Managed.IT

IN PRINT AND ONLINE MEDIA PACK 2024/25

SECURITY · CLOUD · ICT · SOFTWARE · HARDWARE · PRINT · AV

www.managedITmag.co.uk

***Managed.IT* magazine, is a bi-monthly magazine and daily news website published in both printed & digital formats.**

With a readership of over 20k ***MIT*** is the UK's only dedicated magazine & website covering "Managed IT Services" for the medium to large Private & Public sectors buying community. With print, digital and online editions as well as regular e-newsletters and social media postings, we ensure we get the right information to the right audience in the format they prefer.

MIT is aimed at IT directors, IT managers, IT buyers and technology decision makers. The publication was launched in 2007 (originally as *Print.IT*) by Kingswood Media which has over 20 years experience in producing magazines & news websites covering the office technology and IT marketplace. These include end users B2B titles – *Business info* (SMEs), *P2P* & leading Channel titles –*Technology Reseller* and *Print.IT Reseller*.

***Managed.IT**'s* magazine & website's mission is to bring information, news and emerging trends on new business technology & services which includes Networking, Printers, MFPs, Cloud, Software, Data, Comms, Scanners, Security and Document products & services. In turn, helping readers to make informed purchasing decisions, manage equipment and services, plan for growth and keep them at the forefront of the technology curve.

Our extensive circulation targets high-demand IT/print & other technology dependent users in major UK sectors such as Retail, Education, Healthcare, Insurance & Finance, Local Authorities, Legal and many more.

Target audience

- **IT Managers**
- IT Procurers
- **Network & System Planners and integrators**
- IT Directors
- **Printer/MFP Buyers**
- Office Managers and Buyers
- **Directors and CEO's with IT responsibilities**

USPs

- ***Managed.IT* magazine is the only dedicated Managed Services & solutions magazine for IT Managers**
- ***Managed.IT*** is a business tool that enhances the assists IT professionals with Managed Services, Print/ Document & Data related planning and procurement
- ***Managed.IT* is a precisely targeted vehicle for reaching your industry's top IT & MFP decision makers**
- ***Managed.IT*** contains essential news and information for high user IT & MFP/ Document users

Use *Managed.IT* magazine to show medium to large UK end users businesses & organisations how you can help them source, purchase, implement and effectively manage their technology & services in the following areas:

- **Managed services**
- **MPS, Printers & MFPs**
- **UC Comms and IP Telephony**
- **Document workflow/scanning**
- **Data & Networking**
- **Consumables & Maintenance**
- **Cloud & Security**
- **Software & Hardware**
- **Workplace & Peripherals**



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***Managed.IT* has an edition reach in print and digital formats of 20,000.**

READERSHIP

Editorial Philosophy

Managed.IT's magazine and website editorial content is a lively mix of news, features, technical briefings, guides, trends and high-level executive interviews, available in print, online and in an electronic magazine.

Our aim is to provide technology buyers with the information they need to purchase and implement the most effective products and services thus improving their organisation's technology management, efficiency and capabilities.

Editorial Subject Matter

Managed.IT is divided into sections, each containing news, reviews, features, case studies and comment:

- IT News: Hardware, AV Projectors, Scanners, Cloud, Managed Services and software.
- Print News: MPS, Printers and MFPs.
- Comms News: IP Telephony, Mobiles and UC.
- Workplace News: Mailroom Technology, Office Machines.

Our editorial team welcomes any news stories, case studies, comment and products for review (conditions apply).
Email **jamesg@binfo.co.uk** to contribute.

www.managedITmag.co.uk

Readership

Managed.IT's **magazine and website** unique readership targets over 20,000 key Technology Product & Services Buyers within the UK's top private and public sector companies and organisations.

Our focus is on senior level management with purchasing & Specifying responsibility including IT Managers, Technology Buyers, IT Directors & Other personnel with "big budgets" & essential "Cutting edge" technology requirements.

***MIT* Magazine and website** is read by many of the UK's leading companies/ organisations both in the public and private sectors who traditionally require the latest technology & services and have large IT document/printer/communication demands.

