

# Media Information

## STORAGE MAGAZINE

The UK's number one in IT Storage

### THE UK'S PREMIER DATA STORAGE MAGAZINE.

Launched in November 2001, **Storage Magazine** focuses on all issues relating to IT storage in a professional, business manner, without hype or jargon. As the market has evolved, so has **Storage Magazine**, informing IT managers of what's happening in their business area and what effect it has on their company.

#### Why you should advertise.

20,000 key decision makers, made up of IT Managers, Directors and the channel, have registered to receive the UK's number 1 data storage magazine. If you are providing products or services for the storage market, you should be advertising in Storage Magazine.

#### What is Storage Magazine?

**STORAGE** Magazine is dedicated to the IT storage market along with the vast range of associated products and services.

**STORAGE** Magazine addresses the issues that face IT Managers in the ever-increasing need for space in this booming market.

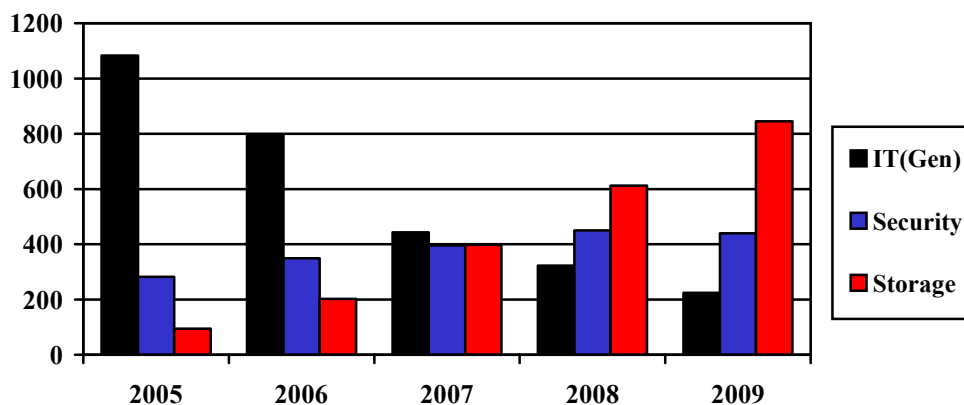
**STORAGE** Magazine is independent of any industry association and writes with freedom to question what's happening in the storage market

#### Why has the storage market boomed?

The last decade of the last millennium saw the greatest advances in the history of IT. Email and Internet use is now commonplace. The increased volume of traffic in both the receipt of emails and downloads from the internet now means that companies not only need a greater amount of storage space and a separate data/storage strategy.

#### What's happened to advertising in the storage sector?

General IT advertising has been on the decline since 2000, but the one area that has performed consistently, is the Storage sector. Nearly doubling every year for past 10 years\*.



\* Source MMS (Media Monitoring Service)

# Who reads Storage Magazine?

JOB FUNCTION	PURCHASING POWER	NUMBER OF EMPLOYEES
IT MANAGER/DIRECTOR 43%	£100,000 51%	Under 25 28%
EXECUTIVES 20%	£100-£500,000 25%	26-250 18%
STORAGE STRATEGIST 17%	£500-£1m 13%	251-500 15%
CHANNEL 13%	Over £1m 11%	501-1000 9%
FINANCE 5%		1001-5000 18%
OTHER 2%		5,000+ 12%

## Editorial Profile

Every issue of **Storage** Magazine features independent up-to-the-minute news about products and services within the storage industry with regular sections; News analysis & Features technology, product and strategy with case studies, supplier profiles and opinion.

**Storage** Magazine delivers facts on genuine Storage issues such as Disaster Recovery, Raid, Back-up, NAS & SAN, Fibre Channel, Serves, IP Storage, Disk Devices, Components, Storage Management and Security

This includes:

- **Product & Industry News** - what's happening within the industry, as it happens, both in the UK and internationally
- **Storage News** - the latest company and product news focusing on IT data storage.
- **Product Reviews** - a detailed look at the latest hardware and software products from every sector of the storage market.
- **Industry Comment** - our experts provide insight, comment and analysis on the hottest industry issues.
- **Case Studies** - in-depth case studies examining how storage is being used across the breadth of the industry.
- **Technology** - new technology developments and the assessment of their commercial implications.
- **Internet/email Issues** - regular comment, news and developments on how the web is being linked to storage.

