computing™

ACCELERATE GROWTH.
EXPAND ECOSYSTEMS.
TRANSFORM YOUR BUSINESS.

2023 Media Pack

THE CHANNEL CO.

Computing is the UK's number one media resource for senior and board level IT leaders. High-quality, premium insights and content, both online and at our prestigious conference series forms the core of the Computing brand.

- Premium brand with a key focus on how technology is shaping the agenda of the UK's biggest businesses

- More interviews with CIOs, CTOs and CDOs than any competitor

- Educates and serves its high-end community with incisive analysis of IT trends, analyst-grade, research-driven content, and a market leading conference programme

# BRAND AWARENESS AND STRATEGIC VISIBILITY

As the leading source of business critical information and data journalism for IT leaders, Computing will help connect your brand with our extensive reach of IT professionals. Computing has consistently innovated to find the best ways to bring timely, accurate insight to its audience of senior technology decision makers and is the UK's number one media resource for senior and board level IT leaders.

DISPLAY

- Reach a highly engaged and active audience that covers the entire enterprise IT buying cycle, from researchers, to technical staff, to C-Level budget holders and business directors.

- Choose the volume of impressions and time frame for coverage. Your adverts will be seen in rotation with other advertisers throughout your chosen time period

- Homepage and site takeovers are a fantastic opportunity to secure high impact and visibility on key campaign dates

£60 CPM across formats
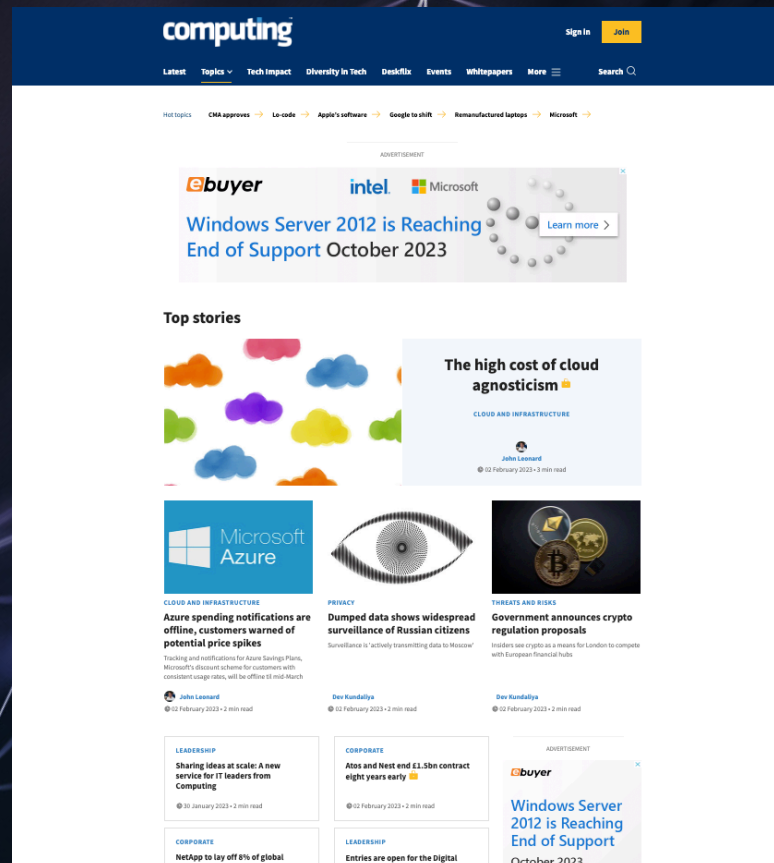
COUNTDOWN BANNERS

- Countdown banners generate a high-level of excitement and awareness leading up to your event. Build by TCC, the banners can run for 1-4 weeks prior to the event and can promote the event and online registrations

- Mix of ad formats, run across the site

£125 CPM

E-SHOTS

- Fantastic opportunity to raise awareness as well as drive traffic back to campaign landing pages

- Sent to 30,000+ end users

- Send us the HTML and your preferred subject line and we'll deliver directly to the inboxes of our engaged IT end user audience from the Computing account

- Open and click through rate metrics provided 48 hours after distribution

£3,000

DAILY NEWSLETTERS

- Opportunity to get your brand in front of our audience when they are most engaged

