

Technology Record

■ ■ ■ ■ The best of enterprise solutions from the Microsoft partner ecosystem

MEDIA INFORMATION 2023

Technology Record

ISSUE 28: SPRING 2023

£24.00

■ ■ ■ ■ The best of enterprise solutions from the Microsoft partner ecosystem

Technology Record ISSUE 26: AUTUMN 2022 £24.00

■ ■ ■ ■ The best of enterprise solutions from the Microsoft partner ecosystem

Sustainable innovation

Cloud and data technologies can help businesses reach sustainability goals while protecting profits.

PLUS:

- Schneider Electric unites digital tools and sustainability for urban transformation
- Netflix's Jean-Paul Bonjour highlights the importance of compelling media content
- Firms are building agile and sustainable supply chains, says Microsoft's Indrani Sicar

Johnson Controls helps Microsoft meet sustainability goals at its Beijing campus

Banks can boost revenue with real-time payments, says Microsoft's Peter Hazou

Technology Record ISSUE 27: WINTER 2022 £24.00

■ ■ ■ ■ The best of enterprise solutions from the Microsoft partner ecosystem

The evolution of AI

Microsoft's Lili Cheng and Darren Bennett discuss how the progress of intelligent technologies is empowering businesses to achieve more.

PLUS:

- Microsoft's Nicole Derez discusses the value of business partnerships
- Johnson Controls helps customers accelerate the journey to net zero, says Nicole Deniz
- Avanade's digital twin solutions could be the answer to modern manufacturing issues

Schneider Electric is helping to address carbon emissions and energy costs

Microsoft and its partners can improve retail resiliency, says Shelley Bransten

Securing the enterprise

Amid a constantly changing cybersecurity landscape, Microsoft and partners are helping organisations combat evolving risks.

PLUS:

- Microsoft's Anya Minbiole explains why retailers should invest in frontline workers
- Kroll helps BSM to improve cyber resilience during its Microsoft Azure migration
- Cappgemini is using an Orbus Software solution to help firms meet ESG challenges

Francesco Venturini of Microsoft discusses change and competition in media

Hanover Messe 2023 will highlight solutions for a sustainable manufacturing industry

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Welcome

For over two decades our industry publications have showcased perspectives and real-life examples of where technology solutions from both Microsoft and its ecosystem of partners can add tangible value to enterprise and public sector service delivery.

In the process of creating our quarterly magazine, website, newsletter and curated social media we work with partners large and small – all of whom share the common goal of driving digital transformation through the utilisation of Microsoft technology.

As we continue to evolve the brand, the messages we deliver today in *Technology Record* are as relevant to our readers as they were when our first magazine, *Banking on Windows NT*, was launched back in 1998.

Moving forward we will continue to adapt the way in which content is delivered to the tens of thousands of senior business decision makers around the world and we look forward to working with you to leverage this uniquely compelling alliance marketing platform.

A single, powerful brand with a genuinely global reach – welcome to *Technology Record*.

Andy Clayton-Smith

Executive editor

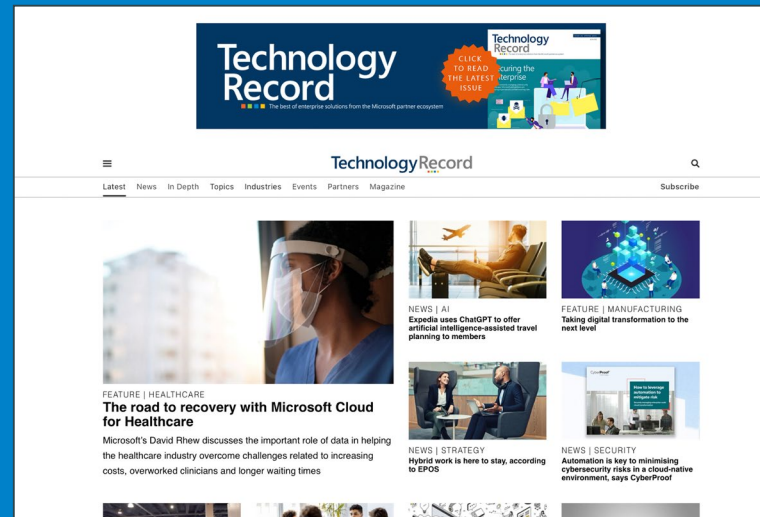
Technology Record is proud to partner with the following analysts and industry organisations:



Schedule

Publications

Each year we release four issues of *Technology Record* magazine in January, April, June and September, available in both digital and print editions.

