



Cloudhosting

MEDIA INFORMATION 2017



Why Cloud Hosting Magazine?

Technology is advancing all the time and nowhere is that more apparent than in the emergence of Cloud Computing. Cloud Hosting is the industries most comprehensive and up to date resource for all things cloud - from public and private cloud to hybrid and community cloud to security, virtualisation and business continuity, and everything in between!

The term cloud computing goes beyond software-as-a-service (SaaS) or Unified

Communications - it's an entirely new way to build, deploy and scale enterprise communications and computing systems.

Being able to run a reliable, secure, and efficient cloud with an increasing number of applications is paramount in today's world. And it's not just the additional applications that present new challenges; - organisations also have to be aware of new legislation and the penalties for not being compliant. Whilst all of the above means that investment in many aspects of technology is on the increase, organisations still have to look at the business case and cost-justify expenditure.

Cloud Hosting addresses the key issues through thought provoking and relevant editorial. Our Tech Updates cover technological updates and advancements whilst, case studies show how solutions have helped real-life organisations overcome challenges and found solutions. Product reviews provide an independent expert's assessment of a product, whilst our viewpoint and opinion pieces allow companies to position themselves as thought leaders. The Cloud Hosting "Masterclass" series enables suppliers to connect with readers in an educational way on a subject they have particular expertise in via their own regular column, and of course the magazine also carries comment articles, interviews and news.

Circulation and Readership

Each issue of Cloud Hosting is read by 17,500 people.
Extra copies will be printed for distribution at trade shows.

17,500 subscribers for the printed copy of the magazine
22,700 subscribers for our online newsletter
Average of 26,400 visitors to www.cloudhostingmagazine.co.uk
94% of readers are UK based
76% of readers influence purchasing decisions for their company

Who Reads Cloud Hosting Magazine?

Our targeted, focused and controlled subscription based circulation gives companies the opportunity to talk directly to the people that matter with the minimum of wastage. Our bi-monthly magazine is delivered directly to their business address and is addressed to the named individual subscriber.

- C-Level Executives including business owners, CTOs or CIOs who are working to formulate a strategy to leverage wireless to drive productivity, reduce waste, increase mobile access just get a better handle on how to effectively deploy cloud strategies.
- IT Managers and IT Directors - Decision makers with budget control.
- Service providers seeking to keep up on the latest cloud developments in customer demand, new products and business strategy.
- Application developers aiming to keep abreast of end user and network operator needs and opportunities.
- Equipment or services vendors, distributors and channel partners looking to learn more about technology buying trends and partnership possibilities.

76%

of Readers Influence Purchases for Their Company

OUR READERS ARE INTERESTED IN PURCHASING:

- Applications development/management
- Cloud Computing
- Computer hardware/servers
- CRM
- E-commerce
- Outsourcing/services
- Power management
- Environmental Issues
- Security/risk management
- Software infrastructure
- Storage/disaster recovery/continuity
- Telecommunications/broadband/conferencing software
- Virtualisation solutions
- Wireless/mobile computing devices/smartphones

READERSHIP ANALYSIS BY ORGANISATION, JOB FUNCTION AND PURCHASING POWER

Agriculture/Mining/Oil/Chemical	1.2%
Architecture/Construction	2.7%
Computer consultancy	11.5%
Computer dealer/retailer	3.9%
Computer/peripherals manufacturer	3.7%
Distributor/retailer (non computer)	3.8%
Education	8.9%
Engineering	4.0%
Finance/Banking/Accounting	10.2%
Government	8.5%
Hotel/catering	1.7%
Legal/Insurance/Property	4.1%
Manufacturer (non computing)	8.5%
Media/marketing/Advertising	3.0%
Medical/healthcare	2.2%
Telecomms	2.9%
Transportation	1.3%
Utilities	1.9%
VAR/System integrators	9.9%
Other	6.9%

JOB ROLES

IT Management	72.5%
Managing Director/Proprietor/Other Directors	15.6%
Other	11.9%

EMPLOYEES

Under 25	12.7%
26-100	10.3%
101 - 500	19.8%
501 - 1000	13.1%
1001 - 5000	24.5%
5000+	19.6%

TURNOVER

Under - £100K	3.6%
£100K - £500K	19.5%
£500K - £1m	19.9%
£1mill - £5mill	24.8%
£5mill - £10mill	10.2%
£10mill -£50mill	10%
£50mill plus	12%

