

# Technology Record

 The best of enterprise solutions from the Microsoft partner ecosystem

MEDIA INFORMATION 2025

## Technology Record

ISSUE 34: AUTUMN 2024

£24.00

 The best of enterprise solutions from the Microsoft partner ecosystem

**Technology Record** ISSUE 32: SPRING 2024 £24.00

**Securing the hybrid enterprise**

Modern enterprises turn to zero-trust philosophies to protect their networks



**PLUS:**

- Brendan Mulim outlines how businesses can organize industrial data with Avande tools
- Miriyana Tashkova from Tiger Surveillance reveals the secrets to a successful partnership
- AI tools are helping organisational security responses, says Check Point's Mark Eastman

**PLUS:**

- Dominik Wee discusses the role of AI in manufacturing and mobility
- Simon Crownshaw explains how the media industry is investing in innovation

**Technology Record** ISSUE 33: SUMMER 2024 £24.00

**Mastering the magic of AI**

Microsoft's portfolio of generative AI products and tools is automating basic processes, helping employees to save time at work and focus on higher-value tasks



**PLUS:**

- Kyndryl has transformed its infrastructure by working with SAP and Microsoft
- Arunkumar Ashwathana from Infoays explains how businesses can be more efficient
- Zebra Technologies and Microsoft are creating frontline success, says Rowan Fuller

**PLUS:**

- Kathleen Mitford shares insights into Microsoft's industry strategy
- Women in technology discuss how they are joining forces to break the glass ceiling

**Powering business growth**

Microsoft's Satish Thomas explains how AI is delivering a wealth of benefits for organisations




Nicole Dezen discusses what to expect from Microsoft Ignite 2024



Peter Hazou highlights the importance of upgrading banking systems

**PLUS:**

Microsoft and its partners are enhancing the Dynamics 365 experience for customers

Spectralink's Nick Muir shares how frontline workers can communicate with clarity

Orion Innovation is helping to evolve payments processes, says Anoop Gala

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# Welcome

For over 25 years, our publications have provided readers with insights into enterprise technology and examples of how solutions from both Microsoft and its ecosystem of partners add tangible value to businesses and public sector organisations.

The *Technology Record* brand comprises a quarterly magazine, website, newsletter and social media which profiles the work of Microsoft partners large and small – all of whom share the common goal of driving digital transformation through the effective deployment of solutions that are based on Microsoft software.

This Media Information document provides details of how our content is compiled and delivered to a readership of hundreds of thousands of senior business decision makers around the world as well as options for how we can work with your business so that you can leverage the uniquely compelling alliance marketing opportunities across the *Technology Record* brand.

We look forward to working with you and your business.



**Andy Clayton-Smith**  
Executive editor

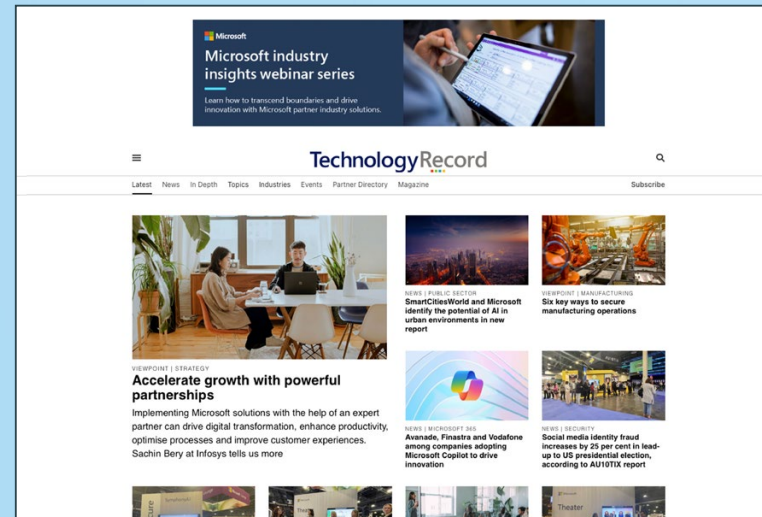
*Technology Record* is proud to partner with the following analysts and industry organisations:



# Schedule

## Publications

Each year we release four issues of *Technology Record* in March, June, September and December. The magazine is available in both digital and print editions.

