THE MAGAZINE & ONLINE CHANNEL RESOURCE FOR MSPS, IT RESELLERS & TECHNOLOGY PROVIDERS

TECHNOLOGYRESELLER

www.technologyreseller.co.uk

TECHNOLOGY RESELLER MAGAZINE · IN PRINT & ONLINE SINCE 2016 · 2024/25 MEDIA PACK

Providing essential channel news to UK business technology resellers/MSPs… daily

Technology Reseller **is the industry monthly magazine, website & online channel resource for IT resellers, MSPs, technology IT support providers and other channel IT industry personnel. We also host the annual Technology Reseller Awards and TechLIVE Exhibition & Seminars in London.**

Technology Reseller **is a both printed/mailed magazine and emailed in an electronic format to our UK Readers, plus its also available to read on www.technologyreseller.co.uk 365 days a year along with a whole host of additional industry news, comment and information to help MSPs and resllers to effectively do they job.**

Our mission is to bring the very latest information on channel technology news, trends, products, services and market developments to the IT reseller community to help them meet their customers' tech needs, make informed recommendations & purchasing decisions & generate new sales opportunities for their businesses.

Technology 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.

Technology Reseller magazine meets the needs of IT Resellers, dealers, manufacturers, IT support provides, software suppliers, solutions providers and distributors who want to know all the latest news, developments, offers and trends in the lucrative technology reseller channel.

Technology Reseller Reseller is more than just a magazine. With printed, digital, and online editions, as well as daily news post online we can get the right information to the right audience in the format they prefer instantly.

For more info on **Technology Reseller Awards** visit: https://technologyresellerawards.co.uk

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

TECHNOLOGY RESELLER AWARDS 2024

Business Design Centre · London · 17 September 2024

TECHLIVE 24

ICT · MANAGED IT · MOBILE · PRINT

Technology Reseller is **published by Kingswood Media & Tech Events with over 25 years' experience in publishing magazines and websites for the business & office technology channels and end user marketplaces. With *Technology Reseller* and *Print.IT Reseller* serving channel readership and *Managed.IT* and *Business info* serving end user readership.**

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Technology Reseller **has an edition reach in print and digital formats of over 12,500.**

050124

TARGET AUDIENCE AND JOB FUNCTION

MSPs, IT Resellers, Technology & IT Support Providers, Digital Transformation Specialists, System Integrators, Solutions Providers, Software Developers, ISVs, Communications & Networking Resellers, Security & Cloud resellers and other managed tech providers and implementors throughout the UK.

Responsibilities: Businesses and individuals who supply, sell, specify, support and are involved in the implementation of IT products, software, Security, Cloud, Communications and other essential channel technology services throughout the UK.

EDITORIAL STYLE & PHILOSOPHY

Packed with all the latest important info for the channel reseller community, ***Technology Reseller*** keeps readers up-to-date with all the latest trends, offers, initiatives from Vendors, software & service providers & distributors in a clear and concise style that will be easily understood by readers regardless of their technical proficiency.

The editorial comprises: News Stories, Industry Opinion Pieces, Product and Service Launches, Case Studies, Feature Articles, Business & Technology Briefings, Market Overviews & Trends, influential industry people items, Reviews, Analysis, Q&As, plus much more.

Our key aim is to deliver a regular stream of byte-sized snippets of information, supported by more in-depth articles, that give everyone in the IT channel the knowledge and contacts they need to meet customer needs and grow their business.

EDITORIAL SUBJECT MATTER

- AI/ Intelligent automation
- Business Continuity
- Cloud Services
- Cloud Software, SAS, Apps
- Cyber Security/Risk Mitigation
- Digital Transformation
- Distribution
- Document Workflow & Print
- Hardware
- Hybrid, Mobility & BYOD
- Industry People
- Managed Services
- Mergers & Acquisitions
- Networking
- Peripherals & Accessories
- Presentation, Monitors, Displays & Digital Signage
- Remote Monitoring & Management
- Storage & Back Up
- Sustainability
- UC Communications & Network Services

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Technology Reseller website has an average monthly range of banner impressions of 2.9 to 3.5 million.

