

# 2014 MEDIA KIT

NO OTHER  
MEDIA COMPANY  
CONNECTS YOU  
TO THE **SMB**  
**MARKETPLACE**  
LIKE WE DO.

The ChannelPro Network provides targeted business and technology information for VARs, MSPs and IT consultants who serve the technology and data needs of small and midsize businesses. Via its online properties, live events, research and monthly print magazine, the network delivers expert opinion, analysis, news, product reviews and advice vital to business success. Perspectives from channel pros, vendors, distributors and analysts are spotlighted daily.

THE  
**ChannelPro**Network  
[www.ChannelProNetwork.com](http://www.ChannelProNetwork.com)

MAKE THE CONNECTIONS.



# MAKE THE CONNECTIONS.

Dear Advertiser:

The 2014 advertising year is here, and once again The ChannelPro Network is positioned to be your partner in building and executing integrated marketing campaigns that produce measurable results.

In 2013, we saw the IT channel landscape continue to change and evolve. There were a number of significant vendor acquisitions/mergers, product launches, and phaseouts. Each of these affects the way you and your partners conduct business—and fortunately for all of us, the channel pros you count on continue to evolve as well. They are shifting much of their business to the cloud, focusing on services, and developing vertical expertise at a rapid pace. The ChannelPro Network has been reporting on these changes while providing valuable insights into our audience and supporting our advertising partners as these changes occur.

The ChannelPro Network continues to evolve as well. We have rolled out a new website with rich resources for partners and advertisers, and we are happy to see our live event business (the ChannelPro SMB Forum) grow and improve. New advertisers and readers continue to seek us out and we welcome them all!

Advertisers both old and new are drawn to The ChannelPro Network because it offers them two key things they can't get anywhere else: targeted access to the channel pros who serve the SMB marketplace and the resources of a media company that is creative, accessible, agile and results-driven—guaranteed.

So be sure to include The ChannelPro Network in your marketing plans for 2014. Our team is poised to make 2014 a profitable year for you!

Best regards,



Michael Siggins, VP and Publisher

## FACTS&FIGURES

### NETWORK REACH

No other media company offers this level of targeted access to resellers, managed service providers, integrators and system builders serving the SMB marketplace:

- **Magazine circulation of 55,000 in the U.S. (25,000 print, 30,000 digital)**
- **More than 250,000 online average monthly visits**
- **More than 780,000 online average monthly views**

## WHAT OUR READERS WANT TO LEARN ABOUT

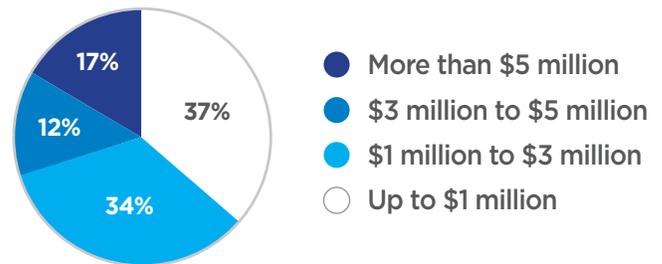
ChannelPro Network readers identify their top-5 article choices:

- 96%** Prefer in-depth articles on technologies that can play an important role in how they serve their customers
- 94%** Prefer articles covering technologies, market trends and new business opportunities
- 92%** Prefer reviews and overviews of products/solutions they might recommend to clients
- 83%** Prefer updates on what is happening in vendor and distributor partner programs
- 81%** Prefer news and information about the latest products, software and services

Top revenue growth areas:

- Cloud Solutions
- Backup and Data Recovery
- Network Security Solutions
- Virtualization
- Mobile Solutions
- Managed Services
- Remote Monitoring and Management (RMM)

Our readers' revenue:



## THE TECHNOLOGIES

The ChannelPro audience integrates the following technologies and solutions:

- |                             |                                     |                                  |                             |
|-----------------------------|-------------------------------------|----------------------------------|-----------------------------|
| All-in-One PCs              | CRM Solutions                       | Middleware                       | Smartphones                 |
| Audio/Visual Solutions      | Custom-Built Hardware               | Mobile Solutions                 | Software as a Service       |
| Backup & Recovery Solutions | Desktop Systems                     | Multifunction Printers           | Storage Hardware & Software |
| Blade Servers               | Digital Signage                     | Network Infrastructure           | Tablets                     |
| Business Continuity         | Displays                            | Networking Hardware & Software   | Ultrabooks                  |
| Business Intelligence       | Drives (SSD and HDD)                | Notebooks                        | Unified Communications      |
| Business Software Suites    | Electronic Medical Record Solutions | Operating Systems                | UPS and Power Management    |
| Chips/Processors            | Email/Collaboration Software        | Peripherals                      | Virtualization              |
| Cloud Computing             | ERP                                 | Physical Security & Surveillance | VoIP Solutions              |
| Collaboration Tools         | Green Solutions                     | Printers                         | Wall-Mounted Displays       |
| Compliance Solutions        | Home Automation & Control           | Projectors                       | Web 2.0 Solutions           |
| Components                  | IT Contracting Services             | Scanners                         | Wireless & Mobile Solutions |
| Computing Accessories       | KVM Switches                        | Security Hardware & Software     |                             |
| Cooling Solutions           | Managed Services                    | Servers                          | And more ...                |

## VERTICAL MARKETS

ChannelPro Network readers sell and integrate into these vertical markets and others:



# MAKE THE CONNECTIONS.

## ONLINE OPPORTUNITIES

Our online network offers you a wealth of resources to educate, influence and interact with our community. From traditional banner programs to custom Spotlights, sponsored content categories and email marketing programs, we have what you need to create a winning integrated program.

### BANNER ADS & SPONSORSHIPS



### SPONSORED SPOTLIGHTS

Our custom Sponsored Spotlights can feature a mix of our articles, your collateral, YouTube videos and news feeds, plus social networking updates from Facebook, Twitter, etc.

- Many sponsorship levels available



## FACTS&FIGURES

### THE POWER OF ONLINE

Our network provides news, insights, peer advice, product announcements and reviews on the technologies and trends that power the channel.

## YOUTUBE AND CUSTOM VIDEO

Whether it is a video profile of your customer or solution, or reviews of the latest tech products that power the channel, our video team can create a wide range of video assets to meet your marketing goals.

- YouTube channel sponsorships
- Video sponsorships
- Webinars
- Podcasts



## EMAIL MARKETING

Reach and influence our audience through a variety of email-based programs. Sponsor one of our editorial e-newsletters or have us create a custom one just for you. Custom email blasts and list rentals are also available.



# MAKE THE CONNECTIONS.

## PRINT OPPORTUNITIES

ChannelPro-SMB magazine is the only publication that focuses exclusively on the SMB segment of the channel. Multiple display opportunities are available, including full- and fractional-page ads, inserts, business reply cards, cover wraps, sequenced units, cover corner peels and more.

**FOR PRINT EDITORIAL CALENDAR AND PRODUCTION DATES SEE PAGES 10-11**

### CHANNELPRO-SMB PRINT EDITION

Our monthly magazine is delivered to 55,000 print and digital readers.



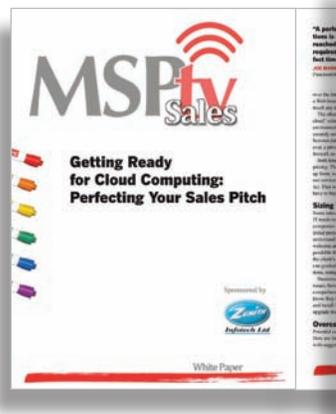
### CUSTOM MARKETING PROGRAMS

Our expert team of writers, editors and designers is standing by to provide a full range of services to help you with your custom print marketing needs.