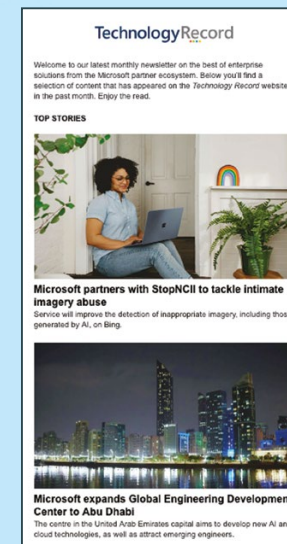
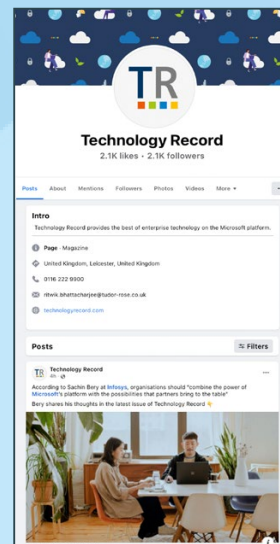
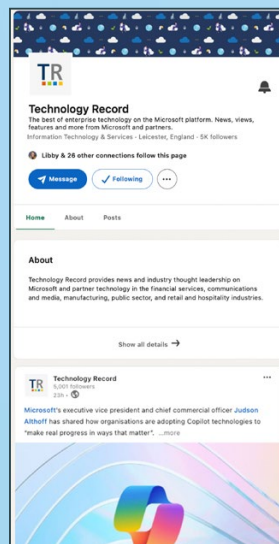


## Website

Our website – [www.technologyrecord.com](http://www.technologyrecord.com) – is updated daily with news, features, interviews and perspectives from our publications.

## Social media

*Technology Record* content is also available via our social media channels on LinkedIn, X 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. Below is a selection of the many Microsoft executives that have contributed to *Technology Record* over the past twelve months.



**Bill Borden**  
CVP, Worldwide Financial Services Industry



**Shanthi Rajagopalan**  
Global Head of Strategy, WW Retail and Consumer Goods



**Shelley Bransten**  
Corporate Vice President, Global Industry Solutions



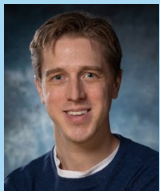
**Nick Parker**  
President, Industry and Partnerships



**Sally Frank**  
Worldwide Lead, Health & Life Sciences, Microsoft for Startups



**Anya Minbiole**  
Global Business Strategy Leader, WW Retail, CG and Gaming, Enterprise Sales and Services



**Doug Priest**  
Public Transportation and Urban Infrastructure Lead



**Jeremy Goldberg**  
Worldwide Public Sector, Americas Strategy Director, Cities and Urban Infrastructure



**Peter Hazou**  
Business Development Director, Worldwide FSI



**Satish Thomas**  
CVP, Microsoft Industry Cloud



**Rick Lievano**  
CTO, Worldwide Telecommunications Industry



**Kathleen Mitford**  
CVP, Global Industry Marketing



**Keith Mercier**  
Vice President, WW Retail and Consumer Goods Industry



**Andy Beach**  
CTO for Media and Entertainment Worldwide



**David Rhew**  
Global CMO and VP Healthcare



**Nicole Dezen**  
Chief Partner Officer and Corporate VP, Partner Solutions



**Indranil Sircar**  
CTO, Manufacturing and Mobility Industry

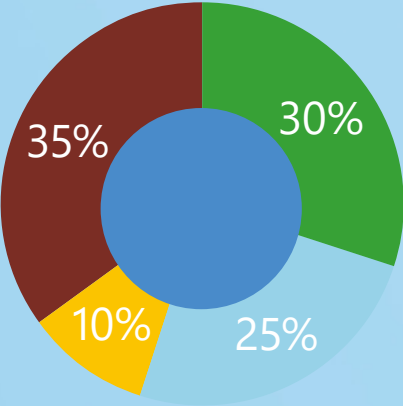


**Simon Crownshaw**  
Director of Worldwide Media and Entertainment Strategy

# Printed issue circulation

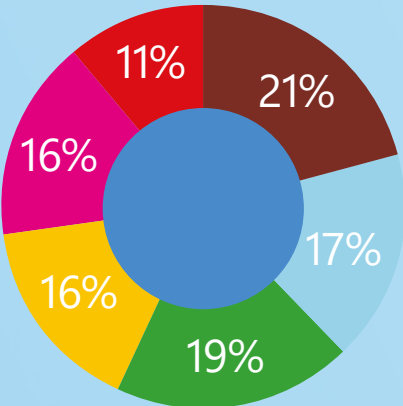
*Technology Record* has a combined readership of over 250,000 across print and digital channels. For our printed edition, readership demographics are summarised below.

