



Stay informed on the UK channel and its sustainable transformation

2024 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 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 premium content, and receive the weekly newsletter.
- In just 8 months, we have amassed over 2,500 members, roughly half of which work for VARs, MSPs and IT consultancies.
- Member base skews heavily towards C-suite.
- **THEY'RE ALSO READY TO ENGAGE WITH YOU AND YOUR CONTENT**
- Advertise on website and weekly newsletter

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The screenshot displays the top section of the Oxygen newsletter. At the top, there are logos for 'People & Tech. Unified.' and 'Nebula'. Below the logos, there are four article teasers, each with a title, a short description, and a small profile picture of the author:

- Bytes CEO resigns after undisclosed share trades**  
Neil Murphy stands down... [see more](#)
- SCC makes another quirky acquisition**  
Who did it buy? - [see more](#)
- Partner Content: 6 steps to revenue enablement**  
Nebula Global Services' Pete Murphy outlines the path to seamless buyer and seller experiences - [see more](#)
- 'A bit iffy'- MSP experts give verdict on government study**  
Robin Ody, Dom Black, Dave Tulip, Paul Lloyd and Richard Tubb tell us what they really think - [see more](#)



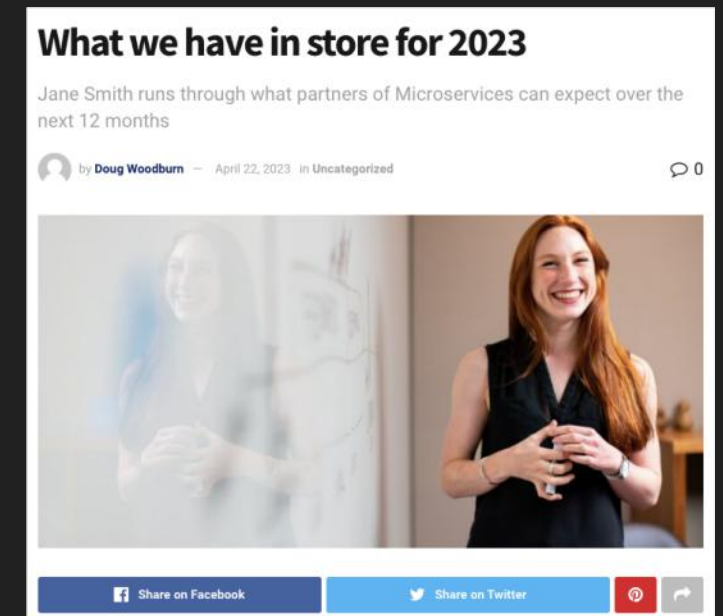
# Sponsor a 'What the Experts Say' article



## 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

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# 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, with copy approval granted
- Articles promoted on website and in newsletter
- Exclusive advert tenancy on articles
- News stories, interviews, or PDF reports

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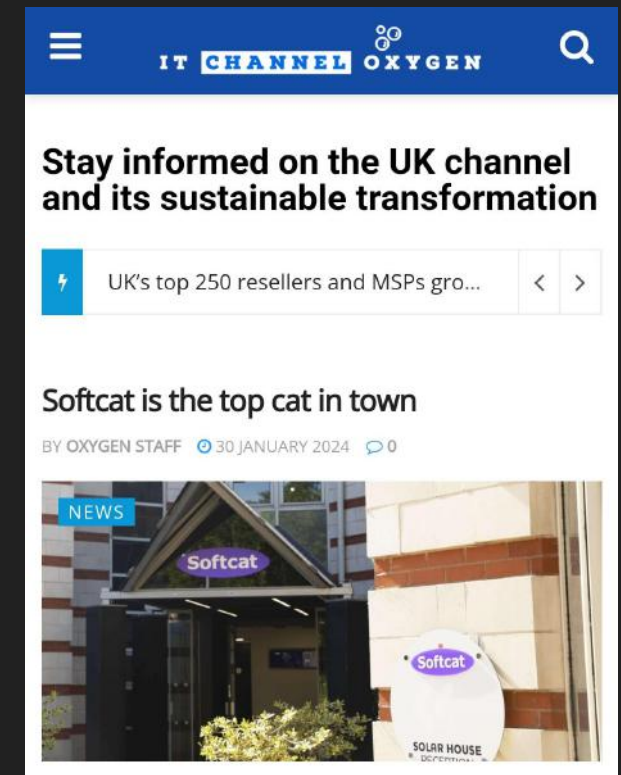
# Promote your brand on our website



## AMPLIFY YOUR MESSAGE VIA AN AD CAMPAIGN

- IT Channel Oxygen generates over 50,000 page views a month
- Homepage or in-post ad options to suit
- Can also run 'promoted posts' that appear in all stories
- Flexible website design enabling ads to appear anywhere

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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

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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***