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

PRINT IT RESELLER
For Print, MFP, Software, Services, Document & Cloud News & Information for VARS, Converged Resellers & MFP Dealers

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

Businessinfo
The Workplace & Technology Magazine for SMEs

Kingswood TechEvents

READERSHIP

Readership & Circulation Overview

Technology Reseller magazine's unique circulation targets over 12.5k business individuals who supply, sell, specify, and are involved in the implementation of IT products and services throughout the UK.

Our readership focus is on senior level management, including MDs, business owners, CEOs, directors, partners, CTOs, account & project managers in channel reseller organisations, as well as other personnel who facilitate the sale and set-up & installation of business tech products and services to their customers and clients.

Our readership encompasses the full spectrum of IT channel organisations, from key reselling organisations/groups down to small independent companies.

MAGAZINE FREQUENCY

Monthly (12 issues per annum)

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

TECHNOLOGY RESELLER MAGAZINE RATECARD

Front cover package: £4,000
Subject to limited availability
Includes: Front Cover image & DPS

Business/Technology Briefing package: £3,750
Includes Full Page Editorial Style, Leaderboard Banner, Online and LinkedIn Posts & HTML

DPS:	£3,500
A4 Page:	£2,100
1/2 Page:	£1,500
1/4 Page Strip:	£ 850

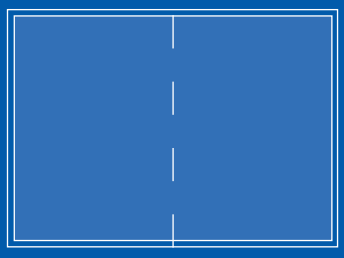
Inserts: *Price dependent on weight – min. order value £1000*

www.technologyreseller.co.uk

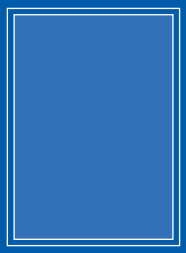
We offer Combined Series discounts available for both magazine and online packages plus other bespoke packages comprising of a variety of magazine and online activities please call 01732 759725 or email **neil@technologyreseller.co.uk** to discuss.

MAGAZINE TECHNICAL SPECIFICATIONS

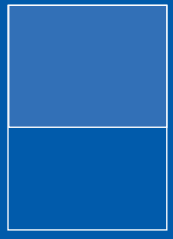
Double page spread
Bleed 305 x 428mm
Trim 297 x 420mm



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



Half page
Horizontal Trim
148 x 210mm



Half page
Vertical Trim
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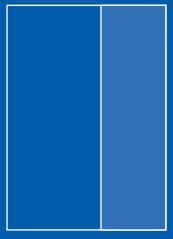

Quarter page
Portrait
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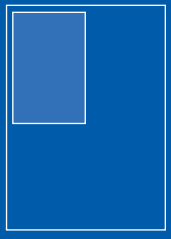

Strip
Horizontal
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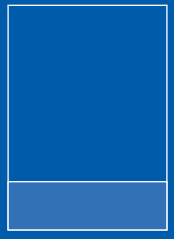

Strip
Vertical
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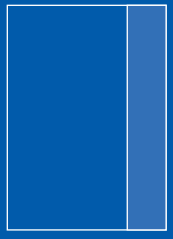