- Run your adverts on our Daily Newsletters which carry up to 7 of the hottest news stories of the day

- Daily reach of around 28,000+ subscribers

- Only advertiser on the Newsletter for your chosen day

£2,500
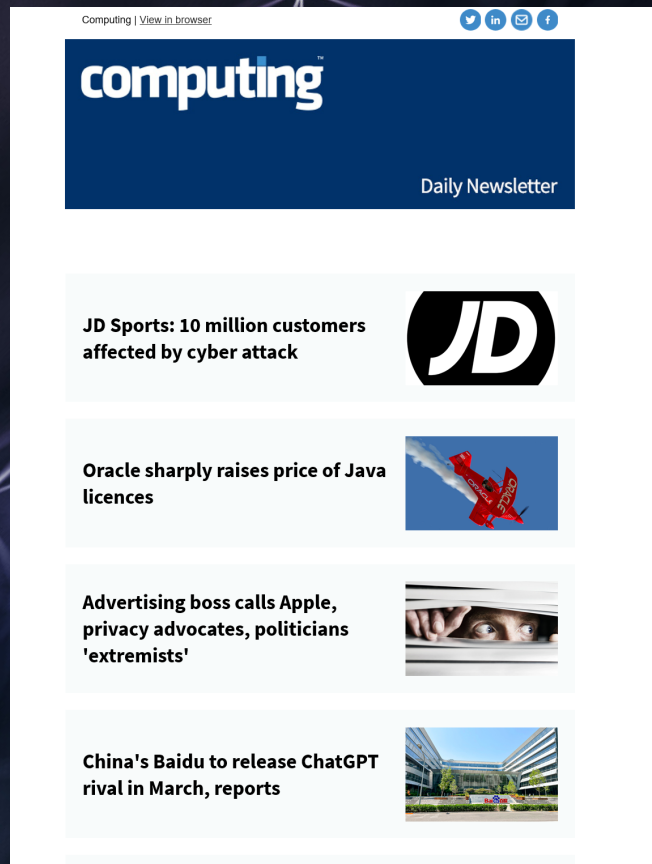
INDUSTRY VOICE

- Sponsored content, which gives you freedom to publish your content directly on Computing

- Articles should be on a technology focused subject and can be used as an opportunity to demonstrate thought leadership

- Recommended word count: around 600 words per article

- Sponsor to have exclusive advert positioning on all articles (billboard, HPU and wallpaper), which can drive traffic back to sponsor's website, (Adverts to be provided by sponsor)

£5,000

Industry Voice: Why teams are important to your database

And collaborative teams are even more so

3T Software Labs
🕑 30 January 2023 • 3 min read

SHARE

Image: Image: Randy Fath

Developing and curating your database queries is a critical process within most organisations, though there are times when this part of the data lifecycle is handled more as an ad-hoc, solo creative exercise.

NATIVE CONTENT

- Guaranteed editorial coverage of your solutions, written in the trusted and independent voice of Computing to be interesting specifically to your target audience

- Leverage the expertise and credibility of our editorial team to frame your messaging to be as engaging as possible to your target audience

- Articles promoted alongside relevant, insight-led news and opinion, allowing for greater response rates by tapping into existing audience relationships

  Exclusive advert tenancy on articles (billboard, HPU/MPU and wallpapers)

