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

PRINT IT RESELLER

www.printitreseller.uk

PRINT IT RESELLER MAGAZINE · 2024/25 MEDIA PACK · IN PRINT & ONLINE SINCE 2011

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 365 days a year along with a whole host of additional industry news, comment and information to help MSPs and resellers effectively do they 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

TECHLIVE 24

ICT · MANAGED IT · MOBILE · PRINT

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.

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

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.

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**

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

Businessinfo — The Workplace & Technology Magazine for SMEs

Kingswood TechEvents

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

Inserts: *From £300 per 1,000 – Price dependent on weight min. order value £750*

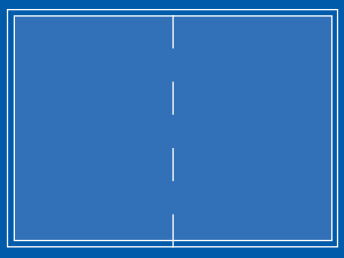
DPS:	£3,150
A4 Page:	£2,100
1/2 Page:	£1,575
1/4 Page Strip:	£ 945

Inserts: *From £300 per 1,000 – min. order value £1000*

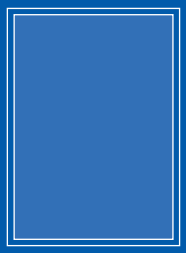
We offer Combined Series discounts available for both magazine and online packages plus other bespoke packages comprising of a variety of magazine and online activities please call 01732 759725 or email **neil@binfo.co.uk** to discuss.

MAGAZINE TECHNICAL SPECIFICATIONS

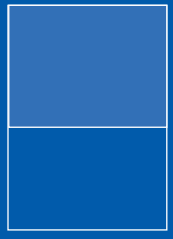
Double page spread
Bleed 305 x 428mm
Trim 297 x 420mm



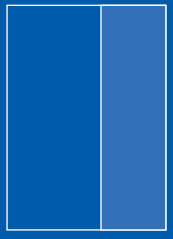
Full page
Bleed 305 x 218mm
Trim 297 x 210mm



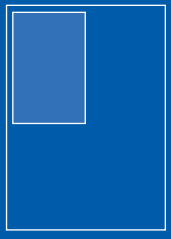
Half page
Horizontal Trim
148 x 210mm



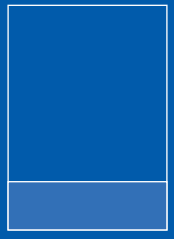
Half page
Vertical Trim
297 x 90mm



Quarter page
Portrait
126 x 90mm



Strip
Horizontal
60 x 210mm



Strip
Vertical
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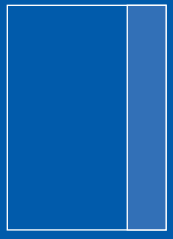

IN PRINT & ONLINE

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*** website. The digital version is accessible 365 days a year, updated daily with information essential to the IT reseller community.

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Kingswood TechEvents

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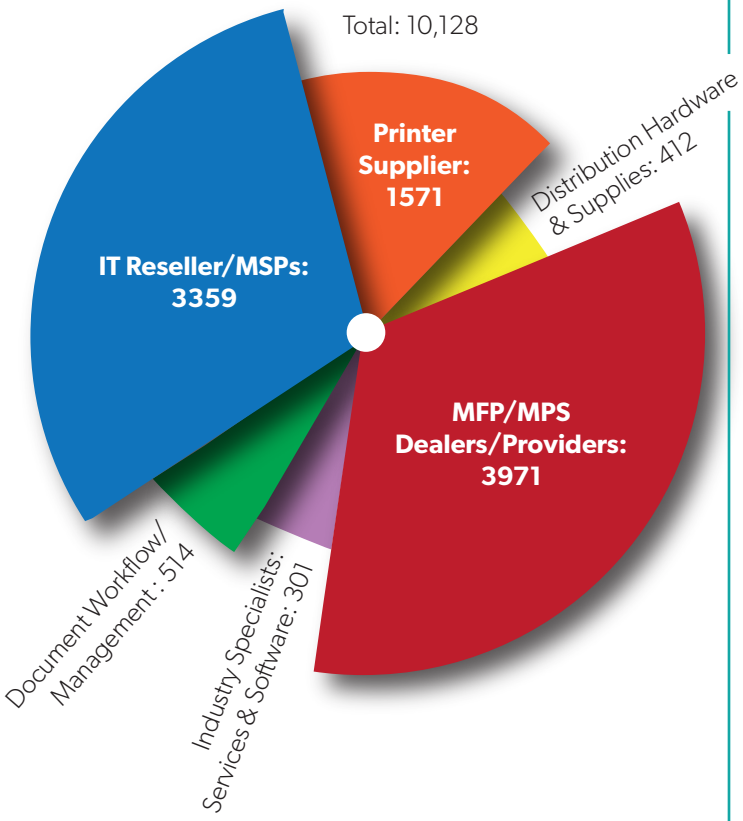
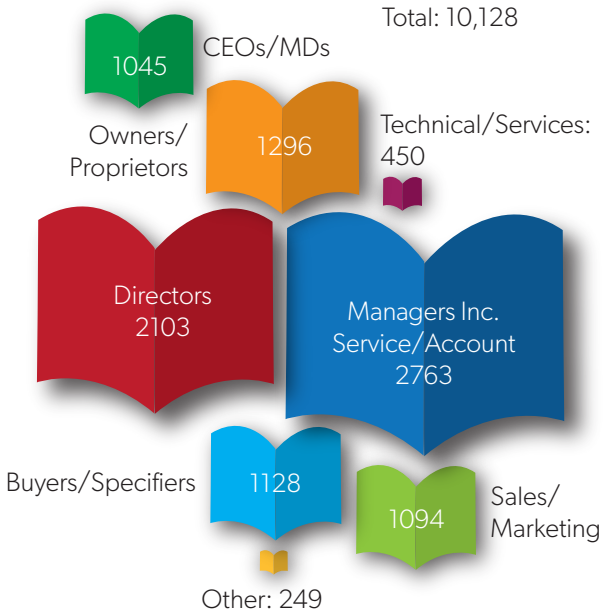
DATA

