

IT **CHANNEL** OXYGEN

**AMPLIFY YOUR BRAND**

**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.

"A year after its launch, *IT Channel Oxygen* is a powerful platform vendors, distributors and channel services providers can harness to reach decision makers at the top UK resellers and MSPs."

**Doug Woodburn,**

**Editor, IT Channel Oxygen**

# WE HAVE THE CHANNEL'S EAR

Over **4k** registered members

- 46% work for VARs, MSPs or IT consultancies
- 21% work for distributors and channel services firms
- 19% work for vendors
  
- **44% are C-suite**



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

# 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, interviews and native content penned by our journalists

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# NATIVE CONTENT

Transmit your message to the UK channel

- 600-800-word interview-based news story
- Perfect for amplifying new channel announcements or messaging
- *IT Channel Oxygen* helps you craft the perfect angle
- Full copy approval
- Distributed via website and weekly newsletter

**Cost: From £799**

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## Hitachi Vantara puts faith in partner-first to treble UK business

"I have a rather ambitious growth target," Garry Hodgkinson tells *IT Channel Oxygen*

by Doug Woodburn — 25 July 2024 in News, Partner Content



### Alex Tatham on why he REALLY left Westcoast

Industry stalwart tells *IT Channel Oxygen* distributor will "not be the same business" following its sale to pan-European peer ALSO - [see more](#)



### IT Channel Oxygen launches 'Second Life Hub'

It's finally here - [see more](#)



### Partner Content: Hitachi Vantara puts faith in partner-first to treble UK business

Garry Hodgkinson reveals "rather ambitious" growth target - [see more](#)



# THOUGHT LEADERSHIP ARTICLE

Speak directly to our audience

- Publish a thought leadership piece directly on our homepage
- Features prominently in 'What the Experts Say' section
- Also promoted via weekly newsletter
- We help with headline to maximise impact
- Recommended length: 600-1,000 words

**Cost: From £599**

## The multi-billion SaaS opportunity UK partners are missing

Marvin Molijn of Factorial explains why the fast-growing software unicorn is targeting UK channel growth

by Marvin Molijn — 12 February 2024 in Partner Content



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# ZOOM VIDEO INTERVIEW

With *IT Channel Oxygen's* Editor

**Ideal for elevating brand awareness**

- 10-15-minute recorded interview
- Video edited and embedded in summary news story
- On topic of your choice, with full copy approval
- Distributed via website and weekly newsletter
- Promoted from company and editor's LinkedIn pages

**Cost: From £799**



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# FIRESIDE VIDEO CHAT

With *IT Channel Oxygen's* Editor

**Ideal for elevating brand awareness  
in a professional setting**

- 15-30-minute recorded interview
- Filmed and edited in professional studio
- Video embedded in summary news article for maximum impact
- Distributed via website, weekly newsletter and social media

**Cost: From £3,999**

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





# NEWSLETTER ADVERT

Reach our 4k registered members

- Get your message out to our highly engaged base of registered subscribers
- Run your ads in our weekly newsletter alongside the biggest channel news stories
- 46% of recipients work for front-line channel partners
- 44% are C-suite-level

**Cost: From £499**

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## Bell makes first purchase for 7 years - and it's a biggie

Portsmouth-based IT solutions provider takes on global AI software vendor Amelia's managed services team - [see more](#)



## Exertis and Dell "significantly reduce" UK partnership

Duo will work together as normal until 1 May - [see more](#)



xpandly.

## MSP Marketing Masterclass

London, March 28, 2024.

