2020 MEDIA KIT

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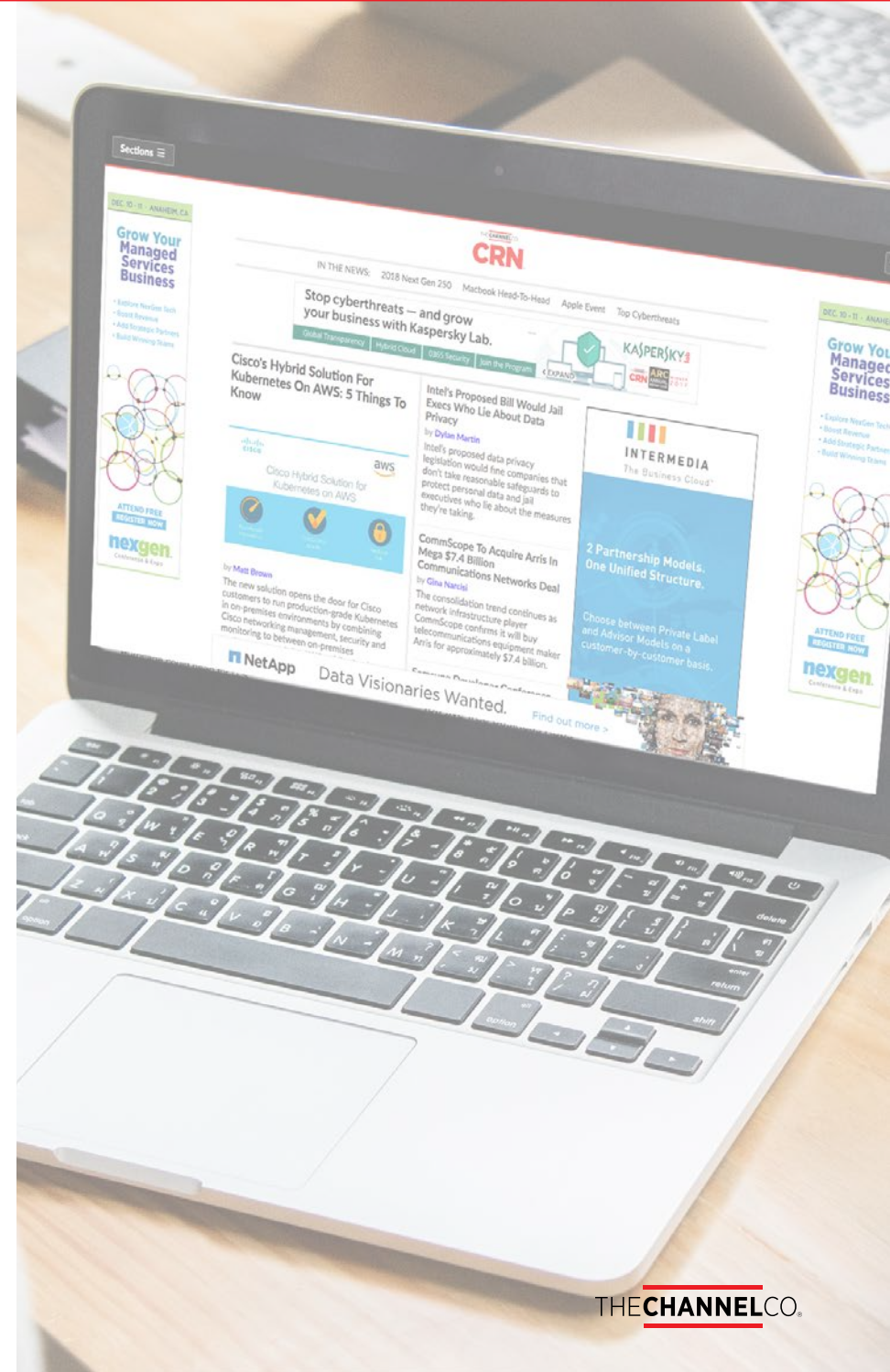
THE**CHANNEL**CO.

INTRODUCTION

We are **The Channel Catalyst**. Backed by more than 34 years of technology channel experience, The Channel Company is the leader in **media, events, insights** and **marketing services** for technology vendors, solution providers, and IT professionals.

Our media brand, CRN, is the **#1 trusted source** for IT channel news, analysis, and insight. The IT channel is our sole focus and passion. We understand the unique challenges facing the partner and vendor ecosystem better than any other media network. That's why **7x more channel partners* visit CRN.com** each month and consume twice as much content as any other channel media site.

More Solution Providers turn to CRN® every day to help solve their challenges and make the right choices for their customers and their own business. Demonstrate your commitment to the channel by creating a presence on CRN in front of a highly engaged audience of **150,000 IT and OT Solution Provider organizations** and **1.5 million individuals**, eager to consume the latest in business intelligence and technology trends.

Channel Point of View

Empowering Content

Market Intelligence

Brand Awareness

Partner Recruitment

Thought Leadership

CRN MEDIA

CRN editors are at the forefront of channel news, technology trends, business analysis, and competitive research; guiding and advising Solution Providers on the most important IT channel issues. Whether you're trying to reach a broad audience or a subset group, CRN is uniquely positioned to effectively deliver your message through our integrated media platform. Our diverse portfolio of media solutions reach partners in every way they engage including easy-to-consume video and social networking. The CRN network is built to empower Solution Providers every day, **which is why**:

90%
Use CRN media

84%
Say ads in CRN are influential in driving their selling decisions

69%
Say ads in CRN demonstrate channel commitment

76%
Of CRN media users read both CRN.com and CRN magazine

87%
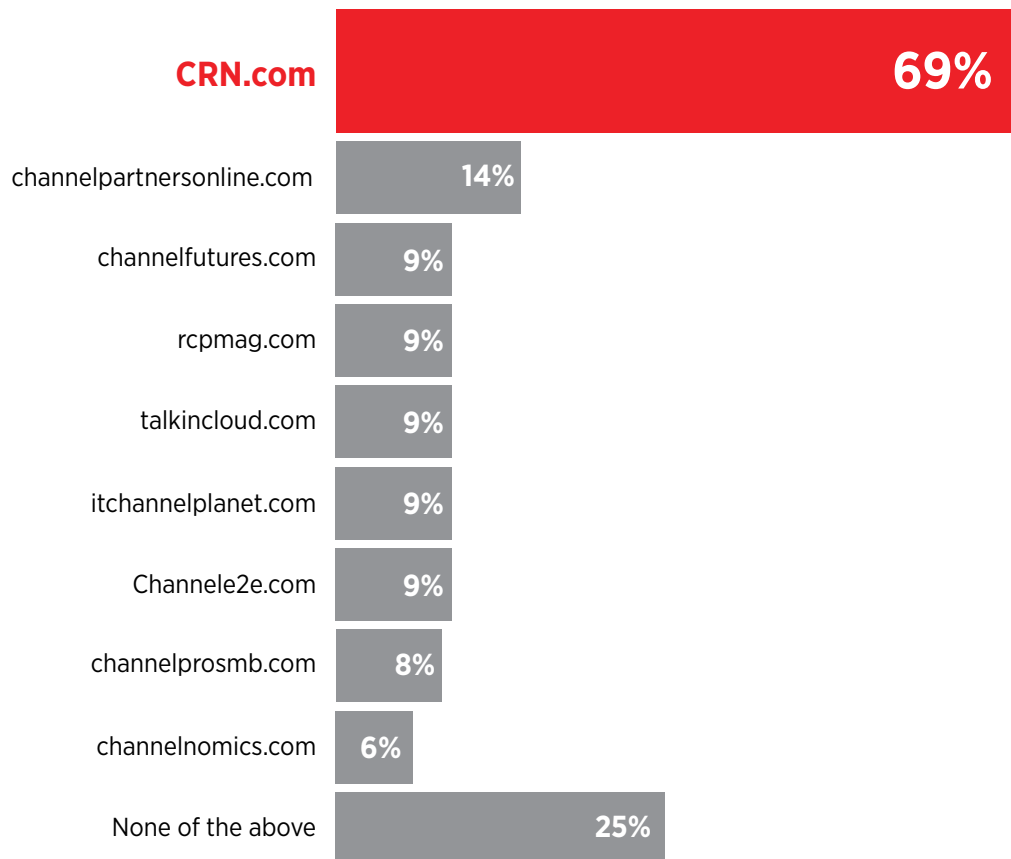Find CRN an important source when looking for new partnerships

87%
Agree that channel commitment plays a role in decision to use services
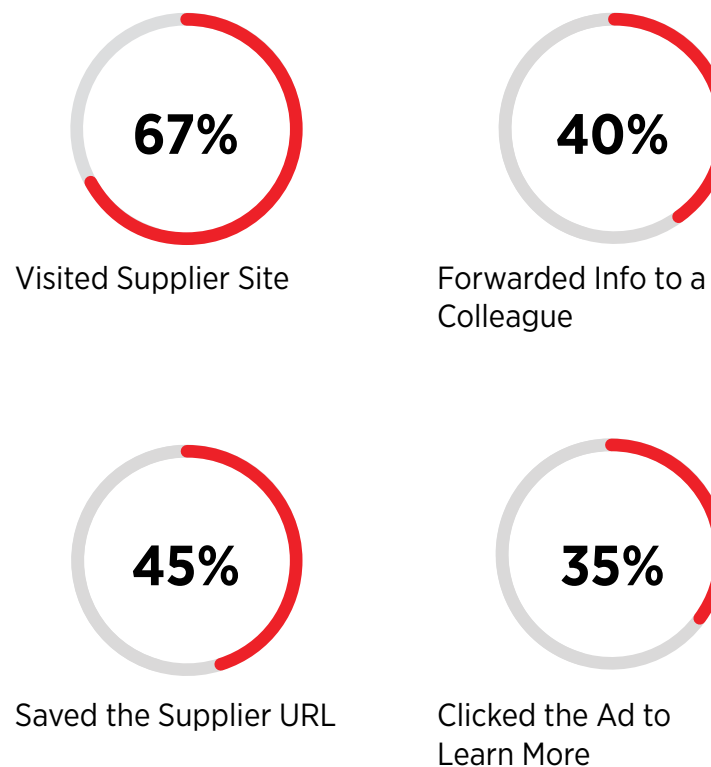
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CRN.COM

CRN.com is updated constantly by our experienced editorial team with pertinent IT channel news stories, more often than any other IT channel media site. That's why Solution Providers come to us and stay with us. CRN.com has more than 3.4 million page views on average each month across more than 714,000 unique visitors. These visitors stay an average of 7.5 minutes each time they visit the site.

CRN.com consistently tops the list of sites visited by Solution Providers

Site	Percentage
CRN.com	69%
channelpartnersonline.com	14%
channelfutures.com	9%
rcpmag.com	9%
talkincloud.com	9%
itchannelplanet.com	9%
Channele2e.com	9%
channelprosmb.com	8%
channelnomics.com	6%
None of the above	25%

Actions taken after seeing an ad on CRN.com

67% Visited Supplier Site

40% Forwarded Info to a Colleague

45% Saved the Supplier URL

35% Clicked the Ad to Learn More

CRN MAGAZINE

Feature stories in CRN's bi-monthly magazine and special issues have staying power. Solution Providers not only pass along the magazine, they keep it around to reference over time, giving it a long shelf-life.

