

# Stay informed on the UK channel and its sustainable transformation

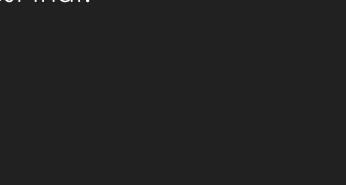




### About IT Channel Oxygen

"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?

• <u>Align your brand</u> with the only UK channel title focused on the industry's sustainable transformation

O <u>Reach the who's who of the UK channel</u> through our weekly newsletter

 <u>Demonstrate thought leadership</u> via our signature reports and native content penned by our journalists



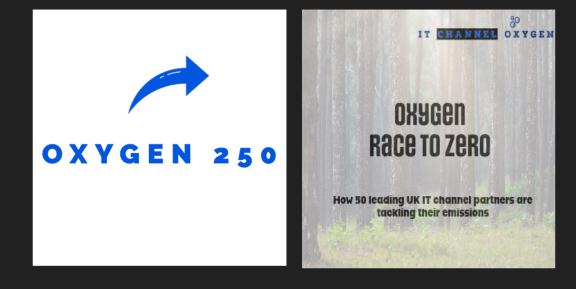
### Sponsor a flagship report

#### 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 <a href="mailto:sales@itchanneloxygen.com">sales@itchanneloxygen.com</a> for more...







### Our secret weapon: The Oxygen newsletter

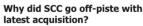
#### **REACH THE WHO'S WHO OF THE UK CHANNEL...**

- IT Channel Oxygen 'members' enjoy free access to our most 0 premium content, and receive the weekly newsletter.
- In less than 4 months, we have amassed close to 1,200 members, O nearly half of which work for VARs, MSPs and IT consultancies.
- Member base is predominantly C-suite. Ο
- THEY'RE ALSO READY TO ENGAGE WITH YOU AND YOUR CONTENT
- Advertise on website and weekly newsletter 0

Contact sales@itchanneloxygen.com for more...



With Oxygen Editor Doug Woodburn About IT Channel Oxy





SCC's Christine Olmsted runs us through the IT group's decision to buy a digital transformation consultancy - see more

**Bullish Computacenter hails** 'extraordinary' sales growth

But giant admits it is 'unsatisfied' with UK performance - see more



Hayley Roberts reveals mixed views on 'imposter syndrome'

Distology CEO also updates IT Channe Oxvgen on VAD's international expansion progress - see 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

Contact <a href="mailto:sales@itchanneloxygen.com">sales@itchanneloxygen.com</a> for more...

#### SPECIAL REPORT: Public cloud giants under scrutiny

We break down the winners and losers as Ofcom prepares the UK public cloud market for an indepth investigation





www.itchanneloxygen.com

### 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 <a href="mailto:sales@itchanneloxygen.com">sales@itchanneloxygen.com</a> for more...

#### What we have in store for 2023

by Doug Woodburn - April 22, 2023 in Uncategorized

Jane Smith runs through what partners of Microservices can expect over the next 12 months

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### 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

Contact <a href="mailto:sales@itchanneloxygen.com">sales@itchanneloxygen.com</a> for more...









### Channel's sustainable transformation

#### Internal transformation

New legislation and customer, staff, investor and supplier pressure are putting vendors and their channel partners are 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