ROLE IN DECISION MAKING

Approve acquisition	42.4%
Determine need	86.6%
Define product	81.5%
Evaluate supplier	66.0%
Select brand	56.9%
Select vendor/Source	62.3%
None of the above	6.6%

Prices for advertising and other services

MAGAZINE ADVERTISING RATES

- Double page: £3450
- Single Page: £1950
- Half Page: £1000
- Premium for cover position: 40%
- Agency Comm: 10%

Other sizes only available by special arrangement.
Price discounts for multiple insertions available on application

INSERTS UP TO 10G - price on application

MASTERCLASS SPONSORSHIP

The Cloud Hosting "Masterclass" series enables suppliers to connect with readers in an educational way on a subject they have particular expertise in via their own regular column. A great way of developing thought leadership status! Digital (PDF) copies of each article will be supplied to the client for their own unrestricted use.

- £1600 per issue

PRODUCT/SERVICE REVIEWS

Product reviews provide an independent and accurate assessment of a product. The review will be published in the magazine, on our website and on our E-Newsletter.

- £1950 - includes Digital Copies (PDF) for the clients own unrestricted use

DIGITAL ADVERTISING RATES

As well as directing visitors/subscribers to the client's website and for brand awareness we can use the digital banners both on the newsletter and the website to generate sales leads (prices on application)

- Header Banner on E-Newsletter - £1500 per broadcast
- Banner in body of E-Newsletter - £950 per broadcast
- Header Banner on website homepage - £1000 per month
- Banner in body of website homepage - £400 per month
- Banner on side panel of website homepage - £400 per month

All Banners include URL link to page of client's choice.
Varying sizes can be discussed on application
Discounts will be offered for bulk bookings on application.

LEAD GENERATION

There are many options available to those wishing to generate leads by reaching out to the Cloud Hosting subscribers. Prices are available on application and will be dependent on volume of leads required and level of qualification. To give examples;

- Leads generated via white paper download - £40 per lead approx
- Leads generated from telemarketing campaign - £50 - £100 per lead approx

DATABASE RENTAL

Mail or email prospects on the Cloud Hosting database. Select prospects by job title, size of organisation, annual expenditure on networking products or by any other field shown on the Cloud Hosting reader registration form

- Email broadcast - Prices from £200 per 1000 names dependent on volume.

On-Line Opportunities

The ability to communicate with potential clients and re-enforce your presence with existing ones when you want to is just one of the benefits of our On Line service. With a huge, clean and verified database of our reader's details, we are able to offer the following ways to communicate with them over and above our printed magazine, Cloud Hosting:

- Eblasts – Sent directly to the readers email address, our eblast service offers the chance to send a specific message at a specific time to the readership. Additionally, we offer you the opportunity to target the readers further, by offering targeted eblasts based on geographic location, job function or organisation. Please call us for further details.

- www.cloudhostingmagazine.com – Our recently launched site is an ideal platform to carry your banners and skyscrapers as well as on our links page, the opportunity to have a permanent link through to your own website. Please call for details.
- Research – We are more than happy to post your research on our site, and for a nominal monthly fee will also provide a download facility, enabling you to capture the data of those wanting to view it. So if you have research, white papers or surveys you think would be of interest to our readers please do get in touch.