## Channel



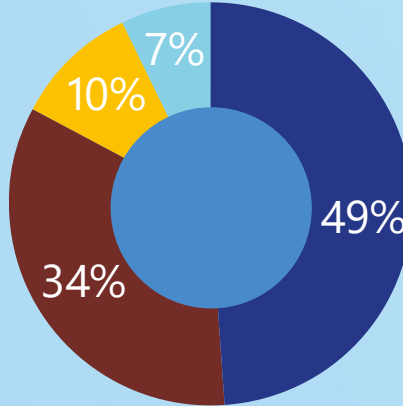
- Direct
- Events
- Partners
- Microsoft

## Sector



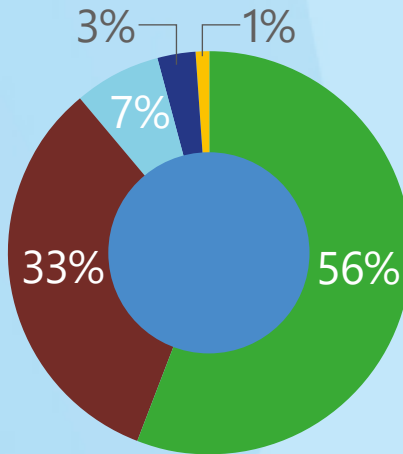
- Financial Services
- Industrials & Manufacturing
- Media & Communications
- Public Sector
- Retail & Consumer Goods
- Other

## Job description



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

## Geography



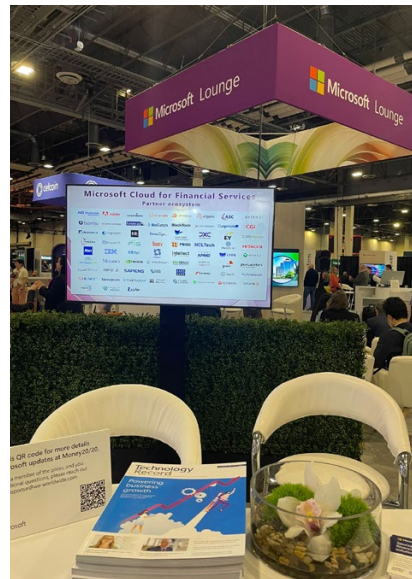
- LATAM
- APAC
- North America
- EMEA
- Others

In 2024 we distributed approximately 40,000 copies of our printed publications, an average of 10,000 copies per issue, achieved by four primary delivery channels: our **core subscriber audience**; via **Microsoft offices**, Microsoft Innovation Hubs and Executive Briefing Centers; on Microsoft booths and magazine display racks at **key industry events** throughout the year; and via **Microsoft solution partners**. This print circulation model ensures we continue to attract new industry and civic leaders on an ongoing basis.



# Printed issue circulation

One of our most visible forms of circulation is at key industry events across the world, that attract hundreds of thousands of visitors each year. Below you can see a selection of images of our magazines on display for event delegates to read and keep.





# Digital circulation

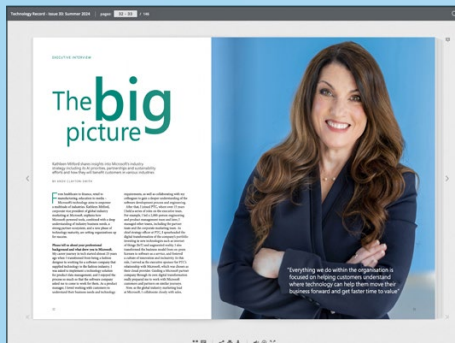
A growing number of our readers choose to receive the magazine as a free digital subscription or consume content from the magazine via our website, monthly newsletters, and our social media outlets.

## Digital edition

Each quarterly publication of *Technology Record* is available as a free 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 and readers can also access the digital edition without a subscription, via our website.

