13

OPPORTUNITIES

TO WIN MORE CUSTOMERS

■ FOR SEVERAL DECADES, technology professionals in Ireland have relied on our media as their most trusted source of news, insight and analysis. No other media organisation has an equivalent track record in engaging decision makers in the tech sector. Inside you will discover 13 opportunities for you too win more customers. Talk to our team about REACHING Ireland's technology buyers through our unique portfolio of **Tech** products and services.

Trusted media brands are the bedrock on which customer **engagement** is built.

Delivering the attention of qualified tech buyers

IRELAND'S LEADER IN TECHNOLOGY COMMUNICATION

TechPro   **Tech**Central.ie   **TechFire**   **Tech**Trade   **Tech** EXCELLENCE AWARDS

One website, all platforms

■ **TechCentral.ie** is an information-rich online destination for all users of technology. Delivering daily news, regular blogs, event listings, podcasts and software downloads, TechCentral.ie is the perfect online partner for the in-depth analysis provided by **TechPro** magazine and **TechFire** events.

With an exclusive affiliation with the world's largest publisher of IT-related information, TechCentral.ie delivers technology-focused news across a broad range of market segments from consumer to trade.

The site is optimised for delivery on all platforms. An e-mail newsletter '**The Technology Minute**' is delivered daily. The **TechRadio Podcast** is a weekly digest of consumer tech news and views.

Make your online message work harder:
reach Ireland's tech sector through the website that commands their attention best.

VISITOR SURVEY HIGHLIGHTS

88%
Is 'useful in helping visitors apply information technology':

81%
'Directly influences purchasing decisions':
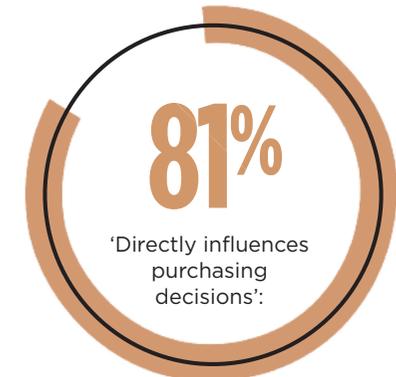
PROMOTE CROSS-PLATFORM ON TECHCENTRAL.IE

Mini Header
■ €650 per 4-week placement

MINI HEADER
285 x 90

Leaderboard
■ €650 per 4-week placement (includes mini MPU)

LEADERBOARD 728 x 90

MINI HEADER
285 x 90

MPU
■ €650 per 4-week placement

MPU
300 x 250

Native Advertising
Your content and images integrated with the TechCentral style. Can be published in a variety of formats including news, white paper, case study, infographic, how-to-guides, video, or question & answer articles.
■ €POA

MINI MPU
285 x 90

Mini MPU
■ €650 per 4-week placement

DAILY
EMAIL NEWSLETTER

■ **Today's Technology Minute**

■ Delivered daily: short headline links to latest site updates.

TARGET READERSHIP:
All readers of TechCentral.ie

■ €350 per ad slot (MPU or top placement mini-header)

MINI HEADER
285 x 90

MPU
300 x 250

Newsletters are optimised for smartphone display

Mini Header
PREMIUM POSITION

MINI HEADER
285 x 90
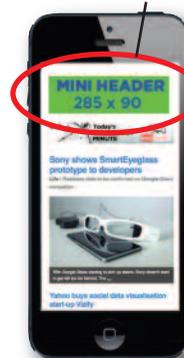
NEW

VIDEO
INTERVIEW

Working to your brief, we will broadcast your message to our audience online.

■ €POA

WEEKLY
EMAIL NEWSLETTER

■ **TechPro Focus**
■ **TechTrade Focus**

■ New weekly newsletters highlighting longer features from TechPro and TechTrade.

TARGET READERSHIP:
- TechPro Focus: IT professionals
- TechTrade Focus: Trade readers in the technology channel

■ €350 per ad slot (MPU or top placement mini-header)

MINI HEADER
285 x 90

MPU
300 x 250

CALL US ABOUT...
■ Takeovers ■ Peelbacks ■ TechRadio Podcasts ■ TechDownloads ... and other tailored options.