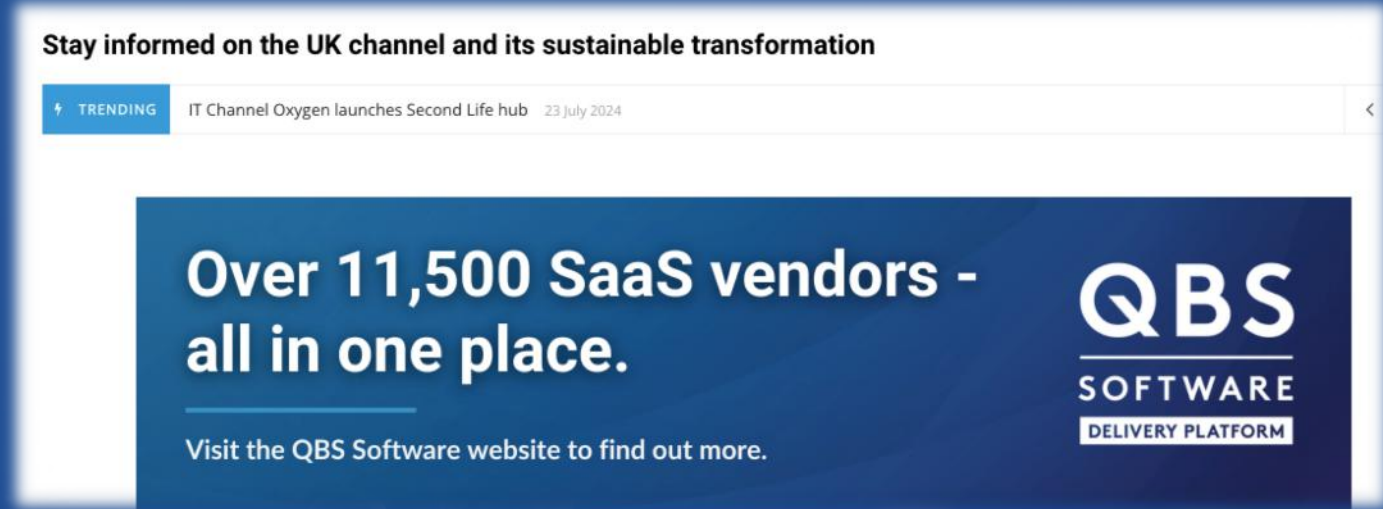
[Register Here](#)



# WEBSITE ADVERT

Make a splash on our homepage, or in-post

- Leaderboard ad at top of homepage: **£699 for one week**
- Homepage sidebar square ad: **£149 for one week**
- In-post sidebar square ad: **£199 for one week**



The screenshot shows a news article titled "Stay informed on the UK channel and its sustainable transformation" with a sub-header "TRENDING IT Channel Oxygen launches Second Life hub 23 July 2024". Below the article is a dark blue advertisement for QBS Software. The ad text reads: "Over 11,500 SaaS vendors - all in one place." followed by "Visit the QBS Software website to find out more." and the QBS Software Delivery Platform logo.

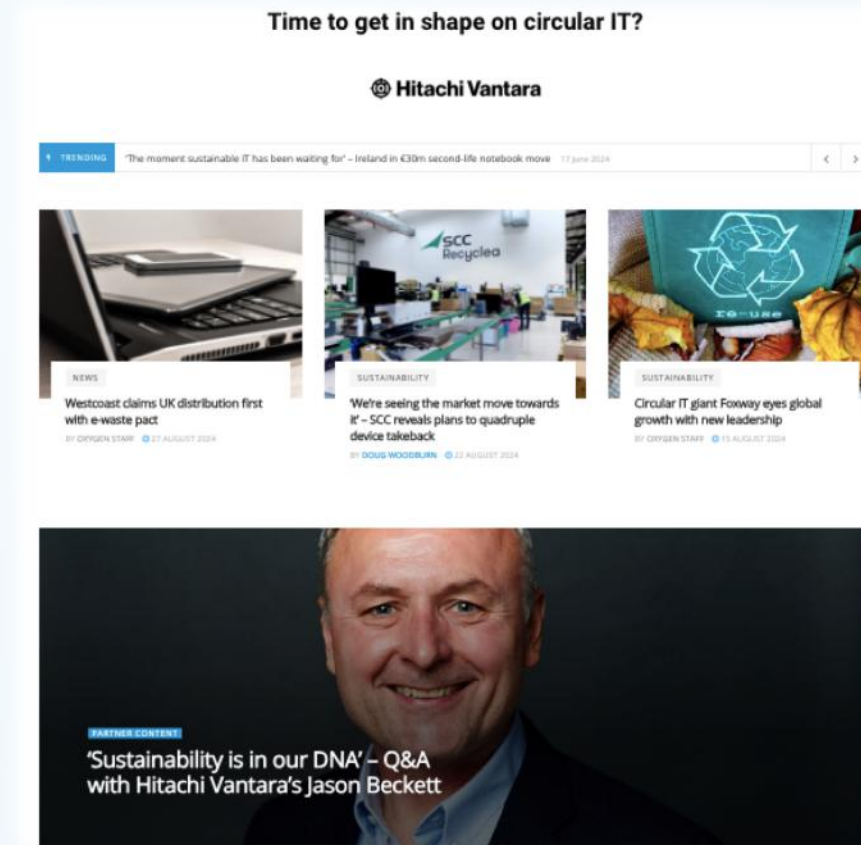
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# CO-BRANDED CONTENT HUB

