

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

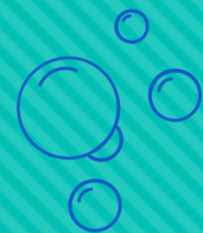


# Why work with IT Channel Oxygen?



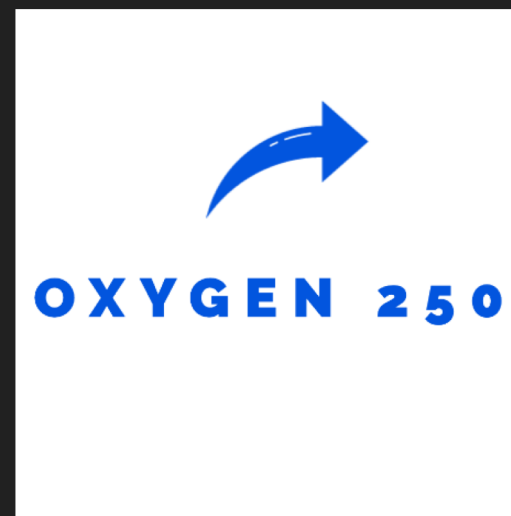
- **Align your brand** with the only UK channel title focused on the industry's sustainable transformation
- **Reach the who's who of the UK channel** through our weekly newsletter
- **Demonstrate thought leadership** via our signature reports and native content penned by our journalists

# 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](mailto:sales@itchanneloxygen.com) for more...



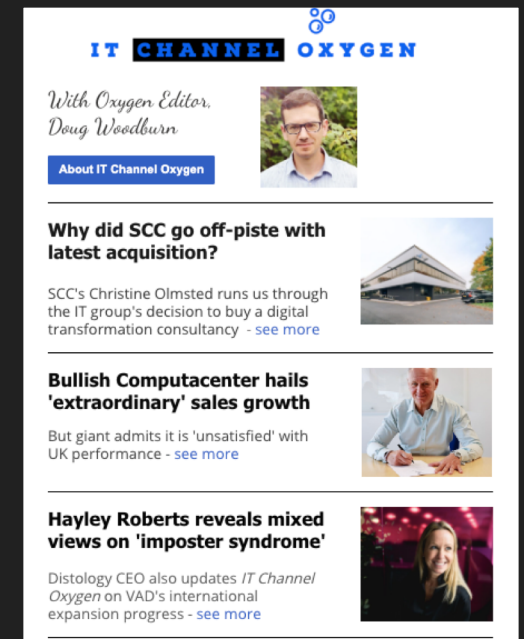
# Our secret weapon: The Oxygen newsletter



## 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 less than 4 months, we have amassed close to 1,200 members, nearly 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](mailto: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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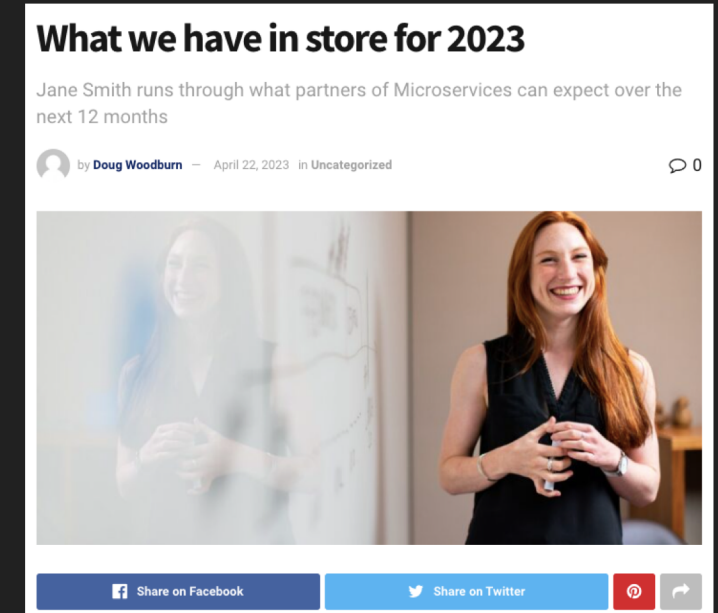
# Sponsor a 'What the Experts Say' article



## 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](mailto: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

Contact [sales@itchanneloxygen.com](mailto:sales@itchanneloxygen.com) for more...





# 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***