



**2017 MEDIA KIT**

# Microsoft Channel Partners **DELIVERED**

Redmond Channel Partner provides advertisers with extensive reach into the Microsoft reseller community that generates more than \$580 billion in annual IT-related revenue.

# About Redmond Channel Partner

Redmond Channel Partner (RCP) is an independent advocate for Microsoft partners, including solution providers, managed services providers (MSPs), hosters, cloud partners and independent software vendors (ISVs).

RCP is independent of Microsoft, which gives the editorial team the freedom to report objectively on Microsoft and represent the interests of the partner community. The magazine, Web site, eNewsletters, and custom materials offer in-depth coverage and analysis of the many Microsoft products, partner programs, and senior executives. Also included is coverage of other key players and trends in the massive Microsoft ecosystem of channel partners and strategic technology partners.

# 90%

## of Microsoft's revenue comes from The Channel



MAGAZINE



ONLINE



ENEWSLETTERS



MOBILE/TABLET

# Redmond Channel Partner Subscribers\*

**87%** Offer cloud services (or considering it)

**79%** Either belong to the Microsoft partner network  
or re-sell Microsoft

**20%** Amount Office 365 use has increased  
by since last year

**72%** Searched for more information regarding what  
was advertised in *Redmond Channel Partner*

**52%** Visit advertisers' Web sites after seeing ads in  
*Redmond Channel Partner*

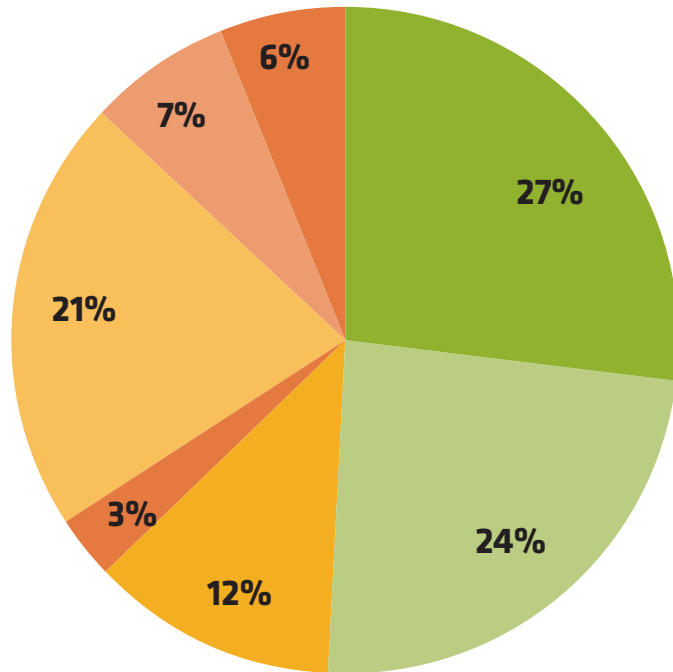
**42%** Downloaded information or a demo from an advertiser  
after seeing ads in *Redmond Channel Partner*