### CUSTOM PRINT PROGRAMS

- Case studies
- Product profiles
- Partner profiles
- White papers
- Magazine inserts
- Cover wraps
- Ad creation
- Much more



## CUSTOM MEDIA SERVICES

Our expert team of writers, editors, developers and designers is ready to provide a full range of services to help you with your marketing needs. No one knows the SMB reseller audience better than we do, and you can tap that expertise to create masterful marketing campaigns.

Think of our team as an extension of your team. We'll create and deliver the marketing asset directly to you or integrate it into a broader program.

We offer online, lead-gen, print solutions and more:

- Custom articles/case studies/white papers
- Custom show guides and maps
- Custom podcasts
- Custom webinars
- Custom ad creation
- Custom research programs
- Custom content for your website
- Custom print and digital magazines
- Custom email newsletters
- Custom videos
- Custom cover wraps
- Custom Spotlights

**PARTNER PROFILE**  
INNOVATIVE BUSINESS SYSTEMS INC.

**EXPANDING OPPORTUNITIES WITH BACKUP SOLUTIONS**

**INNOVATIVE BUSINESS SYSTEMS INC.**  
400 WEST 10TH AVENUE, SUITE 100  
DENVER, COLORADO 80202  
TEL: 303.733.1111  
WWW.IBSYSTEMS.COM

**4 The Results**  
Following the launch of the new backup solution, the company has seen a significant increase in sales and customer satisfaction. The new solution has been well-received by the market and has helped the company to expand its reach into new markets.

**PARTNER PROFILE: ePLUS INC.**

**Teaming Up with Intel: A Partnership to Grow Your Business**

**More Options and Flexibility with Intel Ethernet**

Intel's Ethernet portfolio is the most complete and flexible for 10 GbE network connectivity. The company is a leading provider of networking solutions and services, serving a wide range of industries. Intel's Ethernet portfolio is the most complete and flexible for 10 GbE network connectivity. The company is a leading provider of networking solutions and services, serving a wide range of industries.

**4 The Results**  
The partnership with Intel has enabled the company to offer a more comprehensive range of networking solutions to its customers. This has resulted in increased sales and customer satisfaction, as well as a stronger competitive position in the market.

**PARTNER PROFILE**  
EVOLVE TECHNOLOGIES LLC

**DIFFERENTIATING WITH BACKUPS**

**EVOLVE TECHNOLOGIES LLC**  
1000 17TH AVENUE, SUITE 1000  
DENVER, COLORADO 80202  
TEL: 303.733.1111  
WWW.EVOLVE-TECH.COM

**4 The Results**  
The company's focus on backup solutions has allowed it to differentiate itself from its competitors. This has resulted in a strong market position and a loyal customer base. The company's solutions are highly reliable and easy to use, which has helped it to gain a significant market share.

**GFI MAX Remote Management**  
Managed Activities available within GFI MAX Remote Management

**Easy and Affordable Managed Security Service for your customers**

**Intel® 320 Series Solid-State Drives**  
redefine reliability - now with a 5-year warranty.

Reliability is all about having a solution you can trust to run and keep your data safe and secure. Save your customers' minds when they switch to new solid-state technology from a traditional hard drive. Extremely durable and shock resistant, Intel® 320 Series Solid-State Drives, now backed by a **5-year warranty**, include built-in data protection features such as power-loss data protection, and Advanced Encryption Standard (AES).

**Intel® places a high priority on quality, reliability and performance and countless hours are spent to run thousands of tests to validate technologies. Intel® Solid-State Drive reliability is demonstrated on multiple levels: 1. Component level qualification, 2. Component level qualification of Intel® Flash Components, 3. Module level qualification, and 4. Reliability demonstration tests.**

**Longer Life and More Durable Solid-State Drives**  
Life is good with Intel® 320 Series Solid-State Drives - with a 1.2 million hours Mean Time Between Failures (MTBF), approximately 60 terabytes\*\* of data can be written to the drive over the course of its lifetime. Extremely rugged with no moving parts, Intel 320 Series Solid-State Drives can withstand bumps and shocks unlike hard drives. Not only are SSDs designed to survive shocks to the system, there are no surprises with drive health as you can use Intel's free **Toolbox Utilities** to monitor and manage the health of your drive.