In addition to the mailed magazine, ***MIT* magazine** is also available free of charge from 200 news stands situated within Central London and the City. These prime business locations, are typically reception/high footfall areas such as leading UK merchant banks, public organisations, blue chip businesses, serviced offices, Government offices & a number of prestige City apartments.



MAGAZINE RATECARD

Front cover package:	From £4,200
Double Page Spread:	£3,150
Full Page (A4)	£2,100
1/2 Page	£1,575
1/4 Page	£945
Trusted Providers (inc. logo, url & 10 word description – 1 year)	£295

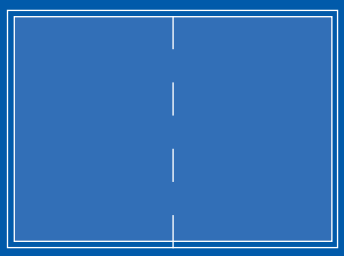
Inserts:
From £300 per 1,000
(Price dependent on weight - min order value £750)

Series package discounts available – please call

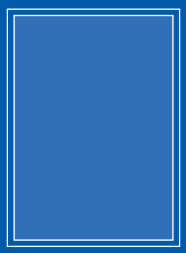


TECHNICAL SPECIFICATIONS

Double page spread
Bleed 305 x 428mm
Trim 297 x 420mm



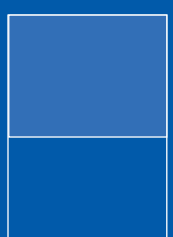
Full page
Bleed 305 x 218mm
Trim 297 x 210mm



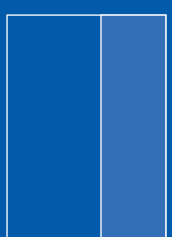
Printed & Online.

Managed.IT is available as a printed magazine mailed to UK places of business & in an online version sent via email, social media & online download via the *www.managedITmag.co.uk* website. The digital version is accessible 365 days a year, updated daily with essential information.

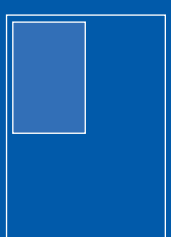
Half page
Horizontal Trim
148 x 210mm



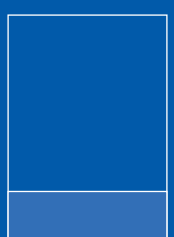
Half page
Vertical Trim
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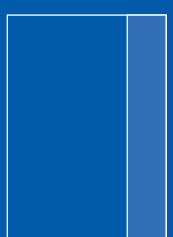
Quarter page
Portrait
126 x 90mm



Strip
Horizontal
60 x 210mm



Strip
Vertical
297 x 50mm



Other titles published by KingswoodMedia **include:** – *For more information on our magazines visit www.binfo.co.uk*

Businessinfo
The Workplace & Technology Magazine for SMEs

TECHNOLOGYRESELLER
The Magazine & Online Channel Resource for VARs, IT Resellers & Technology Providers

