

# MEDIA KIT 2023

Making the most of your presence

NETWORKS EUROPE magazine is the longest established and industry leading technical journal for the network infrastructure and data centre marketplace.

See how to best use the marketing and communication options available to you through our integrated channels.

**NETWORKS  
EUROPE**  
The magazine for network and data centre professionals

Editorial: [editor@networkseuropemagazine.com](mailto:editor@networkseuropemagazine.com)  
Advertising: [sales@networkseuropemagazine.com](mailto:sales@networkseuropemagazine.com)  
[www.networkseuropemagazine.com](http://www.networkseuropemagazine.com)



# Making the most of your presence

## Who we are

NETWORKS EUROPE features editorial contributions from worldwide industry figureheads, ensuring that it's the world's best publication for information on all aspects of this constantly evolving industry. Just a few of our regular contributors are shown on this page.

Published every other month (x6 per annum), the magazine is produced in digital format, with a magazine viewing link (readable on all major electronic devices) e-mailed directly to subscribers on publication.

Readership consists of 26,000 industry professionals across Europe; with its core circulation covering the UK, Germany, France, Belgium, The Netherlands, Italy and Spain.

The highly focused editorial content caters exclusively to an informed audience consisting of network infrastructure professionals, including; data centre managers, facilities managers, CIOs, CTOs, ICT directors, consultants and project managers.

Key editorial content areas include; news, legislation and technical information from industry-leading companies and commentators, with detailed case studies, as well as the latest thinking in technology and practices.

**NETWORKS  
EUROPE**  
The magazine for network and data centre professionals

**ABB**

**aggreko**

**Anritsu**  
envision : ensure

**Arelion**

**aruba**  
a Hewlett Packard  
Enterprise company

**centiel**  
continuous power availability

**CUSTODIAN**  
DATA CENTRES

**DataQube**

**DE CIX**

**EcoCooling**  
FRESH AIR COOLING

**Extreme™**

**FLIKE**  
networks

**ICEOTOPE**

**infovista**

**NETSCOUT**

**PANDUIT®**

**Pulsant**  
Connect to your potential

**rackspace**

**R&M**

**Schneider  
Electric**

**SIEMON™**

**SUBZERO**  
ENGINEERING

**tp-link**

**VERTIV™**

**virtru**

**VIRTUS**  
Data Centres

# OUR PLATFORMS

## MAGAZINE

NETWORKS EUROPE is an independent digital publication, offering an objective view of the network infrastructure and data centre industry.

The magazine reaches an audience of 26,000 decision makers on a bi-monthly basis across the UK and Europe.

## WEBSITE

[www.networkseuropemagazine.com](http://www.networkseuropemagazine.com) is the UK and European forum for industry professionals; to find up-to-date information on all aspects of the industry.

The website is fiercely promoted within the magazine and other media, offering advertisers increased responses and marketing opportunities.





# SUBSCRIBER EMAILS

Includes features from Netwrix, NS1, VIPRE, Smarter Technologies and Subzero.

[View online version](#)

# NETWORKS EUROPE

The magazine for network and data centre professionals

[Follow us on Twitter](#) [Follow us on LinkedIn](#)


Dear Subscriber

Have you read the latest Networks Europe Magazine yet? Here is just a small selection of some of the articles featured in this issue!

## Latest Features...


### How the Zero-Standing Privilege Approach Helps to Keep the IT Environment Safe

By Dirk Schrader, Resident CISO (EMEA) and VP of Security Research at Netwrix




### Why Engineers Should be Embracing the Move to Automation

By Mark Coleman, General Manager NetBox at NS1




### With a BEMS, ESG Energy Reduction is as Easy as IoT

By Matthew Margetts, Group Director of Sales and Marketing at Smarter Technologies



### Going Green: What the Next Year Holds for Data Centres' Sustainability Journey

By David Watkins, Solutions Director at VIRTUS Data Centres



## Read The Latest Issue: July-August 2022

[Follow us on Twitter](#) [Follow us on LinkedIn](#)

NETWORKS EUROPE reaches a readership of 26,000 on a bi-monthly basis throughout Europe. These individuals include data centre managers, facilities managers, CIOs, CTOs, ICT directors, consultants and project managers etc. The magazine also has a digital subscriber base of 15,000 readers and is available on all major mobile platforms.