IN PRINT & ONLINE

Technology 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.technologyreseller.co.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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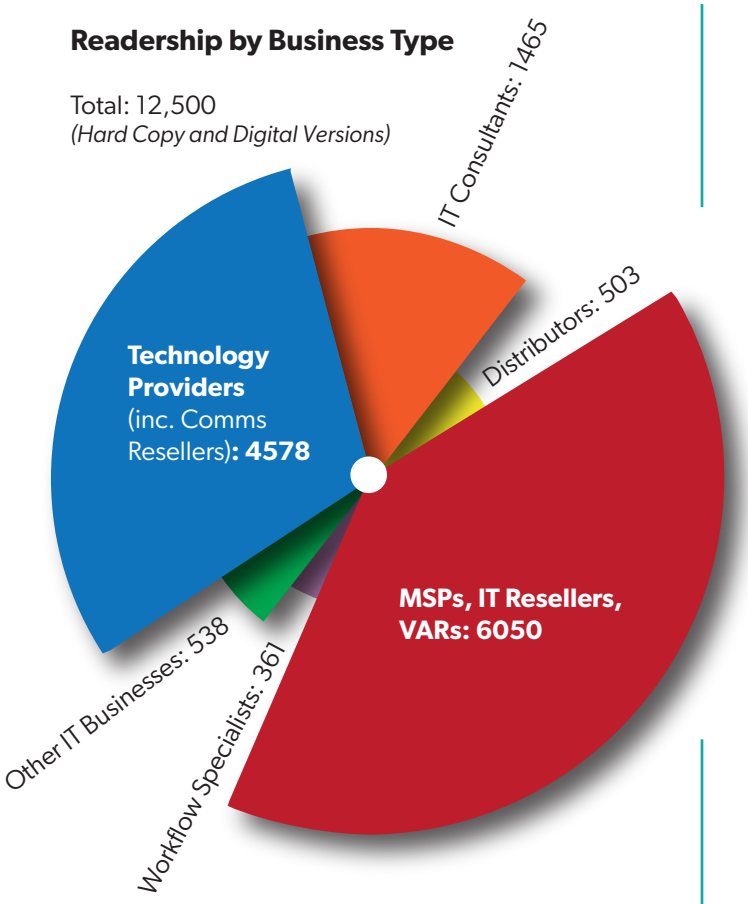
DATA

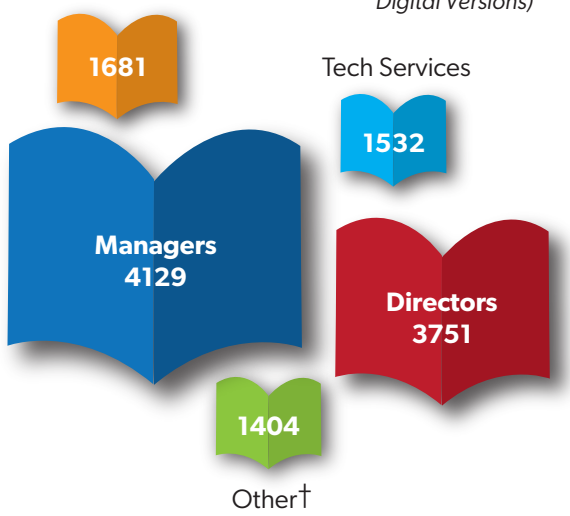
Readership by Business Type

Total: 12,500
(Hard Copy and Digital Versions)

