

Inside Networks

THE NETWORK INFRASTRUCTURE E





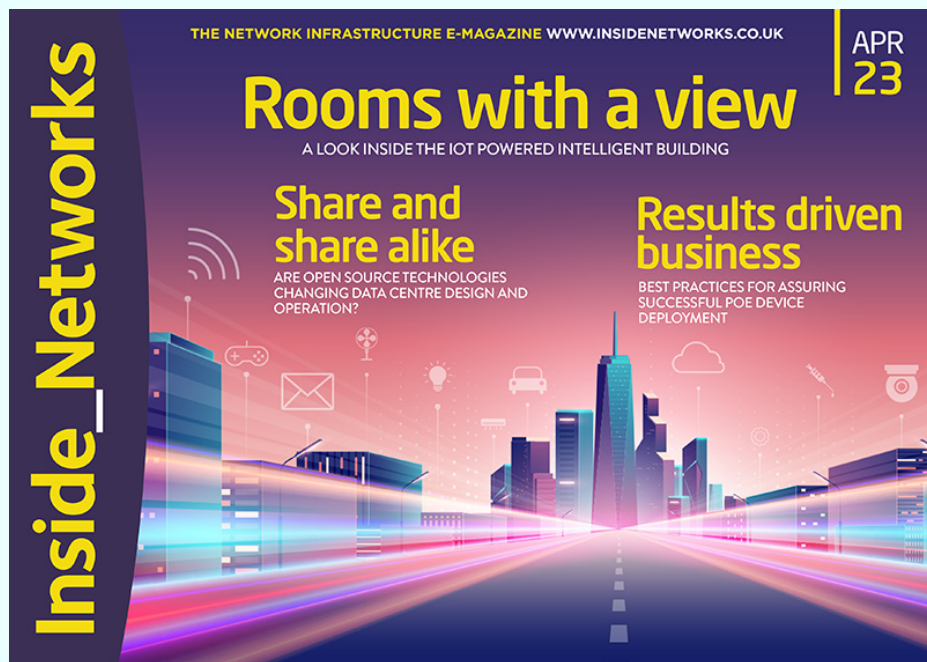
MEDIA KIT 24



Inside_Networks – THE NETWORK INFRASTRUCTURE E-MAGAZINE

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

Unique in style and content, it features a wealth 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 fast moving industry – find it an invaluable resource.



POSITIONING STATEMENT

Each month Inside_Networks brings its readership a diverse range of high quality editorial content. This includes the latest industry developments, standards updates, white papers, interviews, blogs, videos, webinars, environmental initiatives and technology, as well as in-depth articles from renowned industry experts on a wide 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** – a panel of industry experts 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

COOLING AND CLIMATE MANAGEMENT

TRENDS IN NETWORKS | SEP 23

Direction of travel

Paul Mallon of Stellium Datacenters looks at where the data centre sector can go with liquid and immersion cooling

There are almost 3,000 data centres in Europe alone, with another 3,000 in North America. These are made up of cooling platforms that deliver Power Usage Effectiveness (PUE) ratings from +2.0 to sub 1.3.

GRAND DESIGNS

There are a number of methods of cooling these facilities:

- Direct exchange (DX) cooling – optimum cooling capacity of racks sub 15kW
- Chilled water using computer room air conditioning (CRAC) units (many using adiabatic) – optimum cooling capacity of racks sub 15kW
- Indirect air (many using adiabatic) – optimum cooling capacity of racks sub 15kW
- Direct air (many using adiabatic) – optimum cooling capacity of racks sub 15kW
- In-row/rear door/on-chip cooling (using sealed cooling circuits) – optimum cooling capacity of racks sub 200kW
- Immersion cooling (using sealed dielectric cooling fluid circuits) – optimum cooling capacity of racks sub 200kW

As a backdrop to considering the optimum cooling solutions for data centres, the industry has experienced unprecedented growth over the last 18 months following

the Covid-19 pandemic. In addition, Europe has been imbedded in the political crisis in Ukraine, which looks like it will not end any time soon. This has resulted in an energy crisis in Europe, which besides causing considerable energy supply issues, has resulted in European countries accelerating the programme of eliminating carbon emitting electrical generating stations. The data centre industry has been responding very positively to the zero carbon emissions programme.