£6,500
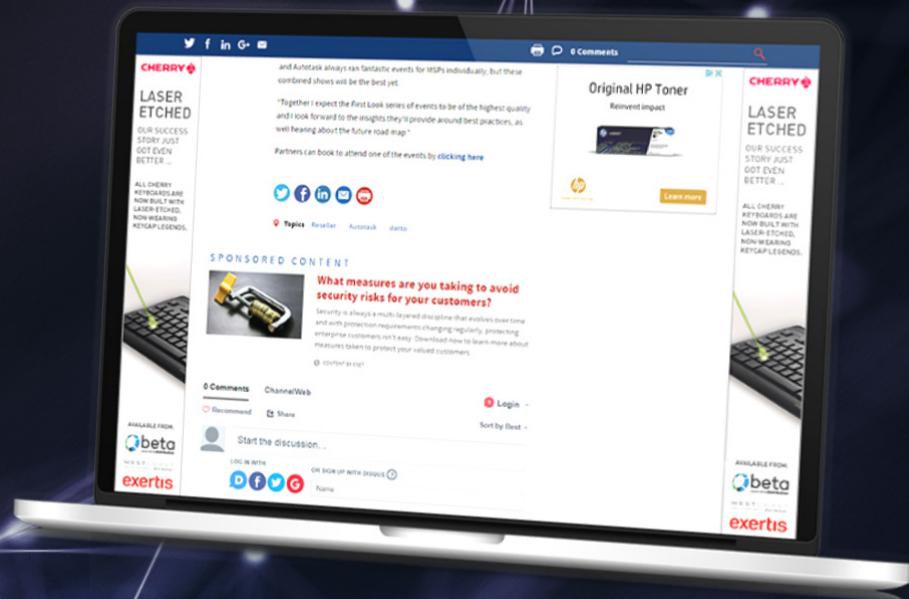
DEMAND GENERATION

Convert in-market ITDMs into genuine business prospects through smart, targeted lead generation campaigns. We offer a laser focus on targeting based on job title, industry, company sizes and geographical locations.

CONTENT SYNDICATION

- Content promoted to the relevant segments of our audience via bespoke emails and newsletters

- Users read a detailed synopsis of the content before selecting to read more by inputting their full business card details

- Dedicated campaign manager responsible for the promotion of content and delivery of relevant leads

- Full business card details sent across either weekly or integrated directly into your CRM in real time

- Content required (min. 1 asset): Whitepapers, case studies, videos, product guides

- Additional profiling questions and qualification criteria can be added (subject to increased CPL)

£55 CPL

PERFORMANCE MARKETING

Harness the power of content marketing using our dedicated in-house team of digital enablement specialists who are fully immersed in the technology markets through a deep heritage of lived experience. Deep specialisms and relationships developed over decades mean we truly understand the needs, pain points and opportunities of our audiences.

WHITEPAPER

- Computing to deliver exclusive market insights across relevant customer audiences to help position you as a thought leader

- Survey to be sent to relevant segments of our databases to gather valuable insights into common challenges and pain points faced by IT leaders in a specific area

- Data from the survey to form basis of an exclusive co-branded whitepaper, which will be layered with sponsor perspectives and interview excepts with selected customers (optional)

- Report promoted extensively across relevant segments of our audience (via online ads and bespoke emails) to maximise views and generate 100 download leads

£18,000

Whitepapers

New apps for old

This Computing whitepaper examines the pain points associated with application deployment and management in an increasingly hybrid and rapidly changing IT environment. In particular, it looks at how companies striving for digital transformation are adopting new technologies to achieve those aims, from prioritising mobile support to data-driven process automation and AI, and at the impact these are having on development schedules.

Download

Top 10 ways to protect your organisation from ransomware

No organisation is exempt from ransomware attacks as it continues to be one of the most prominent malware threats used by cybercriminals. To survive a ransomware attack, you must be prepared.These 10 ten ways will help you protect your organisation from ransomware through protective and response methods.

Download

GDPR is a state of mind, not just a technology solution

GDPR is coming and there is no black and white compliance solution. Most businesses seem to worry but, with the right approach and the right combination of tools, building a sustaining framework to support GDPR and other regulations is possible. Download now to find out more.

Download

INTERACTIVE E-BOOK

- Digital content experience hosted as a co-branded URL to offer partners an engaging way to digest new information and help your messaging to stand out from the crowd

- Content can either be co-branded with CPI or white-labelled, and will include embedded graphs, infographics and video interviews

- Mobile version also included

- Promoted extensively to guarantee 100 leads

£25,000

ENGAGE

- Computing Engage combines expert editorial resources with cutting edge digital marketing to produce content programmes that deliver actionable sales intelligence

- Computing will write articles based on your key messaging to make them as engaging and relevant as possible to your target audience

- We then use our extensive first party data to drive a targeted online awareness campaign that guarantees page views from relevant decision makers

- Computing Engage is therefore an exceptional way to guarantee awareness of and engagement with your key messaging