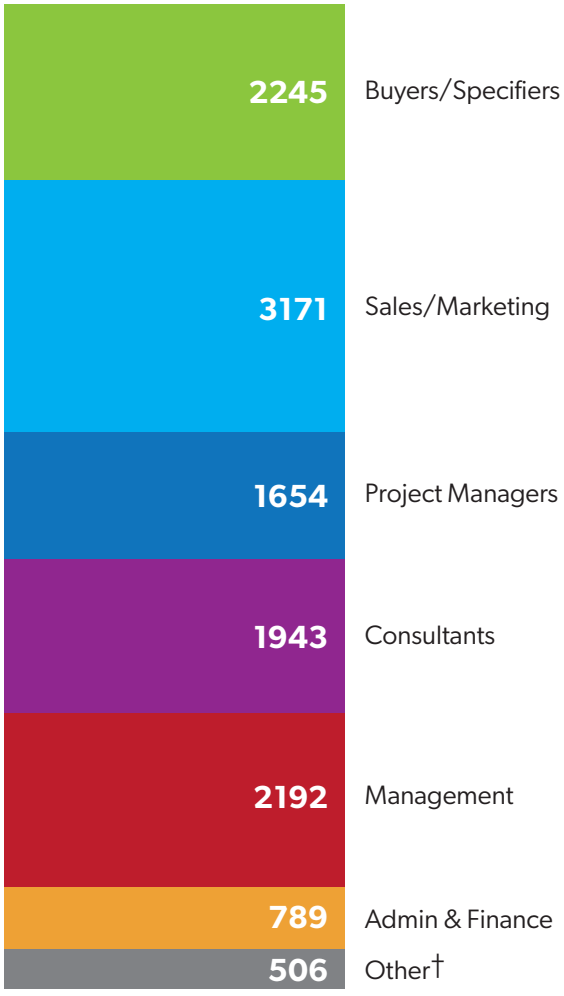


Readership by Job Title

Total: 12,500
(Hard Copy and Digital Versions)



Readership by Job Responsibility

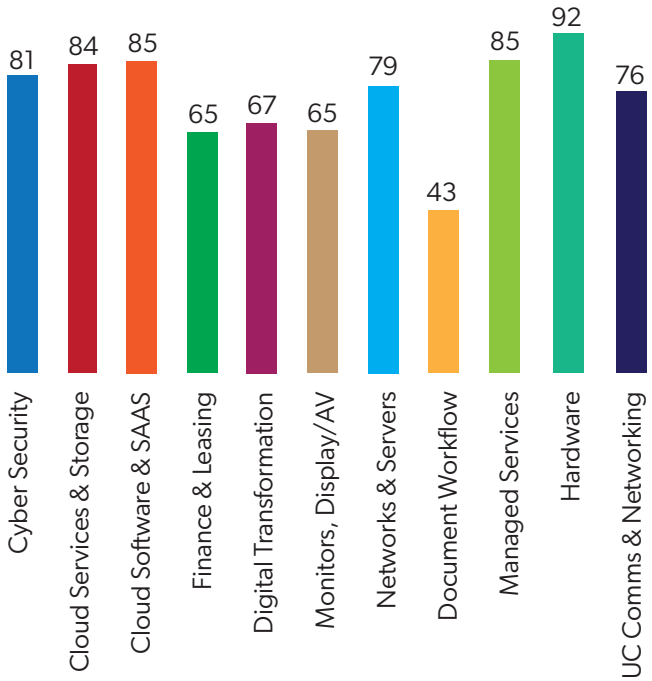


Total: 12,500
(Hard Copy and Digital Versions)

† *Other consists of a variety of specified key job titles.*

Products & Services offered by Readers by %*

*(*As a percentage of readership data analysis).*



Website statistics

2.9 to 3.5 million *Average Monthly range of* **Banner Impressions**

Average Monthly range of **Banner Clicks** **2450 to 2900**

400 to 1500 *Average 6 Monthly range of* **Post/Story views**

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ONLINE SPECIFICATIONS AND RATE CARD

HOME/GENERAL PAGES

ONLINE ADVERTISING OPTIONS

1 **Site Leaderboard Banner:** *@ £750 per month or £1800 for 3 months.* 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:** *@ £500 per month or £1450 for 3 months.* 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:** *@ £750 per month or £1800 for 3 months.* 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.

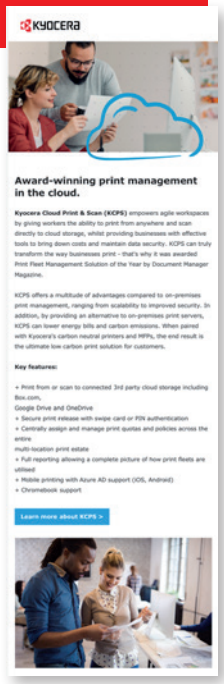
SPECIAL POSITIONS

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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