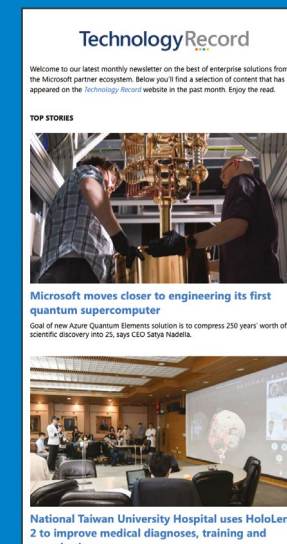
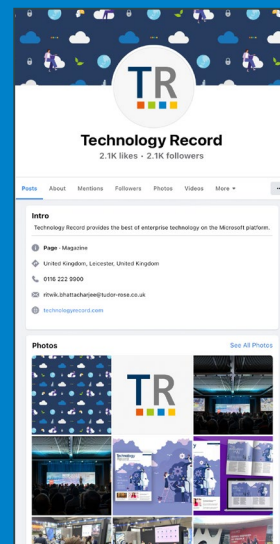
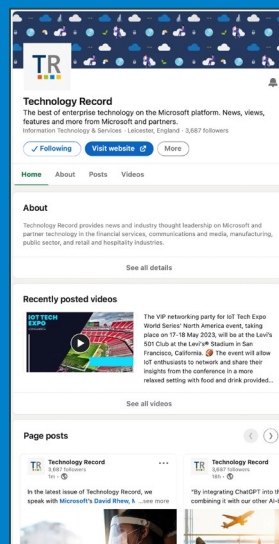


Website

Our website – www.technologyrecord.com – is updated daily with news, features and content from our publications.

Social media

All *Technology Record* content is also available via our social media channels on LinkedIn, Twitter and Facebook



Newsletter

On the first business day of each month we send highlights of the previous month's online and print content to an audience of digital newsletter subscribers. Additional newsletters are also sent on the launch of each quarterly magazine.

Contributors

One of the defining principles of *Technology Record* is to share insight and perspective from a wide variety of senior industry and public sector leaders within Microsoft. Here is just a small selection of the many Microsoft executives that we have heard from over the past twelve months.



Caglayan Arkan
Vice President, Worldwide
Manufacturing & Resource



Bill Borden
CVP, Worldwide Financial
Services Industry



Emily He
Corporate VP Business
Applications Marketing



Shelley Bransten
Corporate VP
Worldwide Retail &
Consumer Goods



Nick Parker
President, Industry &
Partnerships



Sally Frank
Health and life sciences
lead, Microsoft for Startups



Julia Glidden
Corp VP, Worldwide
Public Sector



Jeremy Goldberg
Director of Critical
Infrastructure



Peter Hazou
Business Development
Director, Worldwide FSJ



Rainer Kellerhals
Director, Business
Development, Worldwide
Communications & Media