To advertise in an issue please email: [sales@networkseuropemagazine.com](mailto:sales@networkseuropemagazine.com)

To submit editorial please email Laura Vallis on: [editor@networkseuropemagazine.com](mailto:editor@networkseuropemagazine.com)

## EMAILERS

Subscribers are informed of the magazine's publication by email.

Emails are also sent out once a month to promote certain features, news items and other industry-specific information.

We have an email subscriber list that reaches an informed audience consisting of network infrastructure professionals, including; data centre managers, facilities managers, CIOs, CTOs, ICT directors, consultants and project managers.

It is free to subscribe to our emails. If you would like to join our email subscriber list please sign up at <https://networkseuropemagazine.com/subscribe-to-networks-europe-magazine/>

11,234

Subscriber emails  
per month

Website  
traffic up

183%

Based on 2021/22

clicks per email

291%

2281

average  
website users  
per month

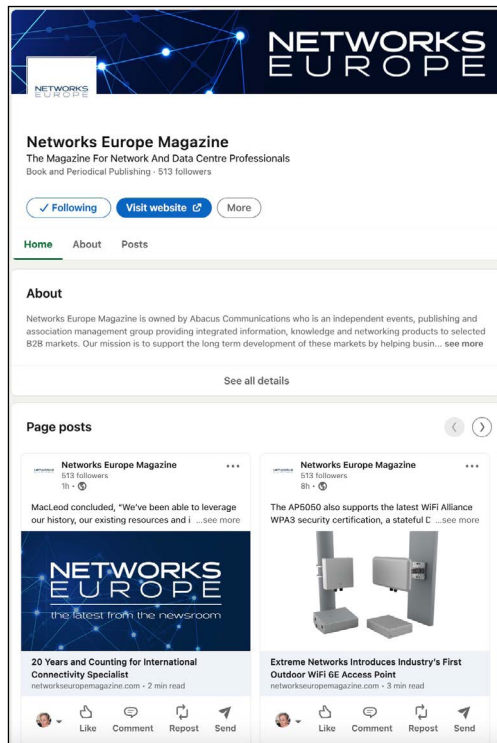
**REACH**

data centre  
managers,  
facilities managers,  
CIOs, CTOs,  
ICT directors,  
consultants and  
project managers

