



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 **8.8k** 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**

\*8,840 registered members as on 12 June 2026, over 8,100 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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# 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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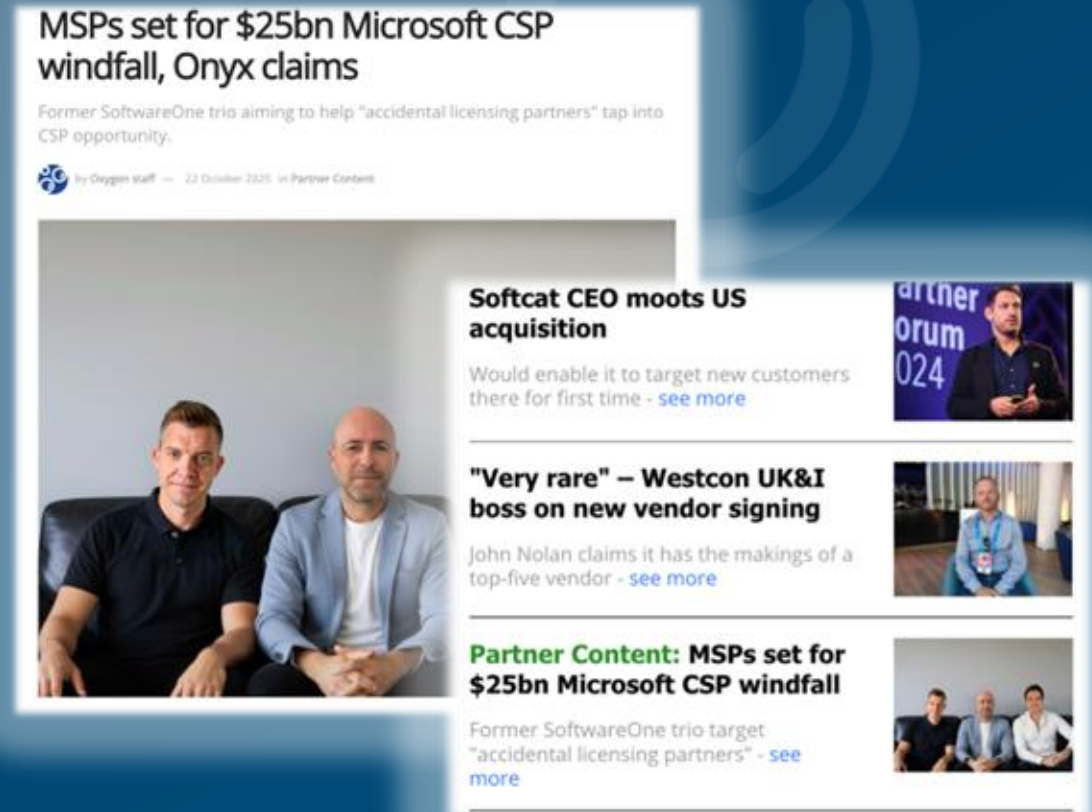
# NATIVE CONTENT INTERVIEW

*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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# 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.

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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 8k 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