**81%**

offer managed  
services

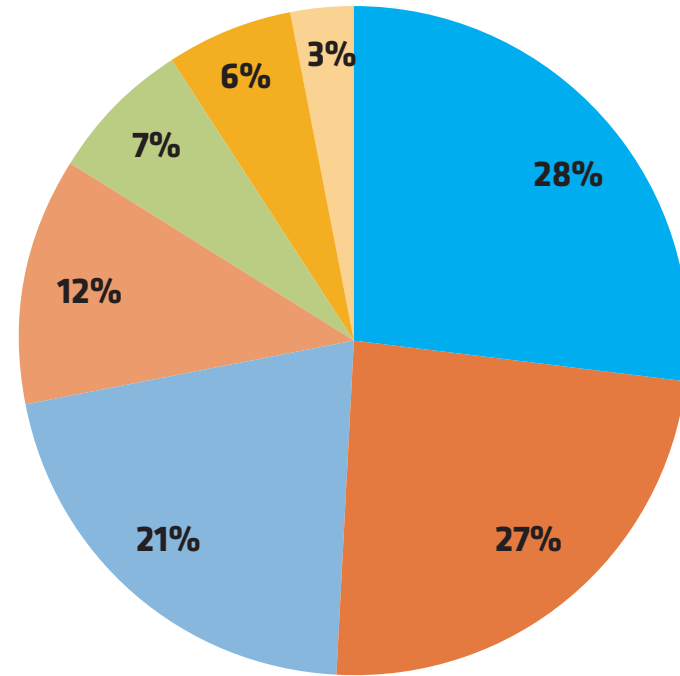
# Audience Profile\*

TOTAL CIRCULATION: 28,000  
 25,000 PRINT, 3,000 DIGITAL  
 AVERAGE MONTHLY UNIQUE VISITORS: 110,000



## JOB FUNCTION

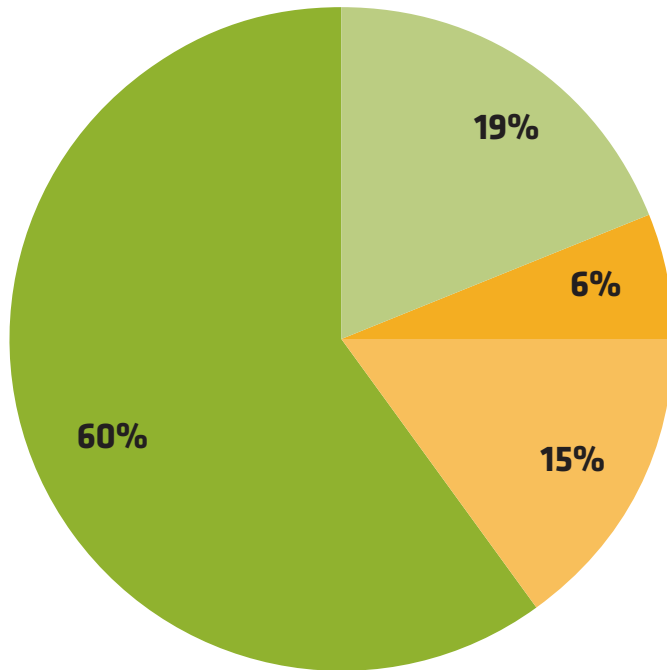
- Executive Management 27%
- Technical Management 24%
- Technical Staff 21%
- Sales/Marketing Management 12%
- Sales Staff 7%
- Other 6%
- Corporate Management 3%



## JOB TITLE

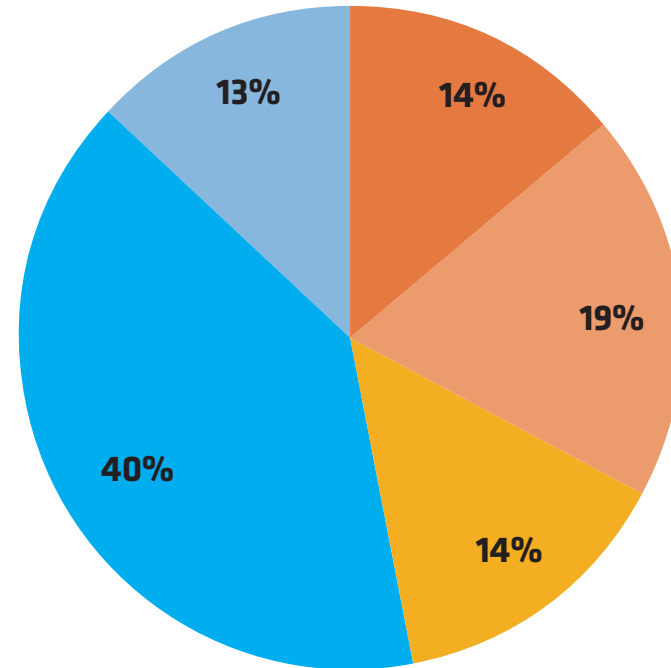
- Technical Management - 28%
- Executive Management - 27%
- Technical Staff- 21%
- Sales/Marketing Management- 12%
- Sales Staff- 7%
- Other- 6%
- Corporate Management- 3%

# About Redmond Channel Partner



## COMPANY SIZE

- 1,000 or More - 19%
- 500 to 999 - 6%
- 100 to 499 - 15%
- Less than 100 - 60%



## CUSTOMERS' COMPANY SIZE

- 10,000 or More - 14%
- 1,000 - 9,999 - 19%
- 250 - 999 - 14%
- 11 to 249 - 40%
- 1 to 10 - 13%

# Company Profile\*

## MICROSOFT PARTNER NETWORK LEVEL

Gold Competency Partner - **25%**  
Subscriber Partner - **20%**  
Community Partner - **14%**  
Silver Competency Partner - **13%**  
MPN (not sure of level) - **10%**  
Not formally in MPN - **10%**

