



A breath of fresh air for the UK IT channel

2026 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 **8.2k** 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**

*8,281 registered members as on 24 February 2025, over 7,700 of which are sent the weekly newsletter

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...

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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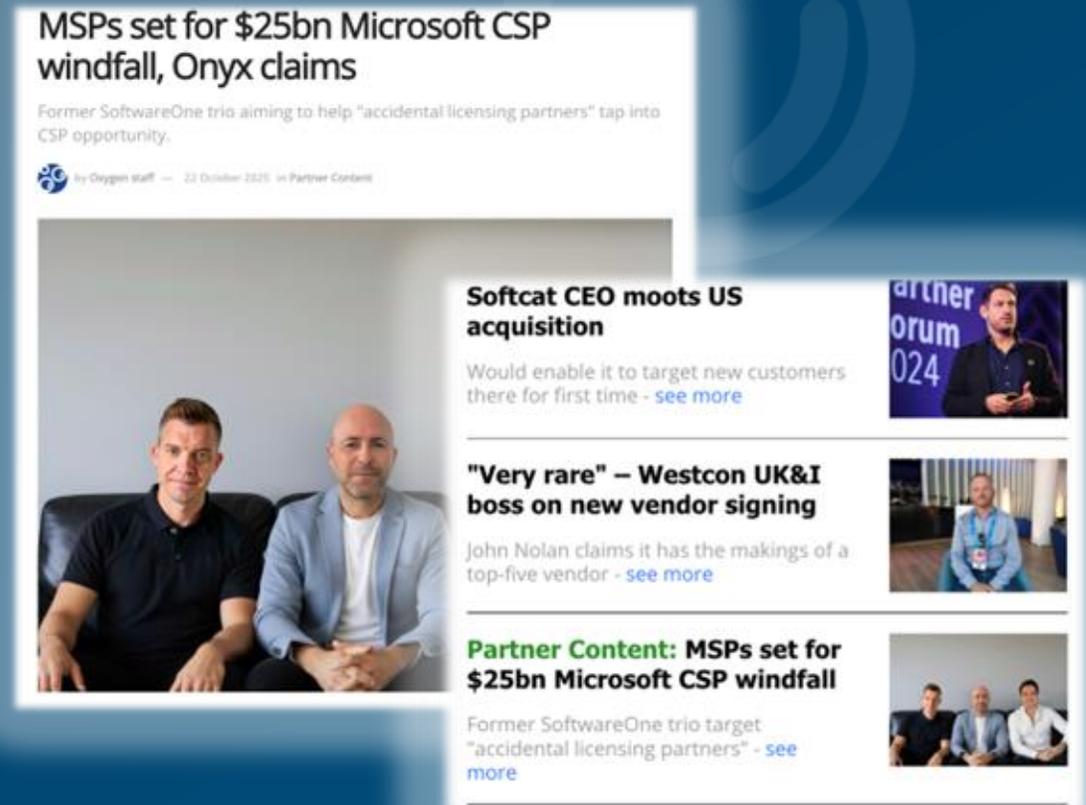
NATIVE CONTENT INTERVIEW

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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MSPs set for \$25bn Microsoft CSP windfall, Onyx claims
Former SoftwareOne trio aiming to help "accidental licensing partners" tap into CSP opportunity.
By Oxygen staff — 22 October 2024 in Partner Content

Softcat CEO moots US acquisition
Would enable it to target new customers there for first time - [see more](#)

"Very rare" – Westcon UK&I boss on new vendor signing
John Nolan claims it has the makings of a top-five vendor - [see more](#)

Partner Content: MSPs set for \$25bn Microsoft CSP windfall
Former SoftwareOne trio target "accidental licensing partners" - [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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NATIVE CONTENT AND AD 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.

Contact sales@itchanneloxygen.com
for details

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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 7k 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

9 biggest UK IT channel stories of 2025

What was number one? - [see more](#)



VMware UK channel boss heads for exit - sources

Andy Corcoran leaving at end of month, we gather - [see more](#)



Imagine earning **£25 cashback**
& saving up to **£250 per order**
with **Guacom Easy Switching**

GIACOM | sly **business** PROTECTABLE



Pax8 UK revenues top £130m

UK business grew 58% in 2024, freshly filed accounts indicate - [see more](#)



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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