INSIGHT FOR IT LEADERSHIP

■ **TechPro** reaches top-tier IT decision makers in the enterprise, mid-market and public sectors. With the largest controlled circulation in Ireland to this important target market, TechPro delivers monthly insight and analysis in print, complementing online news delivery both daily and weekly. TechPro has an established and respected record of filtering the noise and buzz of the IT market to deliver this strategic insight to IT buyers.

Many of our readers rely on our online content for news updates, complementing this with a 'lean-back' reading experience for more detailed analysis of trends and issues.

## READERSHIP CATEGORY

- Business user with IT input **18%**
- Other IT Professional **18%**
- IT Professional at management or board level **64%**

ORGANISATION TYPE

- Academic **8%**
- Government **20%**
- Business **72%**

ANNUAL IT INVESTMENT

- < €100k **24%**
- €100k - €500k **20%**
- €500k-€1m **16%**
- €1m or more **40%**

USERS ON NETWORK

- < 100 users **19%**
- 100 - 250 users **24%**
- 500+ users **42%**
- 250 - 500 users **15%**
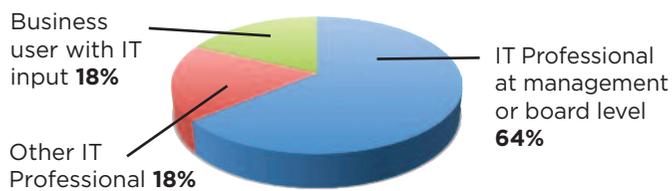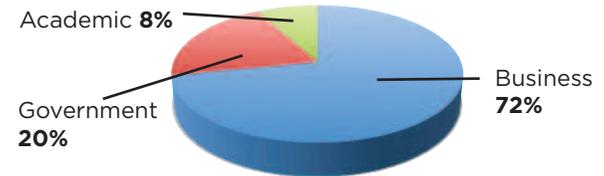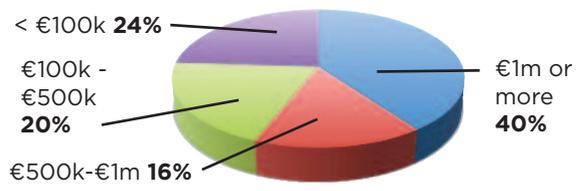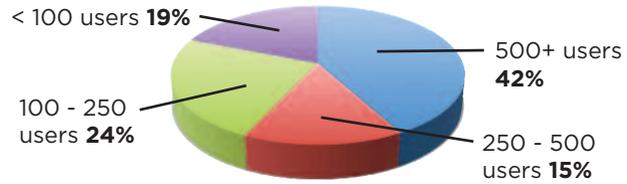
PURCHASING RESPONSIBILITY

- Make recommendations **33%**
- Final approval for purchase **67%**
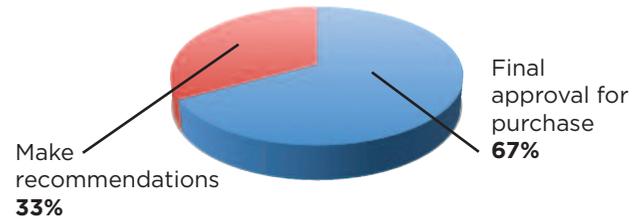
DIRECT TO DECISION MAKERS

▷ 90% coverage of senior IT buyers and specifiers in Ireland

▷ Connecting buyer with seller in the enterprise, mid-market and public sectors

PROFESSIONAL JOURNALISM...

