



# CRN

**MARKETING KIT** 2020



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# CRN connects the Australian channel

For over 20 years CRN has worked to uncover news, share insights and gather opinions that channel leaders need to know, to foster community in the Australian IT channel

**Our online news and magazine are read by managing directors and chief executives of IT resellers, managed service providers, system integrators and independent software vendors.**

The channel trusts CRN: in our reader survey 58 percent of respondents said our journalism is the best among Australian channel media. Just 5 percent said the same about our closest competitor.

CRN reaches deep into the Australia channel. Our twice-daily Channelwire newsletter reaches over 11,000 inboxes every day, significantly more than any other Australian channel publication.

Our eDM list will put your message in front of more than 9,000 readers who have opted-in to receive third-party emails.

Our award-winning bi-monthly magazine is received by more than 8,000 subscribers and gets your message onto the desk of IT industry decision-makers.

We employ the experienced and talented journalists, designers and content creators, and we have won awards to prove their talent and dedication.

CRN is more than journalism. Our CRN Fast50 Awards, CRN Impact Awards and CRN Pipeline conference in Melbourne and Sydney bring the channel together

We also produce a slate of bespoke events for clients, such as executive workshops and roundtables. Major reports, alongside CRN Channel Chiefs and Academy, and our annual Distribution



## A trusted source

CRN is a trusted source of information directed at the IT community

Director, IT support provider, Perth

Report offering readers context and perspective on key industry stakeholders.

If our regular features and events don't meet your needs, our custom technology division can create bespoke marketing solutions across digital, print and live events, including custom reports, surveys, videos, podcasts ... almost anything you can imagine.





# The CRN Brand



# Content

CRN is an internationally respected brand with a strong local focus on the issues that matter most to the Australian channel

## Get to know what CRN stands for

**We focus on quality content and fostering community in the channel.**

CRN aims to:

- ▶ Provide must-read, high-quality, local and targeted content aimed at decision-makers in the Australian IT industry.
- ▶ Remain a fiercely independent and trusted source for our readers.
- ▶ Ensure all our platforms – print, email, digital and events – offer unique value.
- ▶ Offer multiple, targeted platforms through which advertisers see ROI.
- ▶ Be a positive force in the industry, a visible player in the Australian IT community and foster strong relationships.

## Portfolio of content

**Print Magazine**  
6 issues per year

**Channelwire Newsletter**  
Twice daily EDMs

**CRN.com.au**  
Industry-leading website

**Live Events**

- ▶ CRN Pipeline
- ▶ CRN Impact Awards
- ▶ CRN Channel Chiefs Academy
- ▶ CRN Fast50

**Custom Content**  
Lead Generation, Case Studies, Roundtables, Surveys, Podcasts

## The CRN Editorial Team



### **Simon Sharwood** Editorial Director

Simon has over 20 years of B2B IT publishing experience and has edited several Australian and international publications. He works alongside the editorial and commercial teams to ensure CRN breaks news first and delivers high-value events that together help Australia's channel to offer better advice to end-users and become more profitable.

Simon's particular areas of interest include enterprise infrastructure, skills development and channel careers.



### **Michael Jenkin** Editor

Michael brings a strong background in newspaper journalism having worked for West Australian newspapers for more than five years, as well as radio experience with the ABC.

He takes an active role on the CRN news desk and is also responsible for our award-winning magazine.



### **Brendan Foye** Journalist

Brendon covers the news beat for CRN and our daily Channelwire email newsletter.

He is passionate about end user devices and consumer tech, and also brings a personal connection to the Australian channel – his family runs a regional reseller and telco.



### **Nico Arboleda** Journalist

Nico also covers the news beat for CRN and our daily Channelwire email newsletter.

Raised in Sydney, Nico worked as a copywriter and journalist in the Philippines, reporting on green technology, US stock markets & science research.

## Expert contributors

CRN boasts the most experienced team of contributors in the Australian IT industry. Expert journalists Nate Cochrane, Sholto Macpherson, Brad Howarth, Justin Warren and Matthew Powell bring decades of channel experience, as does the exclusive content we source from global channel powerhouse CRN USA.