Go large on a chosen technology or trend

- Demonstrate leadership on trends or technologies such as AI, sustainability, skills, PC refresh or cyber
- Hubs feature mix of editorial and sponsored content
- Flexible design that can be changed in minutes
- Sponsor's logo and content feature prominently
- Promoted prominently on homepage and in newsletter

**Cost: From £6,999 for 3 months**



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# SPECIAL REPORT

Demonstrate thought leadership on a hot topic

- Independent report on your chosen topic, written by *IT Channel Oxygen*
- Sponsor introduces report and gets 2x full-page ads
- Features comment from your spokespeople, industry experts and key partners
- Professionally laid out digital PDF
- Promoted prominently on homepage and in newsletter

**Cost: From £5,999**

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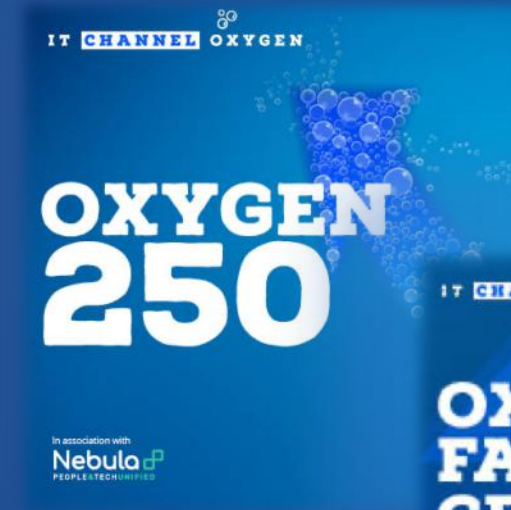
# FLAGSHIP REPORT SPONSORSHIP

Expose your brand to the entire industry

- Demonstrate thought leadership and gain maximum brand exposure through partner sponsorship of a flagship editorial PDF report
- Reports are downloaded and shared across the entire UK channel, gaining 1,000s or 10,000s of pageviews
- Sponsor introduces report and gets 2x full-page ads
- Can be co-branded
- Ability to also carry out bespoke reports
- Promoted prominently on homepage and in newsletter

**Cost: From £8,999**

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# EVENT PROMOTION/COVERAGE

Partner with us to amplify your roundtable or event

- Build awareness pre-event via the *IT Channel Oxygen* website and newsletter
- *IT Channel Oxygen* Editor to attend as a media partner
- Ensure your spokespeople and partner attendees are seen as thought leaders via our event write-up and post-event coverage
- *IT Channel Oxygen* can help with partner recruitment and roundtable hosting on request

**Cost: From £1,999**

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



# BUILD YOUR OWN PROJECT

Tell us what you need

- *IT Channel Oxygen* can carry out bespoke projects tailored to your needs
- Whether it's a campaign, bespoke research or videos, we will help you craft the most impactful solution possible
- Get in touch with our team to find out more



**Cost: Price on review**

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

# WHAT OUR CLIENTS SAY



"The new vendor interviews are always professional, impactful and they always get to the bottom of why UK Channel and why now,"

**Justine Cross, CEO,  
EMEA Channels**



"QBS Software have engaged **IT Channel Oxygen** for advertising and also sponsored the 2024 Greatest Ever Tech Leader Survey. We have been delighted with the results and look forward to a long and prosperous business relationship."

**Dave Stevinson CEO, QBS  
Software**



"xpandly has and will continue to work with **IT Channel Oxygen** on a number of content and advertising initiatives. It is a daily source of information and 'breaking news' for the IT Channel which creates a loyal and growing readership. This means greater exposure for your brand, products, and/or services."

**Jay Janes, CEO,  
xpandly**

"Nebula's strategic partnership with **IT Channel Oxygen** is built on shared values and a commitment to the future success of the IT channel. The partnership enables Nebula to elevate its brand to the next level, by sharing its content through a highly respected and trusted source,"

**Richard Eglon, CMO,  
Nebula Global Solutions**