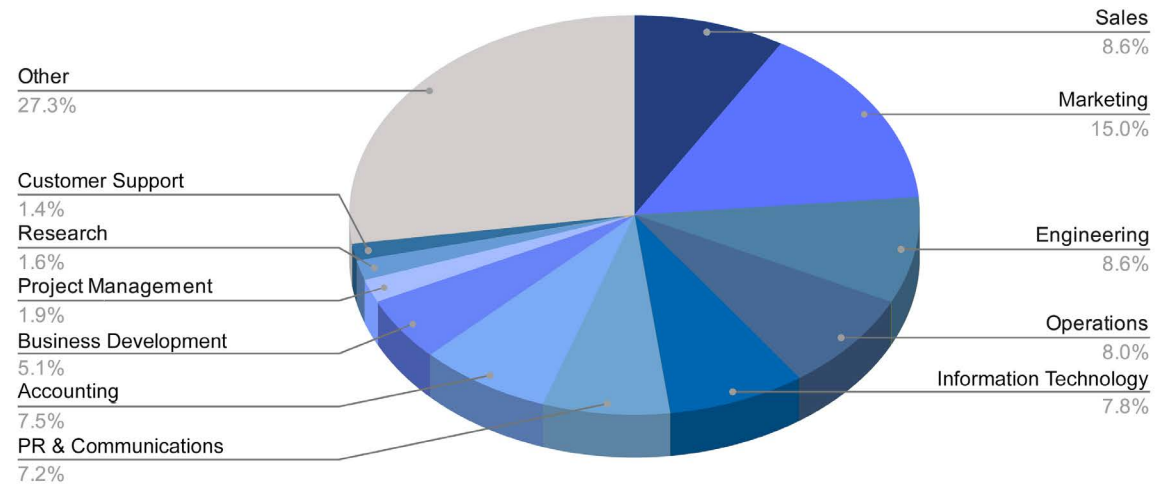
# SOCIAL MEDIA CHANNELS



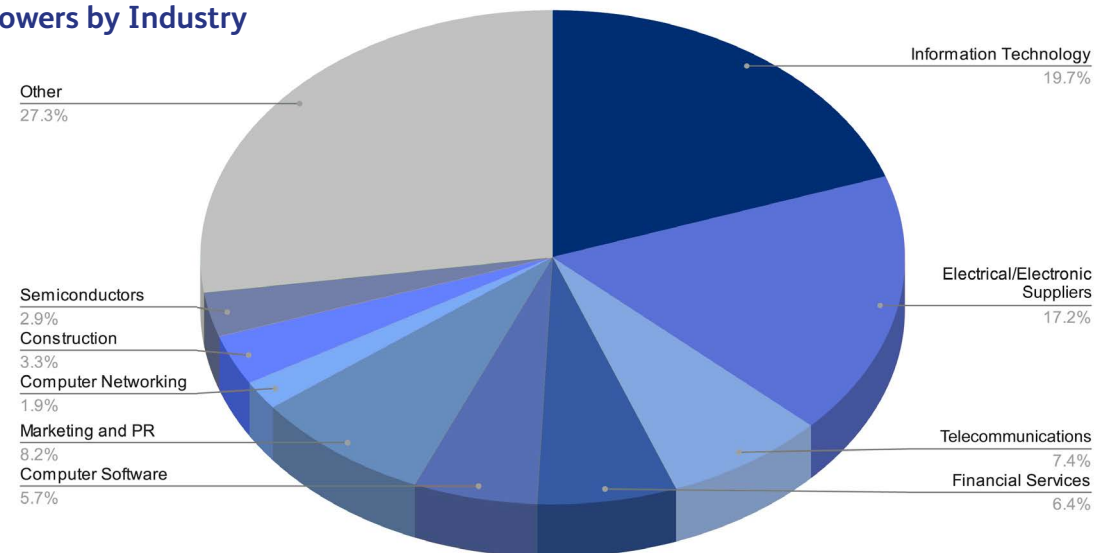
@networks-europe-magazine  
#NetworksEurope