3:1

CRN's 100,000 qualified subscribers pass along to at least 3 colleagues = 300,000 receivership

66%

of Solution Providers read CRN magazine

82%

CRN readers go online to investigate companies that they have read about in CRN magazine

Corrections: In our August cover story "The Future According to Michael," it should have stated that Presidio is a $2.8 billion solution provider. Also, in our "Top 100 Executives" feature, it should have stated that Synnex President and CEO Dennis Polk had been in his role for a year and a half.

For reprints and plaque requests, please contact The YGS Group at 800.290.5460 or http://crnlicensing.com

What Recession?

The view of the solution provider CEOs surveyed by CRN: Double-digit growth ahead

12

100 People You Don't Know But Should

Meet the vendor channel executives working tirelessly behind the scenes to put partners in a position to win.

16

Cloud Par... Program ...

Vendors are striv... creative as the clo... partners they're l... support. Here are... the strategies that... new partners and... relationships with...

42

AUDIENCE PROFILE

JOB FUNCTION

Owner/Proprietor/Partner	27%
C-Level/Corporate Mgmt	22%
Technical Mgmt/Staff	28%
Sales Mgmt/Staff	12%
Marketing Mgmt/Staff	6%

REVENUE

Less than $1M	11%
$1M - $4.9M	34%
$5M - $9.9M	13%
$10M - $24.9M	14%
$25M - $49.9M	9%
$50M - $99.9M	7%
$100M+	12%
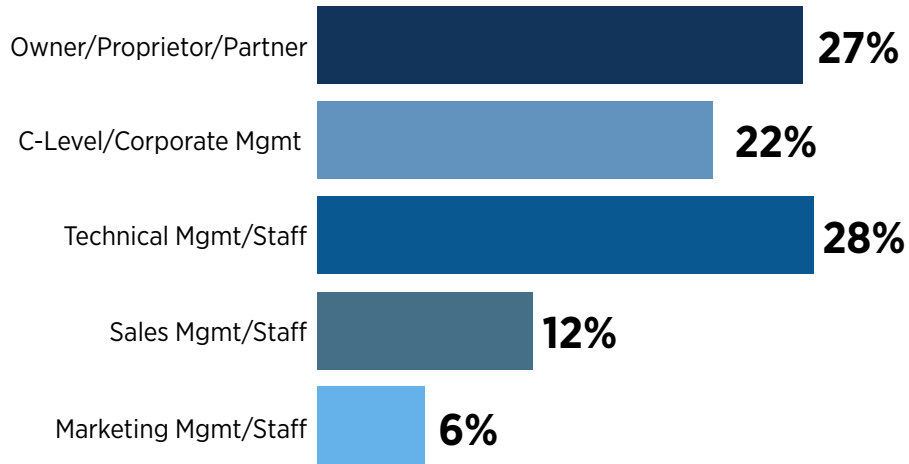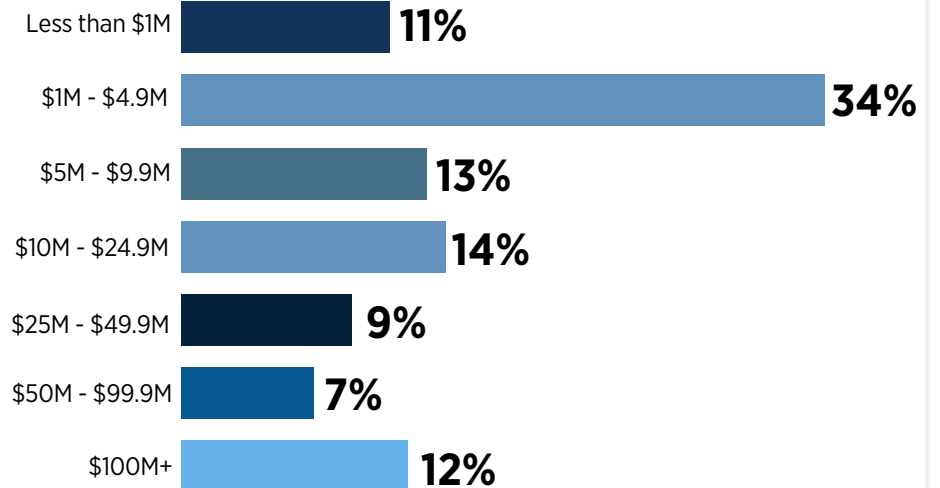
CUSTOMER SEGMENTS SOLD INTO

Consumer/SOHO	18%
Small Business	33%
Mid-size Business	27%
Enterprise Business	22%

AGE

65+	9%
Under 34	9%
35-44	24%
45-54	30%
55-64	27%
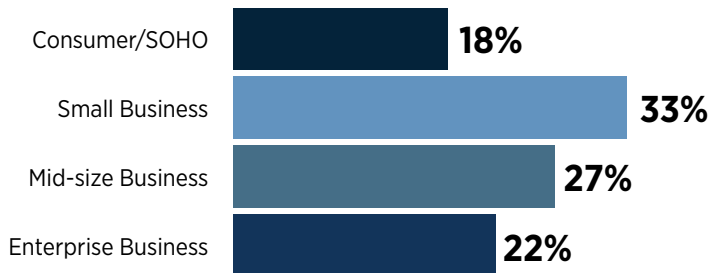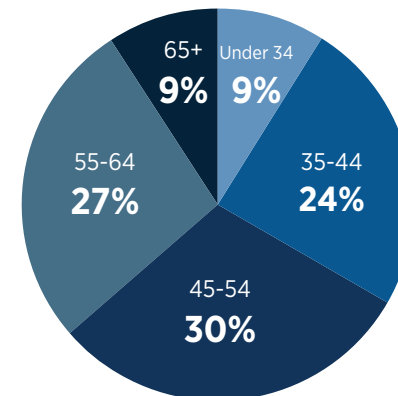
AUDIENCE PROFILE

Current business models:

Business Model	Percentage
VAR (Value Added Reseller)	48%
Consultant	42%
Managed Service Provider	42%
Systems Integrator	31%
Custom Systems Builder	14%
Managed Service Security Provider	14%
Hosting Services Provider	12%
Application Developer	11%
IT Distributor	9%
Custom Application Developer	8%
Service Provider Agent	7%
Retailer/etailer	7%
Direct Market Reseller	5%
Cloud Broker	5%
Digital Marketing Agency	4%
ISV	3%
Cloud Aggregator /Marketplace	2%
None of the above	2%

89% Solution Providers identify as 2 or more business models

50% of Solution Providers identify MSP as their primary or secondary business model*

*CRN Media Readership Survey 2019, Primary and Secondary Business Models *2019 IPED Channel Census Study*

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AUDIENCE PROFILE

Vertical markets CRN readers are currently doing business in:

Vertical Market	Percentage
Healthcare	46%
Manufacturing	41%
Financial/Banking	37%
General Services	37%
State/Local Government	33%
Legal	32%
Commercial	31%
Retail	31%
Non Profits	31%
Insurance	29%
K-12 Education	29%
Construction	27%
Hospitality/Entertainment	27%
Communitcations/Telecom	26%
Higher Education	25%
Transportation/Logistics	24%
Architectural/Engineering	23%
Energy/Utilities	22%
Real Estate	19%
Federal Government	18%
Distribution	17%
Pharmaceuticals	14%
Building Automation	13%
Agriculture/Farming	12%
B2C	11%
Connected Home	10%
Smart Buildings	8%
Public Venues	7%
Other	4%

65%

of Solution Provider revenue came from services in **2019***

2019 IPED Channel Census Study

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ACCELERATE CHANNEL INITIATIVES

CRN's extensive portfolio of media solutions is designed to meet your IT channel goals - **thought leadership**, **brand awareness**, **partner recruitment**, **partner enablement**, and **partner growth**.

Addressing channel partners at every step of the journey will help you **capture and nurture** the right partners at the right time. By providing this critical intelligence, you can advance the partner along their path and gain a **competitive advantage**.

Establish your company as a **trusted IT channel ally** and thought leader by providing valuable content that **educates channel partners**, offers actionable guidance in your area of expertise, and keeps your brand **top of mind**.

Request More Information

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MEDIA SOLUTIONS

Brand Awareness   Partner Recruitment   Partner Enablement   Thought Leadership
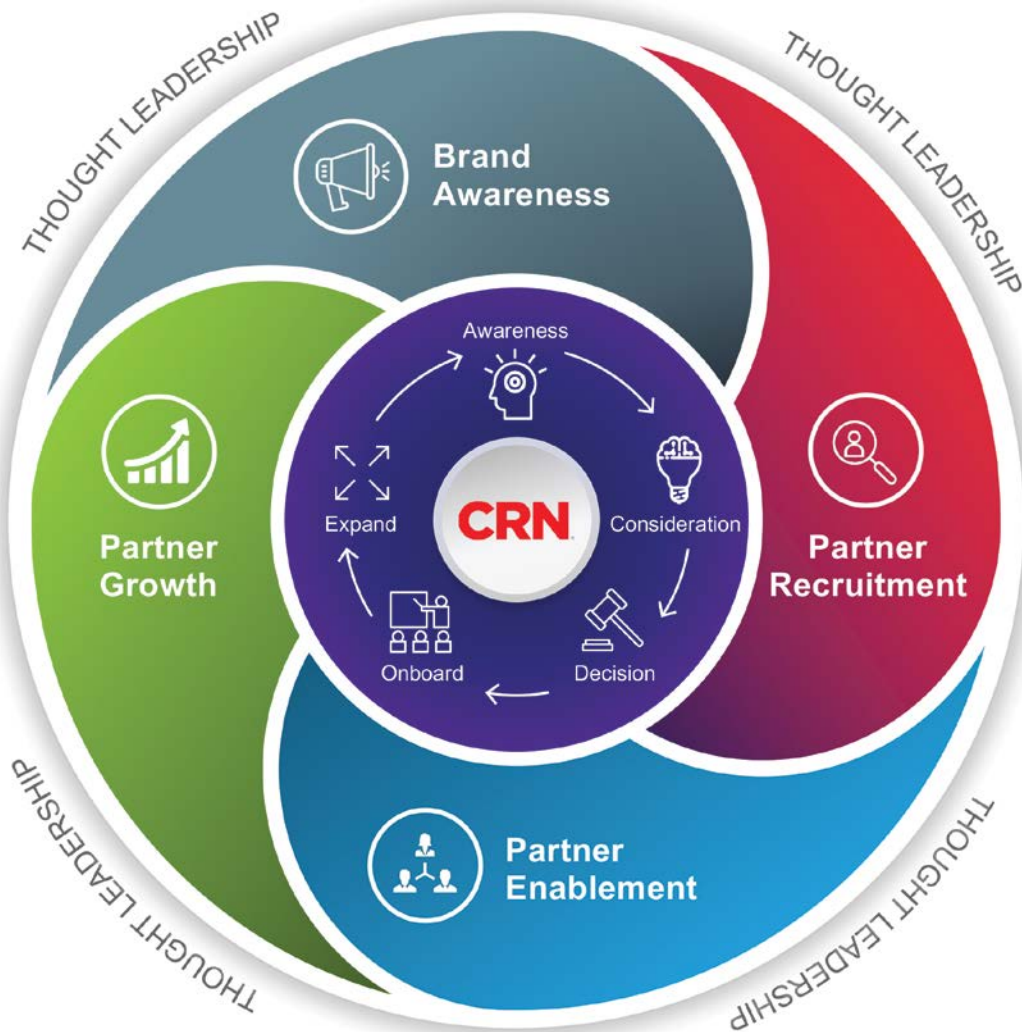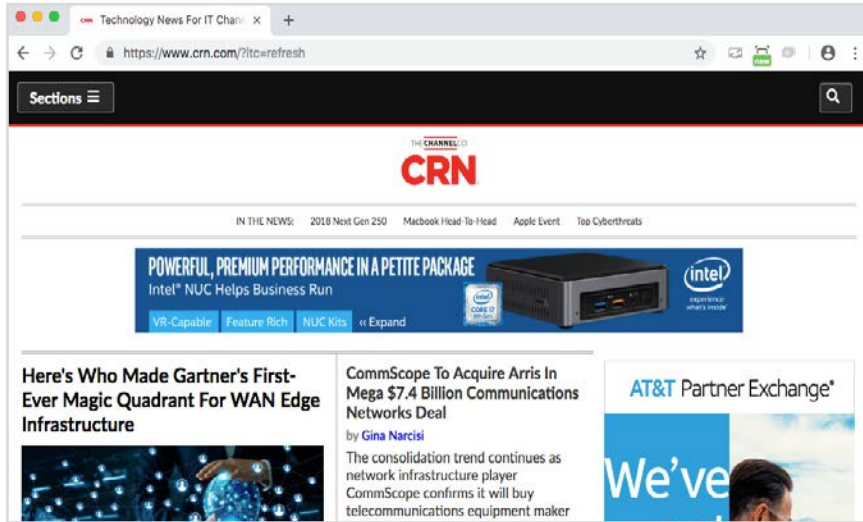