**Power-loss Data Protection**  
This feature is both hardware and firmware based which prevents data loss during unexpected system power loss, and protects users from losing personal or system data.

**How It Works.** A power-loss detection circuit is included in the Intel 320 Series Solid-State Drive, which sends a signal to the drive controller indicating there is an imminent drop in power level. The Intel 320 Series Solid-State Drive firmware then disconnects the internal power, and relies on its on-board power-loss protection capabilities to provide enough energy for the Intel 320 Series Solid-State Drive firmware to move data from the internal buffers to the NAND.

**Lenovo ThinkStation E30 - Powerful. Certified. Manageable.**

**lenovo** **FOR** **SMALL** **BUSINESS**

Products | Peripherals | Services | Programs | Resources

**LENOVO® THINKSTATION® E30. BECAUSE YOUR IDEAS HAVE A STOP.**

**Google Apps Authorized Reseller Program**

The move to the cloud is happening now. Benefit by becoming a Google Apps Authorized Reseller.

Cloud computing has gone mainstream. As an Authorized Reseller of Google Apps—Google's suite of messaging and collaboration tools—you can establish profitable, long-term and more strategic relationships with your customers.

- Control critical aspects of the client relationship including provisioning, billing, on-prem and post-sale messaging, and support.
- Reduce your operating costs and free up resources so you can spend more time delivering higher-value services.
- Tap into new revenue opportunities by expanding your offerings to include migration, application management, and custom development services.
- Consistently demonstrate value to clients by helping them solve new Google Apps challenges to address business requirements better than ever before.

**Find out how current resellers are successfully building their businesses around Google Apps.**

The Google Apps Partner Team

## FACTS & FIGURES

### OUT OF THE BOX VS. OFF THE SHELF

Custom programs include partner and product profiles, email marketing campaigns, research surveys, lead-generation programs, podcasts, webinars and all kinds of custom units.



**MAKE THE CONNECTIONS.**

## **LEAD-GEN AND CUSTOM RESEARCH**

Our research team is the driving force behind our lead-generation and custom research offerings. Looking for leads? Let us fill your sales pipeline, recruit new partners and drive attendance to your events. Need to know market trends, purchasing data and preferences of The ChannelPro Network? Let our research team collect that data in a custom survey. Several program types are available and feature custom research, database marketing and download programs.

### **LEAD GENERATION**

Whether you are recruiting new partners, driving attendance at your event or feeding prospects to your sales team, our lead-gen programs can work for you. We offer several program types that feature custom research, database marketing and download programs.



**FACTS&FIGURES**

### **VALUABLE CONNECTIONS**

Our lead-generation programs are scalable, guaranteed and offer proven ROI.

## EVENTS

### SMB FORUM

The ChannelPro SMB Forum live events bring together IT solution providers, managed service providers, VARs, custom builders and dozens of sponsors. The events offer attendees interactive, in-depth sessions featuring some of the industry's top channel pros in mobility, cloud computing and managed services.

A showcase of SMB vendor solutions provides additional learning opportunities and enables channel pros to get one-on-one advice on employing new technologies and services to better serve their customers.

All attendees experience the following:

- **Exciting, interactive format**
- **Targeted educational presentations**
- **Lively, interactive Q&A discussion**
- **Dedicated time to visit with the channel's leading vendors**
- **Hands-on experience with today's latest form-factor gear, including tablets, ultrabooks, all-in-ones and a variety of mobile solutions**
- **Awards and giveaways!**

#### Sponsor Opportunities

Sponsorship packages all include a tabletop at the event plus branding in print and online leading up to and including the day of the event. We have several levels of sponsorship plus specialty sponsorship programs available. Learn more about our events at [www.ChannelProForum.com](http://www.ChannelProForum.com)



## 2014 EDITORIAL CALENDAR

*ChannelPro-SMB* reports on the technologies and trends that impact the SMB market, including managed services, cloud computing, storage, security, networking, virtualization, hardware, software and others. In every issue you'll find insights and best practices, peer advice, opinions from the leading voices in the SMB IT industry, analyst commentary, special content for system builders and more.