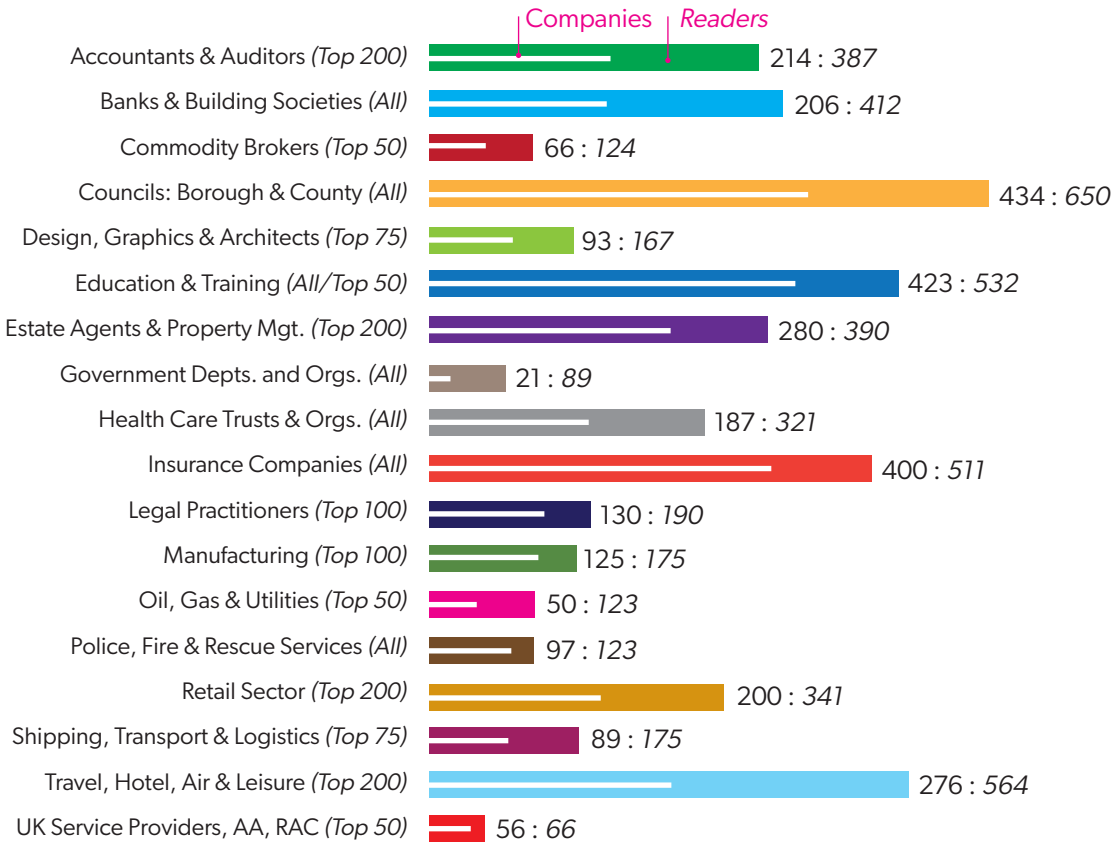
PRINTITRESELLER
For Print, MFP, Software, Services, Document & Cloud News & Information for VARS, Converged Resellers & MFP Dealers

Kingswood TechEvents

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READERSHIP DATA

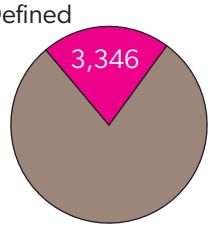
Managed.IT is distributed to either all or the Top Companies/Organisations within these high printer/document user-centric UK Business sectors



Companies

Total 15,626

Defined

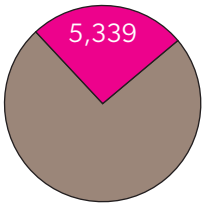


Undefined SME sectors
250+ employees

Readers

Total 21,553

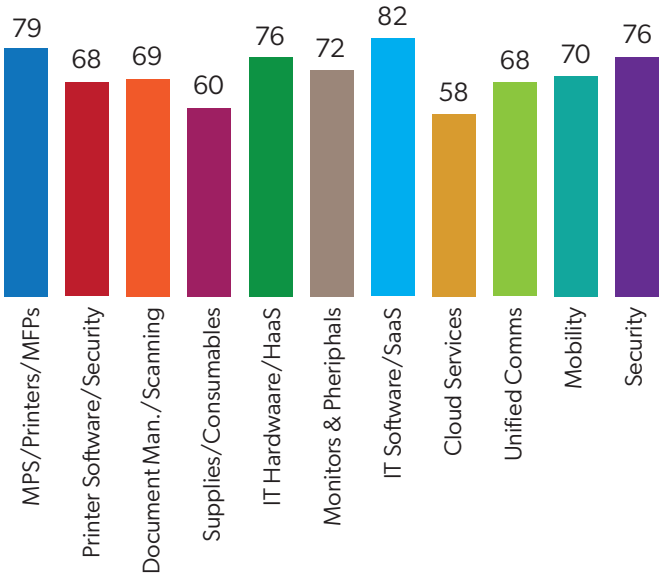
Defined



Undefined SME sectors
250+ employees

Products & Service Buying Responsibilities

(by %)