Digital Advertising

Always be visible to current and potential IT channel partners on the website they visit most. Seize this channel marketing opportunity to introduce your company to channel partners as a helpful resource and IT thought leader through CRN's digital advertising programs.

- Online Display Ads
- Online Video Ads
- Suggested Posts
- Women of the Channel Online
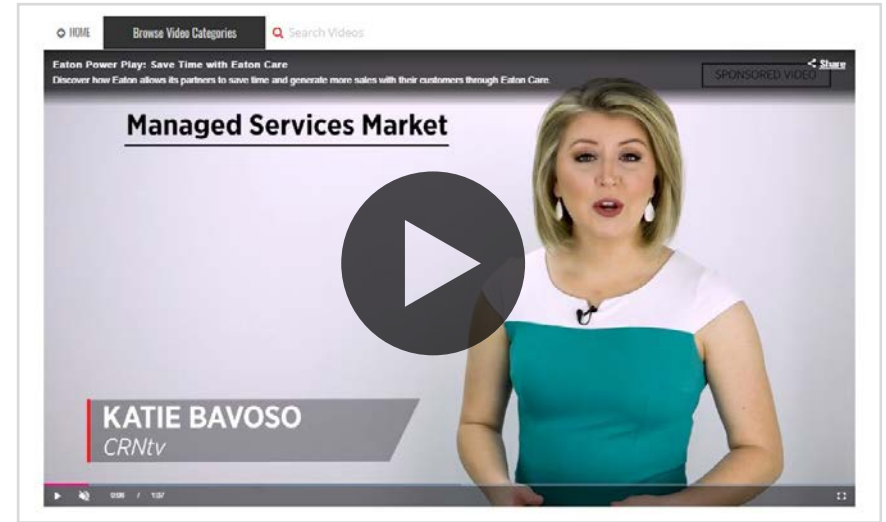
Video

Video content gets higher engagement in the IT channel than anything else online today. Internet users are increasingly more interested in visual content than written content. CRN has many options to expand your influence in the IT channel and engage your audience

- Custom Options
- Highlight Video
- Interview in a Box
- Partner Event Coverage
- Tech & Brand Focus
- Video Podcast

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MEDIA SOLUTIONS

Brand Awareness   Partner Recruitment   Partner Enablement   Thought Leadership
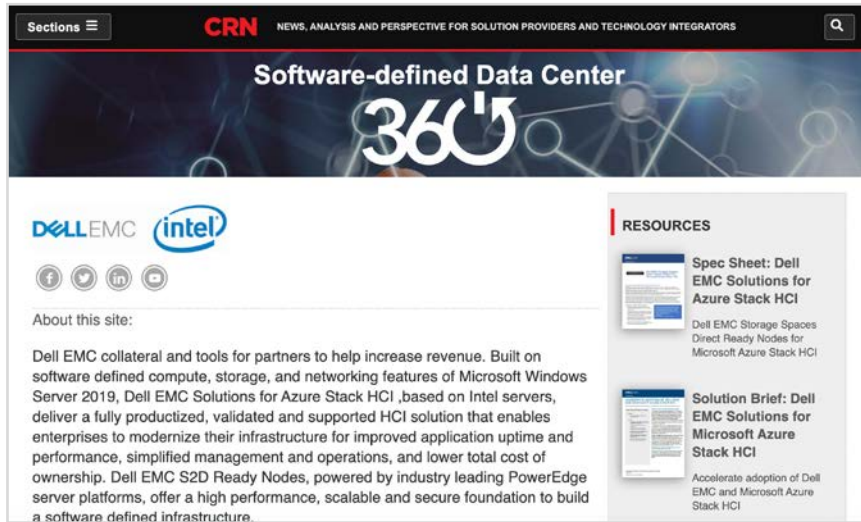
Native Advertising

Position your brand as an IT channel market leader by embedding your insights and expertise within the renowned, high-profile framework of CRN.com through a native advertising campaign. Your brand will build editorial validation with high-value content, thought leadership through your social network, and partner lead generation.

