

Inside Networks

THE NETWORK INFRASTRUCTURE E

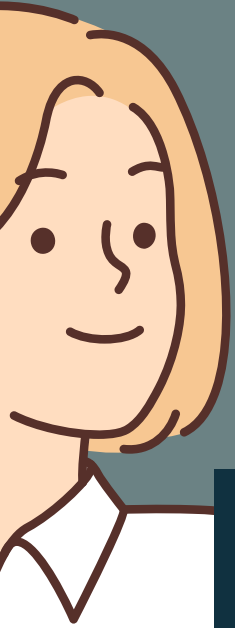
4379484325245332472828009
442742 32846405058831310252
327388374232342303244



245332472828009
3273883 245
442742 32846
327388374232342303244



23A2E3744
866882



MEDIA KIT 25



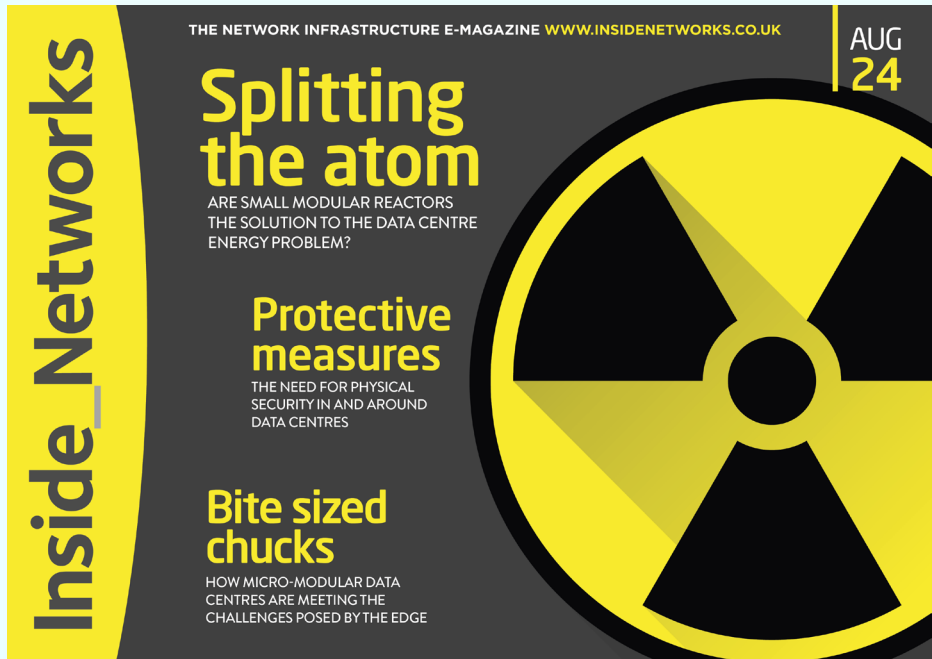
43A88287A
73E
44527A
525294262528
82A7.7E8E72E



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



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 £225 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 2025	
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 AI IN DATA CENTRES
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.



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**.



CIRCULATION AND ADVERTISING RATES

By using the latest online monitoring tools we know that Inside_Networks is read by over 26,000 people each month. It also has a truly multinational readership with readers from over 100 different countries and regions.

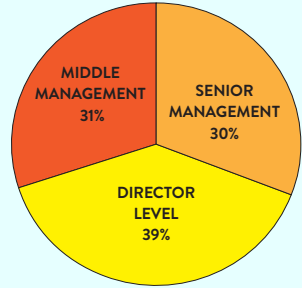
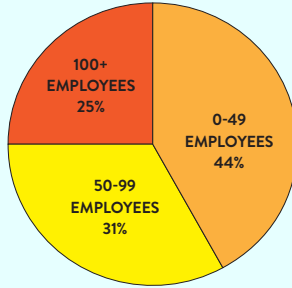
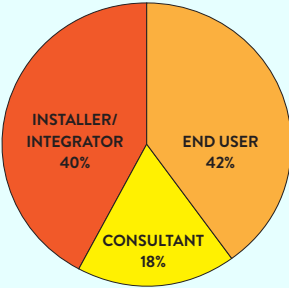
The EMEA region comprises the majority of this readership with 76 per cent of the overall figure. The UK has 48 per cent of the EMEA readership, with Germany, Netherlands, France, Ireland, Belgium, Austria, the Nordics, Czech, Italy, Switzerland, Spain, Saudi Arabia, Bahrain, Kuwait, UAE, South Africa and Kenya comprising some of the other key markets.

Of the remaining 24 per cent of the unique opens and reads the USA has 53 per cent of this figure, with Australia, Singapore, Japan, Hong Kong and South Korea also having significant readerships.