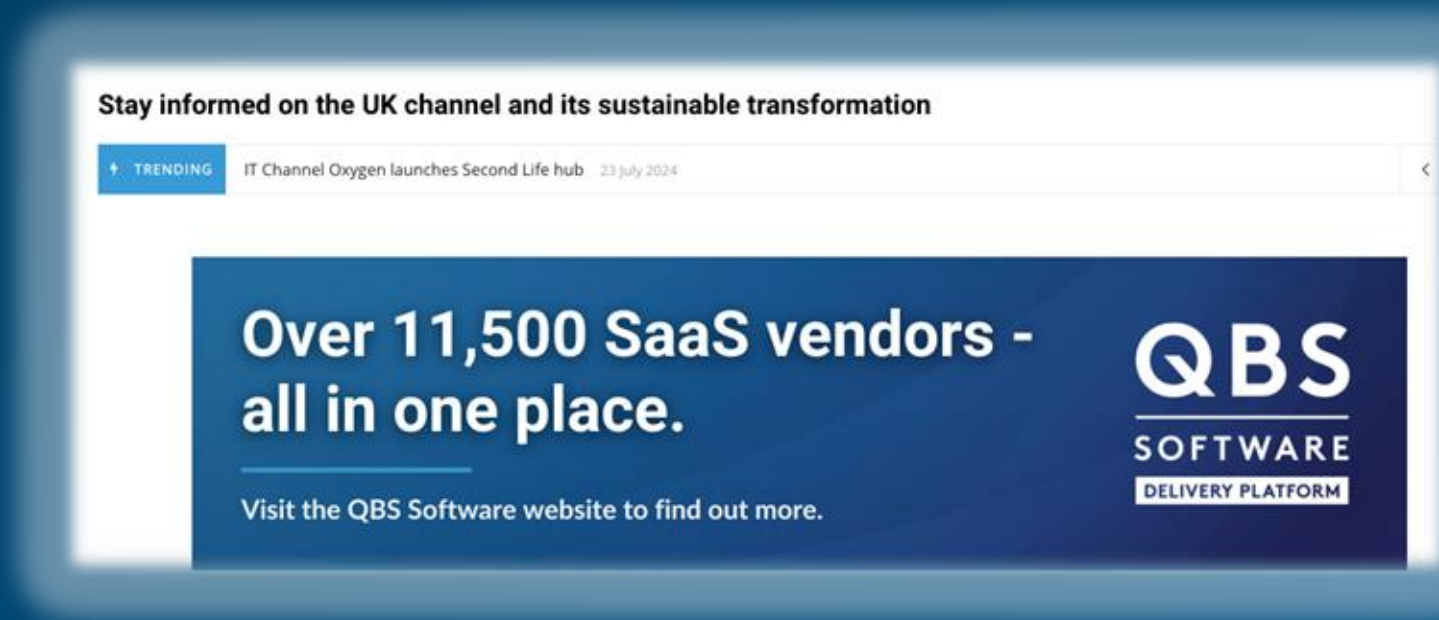
**£1,199 + VAT for one week**

Homepage sidebar square ad

**£149 + VAT for one week**

In-post sidebar square ad

**£299 + VAT for one week**



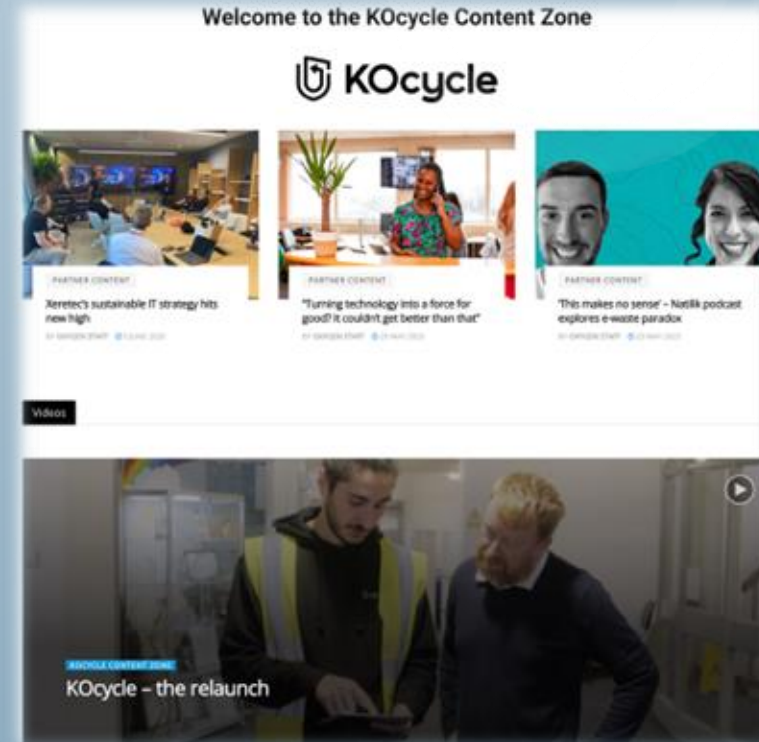
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# CO-BRANDED CONTENT ZONE

*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**



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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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**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**