ENGAGE TIER ONE - £20,000

- 3 x Industry Voice articles (provided by sponsor) to be published on Computing.co.uk
- Articles promoted across min. 8 x Computing Daily Newsletters
- Promoted via 20,000 native ad unit impressions (created by us)
- Min. 3,000 page views guaranteed across content series

ENGAGE TIER TWO - £35,000

- 3 x Native articles (written by us) to be published on Computing.co.uk
- Articles promoted across min. 16 x Computing Daily Newsletters
- Promoted via 40,000 native ad unit impressions
- Min. 6,000 page views guaranteed across content series

ENGAGE TIER THREE - £50,000

- 2 x Industry Voice articles (provided by the sponsor)
- 2 x Native articles (written by us)
- 1 x Bespoke Special Report (long form content created by us)
- Promoted across min. 24 x Comuting Daily Newsletters
- Promoted via 180,000 native ad unit impressions (created by us)
- 100 guaranteed download leads
- Min. 9,000 page views guaranteed across content series

Content Hub

- A content hub is the most effective way for you to show off your expertise and give your brand a level of leadership in the market

- The hub will host sponsor content as well as content created by us around your key messaging, plus downloadable resources for lead generation

- Hub to be supported by a traffic driving campaign that includes newsletters, display and organic reach

3 month tenancy:
- Computing to produce 6 x native articles, to be published on your Content Hub
- Content hosting – up to 10 x sponsor assets/articles to be published on Hub
- Guaranteed engagement - 100 leads delivered from asset downloads

Traffic driving promotional campaign (Computing to create):
- 6 x bespoke solus emails driving traffic to the Content Hub
- 30,000 ad impressions across Computingz
- Organic social media promotion and paid Twitter promotion

£55,000 per quarter

Identity and Access Management Hub

Identity and Access Management (IAM) complex area. Businesses often have multiple IAM solutions in place and integrating these in a way that is easy to use, without compromising on security, can be a challenge.

As the ongoing effects of the Covid-19 pandemic continue to accelerate digital transformation, and tougher data security regulations puts greater pressure on organisations, they are quickly realising robust IAM is as much about user experience and manageability as it is cyber security.

This hub, in partnership with Okta, will explore the range of issues affecting IT leaders at various stages of their IAM journeys. With a particular focus on the fintech and financial services industries, it will delve into both the opportunities and the barriers when it comes to IAM adoption, what IT pros are doing to ensure ease of use, and how all of this can help them win over users.

It will also ask how organisations can look beyond regulatory compliance and see IAM as an opportunity for innovation.
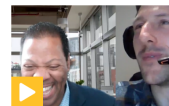
SHARE

STRATEGY
Digital transformation falls apart without access management
Tom Allen
05 December 2022 • 2 min read

THREATS AND RISKS
'No-one wants our data, it's not important': Wrong
San Francisco DA CIO Herman Brown Jr on selling cyber to the board
02 December 2022 • 3 min read

VIDEO

Executive interview

- Put the spotlight on a key company VIP through this interview-style video that will help elevate awareness around specific initiatives, success stories or case studies

- The entire video creation process will be managed by Computing, and the interview led by a Computing reporter

- Questions to be pre-agreed in advance

- Recorded in our London studios or remotely via video conferencing

- All video recording, editing and creation included, as well as two rounds of video edits. Sponsor to have final video approval

- Video to be published on Computing.co.uk

- 10,000 traffic driver adverts included (Computing to produce) to run across Computing.co.uk and drive traffic to video page

£12,000

Computing in Studio

- Amplify your message with professionally produced, news-style videos in our UK Studios. Our Computing reporter will guide your team, as they highlight your technology, customer commitment and strategic leadership

- Driven by Computing editorial; no final approval on reported content (questions NOT provided in advance)

- 2 video stories produced and posted on Computing.co.uk (up to 3 min. final video)

- Recorded in Computing's London studios

- Computing may provide additional news coverage (at their discretion)

Traffic driving promotional campaign (created by Computing) to include:

- 15,000 total traffic driving impressions on the Computing network

- Social posts promoting videos on Computing social handles

- Promotion in 3 x Computing Daily Newsletters

£22,000

VIDEO (CONT)