Rick Lievano
CTO, Worldwide
Telecommunications
Industry



Colin Masson
Director,
Manufacturing
Industry Solutions



Keith Mercier
General Manager,
Worldwide Retail &
Consumer Goods



Andy Beach
Industry CTO,
Media & Entertainment



David Rhew
Global CMO & VP
Healthcare



Nicole Dezen
Chief Partner Officer
& Corporate VP,
Partner Solutions



Indranil Sircar
CTO, Worldwide
Manufacturing

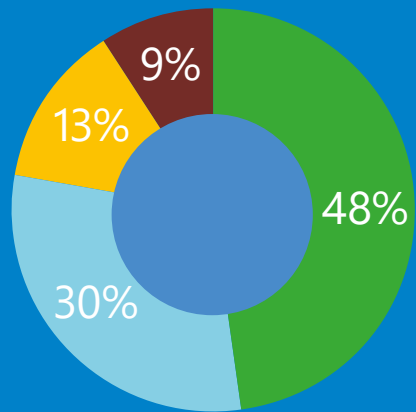


Simon Crownshaw
Director of Worldwide Media
& Entertainment Strategy

Circulation

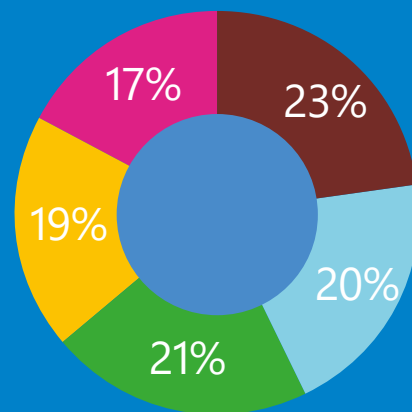
Every quarter, the *Technology Record* brand engages with a combined readership of over 200,000 senior decision makers coming from a wide array of enterprise and public sector organisations around the globe

Print delivery



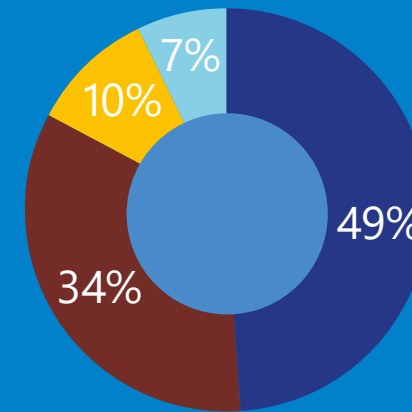
- Direct
- Events
- Partners
- Microsoft

Sector



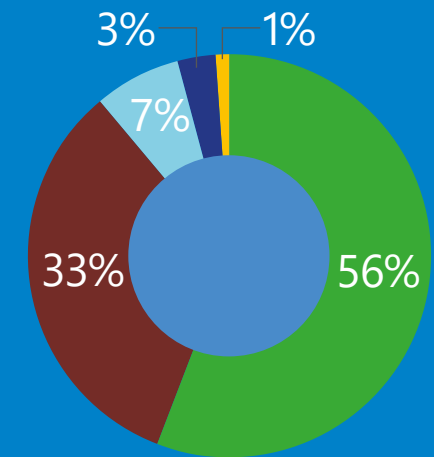
- Financial Services
- Industrials & Manufacturing
- Media & Communications
- Public Sector
- Retail & Consumer Goods

Job description



- CXO
- Technical decision maker
- Business decision maker
- Others

Geography



- LATAM
- APAC
- North America
- EMEA
- Others

Print edition

Our magazine circulation in 2023 will be approximately 60,000 copies - achieved through five primary delivery channels. Microsoft national offices and MTCs represent the primary delivery route to our core audience of enterprise customers, supported by partners, direct, digital and event distribution. *Technology Record* is a media partner with leading industry events worldwide, see examples to the right.



Digital audiences

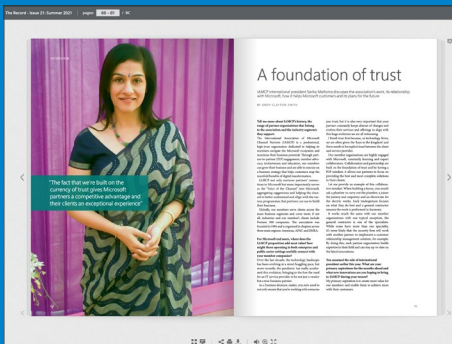
A growing number of our readers choose to receive the magazine as a free digital subscription or consume content from the magazine via our social media outlets.

Digital edition

As well as print copies, each quarterly publication of *Technology Record* is available as a digital edition – an online representation of the printed magazine. Upon publication, we email our subscriber database with an ‘Out Now’ notification to let them know that the latest issue is available to download or read online, offering partners access to a combined print and online audience over 100,000 individuals per quarter.

DIGITAL VIEWS:

Issue 24: **100,024**
Issue 25: **110,295**
Issue 26: **80,846**
Issue 27: **105,488**

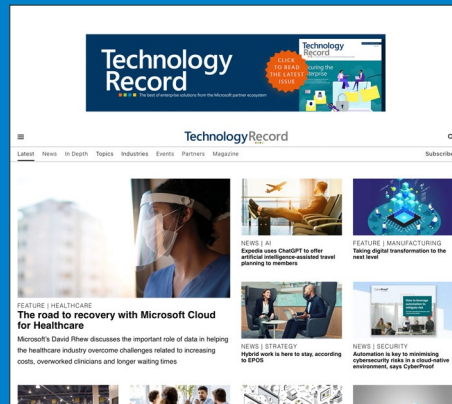


Website

Our website www.technologyrecord.com is the online home of the *Technology Record* brand, providing readers with the latest news about innovation on the Microsoft technology stack, content from our quarterly magazine and an array of additional resources, including back issues.

