

Inside_Networks



THE NETWORK INFRASTRUCTURE



MEDIA KIT 2019

Inside_Networks – THE NETWORK INFRASTRUCTURE E-MAGAZINE

Launched in 2010, Inside_Networks was the first online magazine dedicated to enterprise and data centre network infrastructures and continues to push the boundaries of this innovative format.

Unique in style and content, it features a diverse range of information about this fast moving sector. Data centre owners and managers, IT directors, chief information officers (CIOs), consultants, installers and integrators – as well as anyone else involved in this industry – find it an invaluable resource.



POSITIONING STATEMENT

Each month Inside_Networks brings its global readership a diverse range of high quality editorial content including the latest industry developments, standards, white papers, interviews, blogs, videos, webinars, environmental issues and technology, as well as in-depth articles from renowned industry experts on a variety of subjects.

As a state-of-the-art promotional medium, Inside_Networks offers advertisers and contributors innovative ways to get their marketing messages to their audiences. Just as importantly, it has the added advantage of being far more environmentally friendly than paper based magazines.

REGULAR SECTIONS

Inside_Networks contains a number of regular sections:

NEWS - all that's happening in the world of network infrastructures

MAILBOX - the pick of the recent emails to Inside_Networks

QUESTION TIME - Inside_Networks asks a panel of industry experts to discuss an industry hot topic

SPOTLIGHT - a leading industry figure is profiled

CHANNEL UPDATE - moves, adds and changes in the channel

QUICK CLICKS - A one click guide to the latest industry blogs, electronic literature, videos, apps, white papers and webinars

PROJECTS & CONTRACTS - case studies from around the globe

PRODUCTS & SERVICES - the latest network infrastructure products, systems and services

ENERGY MANAGEMENT

Efficiency drive

No Sheikh of Geisz, a division of Vertiv, explains how to cut costs and improve data centre efficiency by using switchable power distribution units (PDUs)

46 Managing power has become a critical and variable factor in data centre operating costs. Energy efficiency in data centres is often measured using Power Usage Effectiveness (PUE). PUE is the ratio of total facility energy to IT equipment energy within a data centre. Essentially, it is a measure of how efficiently the power and cooling is being delivered to the IT equipment.

NUMBER CRUNCHING
According to the Uptime Institute's 2014 Data Centre Survey, the global average PUE of respondents' largest data centres is around 1.7. This means for every 1.7W in at the utility meter, only 1W is delivered out to the IT load. Reducing the usage of non-IT facility equipment including cooling and lighting, while optimising the use of IT resources is key in improving PUE.

Modern data centres are purchasing more energy efficient hardware and making design changes to improve performance and get as close to a PUE of 1.0 as possible. An area that's often overlooked is the rack power distribution unit (PDU).

RACK 'EM UP
Rack PDUs play a vital role in safely delivering power to servers, storage devices and network equipment. What is less understood is how much PDUs contribute to overall efficiency, when properly managed. There are a variety of available PDU types, which mainly consist of basic, metered, monitored and switched formats. Higher end PDUs typically have more capability and intelligence while also providing power metering - aggregate and outlet level - and environmental monitoring.

Monitored and switched PDUs have networking capability and are often referred to as intelligent PDUs. Intelligent rack PDUs provide access to historic and real time power usage data, allowing managers to better balance and reallocate energy resources. These

"Having PDUs with the ability for remote reboot, as well as power-on sequencing, provides data centres with a way to effectively and safely get equipment back online."

PDUs also can generate alerts when circuits are at risk of overloading or have been tripped. Intelligent PDUs help improve PUE by integrating environmental sensors to determine airflow patterns, identify hot spots and provide insights for system design improvements.

Some switched PDUs offer additional features such as remote reboot of unresponsive servers, the remote shutdown of idle equipment and reduced energy use.

MORE WITH LESS
Given that most data centres are struggling to get more done with fewer

people, having to dispatch administrators to an unresponsive server is time consuming and costly.

When a server becomes unresponsive, often the only viable resolution is a hard reboot requiring the administrator to physically unplug the device and plug it back in. These manual reboots often translate to longer downtime, which impacts revenues, reputation and overall productivity. This especially rings true for remote facilities, where there is far more expense involved in getting personnel to the facility. Having the ability to perform a remote hard reboot through the PDU interface offers an instant fix. Additionally, switched PDUs provide secure control of individual outlets enabling authorised users to address such issues instantaneously.

The costly effects of one or two unresponsive devices in a large scale outage, like a brownout or blackout, can be debilitating to data centre operations. Recovering from a downtime incident requires more than just restarting

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FEATURES

As well as its regular mix of news stories, articles and comment, each month Inside_Networks focuses on two specific areas of the network infrastructure industry.