Tech Minute

- We will develop a video with an effective story line that aligns with your technology. Our team will provide news-style coverage and 3rd party validation to help communicate your message,
  All videos will be hosted on Computing.co.uk

Video production includes:

- On camera Computing correspondent with sponsor interview
- Video creation, scripting, recording, and editing
- Video to be 1-2 minutes to maximise engagement
- Technology category ownership (no other vendor to produce a Tech Minute on the same subject for 3 months)

Traffic driving promotional campaign (created by Computing) to include:

- 10,000 total traffic driving impressions on the Computing network
- Social posts promoting video on Computing social handles
- Promotion in 3 x Computing Daily Newsletters

£15,000

Tech Minute Series

- We will create a video series that showcases your primary marketing objectives. As part of the process, we will help craft an effective story line that's aligned with your communication goals

Video production includes:

- Three videos, 1-2 minutes per video
- Three video teasers, 30-seconds each (social optimized)
- Video creation, recording and editing

Traffic driving promotional campaign (created by Computing) to include:

- 30,000 total traffic driving impressions on the Computing network
- Social posts promoting videos on Computing social handles
- Promotion in 3 x Computing Daily Newsletters per video

£40,000

CUSTOM EVENTS

Our mission for every event is to inform, connect and inspire. We put the experience of our delegates, partners and speakers first, whether the event is staged digitally, face-to-face or as a hybrid.
Our vision is to deliver our audiences a safer, more creative experience, including high-quality, and digital and face-to-face networking.

WEBINARS

- Custom virtual event based on new research data around your chosen topic

- 10 – 12 question research survey sent to relevant segments of our audience ahead of the webinar. Exclusive market insights to form the basis of your webinar discussion

- Webinar promoted as live event to be hosted either remotely or at in-house studio in London

- Interview style format with Computing journalist

- Option for sponsor to include guest case study speaker

- Option to have live Q&As and audience polls

- Key research and webinar talking points to form basis of co-branded whitepaper

- 100 leads included

£18,000

IT LEADERS ROUNDTABLES

- IT Leaders Roundtables are a valuable opportunity to network with, educate & influence a highly prized audience of new prospects in an informal networking environment

- Computing's IT Leaders' Club enables brands to navigate the tricky route to CIOs through highly insightful discussions and roundtables, exploring the latest strategies for generating business value with expertise provided by the finest minds in technology

- The IT Leaders Club is an exclusive, invite only selection of the senior executives leading business change through technology across the UK, ranging from Chief Data Architects to Business Solutions Directors

- As the single sponsor of the event, you will be able to propose a wish list of guests for Computing to recruit, or we can promote the event to the relevant segment of our database and leverage our own contacts

- Target number of attendees 10-12

- Loose framework of discussion to be agreed ahead of the event.

- Key discussion takeaways to form article to be published on Computing.co.uk

- Video interviews to be taken with sponsor and selected guests ahead of the dinner. Edited video to be published on Computing.co.uk

£28,000

INTENT-BASED ABM TARGETING

Leverage our integrated data marketing platform which provides a connected view across digital, content and events all using our first party data. Built by us from scratch, specifically for B2B, our ABM platform Nexus marries our exceptional reputation in the market with our audience relationships and first party data to provide campaigns that truly nurture and are based on intent and behavioural insights.

nexus

Powered by **computing**

nexus

Powered by **computing**

Account analysis and enrichment

- We can show you what your target customers are consuming across our sites (which articles

  they're reading, what subject matters they're interested in) as well as how they are consuming it (reading articles, downloading whitepapers, watching webinars, attending events etc.)

- Data-driven insights into behaviour and intent to be delivered via a fully transparent client-branded Power BI Nexus dashboard

- These intent-based learnings can form the basis of a content-driven nurture campaign that leverages the most relevant engagement tactics

Always on nurture programs

- We will create a digital, social and content campaign based on what your target account list is interested in and consuming across our sites

- Using a combination of custom Computing content as well as digital, social and email targeting, we will nurture your accounts down the funnel and deliver company-level insights on engagement levels via a real-time dashboard

Real world engagement

- Identify, influence and win bottom of the funnel leads through to convert high-scoring companies into qualified leads

- Invite the most engaged companies to a bespoke single-sponsor event, to confirm mutual interest and secure new partnerships