▷ Interviews with C-suite executives

▷ Technology innovation, strategy and execution

▷ TechFocus white papers

▷ 'Inside Track' In-depth analysis

▷ Industry news, trends and regulatory updates

▷ Site news, customer wins

▷ Case Studies

▷ Market research & surveys

▷ CIO Strategy

▷ Product news

▷ What's On

...HELPING TO MAKE INFORMED PURCHASE DECISIONS

▷ Strategic IT Planning

▷ Vendor Assessment and Selection

▷ Price Benchmarking

▷ Mitigating Risk

▷ Maximising IT Investments

▷ Identifying New Opportunities

PRESENT THOUGHT LEADERSHIP IN A FOCAL POINT INTERVIEW

■ **Focal Point** is a series of articles in TechPro, opening its pages to the experts to hear what topics they think will make a critical difference for organisations. Whether it is an emerging trend or technology that you should be aware of, a lingering issue that will not go away, or an evolving situation of which you need to be appraised, we give a platform to the people who know.

How it works:
1. You choose the topic
2. You are interviewed by our journalist on why that topic is important to Irish enterprises
3. You discuss how your solution rises to the challenges faced by IT professionals

FULL PAGE

(1000 words & photo) €1950

MINI PAGE

(750 words & photo) €1500

ADDRESS IT BUYERS WITH A SPOTLIGHT FEATURE

■ The **Spotlight** series in TechPro focuses on a different topic each month. It is a communications platform that allows you to address IT buyers and influencers directly to tell them how and why you do what you do better than the competition.

Whether it's a new way to tackle an old problem or a brand new solution to an issue that buyers didn't even know they had, either way sometimes the best explanation can be from the people who created the solution.

Spotlight informs and educates buyers, a single view on a single product or service you offer, a one-shot solution for a pressing problem.

HALF PAGE

(500 words & photo) €1250

How it works:
1. You are interviewed by our journalist on your product
2. You discuss what your product does and how it addresses specific IT issues

OPPORTUNITY 5

ENGAGE CUSTOMERS WITH A TECHBEAT SURVEY

■ **TechBeat Survys** are presented online in TechCentral.ie and highlighted in print in TechPro. With your own tailored survey, aimed at our readership, you can capture valuable market research to define successful sales, marketing and PR strategies.
We can back up your tailored TechBeat Survey with news, feature editorial, advertising, personal email invitations and telemarketing.

▷ **Fee €POA**

OPPORTUNITY 6

LET US RUN YOUR NEXT EVENT

■ Planning a **Customer Event?** From marketing and audience generation, through venue management and logistics on the day, our team can deliver a turnkey service which leaves you to concentrate on winning more business from attendees.
Events are our business: set your targets, leave the details to us and get the results you need!

▷ **Fee €POA**

OPPORTUNITY 7

PROFILE YOUR CLIENT WINS WITH A CUSTOMER CASE STUDY

■ Customer testimonials can play a key role in your efforts to close that next piece of business. A **Customer Case Study**, concisely packaged, can be an engaging way to present your technology solutions.
Our editorial team can apply sub-editing for form and structure, as well as our house style for your prepared case studies. Your Customer Case Study will be highlighted with your logo, photo and call to action and contact details.

Third page (250 words) €500

Half page (500 words) €1,000

Mini page (750 words) €1,400

Full page (1000 words) €1,800

OPPORTUNITY 8

JOIN THE DEBATE AROUND AN INSIDE TRACK TOPIC

■ Make sure you are part of the debate. Featured topics in *TechPro* each month include 'Outsourcing & Managed Services', 'Security Services', 'Network Infrastructure', 'Virtualisation' ... and more.
Your published **Inside Track** opinion editorial includes your editorial comment, photo and call-to-action contact details.

▷ **Fee €395 (waived for advertisers)**

OPPORTUNITY 9

GET IN FRONT OF THE CHANNEL IN IRELAND'S ONLY INTEGRATED MEDIA SERVING THE TECH TRADE

■ The **TechTrade** section of **TechPro** magazine is aimed at a controlled database of readers in the distribution, reseller and vendor channels. As Ireland's ONLY trade medium, its editorial mix includes channel news, trend analysis, Deals Done, regular 'ChannelChat' interviews and strategic product focuses. Its monthly print output is complemented by online news delivery both daily and weekly — as well as the annual TechTrade Live Expo.