## Followers by Job Function

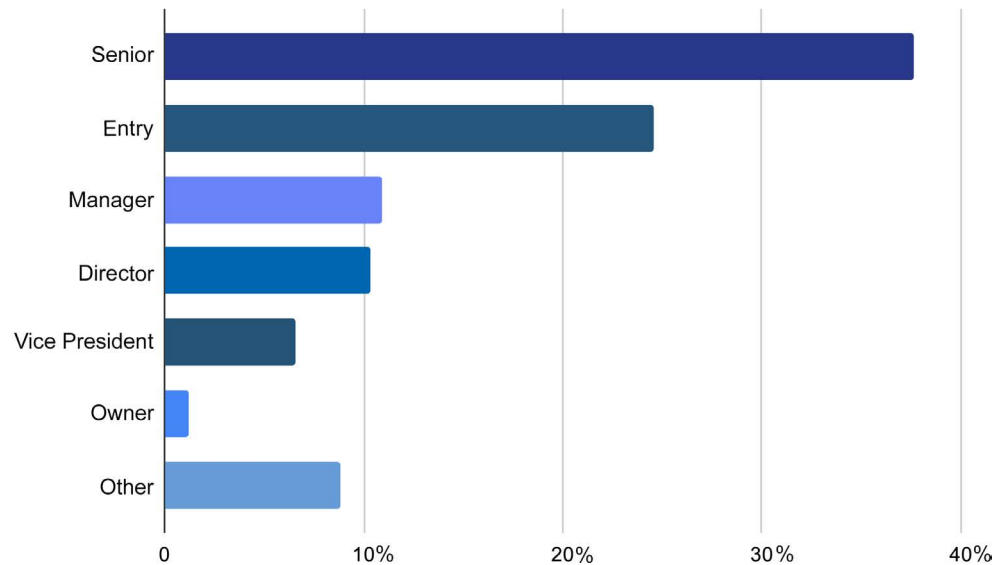


## Followers by Industry



# SOCIAL MEDIA CHANNELS

## Followers by Seniority



Our magazines, features and news articles are promoted and regularly posted on our social media channels.

We use LinkedIn and Twitter to engage with the kiosk and digital signage audiences with an active presence in business-specific forums and groups, frequently sharing news and feature articles.

Take a look at our LinkedIn channel at <https://www.linkedin.com/showcase/networks-europe-magazine/> or our Twitter feed at [https://twitter.com/networks\\_europe](https://twitter.com/networks_europe) to get engaged.

Better still, like or follow one of our social media channels to join the conversation!



@Networks\_Europe  
#NetworksEurope



# WHAT WE PUBLISH

## EDITORIAL SUBMISSIONS

We are an independent publication, offering an entirely objective view of the industry. We do not buy, sell, trade or receive any sort of goods in return for printing editorial which features any given company.

We don't allow our editorial to be used as a means of promoting a company. Articles may present the newsworthy acts and/or opinions of named companies, but all measures are taken to ensure that articles within NETWORKS EUROPE magazine reports the objective facts without bias.

### SUBMISSIONS

Submissions may take the form of letters, interviews, articles, news or press releases.

All editorial received from third parties is subject to the editor-in-chief's ultimate approval, and submission of an article is no guarantee of publication. All submissions should be made in British English.

Successful submissions will be subject to editing and alteration as the editor-in-chief sees fit.

No contact details for any featured company will be published; that is what advertising is for. Where possible, we place a link to the contributing company's website in the byline for our features.

Submissions should be accompanied by a selection of high-resolution images (minimum 300 dpi, in \*.png, \*.eps or \*.jpg format) which should be relevant to the article. For feature articles, head and shoulder images of the author should also be submitted alongside the article. Accompanying images should not show any company logo.

Please advise us at the time of submission if any article is time sensitive. If it has been accepted for publication but has an expiry date, it is the responsibility of the contributor to inform us at the time of submission.

Positioning of an article within the magazine is at the discretion of the editorial team.

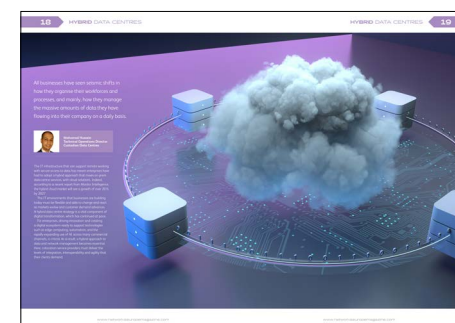
### NEWS

We accept press releases, product launch information, staff changes and company news items and publish these articles without bylines in the news section of our magazine. We also publish these online on our website.

### FEATURE ARTICLES

We accept unbiased, neutral features articles that are between 750-2000 words in length and written with industry-centric information interesting to our readership. Features are also promoted and published online.

Full editorial guidelines can be found on our website [HERE](#).





## FREE TO PUBLISH

### News items

Our news items are comprised of company notices, product launches, product reviews, awards, events and survey findings.

Most news items are submitted to us in press release format.

### Feature articles

Our feature articles are comprised of thought leadership items, industry reviews, opinion pieces, interviews and commentary items on industry-specific subject matter.