- CRN360
- CRN Showcase
- CRN CloseUp
- Custom Microsites
- CRN Learning Centers
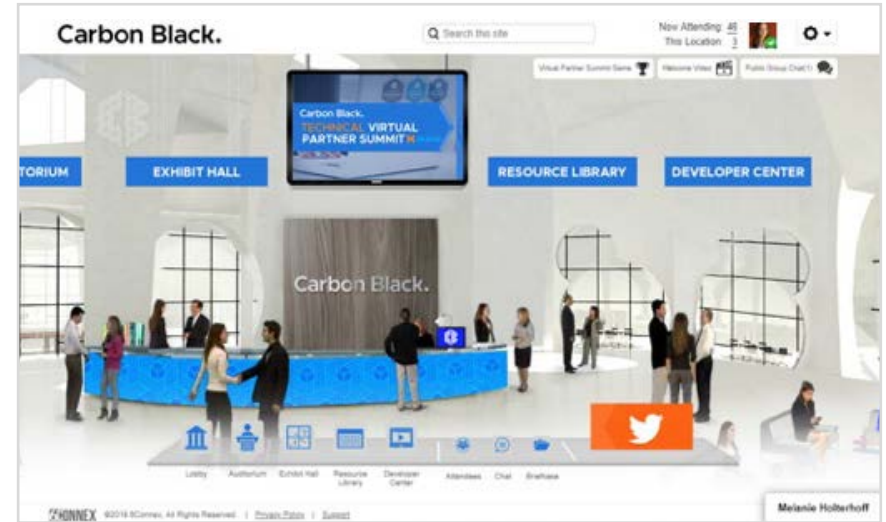
Digital Events

From on-demand webcasts to large-scale, immersive, virtual IT channel partner conferences, CRN's online event management and marketing services enable technology suppliers to bring a broad audience of channel partners together for interactive training, discussion, channel partner program onboarding, and more.

- ChannelCasts
- Virtual Training Centers
- Virtual Partner Conferences

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MEDIA SOLUTIONS

Brand Awareness

Partner Recruitment

Partner Enablement

Thought Leadership
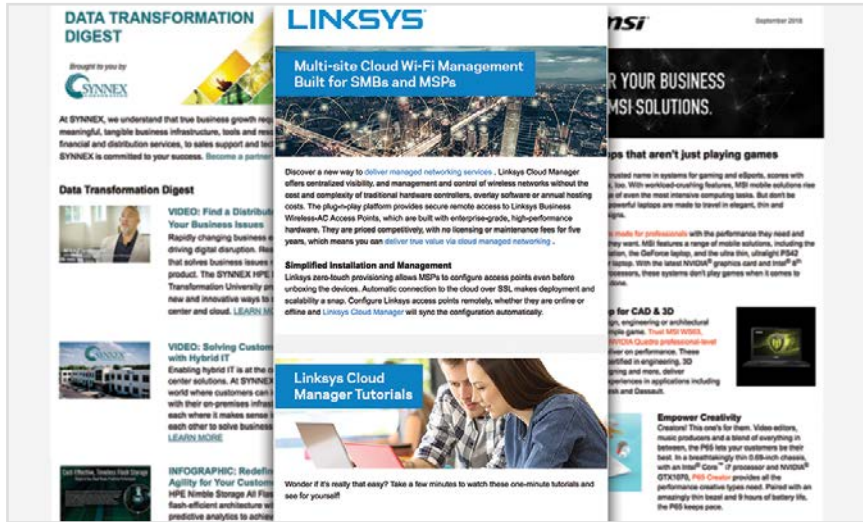
IT Channel Partner Communications

Position your company as an innovative force in your field and capture mindshare with channel partners by delivering purposeful, relevant content to a targeted Solution Provider audience on the CRN network.

- **Account Based Marketing**
- **Content Creation and Marketing Services**
- **Content Syndication**
- **Custom Newsletters**
- **CRN Newsletter Sponsorship**
- **Email Marketing**
- **Social Media Services**

Print

CRN Magazine is the most widely read tech publication among IT channel Solution Providers and the go-to print marketing platform for channel marketers, with a circulation of 100,000 qualified partners and a total readership of more than 300,000 including pass-along.

- **Advertorials**
- **CRN Magazine**
- **Custom Publishing**
- **Special Issues**

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2020 ONLINE CALENDAR

MONTH	FEATURE COVERAGE	COVERAGE DATE
January	CES Coverage*	Jan 6-10
February	100 Coolest Cloud Vendors Channel Chiefs Managed Service Provider 500 Security 100	Feb 3-5 Feb 10 Feb 18 Feb 24-25
March	Data Center* CRN Channel Madness* Tech Elite Partner Program Guide (PPG)	Mar 2-4 Mar 18-Apr 6 Mar 23 Mar 30-Apr 1
April	Internet of Things (IoT) 50 **New!** Storage 100 Printer Week* Big Data 100*	Apr 6-7 Apr 13 Apr 20-24 Apr 27-May 1
May	Mobile 100* Women of the Channel	May 4 May 11
June	Solution Provider 500 Software-Defined Data Center 50* Cloud Security Week* "Year So Far" Series* Internet of Things Week*	Jun 1 Jun 8 Jun 8-12 Jun 15-Jul 17 Jun 22-26

MONTH	FEATURE COVERAGE	COVERAGE DATE
July	**New!** Rising Female Stars Emerging Vendors Week Top 100 Executives	Jul 20 Jul 20-24 Jul 27-31
August	Fast Growth 150 Annual Report Card (ARC) Awards	Aug 3 Aug 17
September	Cyber Security Week* Cloud PPG Best States to Start a Solution Provider Business* 100 People You Don't Know But Should	Sept 8-11 Sept 14 Sept 21 Sept 28
October	ARC Scorecard Results Triple Crown IoT Innovators*	Oct 5 Oct 12 Oct 19
November	NextGen 250 Tech Innovators "Year in Review" Series*	Nov 2 Nov 9 Nov 30-Dec 27
December	Product of the Year	Dec 7

Download the Full 2020 Editorial Calendar | Sign Up for List Application Notifications