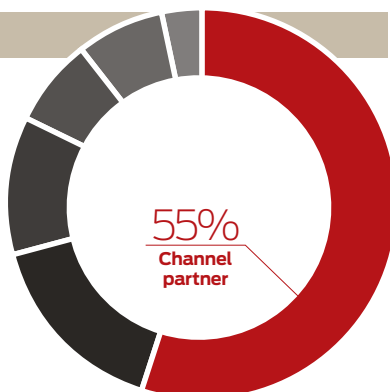
# Audience

CRN engages with decision-makers from channel partner companies to ensure vendors and distributors see ROI from their marketing spend

## COMPANY CLASSIFICATION

CLASSIFICATION	% OF TOTAL
Channel partner	55%
Vendor	15.9%
End user organisation	11.5%
Independent software vendor	7.3%
Distributor	7.2%
Other	3.1%

Source: CRN Readership Survey 2019



## REGION BREAKDOWN

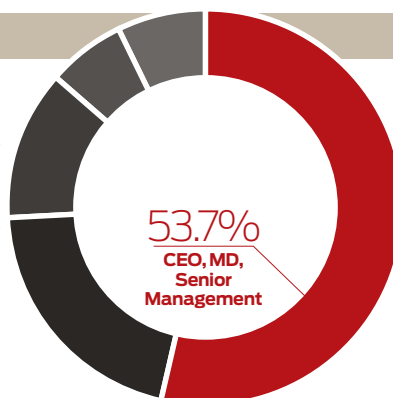
STATE / TERRITORY	% OF TOTAL
New South Wales	43.6%
Victoria	25.4%
Queensland	13.9%
Western Australia	7.3%
South Australia	4.8%
Outside Australia	2.1%
ACT	1.4%
Tasmania	1.2%
Northern Territory	0.3%

Source: CRN Readership Survey 2019

## JOB TITLE

TITLE	% OF TOTAL
CEO, MD, Senior Management	53.7%
Sales & Marketing	20.5%
Technical & Operations	12.4%
CIO, IT Director, IT Manager	6.4%
Other	7%

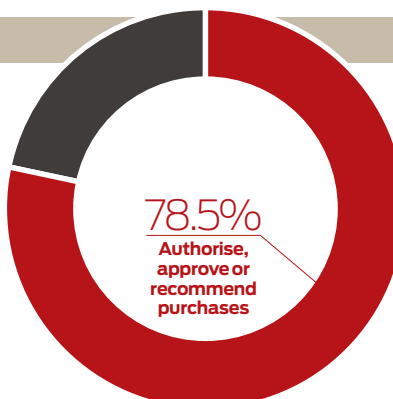
Source: CRN Readership Survey 2019



## PURCHASING ROLE

CLASSIFICATION	% OF TOTAL
Authorise, approve or recommend purchases	78.5%
No involvement	21.5%

Source: CRN Readership Survey 2019



## The preferred choice

I have always just preferred CRN, it feels like a more newsworthy publication

CEO, reseller, Sydney



# Audience

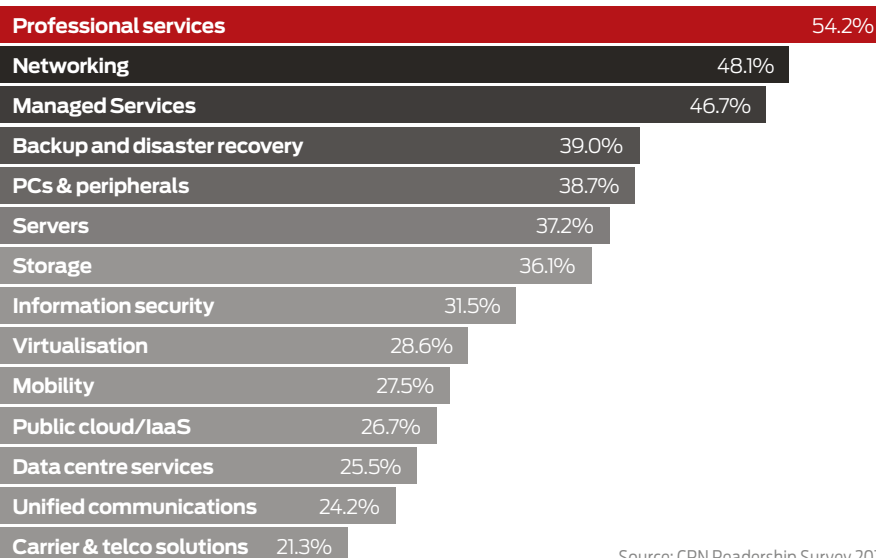


## Quality content

Our company and partners publish news and advertisements with CRN and I feel the quality of the content and format is much better than any other site I have surfed

