the website (i.e. Cyber Security) or a 5-7second period. Spec 600 x 400 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 Home page Pop-up Banner: @ £1750 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)

Category Pop-up Banner: @ £1000 per month. This banner will pop-up on your chosen category posts of the website (i.e. Cyber Security) or a 5-7second period. Spec 600 x 400 pixels (w x h)

We can also offer bespoke banner sizes in some slots

## ONLINE ADVERTISING OPTIONS

- 1 Site Leaderboard Banner:** @ £600 per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 1517 x 188 pixels (w x h)
- 2 Site MPU Banner:** @ £400 per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 250 x 300 pixels (w x h)
- 3 Skyscraper/Tower Side:** @ £600 per month. This is a rotating Banner with up to 7 advertisers running throughout the site. Spec 250 x 600 pixels (w x h)
- 4 Home page Pop-up Banner:** @ £1750 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)
- Category Pop-up Banner:** @ £1000 per month. This banner will pop-up on your chosen category posts of the website (i.e. Cyber Security) or a 5-7second period. Spec 600 x 400 pixels (w x h)

We can also offer bespoke banner sizes in some slots

### HTMLs (eshots)

HTMLs are available from £1,250 per mailing to the Technology Reseller e-mail 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.

**TOSHIBA**

**The power of collaboration**

Enhance your customer service with Toshiba's workplace solutions

If you're looking to expand your existing business, then Toshiba's Toshiba Tec Business Partner could be the opportunity you've been looking for.

Business expansion opportunities. Access to a wide range of products and solutions. Recurring revenue streams. Generate recurring revenue streams in 1200+ small to medium businesses. Growing market demand. Tap into a market with steady, consistent growth. Training and support. We'll provide you with the training to help you deliver better service. Flexibility to business enable the offer you. Flexibility to your own structure and operations.

Click here to find out more

Or contact us at [info@toshibatb.co.uk](mailto:info@toshibatb.co.uk)

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.

**KYOCERA**

**Award-winning print management in the cloud.**

Kyocera Cloud Print & Scan (KPCS) empowers agile workplaces by giving workers the ability to print from anywhere and scan directly to cloud storage, whilst providing businesses with effective tools to bring down costs and maintain data security. KPCS can truly transform the way businesses print - that's why it was awarded Print Management Solution of the Year by Document Manager Magazine.

KPCS offers a multitude of advantages compared to on-premise print management, ranging from scalability to improved security. In addition, by providing an alternative to on-premise print servers, KPCS can lower energy bills and carbon emissions. When paired with Kyocera's carbon neutral printers and MFPs, the end result is the ultimate low carbon print solution for customers.

**Key features:**

- Print from or scan to connected 3rd party cloud storage including Box.com, Google Drive and OneDrive.
- Secure print release with swipe card or PIN authentication
- Centralised assign and manage print quotas and policies across the entire multi-location print estate
- Full reporting allowing a complete picture of how print fleets are utilised
- Mobile printing with Azure AD support (iOS, Android)
- Chromebook support

Learn more about KPCS >

### Wallpaper/Background Site Take Over

from £2,500 per month

Includes 2 side banners solus and a shared revolving leadeboard banner for the month it appears. (Special spec sheet available for this unique position)

**TECHNOLOGYRESELLER**

MAGAZINE & WEBSITE SINCE 2016

IN PRINT & ONLINE

Printed Digital Monthly Magazine & Online Channel Resource website for UK Printers, MFPs, MNCs, Consumables & Document Workflow Solutions, Dealers & Providers

Home | News | Innovations | Submit News/Contact Us | Register | Subscribe | Media Download | H&A | Magazines | Proof! Awards 24

Techno24 | Distribution | Sustainability | MFP | People | Cloud | Security | Workflow/Transformation | About Us

Vivid colour printing that's better for the environment

brother

with e-automate® business management software.

Why not take a tour?

Learn more about KPCS >

Outstanding quality printing on A3, A4 or roller paper

Visit BrotherZone

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

**TECHNOLOGYRESELLER Managed.IT**

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

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

**Businessinfo**

The Workplace & Technology Magazine for SMEs

**Kingswood TechEvents**

050224