



A breath of fresh air for the UK IT channel

# 2025 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 website, and newsletter offering just that.

Today, 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**



# WE HAVE THE CHANNEL'S EAR

Over **6.2k** registered members\*

- 46% work for VARs, MSPs or IT consultancies
- 21% work for distributors and channel services firms
- 19% work for vendors
- Readership 95% UK
- **44% are C-suite**

\*6,257 registered members as on 13 August 2025, over 5,900 of which are sent the weekly newsletter

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 PACKAGES

*Gain daily, evergreen exposure to IT Channel Oxygen's audience*

## Bronze: 3-month campaign

Cost: **From £4,125 + VAT**



## Silver: 6-month campaign

Cost: **From £7,125 + VAT**



## Gold: 12-month campaign

Cost: **From £10,499+ VAT**



A blend of native content interviews, remote video interviews and thought leadership articles, supported by evergreen in-post website advertising and newsletter advertising, as well as social media promotion.

**See p18-20 for more**

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# 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
- Evergreen promotion on homepage and in newsletter

**Cost: From £599+ VAT**



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# NATIVE CONTENT INTERVIEW

*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
- Evergreen promotion on homepage and in newsletter

**Cost: From £899 + VAT**

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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](#)



# REMOTE VIDEO INTERVIEW

*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
- Evergreen promotion on homepage and in newsletter

**Cost: From £899 + VAT**

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# FIRESIDE VIDEO CHAT

*Ideal for elevating brand awareness  
in a professional setting*

- 15-30-minute recorded interview with IT Channel Oxygen Editor
- Filmed and edited in professional studio
- Video embedded in summary news article for maximum impact
- Distributed via website, weekly newsletter and social media
- Can be split into several episodes
- Evergreen promotion on homepage and in newsletter

**Cost: From £3,999 + VAT**

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# NEWSLETTER ADVERT

*Reach over 6k 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 + VAT**

## **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](#)



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# WEBSITE ADVERT

*Make a splash on our homepage, or in-post*

Leaderboard ad at top of homepage

**£699 + VAT for one week**

Homepage takeover

**£1,199 + VAT for one week**

Homepage sidebar square ad

**£149 + VAT for one week**

In-post sidebar square ad

**£299 + VAT for one week**



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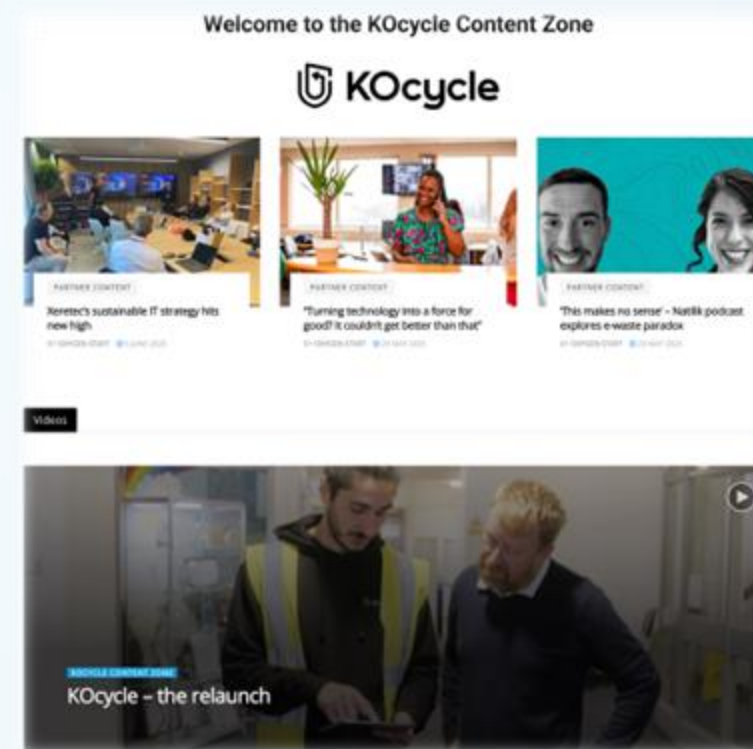