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2020 PRINT CALENDAR

CLOSE DATE	MATERIALS DUE	ISSUE DATE	VENDOR SPOTLIGHT	PARTNER SPOTLIGHT	TECHTEN	EVENT DISTRIBUTION
21-May	29-May	15-Jun	Women of the Channel	Solution Provider 500	Security	
24-Jul	31-Jul	17-Aug	Emerging Vendors Top 100 Executives	Fast Growth 150	Data Center	**XChange**+ August 18-19 10-City Regional Event Series **Midsize Enterprise Summit**+ September 22-23 10-City Regional Event Series
11-Sep	18-Sep	5-Oct	Annual Report Card (ARC) Cloud PPG 100 People You Don't Know But Should	Triple Crown	Big Data	**Best of Breed (BoB)** October 12-13 Atlanta, GA **NexGen**+ October 19-22 15-City Regional Event Series **Women of the Channel NEXT-GENERATION LEADERS** October 29, Nashville, TN **Women of the Channel EUROPE** November 11, London, UK
13-Nov	20-Nov	7-Dec	Products of the Year Tech Innovator	Next Gen 250	Cloud	**Women of the Channel EAST** December 10-11, New York, NY

<u>Download</u> the Full 2020 Editorial Calendar | <u>Sign Up</u> for List Application Notifications

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CONTACTS: EDITORIAL

For more than 30 years, CRN editorial coverage has helped Solution Providers make informed decisions and avoid costly pitfalls. CRN is the source they turn to for breaking news, cutting-edge opinion and technical analysis.

From the complexities of industry mergers and economic cycles to the uncertainty of war and business scandals, CRN consistently delivers the insight Solution Providers have come to depend on and trust.

EDITORS

Robert Faletra
Executive Chairman
Westborough, MA
rfaletra@thechannelco.com

Jennifer Follett
Executive Editor
Westborough, MA
jfollett@thechannelco.com

Steve Burke
Executive Editor, News
Westborough, MA
sburke@thechannelco.com

Jane O'Brien
Managing Editor
Jericho, NY
jobrien@thechannelco.com

David Harris
Managing Editor, Online
Westborough, MA
dharris@thechannelco.com

Daniel Igo
Managing Editor, Online
Westborough, MA
digo@thechannelco.com

Rick Whiting
Features Editor
Westborough, MA
rwhiting@thechannelco.com

REPORTERS

Kyle Alspach
Senior Technical Editor - Client Devices/Software; CRN Test Center
Westborough, MA
kalspach@thechannelco.com

Donna Goodison
Senior Editor - Public Cloud
Westborough, MA
dgoodison@thechannelco.com

Mark Haranas
Senior Editor - Data Center
Westborough, MA
mharanas@thechannelco.com

O'Ryan Johnson
Senior Editor- Solution Providers, MSPs, & Distributors
Westborough, MA
ojohnson@thechannelco.com

Joseph F. Kovar
Senior Editor - Solution Providers, MSPs, & Distributors
Newport Beach, CA
jkovar@thechannelco.com

Dylan Martin
Associate Editor - Internet of Things, Chips
Westborough, MA
dmartin@thechannelco.com

Gina Narcisi
Senior Associate Editor - Public Cloud; Networking and Communications Services Providers
Westborough, MA
gnarcisi@thechannelco.com

Michael Novinson
Senior Editor - Security
Westborough, MA
mnovinson@thechannelco.com

Joseph Tsidulko
Senior Editor - Private Cloud & Enterprise Software
Newport Beach, CA
jtsidulko@thechannelco.com

Jennie Zarate
Video Journalist
Westborough, MA
jzarate@thechannelco.com

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CONTACTS: SALES & OPERATIONS

OPERATIONS

Adelaide J. Reilly
SVP/General Manager
508-416-1158
areilly@thechannelco.com

Blaine Raddon
Vice President - Sales Strategy
949-235-0147
braddon@thechannelco.com

Meghan O'Geary
Director, Media Operations
516-726-2938,
mogeary@thechannelco.com

**For all inquiries, contact
sales@thechannelco.com**
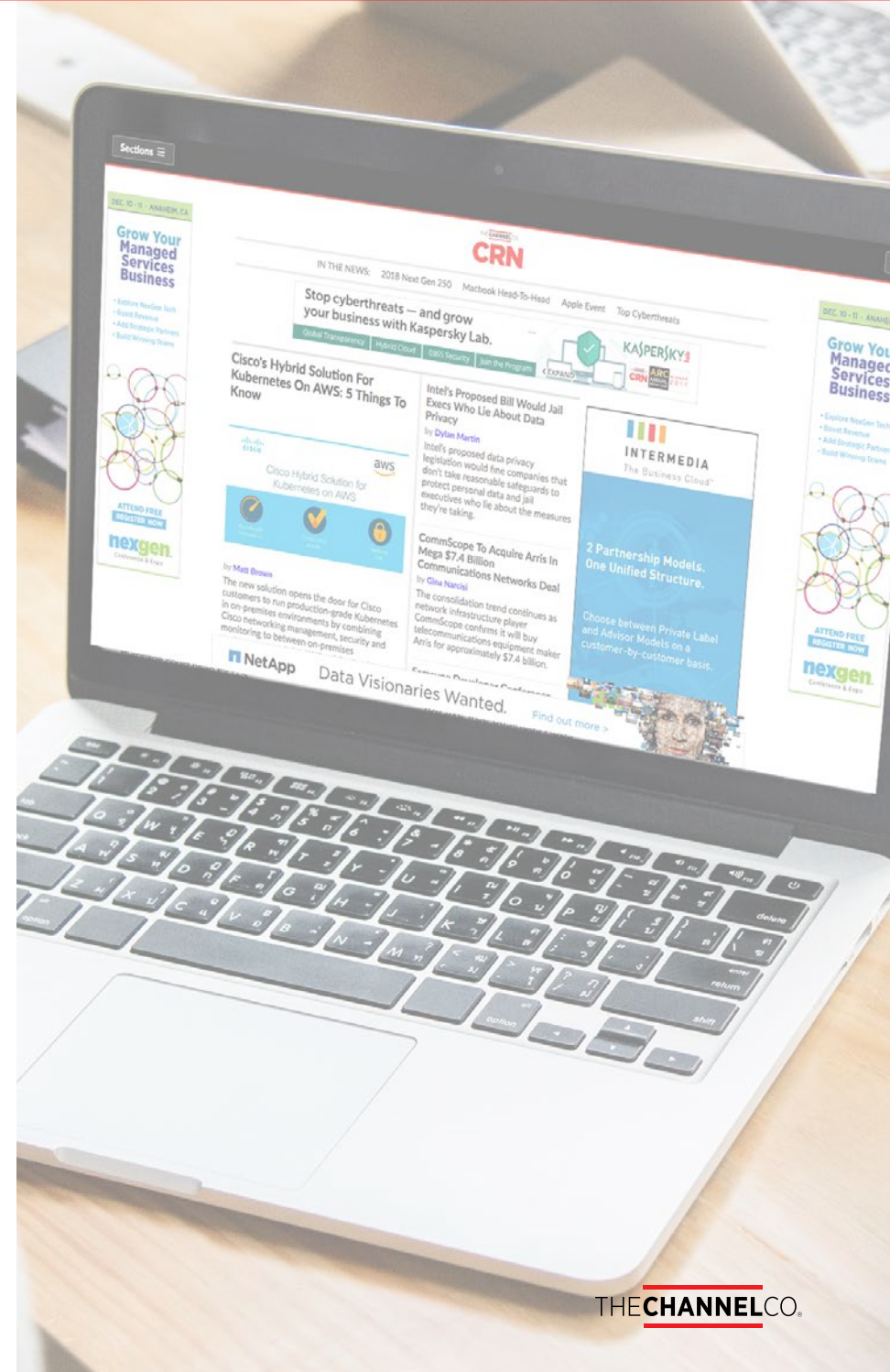
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ABOUT THE CHANNEL COMPANY

