

# Technology Record

 The best of enterprise solutions from the Microsoft partner ecosystem



## PUBLISHING PARTNERSHIPS

# Technology Record

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£24.00

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## 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

# Extend your business reach

A publishing partnership offers the broadest spectrum of promotional opportunity alongside the *Technology Record* brand, with advertisement packages combined with an array of valuable content marketing to extend the business reach of Microsoft partners.

Covering both the digital and print editions of the magazine, plus our website and social media channels, a publishing partnership provides outstanding visibility, promoting both your own brand and demonstrating your thought leadership to our audience of business and technology professionals.

There are two options available, which are covered in detail over the following pages.





# Magazine publishing partnership

Our premier offering provides visibility throughout the magazine – from the topic-focused initial section to the five dedicated industry deep-dives that cover partner innovation in the fields of Communications & Media, Financial Services, Manufacturing & Resources, Retail & Consumer Goods and Public Sector (comprising Defence, Education, Government and Healthcare).

A *Technology Record* magazine publishing partnership includes:

- ✓ Up to five pages of articles or case studies
- ✓ Two full-page advertisements or one double-page
- ✓ Opportunity to contribute Marketwatch content
- ✓ Opportunity to contribute to relevant features
- ✓ Company logo and description on partner page
- ✓ Featured partner profile
- ✓ Up to four boxes of magazines (approx. 30 copies per box)
- ✓ All content replicated online at [www.technologyrecord.com](http://www.technologyrecord.com)

**£16,500 per issue**

(discounts available for series bookings)



# Industry publishing partnership

If your business is focused on one specific industry, an industry publishing partnership provides the best value for money. Prime advertising spaces augmented by extensive content marketing slots throughout a specific industry section offer partners a unique blend of exposure that defines them as a clear industry leader.

A *Technology Record* magazine industry publishing partnership includes:

- ✓ Up to two pages of articles or case studies
- ✓ Two full-page advertisements or one double-page
- ✓ Opportunity to contribute Marketwatch content
- ✓ Opportunity to contribute to a relevant feature
- ✓ Company logo and description on partner page
- ✓ Featured partner profile
- ✓ Up to three boxes of magazines (approx. 30 copies per box)
- ✓ All content replicated online at [www.technologyrecord.com](http://www.technologyrecord.com)

**£9,950 per issue**

(discounts available for series bookings)



Financial Services



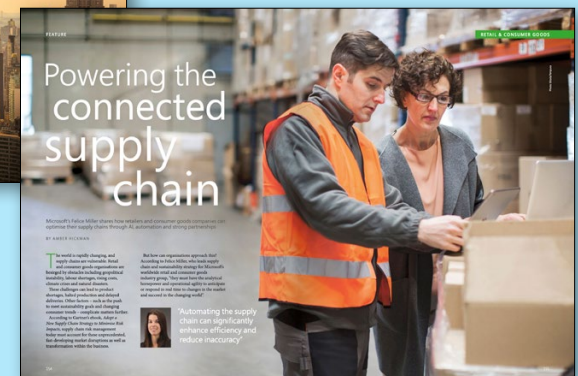
Industrials & Manufacturing



Media & Communications



Public Sector



Retail & Consumer Goods

# Next steps

Whether you're using *Technology Record* as a part of a traditional advertising-based marketing campaign or are looking to work alongside the brand as a content marketing platform, and whatever your budget, our team is ready to work with you to create a promotional package that is perfectly suited to meet your marketing requirements.

Call us today on +44 (0)116 222 9900 or email one of our dedicated account managers.

## Our account management team



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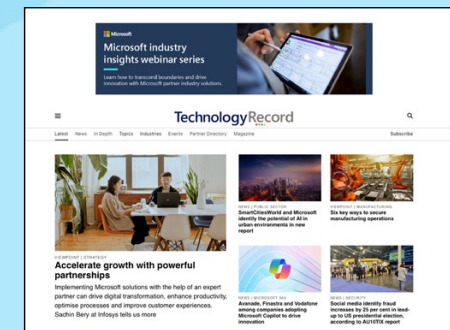
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