RATE CARD		
Size	Dimensions (mm)	Price
DOUBLE PAGE SPREAD	210(h) x 297(w)	£995
FULL PAGE	210(h) x 148(w)	£650
HALF PAGE	105(h) x 148 (w)	£375

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.



CONTACTS

EDITOR

ROB SHEPHERD

07708 972170

rob@insidenetworks.co.uk

ADVERTISING AND MARKETING MANAGER

KATE PAXTON

01603 610265

kate@insidenetworks.co.uk



FOR A FREE SUBSCRIPTION TO Inside_Networks

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK JAN 24

Life in the fast lane

HOW CLOUDING THE DATA CENTRES OF THE FUTURE STARTS WITH HIGHER SPEED MIGRATION

New blood
HOW DO YOU PRESENT TO THE MARKET TO ATTRACT INVESTMENT TO JOIN THE MIGRATION?

Get with the times
HOW TO MANAGE DATA CENTRE ENERGY

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK FEB 24

Brave new world

HOW THE SURGE IN GPU POWERED COMPUTING IS FORGING AN INFLUENCE IN COLOCATION DATA CENTRES

Defining moment
HOW UNDERSTANDING THE RELATIONSHIP BETWEEN HYPERSCALE, COLOCATION AND AI IS KEY TO UNLOCKING BETTER COVER FOR COMPROMISES

Facts and figures
NOTICING THE IMPACT OF THE ENERGY CRISIS ONLY IN THE DATA CENTRE SECTOR

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK MAR 24

Learning curve

EMPLOYEE EDUCATION AND DEVELOPMENT STRATEGIES ACROSS THE DIGITAL INFRASTRUCTURE INDUSTRY

Better by design
HOW THE TOPIC MATTERS FOR RESOURCES WHAT'S POSSIBLE WITH DATA CENTRES

More questions than answers
ARE STANDARDS REALLY A VAILABLE SOURCE OF INFORMATION?

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK APR 24

Quick on the draw

WHY DEPLOYING HIGH PERFORMANCE CABLING IS CRITICAL FOR NEXT GENERATION WIFI

Meeting demand with supply
ARE DATA CENTRES SCALING QUICKLY ENOUGH TO KEEP UP WITH AI?

Practice makes perfect
TESTING NETWORK INFRASTRUCTURE CONCEPTS USING INTELLIGENT BENCHMARKING

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK MAY 24

Sending the right signals

HOW WIFI 7 POWERS CONNECTIVITY IN CHALLENGING ENVIRONMENTS

Hiding in plain sight
HOW DOES THE DATA CENTRE SECTOR CONTINUE TO LIVE UNDER THE RADAR?

Creating a brighter future
DEVELOPING SUSTAINABLE DATA CENTRES THROUGH MORE EFFICIENT ENERGY USE

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK JUN 24

Accident and emergency

Unlock the insights

Can human error in data centres ever be eliminated?
ADDRESSING THE DATA CENTRE ENGINEERING CHALLENGES POSSIBLE

Put your house in order
THE BARRIER TO AI MANAGEMENT AND GOVERNANCE SOLUTIONS

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK JUL 24

The magnificent seven

HOW BY IT WILL MOSTLY IMPACT THE DESIGN AND CONFIGURATION OF INTELLIGENT BUILDINGS

Creating the benchmarks
THE PROBLEMS OF DEVELOPING POWER, EFFICIENCY AND SUSTAINING STANDARDS

Get set for a power trip
AS A LACK OF THE TRAIL, TECHNOLOGY AND AI IS KEY TO UNLOCKING BETTER COVER FOR COMPROMISES

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK AUG 24

Splitting the atom

ARE SMALL MOLECULAR REACTORS THE SOLUTION TO THE DATA CENTRE ENERGY PROBLEM?

Protective measures
HOW DOES THE DATA CENTRE SECTOR CONTINUE TO LIVE UNDER THE RADAR?

Bite sized chunks
HOW MICRO MOLECULAR DATA CENTRES ARE NETWORKING THE CHALLENGES FOLDED BY THE EDGE

THE NETWORK INFRASTRUCTURE E-MAGAZINE WWW.INSIDENETWORKS.CO.UK SEP 24

Hot topic

HOW LIQUID COOLING IS HELPING TO BALANCE THE POWER AND SUSTAINABILITY EQUATION OF AI

Guiding light
WHAT TO CONSIDER WHEN SELECTING A HIGH-ENERGY EFFICIENT FREE COOLING SOLUTION

Credit where it's due
HOW TO UNLOCK DATA CENTRE ENERGY EFFICIENCY THROUGH THE POWER OF AI



CLICK HERE