IT CHANNEL OXYGEN

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 UK CHANNEL'S EAR



9.4k registered members*

- 46% work for VARs, MSPs or IT consultancies
- 21% work for distributors and channel services firms
- 19% work for vendors
- Readership 90% UK

- **44% are C-suite**

*9,356 registered members as on 11 November 2026, over 8,400 of which are sent the weekly newsletter

Contact sales@itchanneloxygen.com for more…

IT CHANNEL OXYGEN

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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IT CHANNEL OXYGEN

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

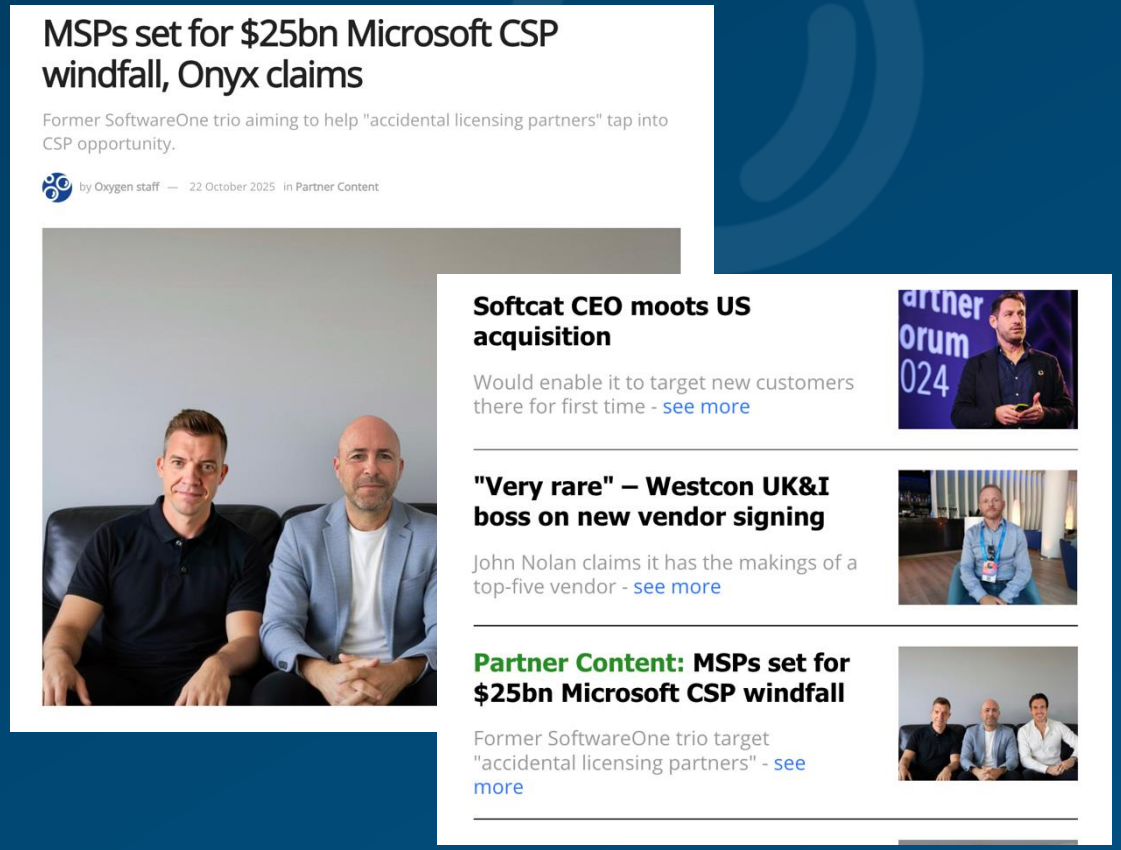
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IT CHANNEL OXYGEN

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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IT CHANNEL OXYGEN

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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IT CHANNEL OXYGEN