TechTrade Focus
weekly newsletter direct to trade inboxes

TechTrade Channel
in TechCentral.ie covers trade and channel topics

TechTradeLive
one day Channel-only event

TechTrade
section featured every month in TechPro: landing on trade desks

> TechTrade, is a vital medium through which the channel can network and identify **new business** opportunities. It is the **ONLY medium** covering the technology trade channel in Ireland.

OPPORTUNITY 10

COMMUNICATE YOUR MESSAGE WITH A CHANNEL CHAT

Channel Chat
is TechTrade's print and online interview series, profiling people and developments in the channel through one-to-one interview.
Have you got a story to tell? Sit down with our journalist and fill us in with a dedicated full page interview.

▷ **Fee €1800**
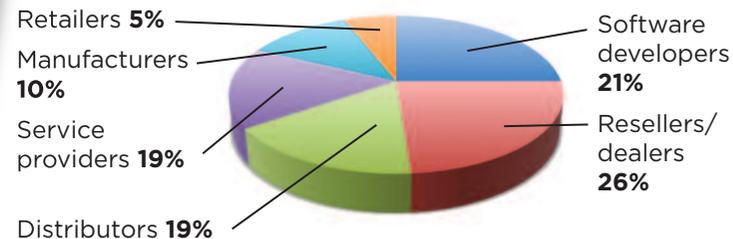
Setting goals

Who reads?

- Retailers **5%**
- Manufacturers **10%**
- Service providers **19%**
- Distributors **19%**
- Software developers **21%**
- Resellers/dealers **26%**

Buying responsibility

- Executive level **11%**
- Department director **8%**
- General manager **14%**
- Department manager **18%**
- CEO or MD **49%**
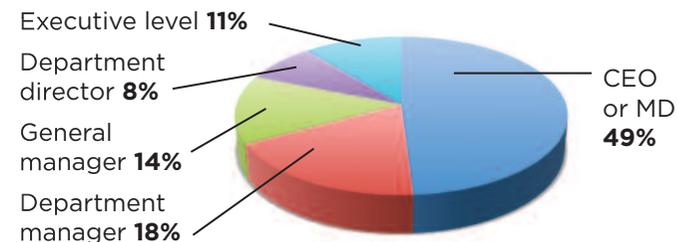
ONLINE

TechCentral.ie Advertising Rates 2017

WEBSITE *(sitewide/4 weeks)*

Leaderboard	€650
MPU	€650
Mini Header *Premium Position*	€650

E-MAIL NEWSLETTERS *(per delivery)*

Today's Technology Minute: Banner or MPU	€350
TechPro Focus: Banner or MPU	€350
TechTrade Focus: Banner or MPU	€350

Ad sizes (pixels W x H)

MPU
300 x 250
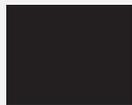
Mini Header
285 x 90

Leaderboard
728 x 90

Mini MPU
300 x 100

Banner
468 x 60

PRINT

TechPro & **TechTrade**

Advertising Rates 2017

		Copy Size (mm) Height Width	
Full Page	**€4,500**	*326 x 225*	
Mini Page	**€3,200**	*256 x 179*	
Inside Front Cover	**€4,800**	*326 x 225*	
Outside Back Cover	**€4,900**	*326 x 225*	
Half Page	**€2,600**	*168 x 226*	*ACROSS*
		325 x 112	*UPRIGHT*
Third Page	**€1,800**	*135 x 174*	*ACROSS*
		191 x 130	*UPRIGHT*
Quarter Page	**€1,600**	*85 x 226*	*ACROSS*
		135 x 130	*UPRIGHT*
Sixth Page Strip	**€900**	*55 x 226*	
Front Page Solus	**€2,700**	*90 x 174*	
Double Page Spread	**€8,300**	*337 x 470*	
Mini Double Spread	**€5,500**	*256 x 378*	

