



ADVERTISING | SYNDICATION | INTENT DATA | MARKET ANALYTICS
MASS BRAND AWARENESS | ENGAGED B2B READERSHIP | UK&I

TECHKNOW.ONLINE MEDIA PACK 2023

THE UK'S FASTEST GROWING DIGITAL TECHNOLOGY PUBLISHER



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TECHNOW.ONLINE INTRODUCTION

Catapult your brand into the UK&I market, with TechKnow.Online's mass advertising engine.

TechKnow.Online is a subsidiary of IT marketing services expert CPB UK. Its advertising and promotional opportunities provide a unique conduit through which to interact with an engaged IT audience.

TechKnow.Online is an IT industry news publication that offers independent news, insights and views.



Distributed to a readership base of 160,000+ contacts, TechKnow.Online's diverse audience spans the whole spectrum of the UK&I market, keeping recipients up to date with all the best bits, bytes and announcements in the IT world.



MASS B2B READERSHIP

160,000+

Engaged B2B Readers

90,000+

IT Budget Decision Makers / Influencers

60,000+

IT Channel Focused Contacts

55%

IT Dept Contacts

39%

C-Level / Director

40%

Senior Management

82%

Private Sector

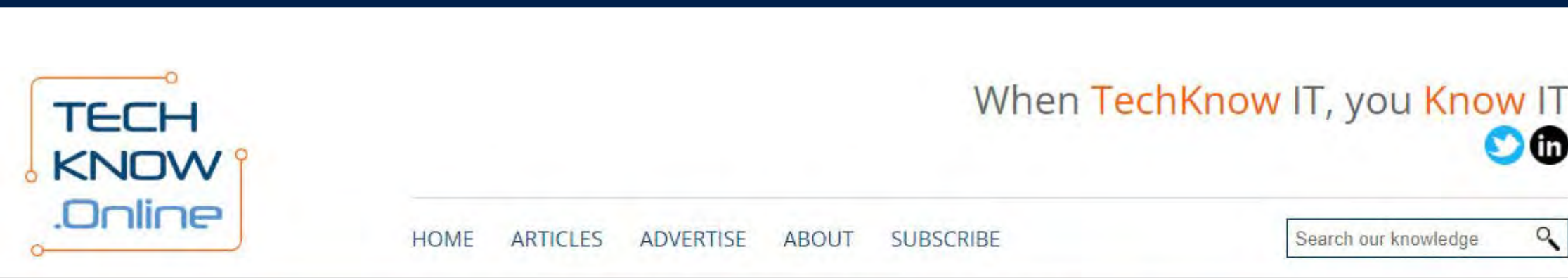
40%

SMEs

28%

Enterprise

TECHKNOW.ONLINE WEBSITE



Since TechKnow.Online's creation in 2015 it has become the go-to site for accessing technology news and publications.

The website carries a variety of advertising opportunities, which can be executed as standalone campaigns or as part of a wider CPB UK marketing services package.

- Whitepaper Syndication
- Boost Visitor Traffic
- Technology Promotion
- Event & Webinar Awareness





Public vs. Private vs. Hybrid The State of the Cloud



Top 4 cloud trends that will affect your business



How To Deal With The 3 Biggest DevOps Security Issues



See the top 5 reasons to use third-party backup with Office 365



Which Artificial Intelligence System Works Best for You?



Building a Better, more Sustainable Cloud



The top 10 hacks and cyber security threats of 2022



Just offering remote work is not enough to retain top employees



Is SASE right for your organization? 5 key questions to ask

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This publication is only sent once a fortnight.
It contains the best bits and bytes of IT news for IT people.
If this isn't for you then [unsubscribe from this mailing list](#)
[Privacy](#)

TECHKNOW.ONLINE ENEWSLETTER

Working in parallel with the Techknow.Online website, the eNewsletter contains the top stories, latest IT updates and featured articles delivered straight to our readers' mailboxes.





As well as disseminating your message to the masses, TechKnow.Online also provides you with intelligence on which business verticals, size of company and buying personas are engaging with your brand or value proposition.

Receive intent data for all interactive contacts to transform your sales & marketing strategies.



INTENT DATA INTELLIGENCE

Statistics for readers interacting and demonstrating engagement across specific TechKnow.Online ads are exported and supplied to the customer via a detailed report . This report includes intent data on engagement and interactions such as contact data and company data, firmographic data and technographic data.

<div>  COMPANY </div>	Company Name Address Telephone Number
<div>  CONTACT </div>	Contact Name Job Title Email Address Direct Dial / Mobile Number*
<div>  FIRMOGRAPHIC </div>	Volume of Network Users Industry
<div>  TECHNOGRAPHIC </div>	Technology Infrastructure Software Hardware Network Cloud NetSec

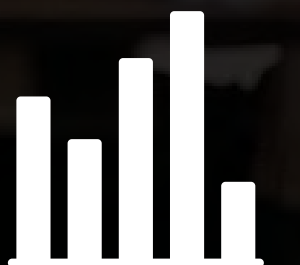
* Where applicable

REPORTING

A granular report is produced after each fortnightly advert publication.