### CALENDAR DATA IS SUBJECT TO CHANGE

#### JANUARY

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- Competing with the Cloud
- Developing Mobile Apps

#### FEBRUARY

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- Per-User Managed Services Pricing
- Master's Class: Office 365

#### MARCH

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- Profiting from Big Data
- Meet the Millennials

#### APRIL

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- The End Arrives for Windows XP
- Hybrid Cloud Storage

#### MAY

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- Surface and the Channel
- Master's Class: RMM

#### JUNE

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- Mobile Application Management
- The Dangers of Cloud APIs

#### JULY

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- Special coverage: 3rd Annual ChannelPro Readers' Choice Awards
- Wearable Computing

#### AUGUST

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- Building the Perfect Server Closet
- Master's Class: Microsoft Hyper-V

#### SEPTEMBER

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- Mobile App Hit Parade
- Intel Says So Long to Motherboards

#### OCTOBER

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- Special coverage: 3rd Annual SMB All-Stars and Vendors on the Vanguard Issue
- Software-Defined Everything

#### NOVEMBER

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- Managing the Financial Transition to Cloud Computing
- Master's Class: PSA

#### DECEMBER

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- Special coverage: 2015 Technology Preview
- Digital Signage-in-a-Box Solutions

For editorial inquiries contact Cecilia Galvin, Executive Editor, at (919) 325-0109 or [cgalvin@ehpub.com](mailto:cgalvin@ehpub.com)

## 2014 ADVERTISING RATES & SPECS

RATES AND SPECS ARE SUBJECT TO CHANGE

PRINT (ALL RATES ARE NET)				
FREQUENCY	1X	3X	6X	12X
FULL PAGE	\$11,600	\$11,020	\$10,441	\$8,839
2/3 PAGE	\$9,513	\$9,036	\$8,562	\$7,247
1/2 PAGE	\$8,700	\$8,265	\$7,831	\$6,628
1/3 PAGE	\$6,728	\$6,392	\$6,055	\$5,129
1/4 PAGE	\$5,801	\$5,510	\$5,219	\$4,420
SPREAD (2 PAGES)	\$19,140	\$18,184	\$17,247	\$14,583
PREMIUM PLACEMENT				
COVER II				ADD 15%
COVER III				ADD 10%
COVER IV				ADD 20%
ANY OTHER REQUEST				ADD 10%
SPECIFICATIONS	TRIM	LIVE AREA	BLEED	NOTES
FULL PAGE	8"w x 10.812"h	7.25" x 10"	.125" all sides	Keep live matter .375" from edge
2/3 PAGE	4.5625"w x 9.5"h			
1/2 PAGE ISLAND	4.5625"w x 7"h			
1/2 PAGE HORIZONTAL	7"w x 4.5625"h			
1/3 PAGE SQUARE	4.5625"w x 4.625"h			
1/3 PAGE VERTICAL	2.1875"w x 9.5"h			
1/4 PAGE ISLAND	3.375"w x 4.625"h			
SPREAD	16"w x 10.812"h	15.25" x 10"	.125" all sides	Allow .375" for gutter on each side

For advertising materials and specs information visit: [www.ChannelProNetwork.com/site/advertising](http://www.ChannelProNetwork.com/site/advertising)

ONLINE (ALL RATES ARE NET)		
TYPE	SIZE	RATE
SKYSCRAPER	160x600, 120x600	\$141 cpm
RECTANGLE	300x250	\$141 cpm
LEADERBOARD	728x90	\$141 cpm
E-NEWSLETTER ADS		\$2,601 premium ad
SPOTLIGHTS		\$15,606 per quarter
LEAD-GEN PROGRAMS		\$5,202 base program

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**No Other Media Company Connects You to the SMB Marketplace Like We Do.**

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