Solution specialist, distributor, Melbourne

## PRODUCTS & SERVICES Percentage of CRN readers who specialise in major technology categories

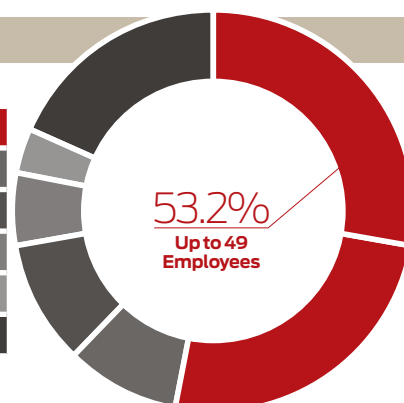


Source: CRN Readership Survey 2019

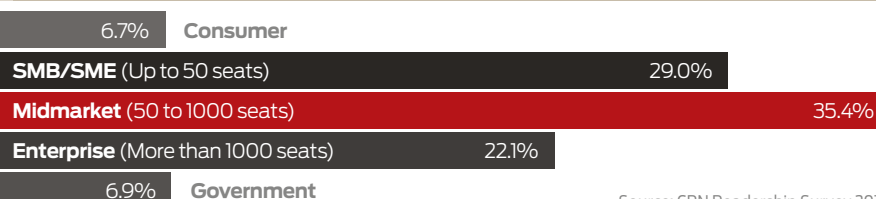
## COMPANY SIZE

NUMBER OF EMPLOYEES	% OF TOTAL
<b>Up to 49 employees</b>	<b>53.2%</b>
50-99	9.2%
100-249	10.0%
250-499	5.7%
500-999	3.7%
1,000 plus employees	18.3%

Source: CRN Readership Survey 2019



## WHICH CUSTOMER SECTOR IS YOUR BIGGEST FOCUS?



Source: CRN Readership Survey 2019



# Digital



# Online & Social Media

The CRN website is the daily source of breaking news from the world of IT, relentlessly focussed on serving the needs of the channel

## crn.com.au

More than half of CRN's online readers visit the website every day or several times a week

**54.8%**

## Investing in quality

CRN's readership has continued to grow thanks to ongoing content investment in our editorial team.

This has meant increased content and more face-to-face time at industry events.

As well as strengthening relationships, we have continued to expand our database of IT solution providers in the Australia channel.

## Total Impressions

Average per month

**384,787**

## New Users

Average number of unique users to the site each month

**83,795**

## Email Marketing

Average open rate of 22.82%

**9,398**



**in** LinkedIn **6,571**

**f** Facebook **1,583**

**t** Twitter **5,336**

Sources: internal data April to Oct 2019 and CRN Readership Survey 2019

# Channelwire Newsletter

Our industry-leading newsletter lands in over 11,866 inboxes every day – significantly greater than any other channel publication in Australia

## How it works

Sent daily to opt-in subscribers, content created by editorial and includes dedicated Australian IT industry breaking news, stories and coverage.

Weekly sponsorship includes 5 x sends, AM & PM.

Sponsor owns all ad units which include:

- ▶ Upper/lower banner
- ▶ MREC
- ▶ Sponsored link (82x25 logo, 8-15 words)
- ▶ 100% share of voice

## Benefits

The newsletter allows advertisers to connect with Australian IT channel business leaders who need to stay abreast of the latest industry news.

CRN Channelwire cuts through and ensure your message lands in front of an engaged, senior-level channel audience.

With our industry-leading audience engagement metrics, the CRN newsletter is the perfect platform for your promotions, campaigns, branding and special offers.



## Channelwire Subscribers

The most newsletter subscribers in the Australian channel!

# 11,892

## Average Open Rate

# 26%

## Average Click Through Rate

# 23%

## For decision makers

It provides a daily update in a concise format on markets, partners, and vendors that are critical for business decision making

Principal Consultant, IT service provider, Melbourne



# eDMs

Our 9,000-strong eDM list can carry your brand message or special offers straight to CRN readers' inboxes. Our email engine lets you add specialised content such as a white paper, video or webinar

## How it works

An eDM is a brilliant platform to promote a product, a product launch, promote an event or promote a downloadable whitepaper.

eDMs are a perfect tool to make direct contact with your target audience.

- ▶ Reach inboxes of more than 9,000 opted-in subscribers
- ▶ Audience: Midmarket/SMB/Enterprise
- ▶ Direct straight to your URL



## Email Marketing

Reach the Australian channel's leading email marketing list!