### DIGITAL VIEWS

In the past full year, each of our issues (Winter 2023 to Autumn 2024) has averaged in excess of 70,000 views and that number continues to grow.

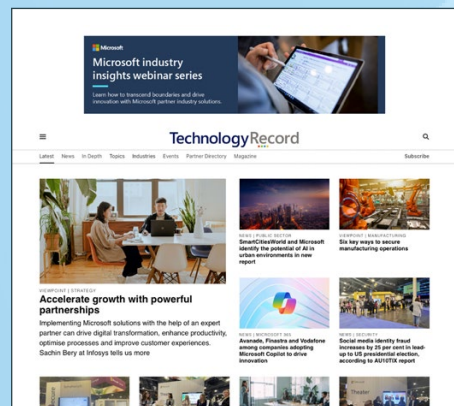


## Website

Our website [www.technologyrecord.com](http://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:

Unique users (Nov 23-Oct 24): **199,115**  
Page views (Nov 23-Oct 24): **328,165**

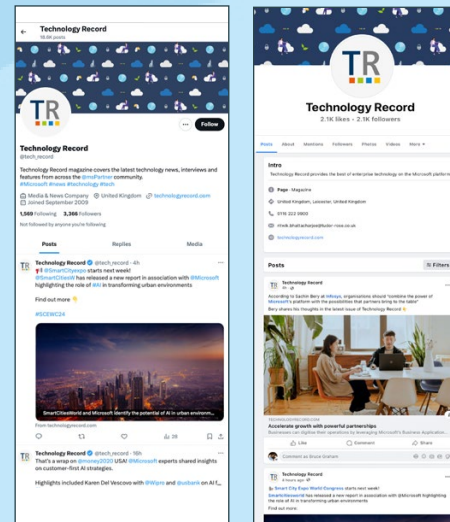


## Social media

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:

An additional 10,000+ followers through our social channels.

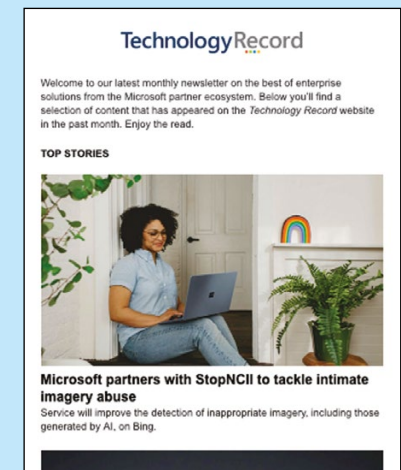


## Newsletter

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:

Oct 24: **28,291**



# Advertising

*Technology Record* provides compelling opportunities to reach 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 a 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 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

<b>Publishing partner</b>	<b>£16,500</b>
<b>Industry publishing partner</b>	<b>£9,950</b>
<b>Sponsor</b>	<b>£6,850</b>
<b>Double page advertisement</b>	<b>£8,950</b>
<b>Full page advertisement</b>	<b>£6,075</b>

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



## Featured partners

**Premium partner profile** **£1,995**

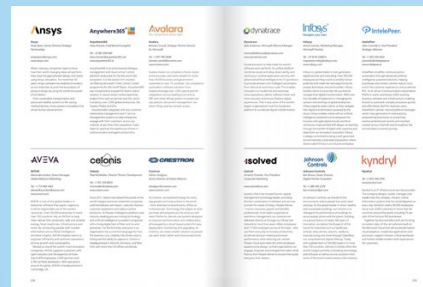
- Featured partner profile
- News story or solution profile (Marketwatch)
- Feature contribution

**Enhanced partner profile** **£1,450**

- Featured partner profile
- News story or solution profile (Marketwatch)

**Featured partner profile** **£785**

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



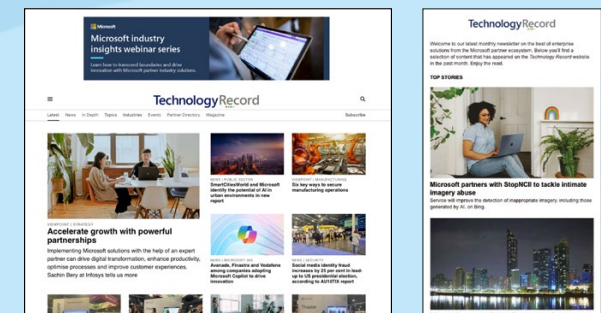
## Website

<b>Homepage placements</b>	<b>Article page placements</b>
<b>Top billboard</b> £945 pcm	<b>Top billboard</b> £1,300 pcm
<b>Billboard 2</b> £785 pcm	<b>Sticky banner</b> £890 pcm
<b>Billboard 3</b> £785 pcm	<b>Billboard 2</b> £630 pcm
<b>Billboard 4</b> £785 pcm	<b>Billboard 3</b> £525 pcm