Feature articles are unbiased and neutral ensuring that no company or product placement is written into the article. This ensures our advertisers are not at a disadvantage and that all our articles are free of bias.

### Movers and Shakers

Promotions, new recruits, company or department restructures all come in under this section.

The majority of our movers and shakers news items are submitted to us in press release format.

## PAID FOR ITEMS

### Advertising

Advertising can be in the form of company or product promotion, either as advertising or advertorials. Contact our advertising team for details on costs.

We accept adverts that are submitted to us in the form of image files saved as high resolution (>300dpi) \*.pdf, \*.png, \*.jpg or \*.eps format files.mpany notice

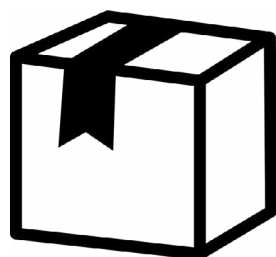
### Sponsored content

We publish sponsored or branded content in the form of case studies, white papers and product/company features.

As with advertising, this is a paid for option and our advertising team can help with advice and costs.

## WHAT WE PUBLISH

Marketing Type	Magazine	Website	Social Media	Email
News Stories	✓	✓	✓	
Bylined feature articles	✓	✓	✓	
Social Media Posts			✓	
Advertorials	✓	✓	✓	
Product/Company Showcases		✓	✓	
Case Studies	✓	✓	✓	
White Papers		✓	✓	✓
Sponsored E-shots				✓
Click-through Ads	✓	✓		✓
Web MPU Advertising		✓		
Exhibitions, Conferences, Webinars	✓	✓	✓	✓



We also offer package solutions to maximise your presence and mitigate some of the cost.

Contact our sales team for more details.

# EDITORIAL PROGRAMME 2023

We welcome submissions for each issue focusing on the themes within the editorial programme.

All submissions should be provided in electronic format in British English. Features should be 750-2000 words in length and supplied with accompanying jpeg or png images, including a headshot of the author. Editorial features are published FREE OF CHARGE and hyperlinked to the contributors website. They are also published separately on our website, linked to via our subscriber emails and promoted on our social media channels.

Please note that we always look to publish interesting articles that our readership would find of interest even if not listed on the editorial programme above.

## JANUARY / FEBRUARY 2023

Copy deadline - 16th January  
Publication date - 7th February

- Data Centre Trends of Tomorrow
- Racks and Enclosures
- Colocation datacentres

## JULY / AUGUST 2023

Copy deadline - 10th July  
Publication date - 1st August

- Market Direction
- Micro Data Centres
- People/Training and Development

## MARCH / APRIL 2023

Copy deadline - 6th March  
Publication date - 28th March

- Sustainability and Zero Carbon
- Data Recovery/Backup
- Modular Data Centres

## SEPTEMBER / OCTOBER 2023

Copy deadline - 11th September  
Publication date - 3rd October

- Remote Data Centre
- Smart Buildings/Modernisation
- Cybersecurity

## MAY / JUNE 2023

Copy deadline - 8th May  
Publication date - 30th May

- Hybrid Data Centres
- Data Centre Providers/Supply Chain
- Maintenance

## NOVEMBER / DECEMBER 2023

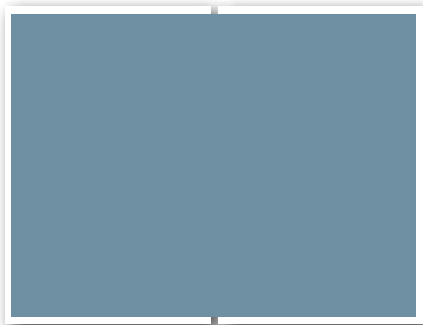
Copy deadline - 6th November  
Publication date - 28th November

- Power Management
- Cabling and Connectivity
- Cooling

Editorial coverage is provided free (at the discretion of the editor), although please do bear in mind that the magazine is funded solely by advertising revenues. This enables us to continue to curate and share engaging, informative and educative news and feature / bylined articles, on behalf of the companies involved in the industry.