HOT TOPIC

Climate change has resulted in higher temperatures during summer months, causing numerous data centre failures

in regions where these excessive temperatures have exceeded design operating parameters. Traditional client platforms demanded we present cooling air to the rack at 24°C. There was always some scope to push the moist air envelope to the ASHRAE standard of 27°C, but for those in the colocation business that leaves no scope for alert/response to potential temperature breaches.

High performance computing (HPC) now demands a different approach to temperature in racks. With core chip operating temperatures now at +90°C, we can now contemplate presenting cool air to racks at +35°C.

THE COOLING CHALLENGE

Going forward, what are the options for the 3,000 or so existing data centres in Europe

that find themselves facing the challenge of zero carbon, high energy prices, higher temperatures due to climate change and client migration to HPC applications?

• Chilled water

This offers a wide range of options within what is very much a traditional data centre solution. This is based around central chillers, pumped ring main and CRAC units. Add to this the HPC scalability that comes with in-row cooling, rear door cooling and on-chip cooling, and this becomes a very flexible solution.

Traditional chilled water cooling solutions will achieve PUEs of 1.3. When you drop in the HPC requirement into this solution you can get a PUE of sub 1.2. This solution can deal with rack densities up to 20kW. All this without going down the road of immersion cooling.

Even combined with rack power densities of 10kW, the rack weight remains within the capability of standard raised floors. For higher power densities there are raised floors now capable of 25kN and more, at prices pretty close to 12kN raised floors. This solution fits many if not all the data centres with sub/floor infrastructure.

Hybrid and free cooling chillers can be easily swapped for existing infrastructure. The chilled water solution provides those existing data centres with a route to zero carbon using tried and tested systems and processes. They are not bespoke and can be adapted to a wide range of power density applications.

• Indirect and direct air

Whilst they have inherent power density limitations from 15kW and above per rack,



54

55

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 £200 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 2024	
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 BUILDING NETWORK INFRASTRUCTURES TESTING AND TEST EQUIPMENT
MAY	UPS AND POWER DISTRIBUTION WIRELESS NETWORK INFRASTRUCTURES
JUN	AIM, IIM AND DCIM CONTAINMENT AND CABLE MANAGEMENT
JUL	COPPER CABLING STANDARDS DATA CENTRE ENERGY MANAGEMENT
AUG	MICRO-MODULAR DATA CENTRES SECURITY AND ACCESS CONTROL
SEP	FIBRE OPTIC CABLING SYSTEMS COOLING AND CLIMATE MANAGEMENT
OCT	ENCLOSURES, RACKS AND CABINETS CONVERGED NETWORK INFRASTRUCTURES
NOV	EDGE DATA CENTRES SUSTAINABLE NETWORK INFRASTRUCTURES
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.

SIMON INSIGHTS

WHY EDGE? WHY NOW?

The rise of connected technologies will continue to transform and automate our everyday lives. To realize the full potential of these advancements, we must overcome key technical limitations, such as latency. Edge data centers provide a solution to reducing latency, which in turn improves application performance and reliability.

To learn more about how the rise of edge computing is reshaping the data center landscape, download Simon's Why Edge? Why Now? White paper.

[DOWNLOAD THE WHITE PAPER](#)

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SIMON

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 engaging.

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

AFL HYPERSCALE

LESS DOWNTIME, MORE UPTIME

Is your fiber network struggling to meet your data demands?

Our MDA-to-Server solution will help you easily scale your network to support bandwidth intensive applications.

- > Simple upgrade path into new technologies with the smarts of a consultant
- > Flexible, modular, scalable connectivity options
- > Simplified architecture with minimal parts

Scan to view our MDA-to-Server solution

www.aflhyperscale.com/solutions/networks/white-paper/

CIRCULATION AND ADVERTISING RATES

By using the latest online monitoring tools we know that Inside_Networks is read by over 24,000 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)	£995
FULL PAGE	210(h) x 148(w)	£625
HALF PAGE	105(h) x 148 (w)	£375

