

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 **5.1k** 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**

*5,112 registered members as of 28 Feb 2025

Contact 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

Contact sales@itchanneloxygen.com for more...

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

Contact sales@itchanneloxygen.com for more...

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



Contact sales@itchanneloxygen.com for more...

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 for more...



NEWSLETTER ADVERT

Reach our 5k 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

Contact sales@itchanneloxygen.com for more...

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.

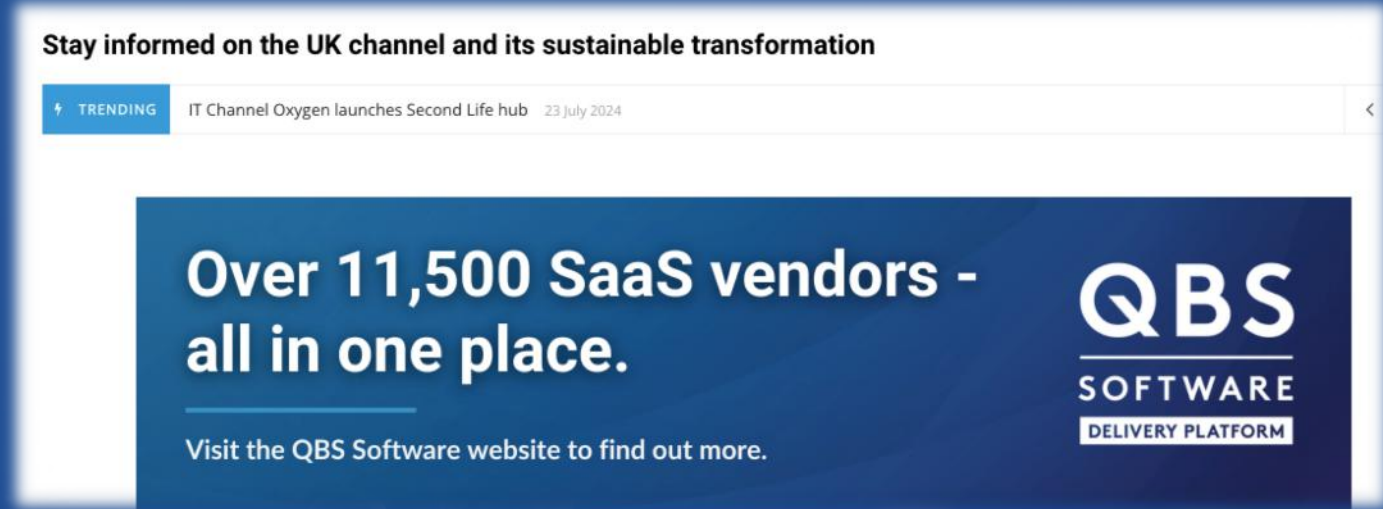
[Register Here](#)



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**



Stay informed on the UK channel and its sustainable transformation

↑ TRENDING IT Channel Oxygen launches Second Life hub 23 July 2024

Over 11,500 SaaS vendors - all in one place.

Visit the QBS Software website to find out more.

QBS
SOFTWARE
DELIVERY PLATFORM

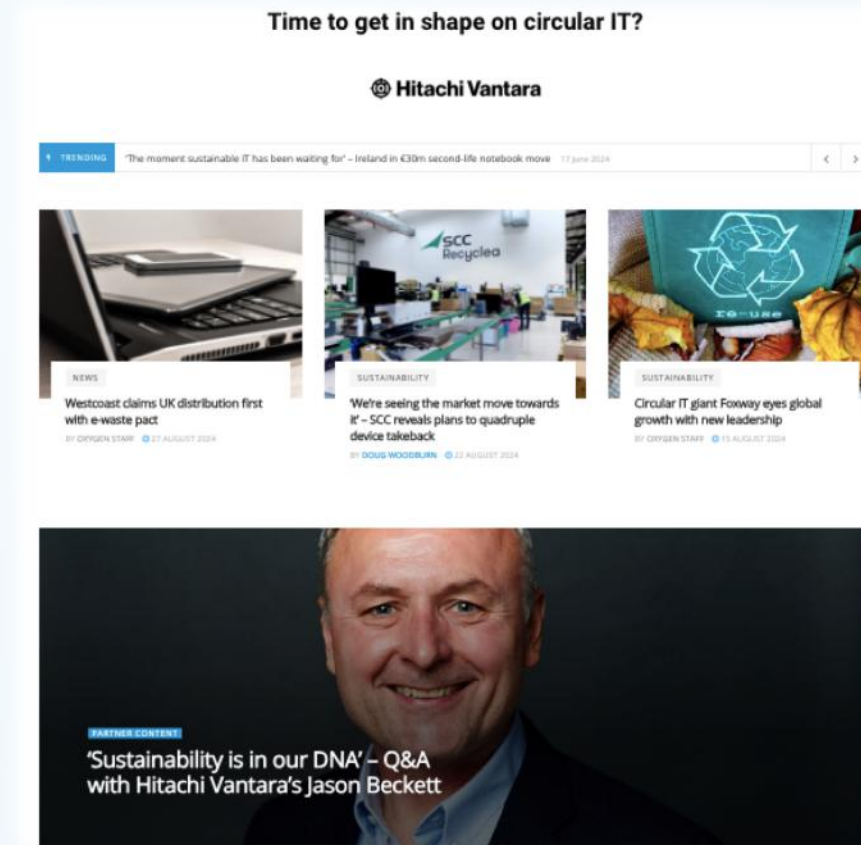
Contact sales@itchanneloxygen.com for more...

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



Contact sales@itchanneloxygen.com for more...

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

Contact sales@itchanneloxygen.com for more...



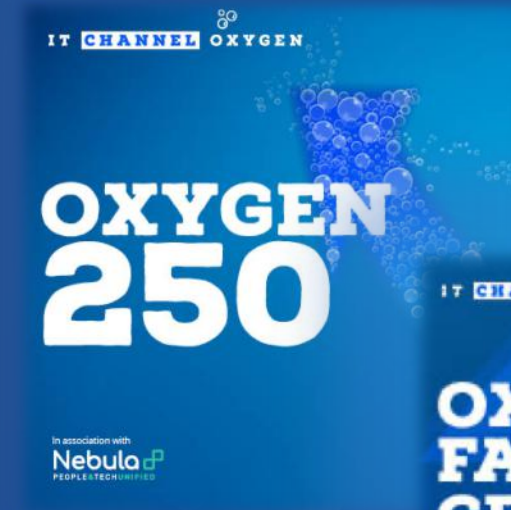
FLAGSHIP REPORT SPONSORSHIP

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

Contact sales@itchanneloxygen.com for more...



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 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 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**