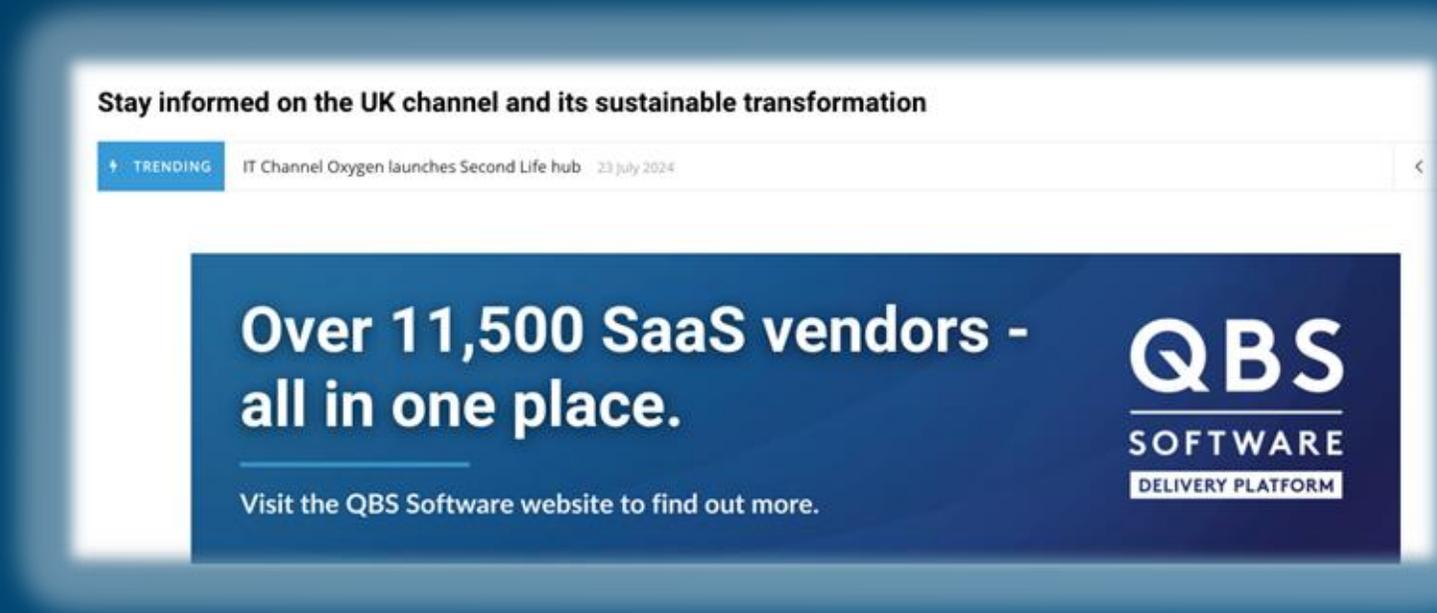
£1,199 + VAT for one week

Homepage sidebar square ad

£149 + VAT for one week

In-post sidebar square ad

£299 + VAT for one week



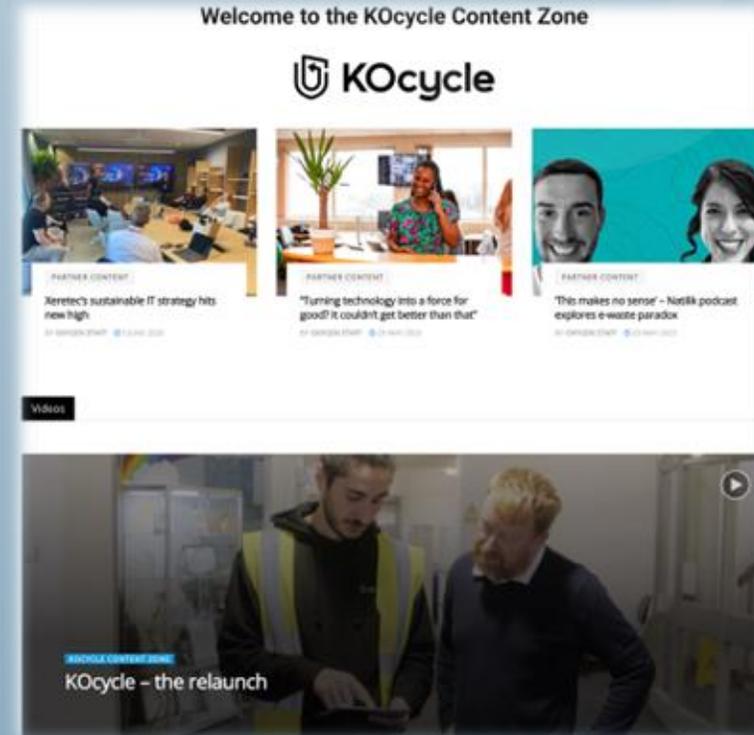
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CO-BRANDED CONTENT ZONE

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**



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 + VAT**



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 + VAT



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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**

"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**