## BUSINESS FOCUS

Provide Consulting, Hosting and/or  
Managed Services - **84%**  
Develop, Customize, Install and/or  
Resell Software - **78%**  
Build, Install and/or Resell  
Hardware - **59%**  
Develop and/or Resell Cloud  
Services - **56%**

## PRODUCTS COMMONLY INCLUDED IN CUSTOMER SOLUTIONS

Networking Hardware - **82%**  
Networking Software - **82%**  
Servers - **81%**  
PCs - **80%**  
Security Software - **80%**  
Storage Hardware - **78%**  
Storage Software - **77%**  
Laptops - **77%**  
Peripherals - **75%**  
Cloud Services - **74%**  
Messaging Software/Devices - **73%**  
Printers - **73%**  
Hosting - **71%**  
Security Hardware - **71%**  
Power Management - **69%**  
Tablets - **67%**  
Projectors/Display Services - **65%**  
Mobile Device Management - **63%**  
Monitors - **62%**  
VoIP/Voice Infrastructure - **62%**  
CRM/ERP Software - **54%**  
Smart Phones - **50%**

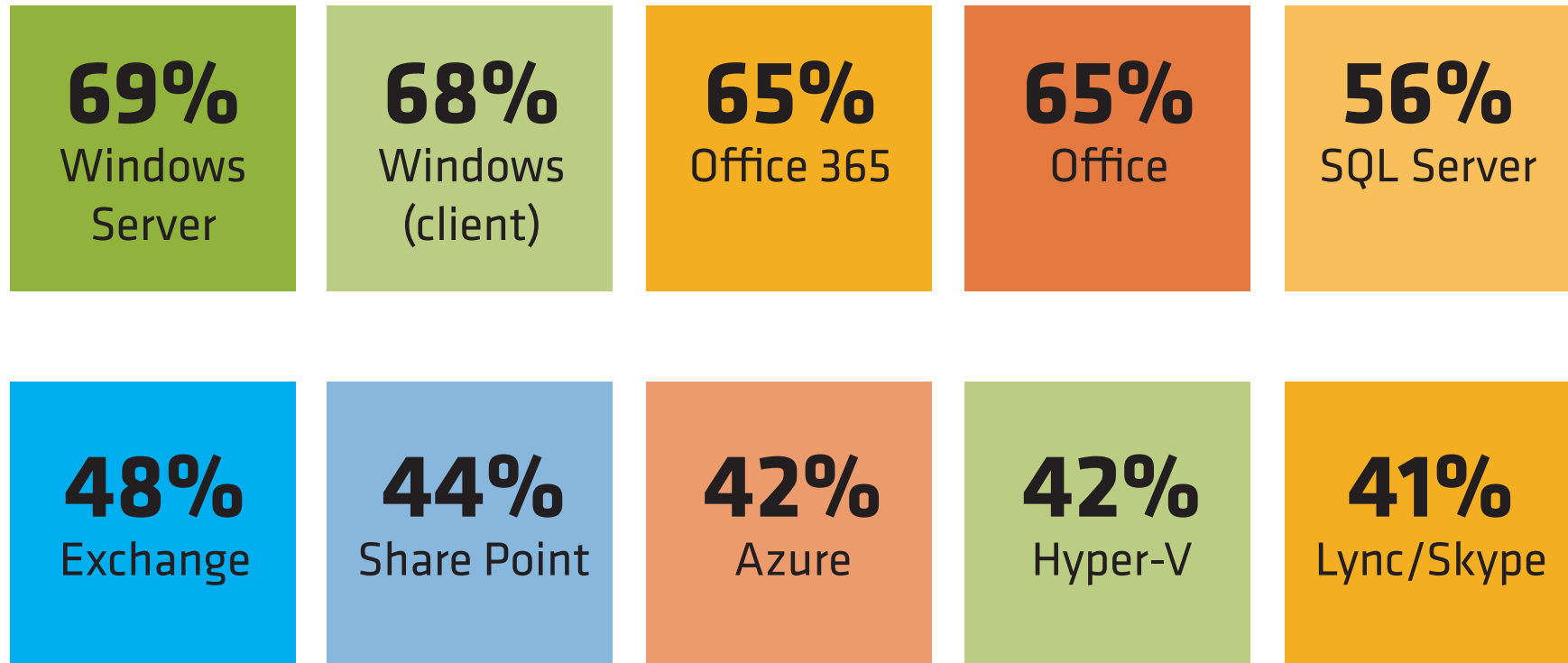
## TOP THIRD-PARTY VENDORS REPRESENTED

Acer	IBM
Adaptec	Intel
Adtran	Juniper
Amazon	Kaseya
AMD	Lenovo
APC	Lexmark
Apple	McAfee
AT&T	NetApp
Avaya	Netgear
Autotask	Oracle
Brother	Quest Software
CA Technologies	RedHat
Canon	Samsung
Carbonite	SAP
Cisco	Seagate
Citrix	Sonicwall
CenturyLink	SolarWinds
Code42	Super Micro
ConnectWise	StorageCraft
Continuum	Symantec
Dell	Targus
Dropbox	Toshiba
EMC	Trend Micro
Emerson/Liebert	ViewSonic
Enterprise	Veeam Software
Epson	Verizon
ESET	VMware
FireEye	Xerox
Fujitsu	Panasonic
Google	Kaspersky
Gridstore	EATON
HP	Salesforce.com
Hewlett-Packard	

# If You Sell Microsoft, You Need to See This



## What Microsoft products do you commonly include in customer solutions\*?



# Redmond Channel Partner Programs

## ONLINE

### RCP Partner Update Newsletter

Redmond Channel Partner Update delivers your message to Microsoft channel partners alongside editorial news and updates.

**Primary + 300x250 + 160x600 Web Banner Position: \$1,000 (NET) ea.**

### IT Channel Insights Newsletter

The IT Channel Insights newsletter keeps Channel Partners and ISVs up to date on all the latest news while offering sales tips and advice.