**9,000+**

# Advertising Rates

CRN offers compelling packages for all budgets and campaigns. Speak to our advertising team today to discuss your requirements

## CRN ONLINE ADVERTISING RATES 2020

CREATIVE AD UNIT	RUN OF SITE (CPM)	SECTION TARGETED (CPM)	HOME PAGE (CPM)	DIMENSIONS (PIXELS)	FILE SIZE (KB)
<b>Leaderboard</b>	\$100	\$110	\$150	728 x 90	60
<b>MREC</b>	\$100	\$110	\$150	300 x 250	60
<b>Half Page</b>	\$140	\$150	\$170	300 x 600	60
<b>Button</b>	\$40	\$50	\$60	300 x 100	40
<b>Interstitial Sponsorship AM &amp; PM</b>	\$300	N/A	N/A	640 x 480	100
<b>Billboard</b>	\$170	\$190	\$230	970 x 250	100
<b>Skin</b> (includes Super Leaderboard)	\$300	\$400	\$550	Skin – On request	180
				Super Leaderboard 970 x 90	100
<b>Sponsored Link</b> (cost per month)	\$1,000	N/A	N/A	82 x 25, 8 - 15 words	10
<b>Roadblock Section Sponsorship</b>	\$500	\$600	\$700		
<b>Newsletter Sponsorship AM &amp; PM</b> (cost per week)	\$3,250	N/A	N/A	650 x 90	30
				300 x 250	30
				82 x 25, 8 - 15 words	30
<b>eDM</b> (cost per send)	\$6,000	N/A	N/A	On request	100
<b>Mobile Leaderboard</b>	\$75	N/A	N/A	320 x 50	40
<b>Video</b>	\$280				
<b>Spotlight</b>	\$13,000 (min)				
<b>Survey</b>	\$15,000 (min)				

## CREATIVE COSTS 2020

CREATIVE AD UNIT	PRODUCTION / AMENDMENT COST	CREATION COST
<b>eDM</b>	\$250	\$500
<b>Skin</b>	\$250	\$500
AD UNIT	AMENDMENT COST	CREATION COST
<b>Interstitial / Leaderboard / MREC / Super Leaderboard</b>	\$250 (+ \$100 /additional ad)	\$500 (+ \$150 /additional ad)
<b>Button / Newsletter Ads</b>	\$150 (+ \$100 /additional ad)	\$250 (+ \$150 /additional ad)



# Online Specifications

For more information, please contact Campaign Executive Ashley Carolan on 02 9901 6178 or [acarolan@nextmedia.com.au](mailto:acarolan@nextmedia.com.au)  
Complete online specs:  
[www.nextmedia.com.au/ad-specs](http://www.nextmedia.com.au/ad-specs)



## Online Advertising Requirements

- ❑ All supplied ads require both the creative and clickthrough URL.
- ❑ Standard image formats (.jpg, .gif, .png) and third-party tags are supported.
- ❑ HTML5 ads are recommended to be third-party ad served.
- ❑ Maximum of 24 frames per second for animation and video.
- ❑ Maximum animation length of 15 seconds.
- ❑ All audio must begin muted and initiated on click.
- ❑ Autoplay (muted) is allowed on video ad units. Clearly visible play / pause / stop video controls are required.
- ❑ Expansion must be user initiated on click. Pushdown ad units may be rollover initiated.
- ❑ All expanded ad units must have a clearly visible and defined close button.
- ❑ Third-party ad serving is supported on most ad units. See specifications table for further details and please check with your ad server representative for more information on their specifications.
- ❑ All expandable ad units must be third-party served.
- ❑ All creative must function uniformly on both Mac and PC platforms as well as multiple versions of major web browsers (Chrome, Safari, Internet Explorer and Firefox).

**IMPORTANT:** Please note that Flash creative is no longer being accepted due to recent changes and restrictions within Google's Display Network. More information about these changes be found here:

<https://plus.google.com/+GoogleAds/posts/dYSJRrgNjk>

More information regarding HTML5 ad creation can be found here:

<http://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

# Online Specifications

[www.nextmedia.com.au/ad-specs/](http://www.nextmedia.com.au/ad-specs/)

## Newsletters

- ❑ All supplied ads must be static GIF or JPG format only.

## Rich Media

- ❑ Expansion must be user initiated on click. Pushdown ad units may be rollover initiated.
- ❑ All expanded ad units must have a clearly visible and defined close button.
- ❑ Third-party ad serving is supported on most ad units. See specifications table for further details and please check with your ad server representative for more information on their specifications.
- ❑ All expandable ad units must be third-party served.