WEBSITE AUDIENCE:

Website unique users in 2022: **386,278**
Total page views in 2022: **837,012**
Average time on page in 2022: **1m 16s**

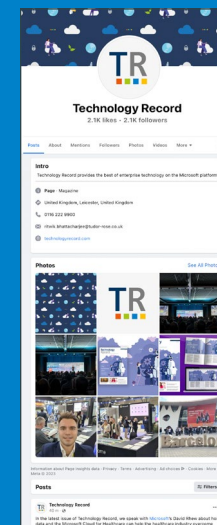
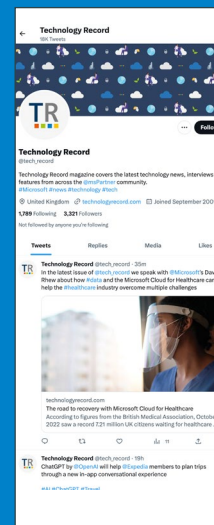


Social media

All *Technology Record* content is posted on our social media channels: Twitter, Facebook and LinkedIn. Our writers also engage with partners and repost their content via these social media channels.

SOCIAL MEDIA AUDIENCE:

Latest LinkedIn followers: **3,532**
Latest Twitter followers: **3,324**
Latest Facebook followers: **2,100**



Newsletter

Our digital subscribers receive two types of newsletter on a regular basis. The first is our monthly newsletter, which is a digest of the most popular content we have published over the previous month. The second type is our quarterly ‘Out Now’ email, which notifies our subscribers when a new publication is available to read online and download.

SUBSCRIBERS:

March 2023: **28,541**



Advertising

The opportunities to differentiate yourself and get noticed through *Technology Record* go beyond those being offered by more conventional industry publications. The magazine provides compelling opportunities to reach out to c-suite personnel from enterprise and public sector organisations worldwide with a unique blend of brand placement and editorial exposure.

Why advertise?

- ✓ **High return on investment** – proven benefits delivering true business value marketing
- ✓ **Joint go-to-market** – perfectly aligned to Microsoft's go-to-market roadmap, offering partners highly relevant and timely opportunities to promote their solutions and services
- ✓ **Widely read** – an influential readership of over quarter of a million digital and print readers, drawn from over two decades of technology publishing
- ✓ **Rich heritage** – a proven track record of positive, productive relationships and reader appeal
- ✓ **Editorial identity** – opportunities to extend and enhance your profile beyond traditional advertising with highly coordinated content marketing packages
- ✓ **High production values** – a high quality brand that enhances your corporate image
- ✓ **Extended shelf life** – our print readers reuse and share copies throughout the year whilst digital content is reamplified through broad array of social media channels. *Technology Record* is a proven sales and marketing tool that reflects Microsoft's global activities whilst providing partners with a fully integrated channel that regularly reaches out throughout the year to a highly influential audience.



Ricky Popat
Publication Manager
Technology Record

Turn the page for details of our advertising and sponsorship rates.

Brands

Here's a small selection of the hundreds of prestigious technology brands that promoted their solutions and services through the *Technology Record* product suite over the last twelve months.



Rates

Our promotional packages and advertising options represent excellent value for money.

Magazine

Publishing partner	£15,750
Industry publishing partner	£9,750
Sponsor	£6,560
Double page advertisement	£8,660
Full page advertisement	£5,775

(Ask one of our account managers about bespoke sponsorship packages.)