**\$1,750 (NET) ea.**

### Special Edition eNewsletters

Sole sponsorship of an eNewsletter on the editorial topic of your choice.

**Two (2) Banner Positions and Three (3) Text positions: \$2,000 (NET)**

## Banner and Media-Rich Advertising

Use online advertising to build awareness and engage the RCPmag.com audience.

**300x250, 160x600, 728x90: \$55 CPM**

**Welcome Ad (640x480): \$135 CPM**

**Skin/Wallpaper: \$115 CPM**

**DogEar: \$80 CPM**

## Custom Microsite

“Own” a page on RCPmag.com and display logos, product descriptions, white papers, software downloads, case studies and more.

## LEAD GENERATION

### Custom White Papers

Single-topic technology guides written by an industry expert and designed by the RCP creative team.

**\$75 CPL, minimum 150 leads (includes white paper creation)**

### White Paper Listings

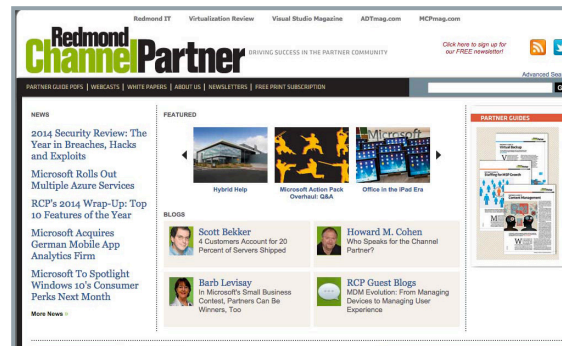
Promote your white papers, eBooks or case studies in our Tech Library.

**\$50 CPL, minimum 50 leads**

### Editorial Paper Sponsorship

Exclusive sponsorship of an RCP editorial paper includes 2 full-page ads.

**\$66 CPL, minimum 150 leads**





# Redmond Channel Partner Programs

## Supplied Webcasts

You present your message through a live, 1-hour interactive presentation. Sponsorship includes the full production and promotion of the webcast.

**\$50 CPL, 150 registrations minimum**

## Editorial Webcasts

Our standard webcast production, promotion and lead generation package with the added bonus of an industry expert speaker to moderate and present.

**\$50 CPL, 250 registrations minimum**

## Digital Dialogue

Extend the life and reach of your webcast with this one-page branded content piece that captures the highlights of your webcast and is posted in the RCPmag.com Tech Library for lead generation.

**\$60 CPL, minimum 100 leads**

## Snapshot

A 1-2 page report that includes in-depth information and insights that inform IT professionals on factors impacting their purchasing decisions.

**\$117 CPL, minimum 300 leads**

## Gamechanger

A special content series that highlights emerging and proven game-changing technologies and solutions that are instrumental in delivering on organizations' IT challenges and priorities.