For editorial consideration, please email [Brian.wall@btc.co.uk](mailto:Brian.wall@btc.co.uk) or call on

**+44 (0) 1689 616 000**

## Deadlines

## Copy Dates

## Issue Dates

Jan / Feb	22 <sup>nd</sup> January	2 <sup>nd</sup> February
Mar / Apr + Supp	22 <sup>nd</sup> March	2 <sup>nd</sup> April
May / June	22 <sup>nd</sup> May	2 <sup>nd</sup> June
July / Aug	22 <sup>nd</sup> July	2 <sup>nd</sup> August
Sep / Oct + Supp	22 <sup>nd</sup> Sept	4 <sup>th</sup> October
Nov / Dec	22 <sup>nd</sup> Nov	2 <sup>nd</sup> December

## Magazine Advertising Rates

Page Size	4 Colour
Single Page	£1850
Double Page	£3200
Half Page	£1000
Quarter Page	£650

**To book your advertisement, call Stuart Leigh or David Hammond  
on**

**+44 (0) 1689 616 000**

[Stuart.leigh@btc.co.uk](mailto:Stuart.leigh@btc.co.uk)

[David.hammond@btc.co.uk](mailto:David.hammond@btc.co.uk)

**The earlier you make a booking the greater your choice of position in the magazine.**

## Magazine Mechanical Data

Advertisement Size	Depth	Width
Double-Page Bleed	307 mm	440 mm
Double-Page Trim	297 mm	420 mm
Double-Page Type	287 mm	400 mm
Single-Page Bleed	307 mm	220 mm
Single-Page Trim	297 mm	210 mm
Single-Page Type	287 mm	200 mm
Half Type	120 mm	180 mm
Quarter Page	120 mm	90 mm
Strip	60 mm	180 mm

## Copy Instructions

Digital copy is **ONLY** acceptable on IBM-compatible desktop publishing formats such as Quark Xpress. Pictures and photographs are acceptable as prints or transparencies. High Res TIF, and JPEG file formats are also acceptable.

**Please call [Abby Penn](#) in the production department on before submitting digital copy of any kind in order to ensure system compatibility.**

**All other sizes by prior arrangement ONLY.**

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## Specials - inserts, cover CDs, etc.

**Storage Magazine** can be used for either full or part circulation inserts. It is possible to target specific areas of the circulation e.g. local authorities only, from the categories laid down in the **Storage Magazine** Reader Registration Card which is bound into each issue of the magazine.

For those wishing to target particular areas of the UK, we can also insert in magazines destined for specific areas geographically. Tell us your needs and we will provide a quotation.

## Loose Inserts

Loose Inserts - Weight	1-10g	10-25 g	25 g+
Cost Per 1,000 (minimum 2000 names)	£150	+£2.50 per g	£5 per g

## Bound-in Inserts - Full circulation (20k) only.

Bound Inserts weight	1-10g	10-25 g	25 g+
Cost per 1,000	£190	+£2.50	+£5 per g

## Tip on Cards

Tip on card	Up to 10 g
Cost per 1,000	£180

## Cover Disk/Inserts: £175/1000 - further details on application

### Supplied Inserts terms and conditions

1. Before producing any type of insert, contact Storage Magazine production department to confirm mechanical specifications and shipping details.
2. A dummy proof or sample copy of printed inserts must be submitted for the Publishers approval on or before the space booking deadline.
3. The Publisher cannot be held responsible if a dummy proof is not submitted and approved prior to space booking deadline.
4. All inserts over 25 gm must have the extra amount over the basic 25 gm rate pre-paid, as this is to cover postage
5. For full advertising terms and conditions please go to [www.btc.co.uk/terms](http://www.btc.co.uk/terms)

## Database Rental

The Storage Magazine database is available for rental for direct mail purposes. The primary database, contains over 20,000 prospects, many have email addresses.

Prospects from the Storage database can be selected by job title, industry sector, annual expenditure on storage products or by many other fields. For those wishing to target particular areas of the UK we can also break down the database geographically. Tell us your needs and we will provide a quotation. All prices quoted are per thousand names (minimum charge £500):

- **Database list rental only - £175/1000 for mailing purposes or £250/1000 for email purposes**

### Database rental terms and conditions:

1. Prepayment is required for all direct mail quantities up to 2,000 names.
2. Postage + VAT is payable in advance.
3. A copy of all direct mail pieces must be received and agreed by StorAge Magazine prior to fulfillment and mailing.
4. Accounts are payable strictly 30 days.
5. See bottom of page for full advertising terms and conditions

### Additional fulfillment services available:

- Labeling, stuffing and sealing: £75/1000
- Names delivered to a mailing house on labels: £50/1000
- Personalised laser printed mailing: £130/1000 (One side of A4 sheet)

### Web Technical Data

To aid our advertisers, we have adopted the IAB (Internet Advertising Bureau) voluntary standards for web advertising sizes. At the moment we can only accept the standard full banner as described below:

- 375 x 60 pixels

### The following formats are accepted:

- GIF
- animated GIF
- JPEG

Banner ads can be run on any page for £350. Ads can be hot linked to your home page or email address on request. This price includes a hotlink to your home page or email address.

*Note:* one impression equals one file (text or graphics) accessed by a browser.

To book your advertisement call **Stuart Leigh** - 01689 616 000

[stuart.leigh@btc.co.uk](mailto:stuart.leigh@btc.co.uk)