The features contain articles from high profile industry experts. They also offer manufacturers, distributors and service providers an opportunity to promote themselves and what they do.

For £150 advertisers are allocated 150 words and an image, which covers approximately half a page. Each insertion features a link back to the advertiser's website.

FEATURES 2019	
JAN	CABLE MANAGEMENT AND LABELLING CONNECTORS AND CONNECTIVITY
FEB	COPPER CABLING SYSTEMS COLOCATION DATA CENTRES
MAR	FIBRE OPTIC CABLING STANDARDS TRAINING AND SKILLS DEVELOPMENT
APR	INTELLIGENT BUILDINGS TESTING AND TEST EQUIPMENT
MAY	UPS AND POWER DISTRIBUTION WIRELESS NETWORKING
JUN	AIM, IIM AND NETWORK MANAGEMENT CONTAINMENT
JUL	COPPER CABLING STANDARDS ENERGY MANAGEMENT
AUG	IP BASED SECURITY AND ACCESS CONTROL MODULAR DATA CENTRES
SEP	FIBRE OPTIC CABLING SYSTEMS COOLING AND CLIMATE MANAGEMENT
OCT	ENCLOSURES, RACKS AND CABINETS CONVERGED NETWORK INFRASTRUCTURES
NOV	DCIM AND SECURITY GREEN NETWORKING
DEC	UPS AND POWER MANAGEMENT PRE-TERMINATED SYSTEMS

ADVERTISING AND PROMOTION

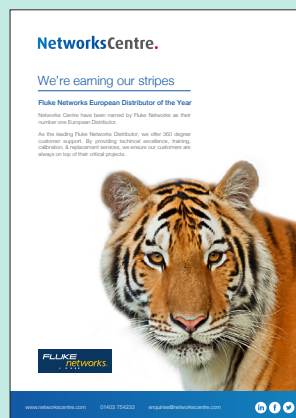
Inside_Networks offers a highly effective way for advertisers to communicate their messages to their target audiences.



Readers can simply click on an advertisement and go directly to the advertiser's website, where they can obtain more information about areas of specific interest.

And it doesn't stop there – advertisers can also use animation and video to enhance their advertisements and make them even more eye-catching.

To find out more about the advertising opportunities offered by Inside_Networks, including space availability, prices and deadlines, call **01603 610265**.



CIRCULATION AND ADVERTISING RATES

By using the latest online monitoring tools we know that Inside_Networks is read by over 19,000 people each month.

It also has a truly multinational readership with readers from over 100 different countries and regions.

RATE CARD		
Size	Dimensions (mm)	Price
DOUBLE PAGE SPREAD	210(h) x 297(w)	£895
FULL PAGE	210(h) x 148(w)	£525
HALF PAGE	105(h) x 148 (w)	£295

Discounts will be offered for multiple/series bookings.

AD SPECIFICATIONS

PDF at 300dpi.

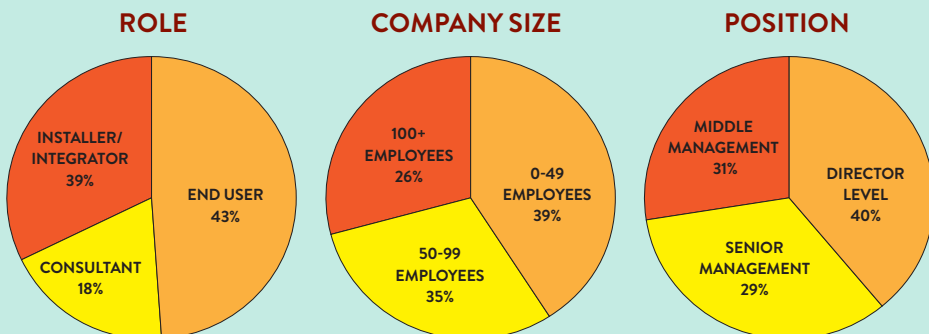
No crop marks or bleed preferred.

To find out more about animated or video based advertising, contact **rob@insidenetworks.co.uk**



CIRCULATION BREAKDOWN

Inside_Networks is read by a broad spectrum of individuals including data centre owners and managers, IT directors and managers, consultants, facilities managers, designers, project managers, installers and integrators. These people operate in an equally diverse range of business sectors including finance, health, education, legal, retail, public sector, defence and utilities.



FREE SUBSCRIPTION

Inside_Networks offers a free subscription to anyone involved with network infrastructures in the data centre and enterprise. By filling in a simple form you will be notified via an eshot when the next issue is online, along with a direct link to your copy.

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