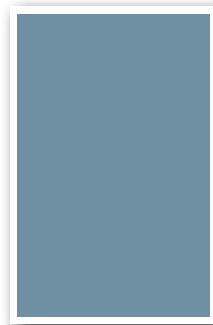
# ADVERTISING SPECIFICATIONS

## MAGAZINE SPECIFICATIONS full page options



### **Double page spread:**

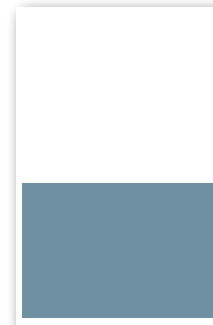
420mm (width) x 297mm (height)  
+ 3mm bleed



### **Full page:**

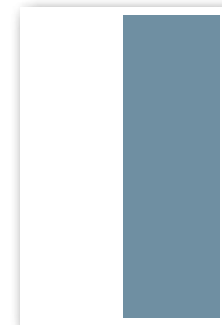
210mm (width) x 297mm (height)  
+3mm bleed

## MAGAZINE SPECIFICATIONS half page options



### **Half Page - landscape:**

184mm (width) x 135mm (height)  
+3mm bleed



### **Half Page - vertical:**

96mm (width) x 257mm (height)  
+3mm bleed

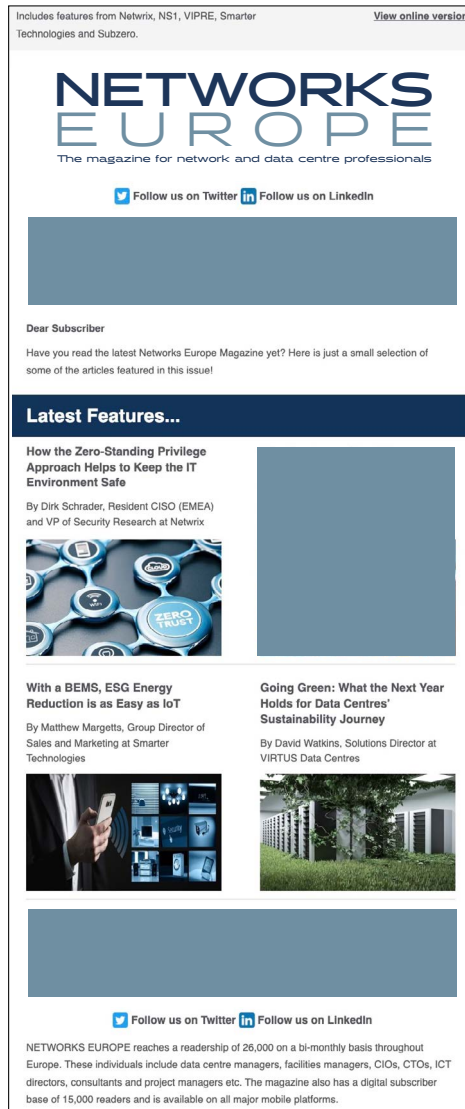
All magazine advertising material should be supplied in electronic format.

Images should be RGB, at least 300dpi and provided as a high-resolution PDF, PNG or JPEG format.