**\$50 CPL, minimum 350 leads**



**Redmond Channel Partner**  
DRIVING SUCCESS IN THE MICROSOFT PARTNER COMMUNITY

October 4 - October 20, 2015  
REGISTER TO ATTEND

**STORAGECRAFT**  
CLOUD SERVICES

**Your Own Custom DR Cloud**  
Built for fast, simple recovery with no hidden fees

**STORAGECRAFT**  
Backup. Fast. Recover. Faster.

**DIGITAL DIALOGUE**

SPONSORED CONTENT  
**Redmond Channel Partner**

Highlights from a recent webcast on Software-Defined Storage

### REAP THE REWARDS OF SOFTWARE-DEFINED STORAGE

The General Services Administration makes foray into SDS to support enterprise storage management.

The General Services Administration (GSA) decided to change how it offered storage to its employees. The GSA is beginning to use software-defined storage (SDS) technology to offer the right solution at the right time as the agency strives to fundamentally change how it manages storage in the enterprise. Ultimately, the agency wants to offer storage as a structured service, and it is in the process of integrating SDS into its infrastructure as a way to help it get there.

In a software-defined enterprise, servers and desktops are usually the first targets for virtualization. Increasingly, however, agencies are embracing SDS to give them better control, flexibility, and insight into how they use storage throughout the organization.

GSA's plans for SDS do not conflict with its current IT strategy. The agency recently decided to consolidate and centralize its IT infrastructure driven in part by tighter budgets. It has been working to consolidate platforms, consolidate applications on those platforms, and consolidate all server and storage management.

Rebuilding storage has become a necessity. Storage utilization and capacity planning has become more difficult to manage. This is due mostly to the growing use of server virtualization, which promotes the use of storage in new ways, and the move to cloud environments, says Brian Martin, Director of Enterprise Server and Storage Management and Acting Director for Identity Management and Directory Services at GSA.

All this comes at a cost, says Martin, in the form of data redundancy, operations and management, disaster recovery, and the need for increasing availability. The good news is SDS presents an opportunity for hope, because it provides a way to scale up and out, leverage storage and pool resources,

# Redmond Channel Partner Programs

## PRINT

### Redmond Channel Partner Print Advertising

Showcase your brand and products in a format relied upon by integrators, VARs, MSPs and consultants.

**Full-Page Ad Supplied: \$4,000 (NET)**

**Full-Page Advertorial: \$4,000 (NET) + \$1,000 for ad creation**

**2-Page Ad Supplied: \$7,500 (NET) - 75 leads guaranteed**

**2-Page Advertorial: \$7,500 (NET) + \$2,000 for ad creation - 100 leads guaranteed**

### Full-Page Cover Tips

High-impact, 2-sided cover tips deliver increased visibility and response rates.

**\$12,000 (NET) per insertion**



### Partner Guides

4- or 8-page single-topic editorial supplements written by the editors of RCP and tipped into the print issue. The sponsorship includes a full-page ad and the Guide is also hosted online for one year.

**4-Page Guide: \$18,000 (NET) per insertion - 250 leads guaranteed**

**8-Page Guide: \$25,000 (NET) per insertion - 350 leads guaranteed**

### Custom Advertorial Supplements

4- or 8-page single-topic advertorial supplements written by an industry expert and tipped into the print issue. The sponsorship includes a full-page ad and the advertorial can be hosted online for one year for an additional fee.

**Full-Page Ad in Advertorial: \$5,000 (NET) for creation and 1x insertion - 40 leads guaranteed**

**2-Page Spread in Advertorial: \$9,500 (NET) for creation and 1x insertion - 80 leads guaranteed**

### Inserts / Outserts / Gatefolds

Deliver your collateral as an insert, outsert or gatefold in *Redmond Channel Partner* magazine, ensuring high-impact delivery to the partner community.

### Vendor Profile Display (VDP) Ads

VPDs are in Q&A format and are designed by the *Redmond Channel Partner* creative team. Profiles are displayed in *RCP* and are listed on the Web site for 6 months.

**\$50 CPL, minimum 150 leads**

**Redmond Channel Partner**  
SPECIAL ADVERTISING SECTION

**PARTNER'S GUIDE TO**  
**Cloud and Disaster Recovery**

The beauty of cloud-based backup schemes is that they automatically address the last two parts of the 3-2-1 rule.

For managed service providers (MSP) offering backup and restore, it could be time to rethink what you're doing for customers. The disruptions to the technology, sometimes going by the name DRaaS, for Disaster Recovery as a Service, are breaking over the industry like a wave. MSPs need to understand what DRaaS changes, and, just as important, what it doesn't change.