The Channel Company enables breakthrough IT channel performance with integrated solutions across our dominant **CRN media** network, Women of the Channel online community, engaging **events,** expert **consulting**, and innovative **marketing services**. Our advocacy for the channel, along with our historic point-of-view and editorial coverage is the foundation of our trusted relationship with Solution Providers.

As the IT **channel catalyst**, we connect and empower Technology Vendors, Solution Providers and End Users. Backed by more than 35 years of unequaled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. Through each line of business, we're able to continually grow our database and in turn, the strength of our database enhances our products and services.

Media
Essential News, Analysis, and Insights to Engage and Empower the IT Channel

CRN

Events
Network, Partner, and Build Winning IT Channel Strategies

WOMEN OF THE CHANNEL™
XChange® nexgen
BOB BEST OF BREED CONFERENCE   Midsize Enterprise Summit®

Insights
Consulting Expertise, Proprietary Research, and Real-World Education to Optimize Initiatives

IPED® Consulting
Channelytics®

Marketing
Transform Your Marketing Strategies to Drive Demand and Maximize Investment

PartnerDemand® Services

Learn More About The Channel Company

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ONLINE AD SPECS

GENERAL INFORMATION

All ads must support asynchronous loading

HTML, Flash, Rich Media
Max File Size: **100K**
Animation Time Limit: **15 Seconds**
Loop Limit: **3 loops, 15 seconds each**

For Video Units:
- Linking URL is required upon submission
- Sound is required to be initiated by user
- Clickable mute button is required
- Close button is required

STANDARD BANNERS

Desktop Footer Ribbon
982x40

Half-Page Ad
300x600

IMU
336x280 or 300x250

Leaderboard (top)
728x90

Mobile Footer Ribbon
320x50

Mobile Top Ribbon
320x50

Text Links
70 Characters

EXPANDABLE BANNERS

Deadlines:
- gif, jpg, HTML - 2 business days before launch
- Flash - 5 business days before launch
- Expanding units are user-initiated either on-mouse over or on-click

Expanded Leaderboard
728x90 expands to 728x300

Mobile Expandable Unit
320x50 expands to 320x480

Ribbon Ad
980x40 expands to 640x480

SPONSORED POSTS

Title: 76 characters with spaces max
Description: 144 characters with spaces max
Image: 400x400; nothing with text, preferably a small picture or logo

HIGH-IMPACT BANNERS

Video Half-Page Ad
300x600

Side Curtain Ad
125x600 or 160x600

Video IMU
300x250 or 336x280

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PRINT AD SPECS

Please note: All ads must contain a 1/2" margin around the live area. For bleed, use 1/8" (excluding island ad unit). Fractional ads (excluding island ad unit) only need a 1/8" bleed on document edges. Crop marks should be outside of the bleed not within the bleed area.

Ad Specifications

AD UNIT	DIMENSIONS
Full Page	7-3/4" X 10-1/2"
Spread	15-1/2" X 10-1/2"
FRACTIONALS	
1/2 Horizontal Spread	15-1/2" X 5-1/8"
1/2 Horizontal	7-3/4" X 5-1/8"
1/2 Vertical	3-5/8" X 10-1/2"
2/3 Vertical	5-1/8" X 10-1/2"
1/3 Horizontal	7-3/4" X 3-1/2"
1/3 Vertical	2-3/8" X 10-1/2"
1/3 Horizontal Spread	15-1/2" X 3-5/8"
Island	4-7/8" X 7"
GATEFOLD	
Wrap	7-1/8" X 10-1/2"
Spread	14-5/8" X 10-1/2"

Ad Units

Full Page   Half Page Horizontal   Full Page Spread   Half Page Spread Horizontal

2/3 Page Vertical   1/2 Page Vertical   Island   1/3 Page Vertical

1/3 Page Spread Horizontal   1/3 Page Horizontal   Gatefold Flap Page   Gatefold Spread

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