# ADVERTISING OPTIONS

## EMAIL ADVERTISING

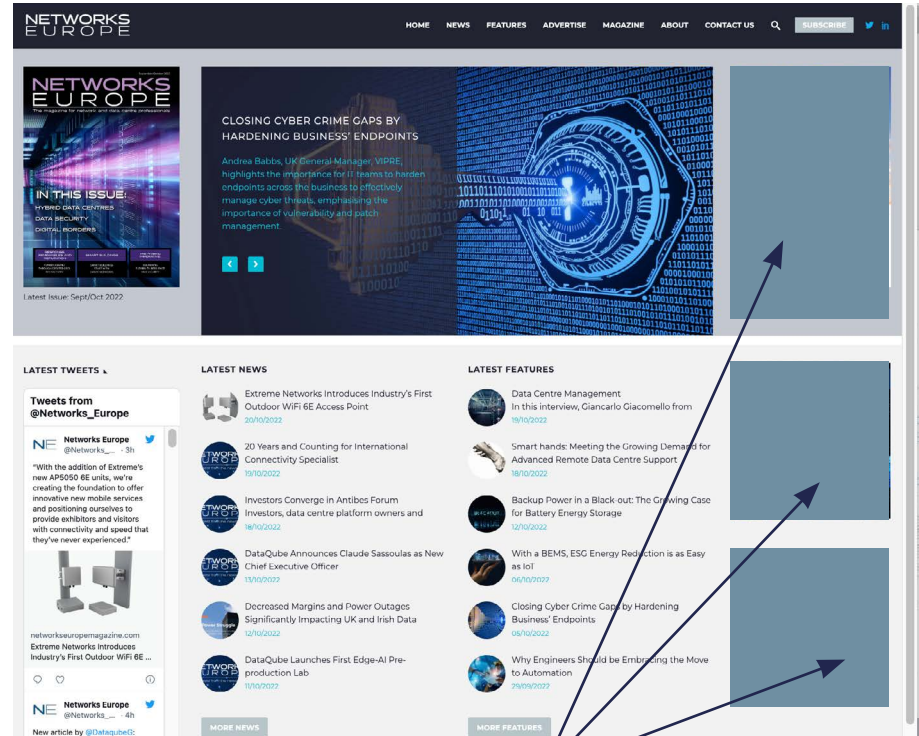


**Leaderboard Banner:**  
728px (width) x 90px (height)

**Square Banner (MPU):**  
300px (width) x 300px (height)

**In-mail Banner:**  
728px (width) x 90px (height)

## WEBSITE ADVERTISING



**MPU advert:**  
300px (width) x 300/500px (height)

All online advertising material should be supplied in electronic format. Images should be RGB, at least 300dpi and provided as a high-resolution PDF, PNG, MP4 or JPEG format.

# ADVERTISER'S TERMS AND CONDITIONS

## 1. Definitions

### 1.1 In these terms and conditions:

"Advertisement" means the Advertiser's advertisement as booked in the Order Form.

"Advertiser" means the Advertiser named on the Order Form. "Order" means the order set out on the Order Form. "Order Form" means the Advertising Order Form accompanying these terms and conditions. "Publication" means the Publication referred to in the Order Form. "Publisher" means Abacus Communications.

### 1.2 Headings will not be interpreted as affecting the meaning of the terms and conditions.

## 2. Advertising Order

### 2.1 The Advertiser has irrevocably ordered advertising space as set out on the Order Form. These terms and conditions apply to the order.

### 2.2 The order shall be binding once acceptance has been communicated by fax or mail by Abacus Communications.

### 2.3 The Advertiser shall nominate a person to be the main point of contact for the Publisher and any person so nominated whether on the Order Form or otherwise shall be treated as having the authority to make decisions on behalf of the Advertiser.

## 3. Advertising Space and Content

### 3.1 The location, size and appearance of the advertising space provided to the Advertiser will correspond as nearly as possible to that specified in the Order Form or otherwise notified to the Advertiser but may not do so exactly and in any case the Publisher reserves the right to:

- (i) change the appearance, title, form or content or publication date of the Publication; and
- (ii) arrange other advertisements near (or not near) the Advertisement as it decides in its discretion.

### 3.2 The Advertiser will promptly provide all copy and other information and material in the format reasonably requested by the Publisher and in any event will provide copy and any changes by the Copy Date shown on the Order Form. Failure to do so means that the Advertisement may not be included in the publication in the form desired by the Advertiser or at all.