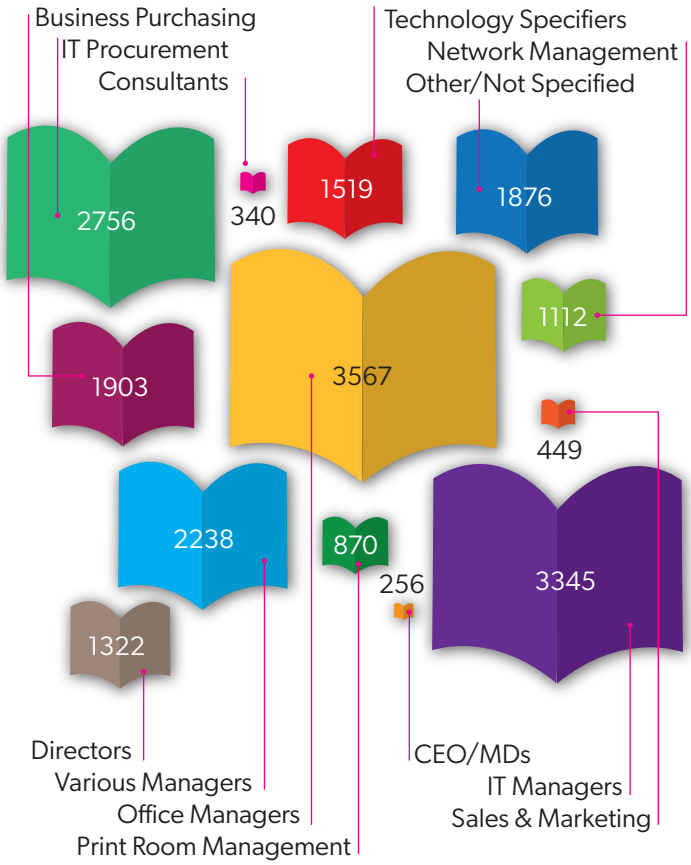
Website statistics

400k to 500k *Average Monthly range of* **Banner Impressions**

Average Monthly range of 600 to 900 **Banner Clicks**

400 to 800 *Average 6 Monthly range of* **Post/Story views**

Readership by Job Function



WWW.MANAGEDITMAG.UK – RATE CARD /SPECIFICATIONS

HOME/GENERAL PAGES



ONLINE ADVERTISING OPTIONS

1 **Site Horizontal Banner** *@ £550 per month or £1500 for 3 months.* This is a rotating Banner with up to 7 advertisers running throughout the site.
Spec 728 x 90 pixels (w x h)

2 **Site Side Banner** *@ £450 per month or £1200 for 3 months.* This is a rotating Banner with up to 5 advertisers running throughout the site.
Spec 250 x 300 pixels (w x h)

3 **Skyscraper/Tower Side** *@ £750 per month or £1800 for 3 months.* This is a rotating Banner with up to 5 advertisers running throughout the site.
Spec 250 x 600 pixels (w x h)

With an annual package you can change the banner on a monthly basis throught the year. We post on average 60 new stories per month.

SPECIAL POSITIONS

4 **Top & Bottom Horizontal Banner** *@ £1000 per month or £2500 for 3 months.* This is a rotating Banner with up to 3 advertisers running throughout the site.
Spec 1517 x 188 pixels (w x h)

5 **Home Page Pop-up Banner** *@ £1250 per month.* This banner will pop-up on the home page of the website for a 5-7second period. (This may also rotate with up to 2 other banners) Spec 900 x 600 pixels (w x h)

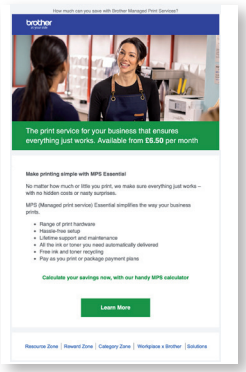
We can also offer bespoke banner sizes in some slots

HTMLs (eshots)

HTMLs are available from £1,250 per mailing to the *Managed.IT* email base

SPECIFICATION

We recommend eshots are provided in html file format with a maximum width of 650 pixels – depth can be to suit – we recommend keeping them short and sweet as lengthy emails get less reader enagagement.



All images/downloads should be placed on an external webserver with links fully coded into the html file.

Likewise all links and tracking links should be coded into the supplied html file.



Wallpaper/Background Site Take Over

from £3,250 per month

This is a special poistion which also includes the top banner. This is solus for the month it appears. *(Special Spec sheet available for this unique position)*



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