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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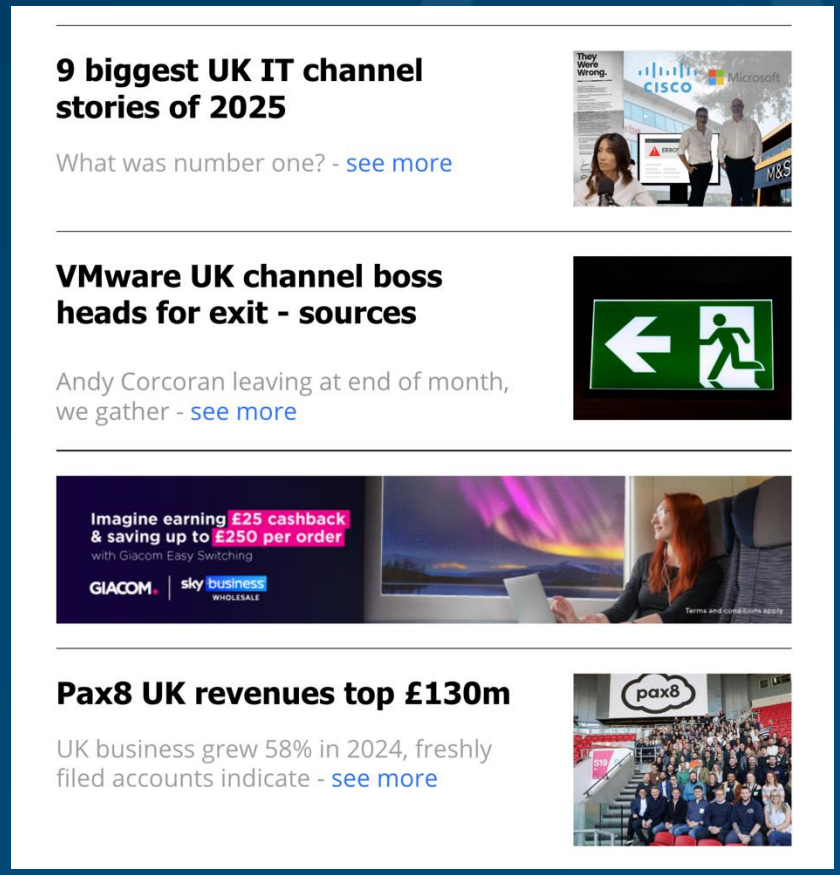
IT CHANNEL OXYGEN

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



Contact sales@itchanneloxygen.com for more…

IT CHANNEL OXYGEN

WEBSITE ADVERT

Make a splash on our homepage, or in-post

Average weekly pageviews: 13,600

Average weekly visitors: 8,100

(Source: Matomo analytics: July-November 2026)