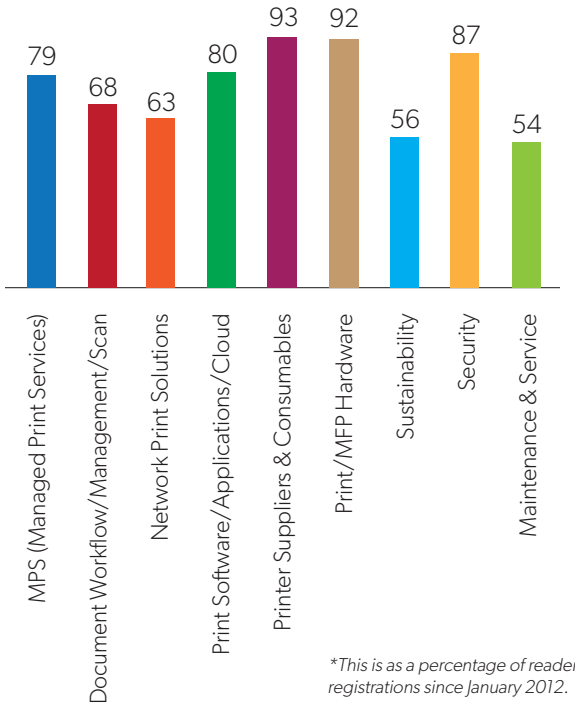
Readership by Business Type



Readership by Job Title



Products & Services offered by Readers by %*



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

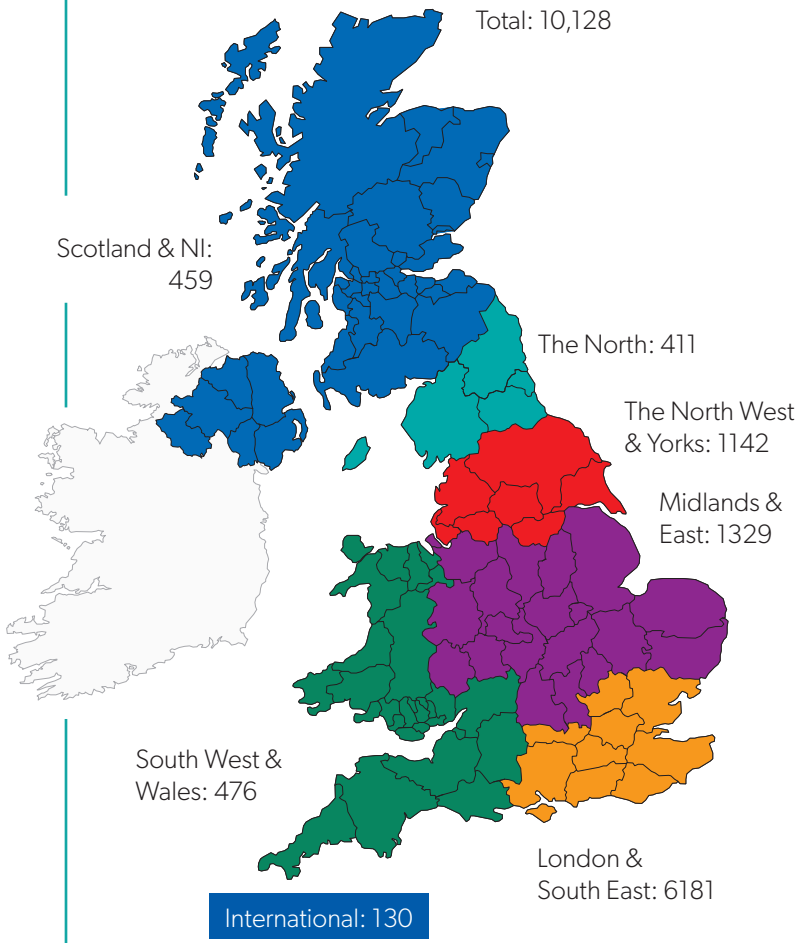
Website statistics

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**

Geographical Breakdown of Readership



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ONLINE SPECIFICATIONS AND RATE CARD

HOME/GENERAL PAGES

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)

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

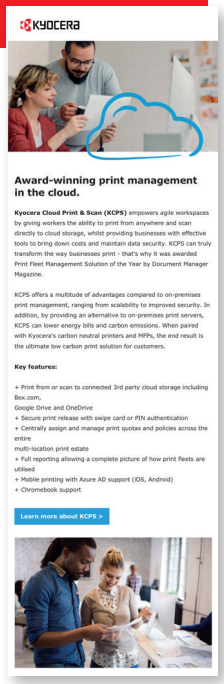
HTMLs (eshots)
HTMLs are available from £1,250 per mailing to the *Technology Reseller* e-mail base

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 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/Background Site Take Over
from £2,500 per month
Includes 2 side banners solus and a shared revolving leaderoard banner for the month it appears.
(Special spec sheet available for this unique position)

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