Contents:

- Unique Click Count
- Web Page Impressions
- Social Media Impressions
- Top 5 Engaged Verticals
- Top 5 Engaged Buying Personas
- Top 5 Engaged by Size of Organisation
- # of Contacts Emailed
- # of Successfully Delivered Email Addresses
- # of eNewsletter Views
- % Views vs Delivered



CONTENT SPECIFICATION



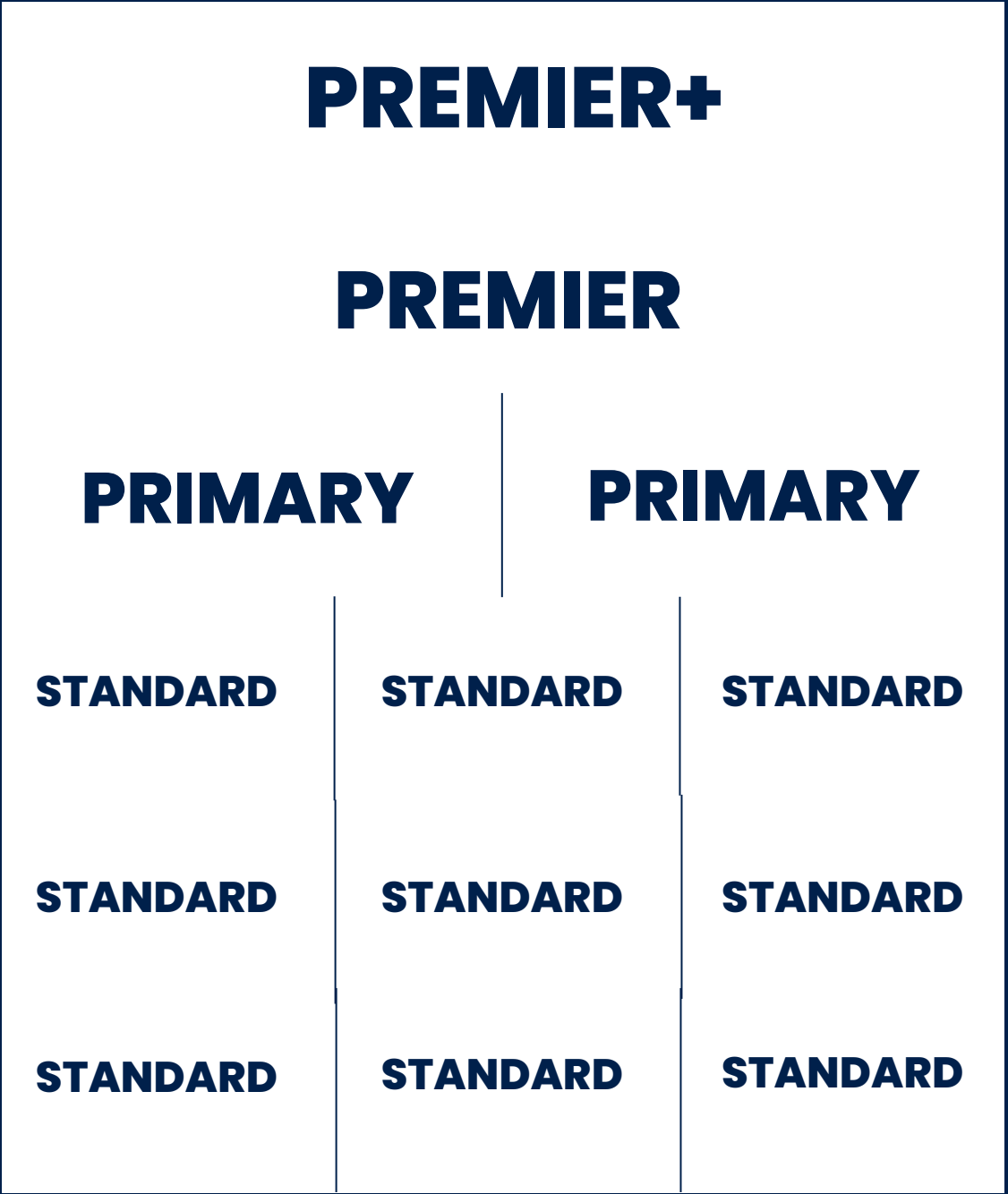
Premier +	Artwork: Landing Page:	<ul style="list-style-type: none">• PNG or JPEG image 1000 x 180 px• URL or PDF
Premier	Artwork: Landing Page:	<ul style="list-style-type: none">• PNG or JPEG image 900 x 300 px• URL or PDF• 1-2 preferred paragraphs for TechKnow.Online landing page preview
Primary	Artwork: Landing Page:	<ul style="list-style-type: none">• PNG or JPEG image 900 x 450 px• URL or PDF• 1-2 preferred paragraphs for TechKnow.Online landing page preview
Standard	Artwork: Landing Page:	<ul style="list-style-type: none">• PNG or JPEG image 900 x 450 px• URL or PDF• 1-2 preferred paragraphs for TechKnow.Online landing page preview

PRICING



Placement Layout

Placement / Duration	1 Month	3 Months	6 Months	12 Months
Premier+ Placement	£2,750	£5,250	£9,750	£17,850
Premier Placement	£2,250	£4,750	£8,950	£16,450
Primary Placement	£1,950	£4,250	£7,950	£14,750
Standard Placement	£1,750	£3,950	£7,450	£13,850



TERMS & CONDITIONS

- All content must be submitted at least 72 hours ahead of proposed dispatch date
- Clients are responsible for providing all content and imagery used in adverts
- Any changes to, or replacement of, already submitted adverts will result in a studio charge time of £65(+VAT) per hour (one hour minimum)
- All prices quoted are excluding VAT
- Missing content deadline date: Clients are responsible for submitting content prior to the deadline, failure to submit will either result in the same advertisement being re-utilised from a previous dispatch or the slot being lost





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