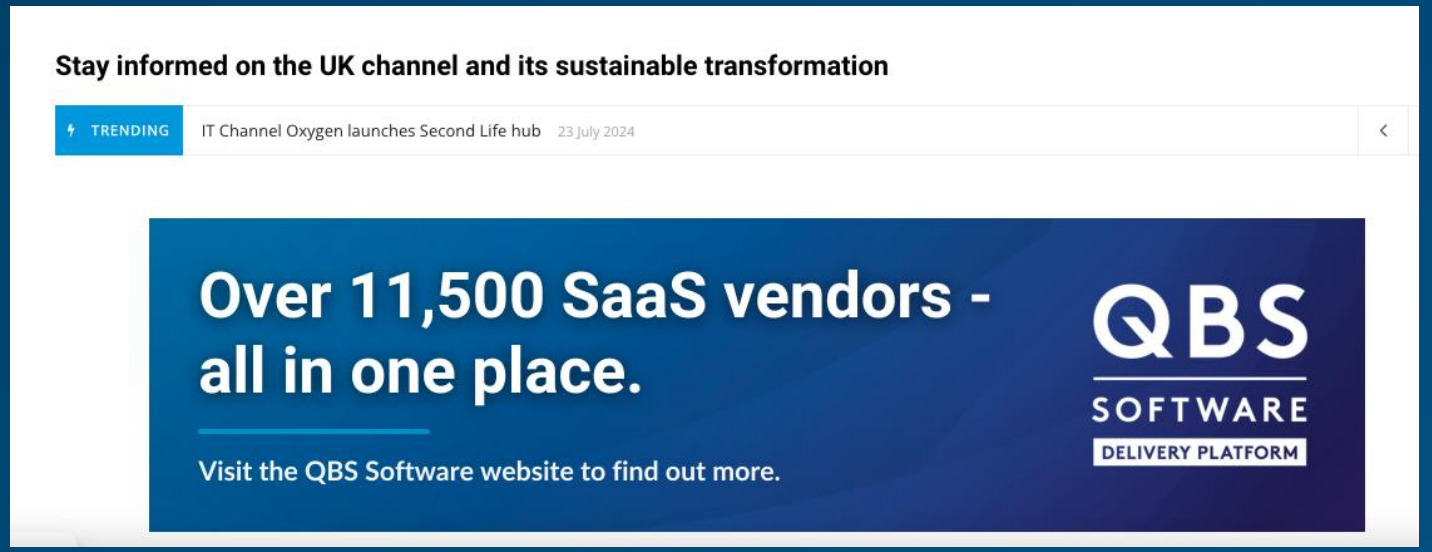
Leaderboard ad at top of homepage
£699 + VAT for one week

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

In-post banner ad injected after 9th para
£299 + VAT for one week



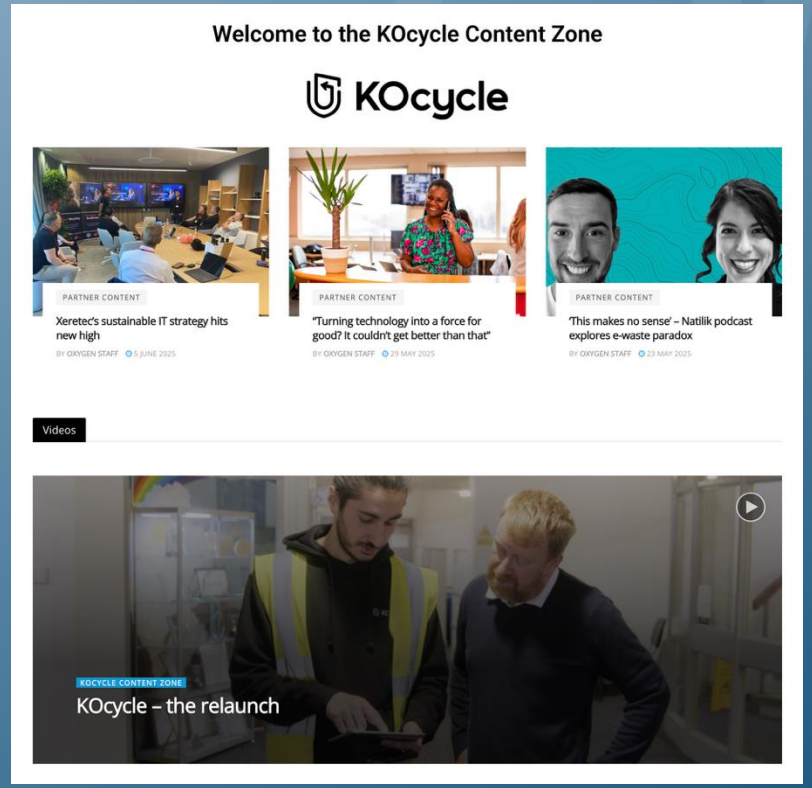
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IT CHANNEL OXYGEN

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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IT CHANNEL OXYGEN

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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IT CHANNEL OXYGEN

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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IT CHANNEL OXYGEN

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

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IT CHANNEL OXYGEN

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