

Stay informed on the UK channel and its sustainable transformation

2023 Media Pack

About IT Channel Oxygen



“UK IT channel pros lacked a source of high-quality news and information about the industry and its sustainable transformation.

“Step forward *IT Channel Oxygen*, a new UK website offering just that.”



DOUG WOODBURN

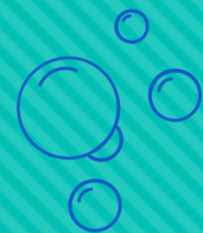
EDITOR, IT CHANNEL OXYGEN

Why work with IT Channel Oxygen?



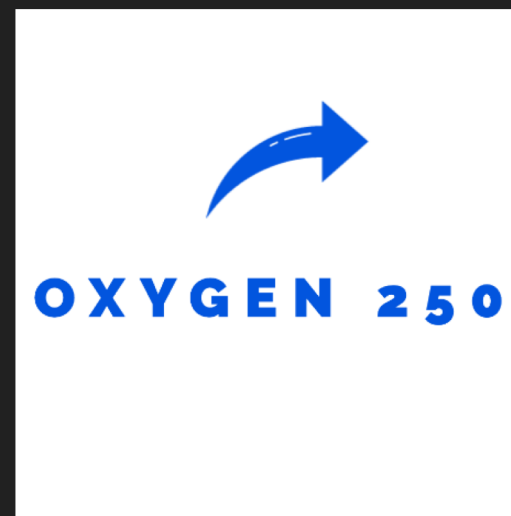
- **Align your brand** with the only UK channel title focused on the industry's sustainable transformation
- **Reach the who's who of the UK channel** through our weekly newsletter
- **Demonstrate thought leadership** via our signature reports and native content penned by our journalists

Sponsor a flagship report



TURBO-CHARGE YOUR BRAND...

- Drive brand awareness by sponsoring one of IT Channel Oxygen's signature editorial research projects
- Introduce and co-brand the report, and drive 1,000s of downloads and pageviews for your brand
- Wider campaign around the report
- Reports cover topics such as the UK's top resellers and MSPs by revenues, female leaders, attracting and retaining talent, private equity investment in the channel and net zero



Contact sales@itchanneloxygen.com for more...

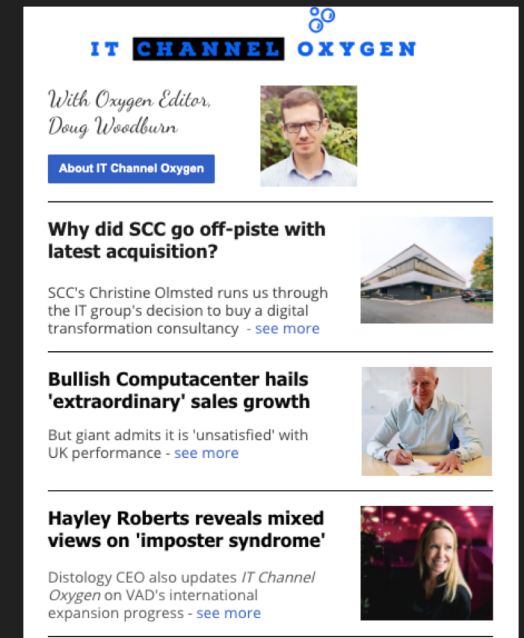
Our secret weapon: The Oxygen newsletter



REACH THE WHO'S WHO OF THE UK CHANNEL...

- IT Channel Oxygen 'members' enjoy free access to our most premium content, and receive the weekly newsletter.
- In just 2 months, we have amassed over 800 members, more than half of which work for VARs, MSPs and IT consultancies.
- Member base is predominantly C-suite.
- **THEY'RE ALSO READY TO ENGAGE WITH YOU AND YOUR CONTENT**
- Advertise on website and weekly newsletter

Contact sales@itchanneloxygen.com for more...



Native content and special reports



CREATE TAILORED CONTENT VIA OUR SKILLED JOURNALISTS...

- Written by editor in independent voice of *IT Channel Oxygen*
- Tailored to appeal to your target audience
- Articles promoted on website and in newsletter
- Exclusive advert tenancy on articles
- PDF reports or features

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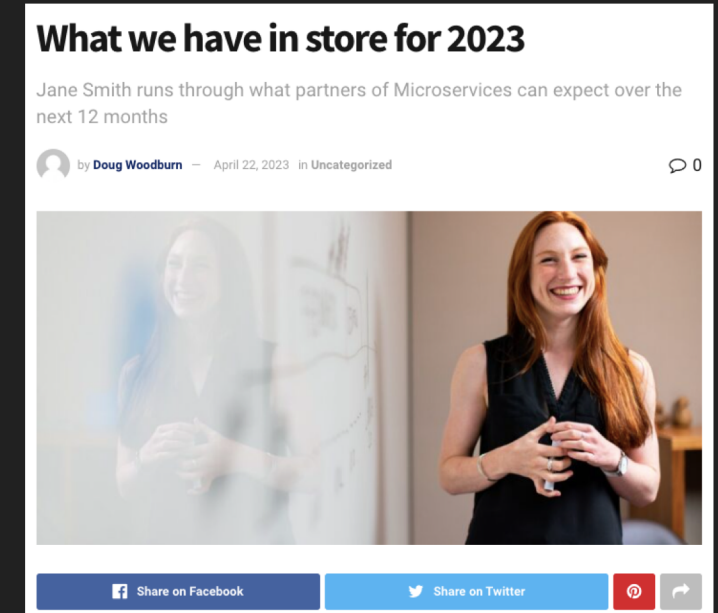
Sponsor a 'What the Experts Say' article



COMMUNICATE DIRECTLY WITH OUR AUDIENCE...

- Publish your content directly in *IT Channel Oxygen's* 'What the Experts Say' section
- Showcase how you are disrupting the market with your solutions and channel strategy, or demonstrate thought leadership
- Runs on homepage and in weekly newsletter

Contact sales@itchanneloxygen.com for more...



Video podcast



ENGAGE WITH OXYGEN'S AUDIENCE WITH ZOOM INTERVIEW

- 5-30-minute interview on topic of your choice
- Hosted by IT Channel Oxygen editor
- Transmitted to our audience via our website and newsletter

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Channel's sustainable transformation



Internal transformation

New legislation and customer, staff, investor and supplier pressure are putting vendors and their channel partners under increasing pressure to cut their carbon footprint.

Customer transformation

Perhaps even more importantly, the channel has a vital role to play in helping end-user customers do the same. The technology they offer will play a key role in helping every organisation decarbonise this decade.

Join IT Channel Oxygen on its journey as we track the UK IT channel's sustainable transformation