### 3.3 The Advertiser is responsible for all design and content of the Advertisement and warrants that it will comply with all laws, regulations and codes of practice and with the Publisher's policies and requests. The Advertiser further warrants that the Advertisement will not infringe any copyright or trade marks or other intellectual property or other rights of any third parties. The Advertiser will indemnify the Publisher and its officers and employees against all costs, claims, loss, damage and expenses suffered by them in connection with the Advertisement and/or any breach of this clause.

### 3.4 The Publisher reserves the right to refuse the use or display of any content it deems in its absolute discretion to be offensive, inappropriate or unsuitable.

### 3.5 Quoted circulation figures are representative of the readership and maybe quoted in either digital, print or a combination of both.

## 4. Payment terms

### 4.1 Payment by the Advertiser will be due on the date of publication of the Advertisement.

Payment must be made in the currency shown in the Order Form. Orders may not be cancelled by the Advertiser and payment will be due whether or not the Advertiser complies with deadlines for submitting copy.

### 4.2 VAT or equivalent taxes will be added to all payments where applicable.

### 4.3 Without prejudice to its other rights the Publisher will be entitled to charge interest on any late payments at the rate of 4 per cent. above the base rate of its bankers from time to time applicable to the relevant currency.

### 4.4 The Publisher may set off any fees payable by the Advertiser against any monies it owes to the Advertiser.

## 5. Termination

### 5.1 The Publisher reserves the right to terminate the agreement formed by these terms and conditions and treat the Order as cancelled in any of the following events:

- (i) any payment by the Advertiser is not received by the due date;
- (ii) the Advertiser is in breach of any of these terms and conditions; or
- (iii) the Advertiser becomes insolvent or unable to pay its debts or has an order or application or resolution made for its winding up or has a receiver or administrator appointed over it or makes an arrangement with its creditors or suffers any similar consequence of debt.

## 6. Publisher's Liability

### 6.1 The Publisher shall be liable only as explicitly set out in the Order and these terms and conditions and any terms implied by law which are able to be excluded are excluded. The Publisher will not be deemed to have made any representation or entered into any warranty not contained in these terms and conditions.

### 6.2 The Publisher shall in no circumstances be liable for indirect loss, management time or loss of profit.

### 6.3 Without prejudice to the above the Publisher's liability shall be limited to the fees paid by the Advertiser and the Publisher shall have no further liability, it being accepted that no limitation applies to liability for fraud or death or personal injury arising from the Publisher's negligence.

## 7. Other terms

### 7.1 The terms and conditions, and the Order, may only be varied by written document signed by both the Advertiser and the Publisher

### 7.2 No failure or delay by the Publisher in enforcing its rights shall prevent it from enforcing some or all of them in the future.

### 7.3 If any of these terms and conditions are invalid or unenforceable only the offending part shall be deemed deleted and the remainder of the terms and conditions shall be unaffected.

### 7.4 The Advertiser's rights or obligations may not be assigned to any third party but the Publisher may assign its rights and/or obligations by notice to the Advertiser.

### 7.5 These terms and conditions are governed by and construed in accordance with English law and you submit to the jurisdiction of the English courts in relation to any dispute or claim, without affecting the right of the Publisher to take proceedings in any other location.

# SUGGESTIONS

We appreciate and encourage suggestions for interesting, thought provoking and informative news and feature content.

Features are always credited to the author and the company or organisation concerned but must remain unbiased, neutral and contain no company or product placement. Our editorial programme is published both in this media pack and on our website but we welcome any article submission that is relevant to our readership, is well-written and adheres to our editorial guidelines.

If you are interested in contributing an article or news story, please contact the editor, Laura Vallis, at [editor@networkseuropemagazine.com](mailto:editor@networkseuropemagazine.com) and, in the case of feature ideas, please also describe the subject matter/angle for the proposed article - along with a brief synopsis.

And don't forget to put Laura ([editor@networkseuropemagazine.com](mailto:editor@networkseuropemagazine.com)) on your press release mailing list!



You can find all our back issues on our website [HERE](#).