# CO-BRANDED CONTENT ZONE

*Go large on a chosen technology or trend*

- Demonstrate leadership on trends or technologies such as AI, sustainability, IT 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 + VAT  
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 + VAT**

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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 + VAT**

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# EVENT PROMOTION/COVERAGE

*Partner with us to amplify your 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+ VAT**

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**



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# 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**





# NATIVE CONTENT PACKAGE - BRONZE

## 3-month campaign



3 x native content pieces

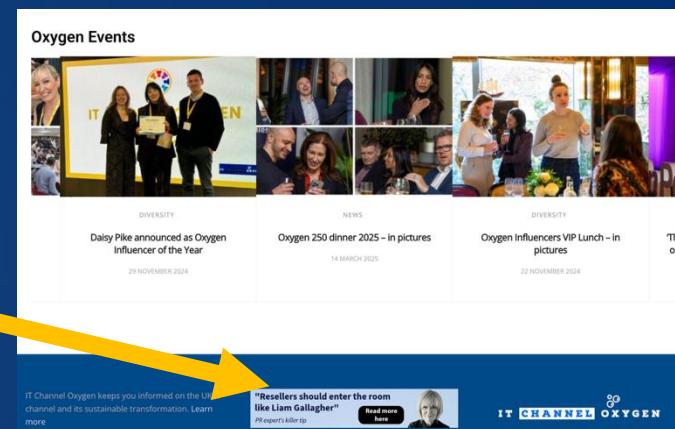
1 x homepage footer ad for the duration of the campaign\*

1 x in-post banner ad for the duration of the campaign\*

3 x newsletter inclusions for each native content piece

1 x newsletter advertising on a newsletter of your choice

Social media promotion (including influencer-style posts) to drive awareness



**Cost: From £4,125 + VAT**

\* In ad carousel potentially with other ads

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# NATIVE CONTENT PACKAGE - SILVER

## 6-month campaign

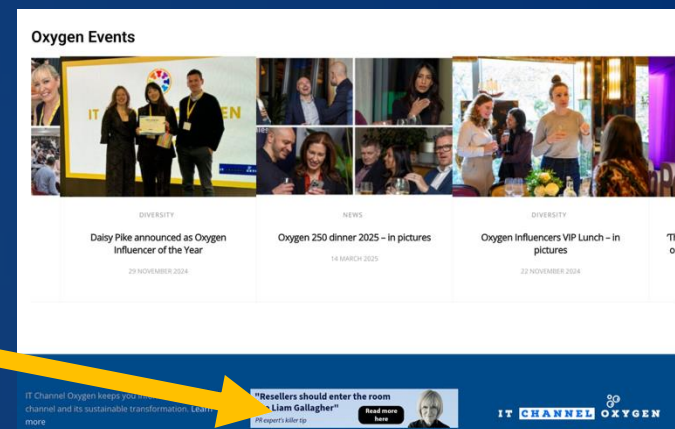


- 5 x native content pieces
- 2 x remote video interviews
- 1 x homepage footer ad for the duration of the campaign\*
- 1 x in-post banner for the duration of the campaign\*
- 7 x newsletter inclusions for each native content piece
- 2 x newsletter advertising on a newsletter of your choice
- Social media promotion (including influencer-style posts) to drive awareness

**Cost: From £7,125+ VAT**

\* In ad carousel potentially with other ads

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### "An impressive first year"

Chillblast today announced it has secured a new £3m investor loan facility to "support working capital and accelerate its next phase of growth", bringing its total investor backing to £10.5m (led by former Tactus backer Arete Capital Partners).

Cowgill has made a personal investment of £2.5m in the business, which claims to have a current revenue runrate of £50m.

### "Resellers should enter the room like Liam Gallagher"

PR expert's killer tip

**Read more here**





# NATIVE CONTENT PACKAGE - GOLD

## 12-month campaign



8 x native content pieces

4 x remote video interviews

1 x homepage footer banner ad for the duration of the campaign\*

1 x in-post banner ad for the duration of the campaign\*

4 x newsletter inclusions for each native content piece

4 x newsletter advertising on a newsletter of your choice

Social media promotion (including influencer-style posts) to drive awareness

**Cost: From £10,499 + VAT**

\* In ad carousel potentially with other ads

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