Featured partners

Premium partner profile **£1,900**

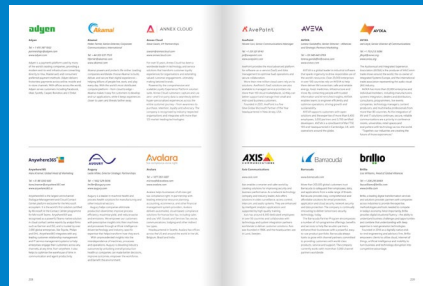
- Featured partner profile
- 100 word news story or solution profile (Marketwatch)
- Feature contribution

Enhanced partner profile **£1,400**

- Featured partner profile
- 100 word news story or solution profile (Marketwatch)

Featured partner profile **£750**

- Company name and logo
- Contact details
- 100-word company profile
- Online entry for 12-months



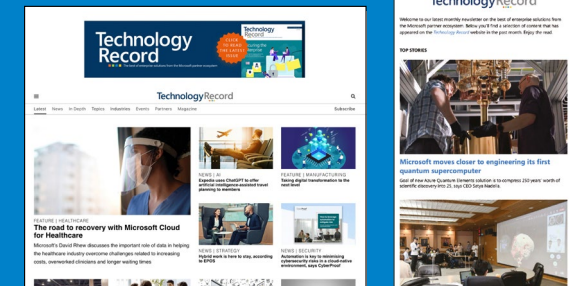
Website

Homepage placements	Article page placements
Top billboard £900 pcm	Top billboard £1,250 pcm
Billboard 2 £750 pcm	Sticky banner £850 pcm
Billboard 3 £750 pcm	Billboard 2 £600 pcm
Billboard 4 £750 pcm	Billboard 3 £500 pcm

E-newsletter

Advertisement **from £750 per month**

Promoted editorial **from £500 per month**



Series discounts are available for multiple bookings.

We are happy to discuss additional advertising and content marketing options that are not listed above.

Testimonials

To find out more about our recent customer testimonials and to download other useful information about *Technology Record* visit www.technologyrecord.com/partnerzone

Working with *The Record* helped us understand how the technology community works worldwide. As a fast growing tech company, our expectations were limited to expose our product to potential customers, but we found so much more than that.

Irene Schreiber,
Head of communications, Unblur

One of the things I love about *The Record* is that its regular cadence always provides us a regular channel for thought leadership pieces and news items that might not always be 'big' enough for a blog or a press release.

Elizabeth Galla, DXC Technology

I get *The Record* magazine on regular basis and it's very well used by my team at Customer facing events. We'd love to have more of our local customers and partners cases in the magazine in the future.

Ewa Wolodzko, Microsoft Poland

I have noticed a printed edition of *The Record* in our office. I assume it's your doing and I would like to thank you very much! It was a really nice surprise :) There are a lot of new things happening in Lingaro and maybe we could discuss new ways how both Lingaro and *The Record* could work together.

Piotr Stefaniak, Branding Specialist,
Lingaro Group

I had actually picked up a copy of your magazine at the ARC Forum in February and thought the content was very solid and useful for other Microsoft platform users.

Phil Lewis, Yokogawa Electric

Thanks for this I received the link on Friday it all looks fabulous! You must all be very pleased with it and proud of your hard work. I am thrilled that we could take part and thank you for the opportunity.

Gabriella Ladogana, Morgan & Wolfe

The publication is beautiful and you have a very wide reach which is great for helping DXC build brand awareness.

Shaun Wilde,
Strategic Partnerships Manager,
DXC Technology

Many of the themes discussed in the article related directly to our business and what we do, so the advertisement we ran was exceptionally well placed.

Danielle Brown, Marketing Manager,
DriveWorks

The magazine's writers have an extensive knowledge of the content we provide and the industries we serve, ensuring that VeriPark is consistently presented to readers of *The Record* in the most appealing way possible.

Irem Dincer, Marketing Executive
VeriPark

Our experience has been phenomenal I think primarily due to the personal relationship management skills that the Tudor Rose partner management team demonstrates.

Andreas Pongratz, CEO,
Founder & CMO, x.news gmbh

I love *The Record* magazine! Please, keep me on your radar for how I can help you for future editions about Microsoft's Technology Center in Brazil and other different topics.

Waldemir Cambiuccu, MTC director,
Microsoft Brazil

We've enjoyed working with you and your team over the years and greatly appreciate the effort that you've dedicated to showcasing Microsoft to customers and partners around the world.

Tracey Ferriss, Director,
Executive Communications,
Microsoft Industry Group



Contact

To discuss options for promoting your business in the *Technology Record* publication suite, please contact one of our account managers:



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Add news@technologyrecord.com to your PR mailing list to ensure that we're in the loop with news about your organisation.