TITLE	FIRST NAME	SURNAME	JOB TITLE	COMPANY	POSTCODE	EMAIL
Mr	First name here	Surname here	Technical Architect	Accenture	EC3M 3BD	email here
Mr	First name here	Surname here	Cloud, Managed & Technical Services Manager	Agfa Gevaert NV	TW8 9AX	email here
Mr	First name here	Surname here	IT Director	BAE Systems	CRO 6BZ	email here
Mr	First name here	Surname here	IT Manager	Bell Microsystem Ltd	PO5 4AO	email here
Mr	First name here	Surname here	Cloud Director	British Airways	UB7 0GB	email here
Mr	First name here	Surname here	Managing Director	BroadGroup	EC1N 8AN	email here
Mr	First name here	Surname here	Infrastructure Analyst	Burness Paul LLP	EH3 9WJ	email here
Mr	First name here	Surname here	Senior ICT Client Officer	Cambridge City Council	CB24 6AQ	email here
Mr	First name here	Surname here	IT - Senior Manager	Citybond Holdings plc	BR3 4SY	email here
Mr	First name here	Surname here	CIO	Coit	EC3A 7QN	email here
Mr	First name here	Surname here	Document and Data Compliance Manager	Crossrail	E11 1JB	email here
Mr	First name here	Surname here	Business Development	Custodian Data Centre	ME14 5NZ	email here
Mr	First name here	Surname here	Intelligence officer	Department of Trade & Industry	SW1H 0NN	email here
Mr	First name here	Surname here	Infrastructure Architect	DHL - Williams Lea	SG6 1FX	email here
Mr	First name here	Surname here	IT Director	Hiscox	EC3A 7JB	email here
Mr	First name here	Surname here	Finance Director	Hitachi Data Systems	RG12 1RB	email here
Mr	First name here	Surname here	Cloud Engineer	HP Labs	BS34 9QZ	email here
Mr	First name here	Surname here	Communications Manager	Investec	ec2v7qp	email here
Mr	First name here	Surname here	Records Manager	Johnson & Johnson Medical Ltd	RG40 3EW	email here
Mr	First name here	Surname here	CIO	JP Morgan	N15 3AJ	email here
Mr	First name here	Surname here	Cloud Director	K3 Hosting	DN3 2FG	email here
Mr	First name here	Surname here	Document Workflow Practice Manager	Konica Minolta Business Solutions (UK) Ltd	WA5 8WD	email here
Mr	First name here	Surname here	IT Infrastructure Director	Land Registry	PL6 5WS	email here
Mr	First name here	Surname here	Global IT Manager	Lombard Medical Technologies Ltd	OX11 7HJ	email here
Mr	First name here	Surname here	Enterprise Telecommunications Product Manager	Morgan Stanley	E14 4QA	email here
Mr	First name here	Surname here	IT Manager	Mouchel	LN1 1YT	email here
Mr	First name here	Surname here	IT Infrastructure Team Leader	Natural History Museum	SW7 5BD	email here
Mr	First name here	Surname here	Procurement Manager	NHS	S5 7AU	email here
Mr	First name here	Surname here	PMO Team Leader	Northumbrian Water Group	CH1 5FA	email here
Mr	First name here	Surname here	IT Manager	Portsmouth Hospitals NHS Trust	PO6 3LY	email here
Mr	First name here	Surname here	Head of Cloud IT & Services	RBS	EC2M 4RB	email here
Mr	First name here	Surname here	Head of IT	Renishaw Plc	G12 8JR	email here
Mr	First name here	Surname here	Head of Scanning and Workflow	Royal Mail	AL5 5PX	email here
Mr	First name here	Surname here	IT Manager	The Bunker	EC2V 0HR	email here
Mr	First name here	Surname here	IT Specialist	Thomson Reuters	E6 6NN	email here
Mr	First name here	Surname here	Programme Cloud Manager	Transport for London	SW1H 0TL	email here
Mr	First name here	Surname here	Enterprise Architect	Vodafone	NW10 7PH	email here
Mr	First name here	Surname here	Director	Vogue Couture Ltd	N4 3HH	email here
Mr	First name here	Surname here	IT Director	Wessex Water	BA2 7WW	email here
Mr	First name here	Surname here	IT Security Officer	West Yorkshire Police	WF1 3QP	email here
Mr	First name here	Surname here	IT Operations Director	Whitbread PLC	LU5 5XE	email here

Mechanical Data

ADVERTISEMENT SIZE DEPTH/WIDTH

Double-Page Bleed 307 mm x 440 mm
Double-Page Trim 297 mm x 420 mm
Double-Page Type 287 mm x 400 mm
Single-Page Bleed 307 mm x 220 mm
Single-Page Trim 297 mm x 210 mm
Single-Page Type 287 mm x 200 mm
Half Type 130 mm x 190 mm
Verticle Half 280 mm x 90mm

TECHNICAL REQUIREMENTS:

- PDF File
- High Res 300 dpi
 - Registration Marks
 - 5 mm bleed all around
- Tiff
- High Res 300dpi
 - 5 mm bleed all around
- Jpeg
- High Res 300dpi
 - 5 mm bleed all around

Please call the Production department on +44 (0) 1689 616 000 before submitting digital copy of any kind in order to ensure system compatibility.

DIGITAL BANNERS

- Newsletter Header Banner - 540x86 pixels
- Newsletter Banner in body of newsletter - 450x75 pixels
- Header Banner on website homepage - 460x85 pixels
- Banner in body of homepage - 375x60 pixels
- Banner on side panel of homepage - 180x244 pixels

Variant size banners available on request



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