## E-newsletter

**Advertisement** **from £785 per month**

**Promoted editorial** **from £525 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 read more recent customer testimonials and to download other useful information about *Technology Record* visit [www.technologyrecord.com/advertise](http://www.technologyrecord.com/advertise)



To learn how *Technology Record* partners with Microsoft, watch our video [with Simon Crownshaw](#), worldwide media and entertainment strategy director for Microsoft.



“I’m honoured to be profiled in the *Technology Record* summer issue. It’s always a pleasure to talk with Andy Clayton-Smith about our Microsoft industry strategy.”



**Kathleen Mitford**  
Corporate Vice President,  
Global Industry Marketing  
at Microsoft

“Thank you to *Technology Record* for the opportunity in their latest issue to discuss for Microsoft Teams and Microsoft Teams Rooms are enhancing communications and collaboration for our customers.”



**Ilya Bukshteyn**  
VP, Microsoft Teams Calling,  
Devices, and Premium  
Experiences

“Congrats to you and your team with this awesome edition! I am delighted with the article! For sure we will spread the word on social media, to our customers and internal at Microsoft as we are super-proud that you gave us this opportunity!”



**Myriam Broeders**  
Go To Market & Strategy Lead,  
Microsoft Innovation Hubs

“What can I say?! I’m almost crying reading this page! OUTSTANDING!!! It’s SPLENDID!!! Capturing the essence around what we are delivering and part of our story in Brazil. Thank you so much for this great opportunity to position MTC in Brazil.”



**Waldemir Cambiucci**  
Director for Emerging  
Technologies, Microsoft Brazil



“The partnership has resulted in a significant share of our inbound solution demonstration requests; 14 per cent of our inbound sales qualified leads mention *Technology Record*.”

[Read the full Anywhere365 testimonial](#)



“The partnership has gone beyond being simply a business transaction; our teams have created friendships along the way. It’s also helped us to establish a bigger digital presence in the industries that we serve. That kind of result is invaluable!”

[Read the full AVEVA testimonial](#)



“The publication is beautiful and you have a very wide reach which is great for helping DXC build brand awareness. Thank you for working with DXC, you have helped us shine.”

[Read the full DXC Technology testimonial](#)



“It’s important for us to have a presence at events that are relevant to our target audience, and *Technology Record* provides us with this.”

[Read the full Formpipe testimonial](#)



“The team understands our business and has really helped us to develop the stories we want to tell”

[Read the full Jabra testimonial](#)

# Contact

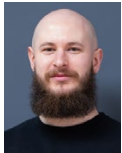
To discuss options for promoting your business in the *Technology Record* publication suite, please contact one of our account managers:



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**Tim Grayson**  
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**Daniel Thurlow**  
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**Rebecca Gibson**  
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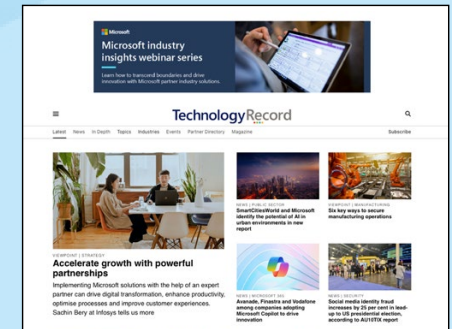
**Amber Hickman**  
amber.hickman@technologyrecord.com

# Engage



Become a **digital subscriber** to receive our magazines and newsletters for free at [www.technologyrecord.com/subscribe](http://www.technologyrecord.com/subscribe)

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Keep up-to-date with the latest news from the Microsoft industries at [www.technologyrecord.com](http://www.technologyrecord.com)

Add [news@technologyrecord.com](mailto:news@technologyrecord.com) to your PR mailing list to ensure that we're in the loop with news about your organisation.