Full page measurements

COPY SIZE → TRIM SIZE → BLEED SIZE*

225w / 326h   240w / 340h   250w / 350h
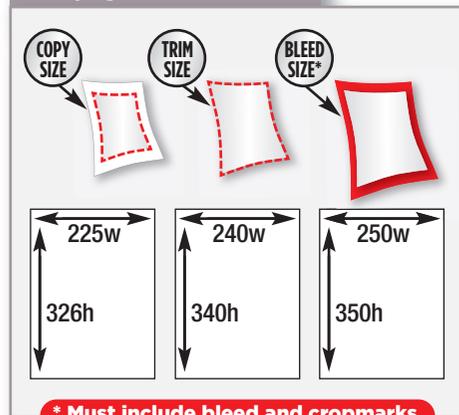
* Must include bleed and cropmarks

12

THE TECH BUSINESS OSCARS

Company of the year

THE **Tech Excellence Awards** are Ireland's badge of honour in the IT industry.

Now in its 17th year, this Awards programme recognises excellence not only in implementing tech solutions, but also in the business of marketing and implementing technology for business.

Promoted throughout the range of our Tech media both online and print, the Awards Night represents the industry's Oscars ceremony. It is the principal networking event in the sector: the place to gather with colleagues, business partners, customers and friends.

Sponsors benefit from coverage and accreditation in event advertising and editorial, and display branding on backdrops in the venue and on the marketing collateral on the night.

Tech
EXCELLENCE
AWARDS

IT Professional of the Year

Project of the Year

Sponsoring an Award is a high-profile opportunity
to associate your brand with WINNERS.
Sponsors present their award on stage, and host customers, business partners and colleagues at their own branded table.

OPPORTUNITY
13
LEAD GENERATION IN A ROOM

■ FACE-TO-FACE opportunities to generate new customer prospects (as well as keeping close to existing ones) are a vital part of the marketing mix. However, in a market cluttered with 'vendor-driven' events, IT buyers have become highly selective about seminars and briefings. Partnering with our independent, trusted media brands allows your message to be delivered within its industry context. Our acclaimed **TechFire** series of events, presented by associate publisher Paul Hearns, examine a 'burning question of IT' in a breakfast briefing format with end-user interviews and peer-to-peer networking.

What's OUT: long-winded Powerpoint presentations and hard-sell vendor pitches

What's IN: moderated discussion, your sales message delivered in a low-key format via customer interview, with client networking to the fore.

TechFire meetings are focused on sharing IT best practice through **moderated discussion.** As a sponsor, you have **exclusive access** to the qualified buyers in the room.

HOW DOES A TECHFIRE EVENT WORK?

▷ Consultation with our host partner creates a theme and topic — a 'burning question' in IT.

▷ We develop this by encouraging questions online pre-event, as part of audience generation.

▷ Build-up can include reader surveys to create discussion topics.

▷ On the day (morning breakfast format) Paul provides the attendance with his independent in-context overview of the theme.

▷ The sponsor makes a ten-minute 'elevator pitch': we monitor time and are guardians of audience attention.

▷ Paul introduces 2-3 customers of the host partner(s), each interviewed with a view to exploring their implementation of the host partner's solution.

▷ Active discussion is promoted through the room: emphasis is on giving the audience a series of worthwhile takeaways.

▷ Moderated by Paul as chairman, sponsor contribution is encouraged throughout the discussion and client interviews.

▷ Attendees are encouraged to mingle afterwards, visit sponsor's demo, leave with sponsor

▷ Follow-up to assess Attendance list of qualified provided to sponsor.