**THINGS THAT CHANGE**

**1. Automatic Off-Site Backup**  
Remember the 3-2-1 rule of backup? For anything worth backing up, there should be three copies, on two types of media with at least one copy stored off-site. Even consultants serving large enterprise customers are surprised by how often even sophisticated IT shops fail the off-site part of the rule. Of course, the problem is even more common among small to midsize business (SMB) and midmarket customers.

The beauty of cloud-based backup schemes is that they automatically address the last two parts of the rule. Having a backup to the cloud automatically provides storage in a second media and, better yet, puts a copy off site. In most cases that cloud backup is remote to the point where even regional disasters like hurricanes wouldn't affect it. As an added benefit, the automatic off-site backup provided by a DRaaS vendor often means multiple copies of the backup file in additional datacenter locations.

**2. Virtual Network**  
One area where DRaaS and related cloud services

When it comes to business continuity and disaster recovery, there are things that the cloud changes, radically, and other things that must remain the same. By Scott Becker

**T**his is a disruptive time in the once-staid world of backup, business continuity and disaster recovery (BC/DR). Clouds are coming down, while capabilities are scaling up and scaling out. What's changing everything about BC/DR is the cloud. Cheap, ubiquitous and robust cloud infrastructure is popping up everywhere. The vendor community, both established players and aggressive startups, is innovating at a rapid clip.

8CZ.com SEPTEMBER 2015 Redmond Channel Partner 1

# Redmond Channel Partner Programs

## MARKETING SERVICES

### Custom Case Studies

RCP will provide an editor to interview a customer of your choice and will manage the copy and design process to create the PDF.

**\$50 CPL, minimum 130 leads**

### On-Demand Webcast Recording

Create a customized on-demand webcast to place on your Web site for promotional and educational use.

**\$69 CPL, minimum 150 leads**

### Market Research

Combining market data and lead generation, the sponsorship includes a custom online survey and report from a guaranteed minimum 200 respondents (contact information available for an additional cost).

**100 responses for \$4,500 (NET)**

### List Rental

Choose a postal and e-mail list from a broad range of award-winning publications.

### Content Marketing Toolbox

Partner with an RCP Custom Editorial writer to create a series of content marketing materials.

### The 05 Group

The 05 Group is the marketing services arm of 1105 Media, comprised of the best writers, designers, content experts, techies, planners and researchers in the business. Our goal is to help you engage your audience through marketing solutions that work. In other words, We Tell Your Story.

#### For more information, contact:

#### Navid Davani

Associate Publisher  
949.265.1512  
ndavani@1105media.com

#### Dan LaBianca

Chief Revenue Officer  
972.687.6702  
dlabianca@1105media.com

# 2017 Editorial Calendar

	FEATURE COVERAGE	OVERVIEW
<b>JAN/FEB</b>	<b>Product Roadmap</b> <b>Next-Gen Opportunities</b>	RCP's signature roadmap of the Microsoft product schedule for 2017 A look at the channel opportunities in emerging technologies like chatbots, AI, IoT and Virtual Reality
<b>MAR/APR</b>	<b>Editor's Choice</b> <b>Dynamics</b>	RCP's editors select products in two dozen categories that are setting standards in their spaces With Dynamics 365, Microsoft is redefining what it takes to be a Dynamics partner
<b>MAY/JUN</b>	<b>RCP 200</b> <b>Mobility</b>	A list of the 200 most influential partners in the Microsoft ecosystem From wireless networking to enterprise mobility management, mobile-first picks up speed
<b>JUL/AUG</b>	<b>WPC Preview</b>  <b>M&amp;A</b>	What to expect at the Worldwide Partner Conference in Washington, D.C. <b>Bonus Distribution at Microsoft WPC &amp; TechMentor</b>  A look back at the major mergers and acquisitions of the last 12 months, and a look ahead at the M&A climate
<b>SEP/OCT</b>	<b>Cloud Transitions</b> <b>RCP Rocket Award</b>	Where are channel partners in their transition to recurring revenue business models? Profiling Microsoft solution providers that blazed a trail of sustainable growth
<b>NOV/DEC</b>	<b>Reader's Choice</b> <b>Security</b>	RCP readers pick the best products on the market in 2017 in the 2nd annual awards list Highlighting new tools, trends and opportunities for partners in security

## IN EVERY ISSUE

Cloud Coverage • Channel Analysis • Business Best Practices • Product News • Insider Tips for Microsoft Partners

**Redmond**  
**ChannelPartner**  
DRIVING SUCCESS IN THE MICROSOFT PARTNER COMMUNITY