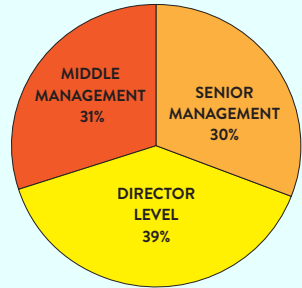
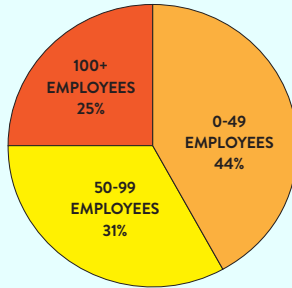
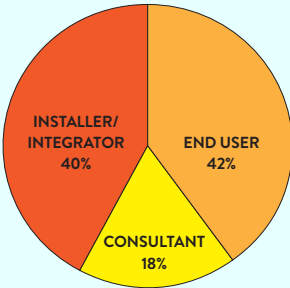
AD SPECIFICATIONS

JPEG at 300dpi /URL links to be provided.
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 end users of network infrastructures. These people operate in an equally diverse range of business sectors including finance, health, education, legal, retail, public sector, defence and utilities.



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START

as you mean to go on

WHY THE RIGHT CABLES AT THE CRUISE OF A PROJECT MEAN SMARTER CABLE MANAGEMENT

Backwards and forwards
2023 REQUIRES A LOT MORE THAN JUST FIBRE

Seeing the light
SELECTING THE RIGHT OPTICAL FIBRE CONNECTIVITY

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Hitting a brick wall

HOW CAN THE DATA CENTRE SECTOR RESPOND TO THE RISE IN CYBER ATTACKS?

Written guarantee
THE IMPORTANCE OF WARRANTY REQUIREMENTS AND HOW TO SET A ROBUST STANDARD BEFORE GOODBYE

At close range
HOW DOES CLOUD PROVIDER SAVING THE ALBERT CONTAINER AND BRINGING DATA CENTER TO THE USER

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WE ARE HIRING

WHY EDUCATION AND AWARENESS ARE NEEDED TO SOLVE THE DATA CENTRE SKILLS SHORTAGE

Keeping the lights on
THE CONSEQUENCES THAT CAN PREVENT A LIFEWORKING TO FULL CAPACITY

Target practice
HOW THE DATA CENTRE INDUSTRY WILL MEET AN AI TO BE CARBON NEUTRAL BY 2030

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Rooms with a view

A LOOK INSIDE THE HOT POWERED INTELLIGENT BUILDING

Share and alike
ARE OPEN-PACKET TECHNOLOGIES COMPATIBLE WITH THE DESIGN OF OPENFIBRE?

Results driven business
BEST PRACTICES FOR ASSURING 100% UPTIME AND ZERO SERVICE DISRUPTION

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Inside_Networks MAY 23

A breath of fresh air

THE LATEST DEVELOPMENTS IN GREEN-POWERED SMART TECHNOLOGY

Safety in numbers
IS IT TIME FOR AN AI-POWERED PROACTIVE NETWORK MONITORING?

Facts and figures
THE STATE OF THE DATA CENTRE INDUSTRY IN 2023

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Under the microscope

HOW HAS THE DATA CENTRE SECTOR RESPONDED TO NEGATIVE MEDIA INTEREST?

Hitting the target
THE CHALLENGES OF MANAGING THE AI-POWERED DATA CENTRE

Whole nine yards
LOOKING FOR THE GAPS BETWEEN THE DATA CENTRE AND THE CLOUD

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The power of positive thinking

HOW DOES LAW AND ETHICS IMPACT ON THE DATA CENTRE INDUSTRY?

First and foremost
HOW CAN THE DATA CENTRE INDUSTRY BE MORE SUSTAINABLE AND SECURE?

Documentary evidence
NAVIGATING COPPER CABLES THROUGH THE DATA CENTRE

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Making the grade

PLANNING CERTIFICATION, QUALIFICATIONS AND ACCREDITATIONS GREATLY IMPROVES IT?

Prevention is better than cure
HOW CAN THE DATA CENTRE INDUSTRY PREVENT THE RISE IN CYBER ATTACKS?

Sizing it up
DOES THE GROWTH OF THE DATA CENTRE INDUSTRY MEAN A NEW STANDARD FOR THE DATA CENTRE INDUSTRY?

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Time to get real

HOW CAN THE DATA CENTRE INDUSTRY BE MORE SUSTAINABLE AND SECURE?

Go with the flow
HOW CAN THE DATA CENTRE INDUSTRY BE MORE SUSTAINABLE AND SECURE?

Light headed
HOW CAN THE DATA CENTRE INDUSTRY BE MORE SUSTAINABLE AND SECURE?



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