Moderator: Paul Hearns, Editor & Associate Publisher, TechPro

ANSWERING THE BURNING QUESTIONS IN IT
TechFire

BECOME A TECHFIRE HOST PARTNER. PACKAGE INCLUDES:

▷ Title co-branding and presentation of the event

▷ Associate publisher Paul Hearns as the independent moderator

▷ Editorial news announcement and diary notice in *TechPro* and *TechCentral.ie*

▷ Two full page adverts in *TechPro* prior to event to drive registrations

▷ Banner and MPU advert campaign to drive online registrations

▷ Personalised e-mail invitations to selected *TechPro* and *TechCentral readers*

▷ Promotion in The Technology Minute, *TechCentral.ie*'s opt-in e-mail newsletters

▷ Creation of an online event landing page, with pre-event discussion and context

▷ Management of all speaker liaison and event logistics

▷ Coffee/tea/breakfast pastries provided to all delegates

▷ Hotel parking costs covered

▷ Delegate registration, RSVP management and preparation of delegate badges

▷ Onsite delegate registration and manning of Welcome desk

▷ Area for table-top promotion and meet/greet

▷ Ten-minute direct speaker slot

▷ Provision of full attendee contact list and data

▷ Photo and video record of event, with follow-up promoted online

▷ Editorial news coverage and follow-up reporting in *TechCentral.ie* and *TechPro*

TechPro 2017 Editorial Features Schedule

TechTrade

Issue	Editorial deadline	Advertising Deadline	Lead Feature	Special Report	Inside Track	Spotlight Interview	Focal Point Interview	Editorial	Channel Chat Interview
February	Jan 13	Jan 20	Brexit, Trump and digital disruption: dealing with the unexpected	Cloud economics: what are the real costs of cloud?	Print Services	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
March	Feb 10	Feb 17	GDPR Part 1: What is it?	Disappearing data centres	Security Services	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
April	Mar 14	Mar 24	GDPR Part 2: Implementation	Cognitive computing and business	Data Protection	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
May	Apr 13	Apr 21	GDPR Part 3: Operation	Public sector IT: the strategy plan, the GCIO	GRC	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
June	May 12	May 19	The evolving security landscape: risk-based measures	Lambda architectures: what is servless computing?	Converged Infrastructure	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
Jul/Aug	Jun 16	Jun 23	New realities AR and VR in enterprise	Brexit Report	Business Continuity and DR	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
September	Aug 18	Aug 25	New workforce: multigenerational, diversely skilled, partly cyber	New security tools: AI and machine learning at the heart of defence	Storage	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
October	Sep 115	Sep 22	Automation in business: Its not about robots	Virtualisation version x.0: what next?	Cloud Services	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
November	Oct 13	Oct 20	The future-ready CIO	Maturing IoT: platforms, sensors, utility?	Mobility	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*
Dec/Jan	Nov 17	Nov 24	Digital transformation: are we done yet?	Data as a Service	Predictions 2018	*Call to book an interview with you on a product/service you provide*	*Call to book an interview with you on your chosen topic*	Channel news & special report	*Call to book your interview*

Subject to change

Tech Communications, PR & Advertising Schedule

Client

	TechPro								TechTrade			TechCentral.ie		TOTAL
	Copy Deadline	Focal Point Interview	Spotlight Interview	Case Study	Inside Track	Editorial	Advertising	Other	Advertising	Editorial	Other	Online	Other	
Jan														
Feb														
Mar														
QUARTERLY COST:														
Apr														
May														
Jun														
QUARTERLY COST:														
Jul														
Aug														
Sep														
QUARTERLY COST:														
Oct														
Nov														
Dec														
QUARTERLY COST:														

12,000 email NEWSLETTER subscribers

FOCAL POINT thought leadership interview

40,000 TechCentral.ie visitors ONLINE monthly

PUBLISHED CUSTOMER Case Studies

Tech **EXCELLENCE** Awards sponsor, enter, win

20,000+ TECHPRO readership

TechTrade **CHANNEL CHAT** interview

13 ways to win more customers

3,000 TechTrade CHANNEL-ONLY audience in print, online and an event

TECHFIRE event host partner

INSIDE TRACK editorial features

SPOTLIGHT product/service feature

TECHBEAT survey partnership
THE PULSE OF IRELAND'S IT

Your Event **TURNKEY EVENT** service

mediateam

Talk to Ireland's leader in Technology communication today;
01 2947763 | brenda@mediateam.ie | mediateam.ie