## Material Deadline

- ❑ Nextmedia requires that all creative be submitted one week prior to live date to allow for testing and approval.
- ❑ Please ensure that all specifications are met. Ads that do not meet all our specifications will be rejected, affecting the launch date of the campaign.
- ❑ If you have any further questions regarding campaign tracking for this placement, please contact your Nextmedia account manager

## In-Article Video

- ❑ In-article video combines the best of branding, engagement and performance video advertising within our premium environment at scale.
- ❑ We can serve video ads programmatically or direct

## Why video?

- ❑ Seamlessly integrate video ads within editorial content
- ❑ Opens up new and vast levels of premium video inventory
- ❑ Video launches under the seventh paragraph of article pages, in the heart of the content





# Print

# Magazine

CRN magazine is published 6 times a year and is a premium IT business publication. We invest heavily in quality editorial that offers readers analysis, commentary and leading-edge technology advice

## Why CRN Magazine?

CRN magazine lands on the desks of the IT industry's top decision-makers.

We run a controlled circulation model to ensure that the magazine reaches the right industry leaders, guaranteeing a high-quality audience for your marketing message.

## Monthly Circulation

# 8,139

CAB Audited Media Association of Australia



## ADVERTISING RATES

SIZE / POSITION	CASUAL	3-6 INSERTIONS	6-12 INSERTIONS
Cover Wrap	\$12,000	\$10,000	\$8,000
Inside Front Cover Gatefold	\$10,000	\$8,000	\$7,000
Inside Front Cover	\$5,500	\$4,500	\$3,500
Outside Back Cover	\$5,500	\$4,500	\$3,500
Inside Back Cover	\$5,000	\$4,000	\$3,000
Double Page Spread	\$9,750	\$8,000	\$6,500
Full Page	\$5,000	\$4,000	\$3,000
Half Page	\$3,105	\$2,500	\$1,750
1/4 Page Vertical	\$1,200	\$1,000	\$700
Full Page Advertorial	\$6,000	\$5,500	\$5,000

## Other advertising placements

Several other premium advertising placements are available such as:

- ▣ Gatefolds
- ▣ Inserts
- ▣ Booklets
- ▣ Bellybands
- ▣ Barn Doors
- ▣ Tip-ons.

The CRN carrier sheet can also be sponsored on a monthly basis.

Prices are available on request, so please contact your CRN advertising sales manager.



# 2020 Features Calendar

We plan a year's worth of IT and business content to guarantee reader engagement, while also supporting your marketing needs

ISSUE / ON SALE	FEATURE 1	FEATURE 2 OR FEATURE ROUNDTABLE	PARTNERSHIP MATTERS	HOW WE SELL ...	MATERIAL DUE
<b>Jan/Feb</b> On Sale 12th February	<b>PCs, tablets and laptops – tech, management and finance</b> What's new in 2020's PCs? What's new in endpoint management and security? And how will the market behave now that the mass upgrade to Windows 10 is mostly done?	<b>Automation</b> Automate everything has become the IT mantra. CRN will advise readers on where to start, when automation works and when the human touch still matters	<b>Microsoft:</b> three partners explain how they get the most out of their Microsoft relationship.	<b>Security:</b> three partners explain what it takes to thrive when selling security products and services	29th Jan
<b>Mar/Apr</b> On Sale 1st April	<b>Modernising a data centre</b> CRN will report on the steps a smart partner can take to upgrade a customer's key data centre infrastructure, from replacement to adoption of software-defined infrastructure.	<b>The Future of Work</b> New collaboration tools and secure mobility have created new ways to work. CRN will report on how resellers can create practices around changing the way their clients work.	<b>Oracle:</b> three partners explain how they get the most out of their Oracle relationship.	<b>Printers and print services:</b> three partners explain what it takes to thrive when selling printers and print services	18th Mar
<b>May/Jun</b> On Sale 27th May	<b>Data without dramas</b> Businesses are constantly told they must be data-driven. CRN will explore how the channel can make that happen with advice on compliance and operational considerations to make data available and ready for work	<b>Cyber insurance</b> Cyber Insurance is increasingly seen as an essential risk-management tool. CRN will explore how to get cover that delivers in a crisis.	<b>HPE:</b> three partners explain how they get the most out of their HPE relationship.	<b>IoT:</b> three partners explain what it takes to thrive when selling IoT products and services	13th May
<b>Jul/Aug</b> On Sale 29th July	<b>The State of the Edge</b> Edge Computing has gone from hype to real. CRN will assess the state of the market and explain where the opportunities lie.	<b>Telephony</b> Cloud UCaaS has gone mainstream. CRN will explore what's next in the telephony market, and the opportunities the channel can tap.	<b>Cisco:</b> three partners explain how they get the most out of their Cisco relationship.	<b>Mobile devices:</b> three partners explain what it takes to thrive when selling mobile devices	15th Jul
<b>Sep/Oct</b> On Sale 30th September	<b>Distribution</b> CRN reports on how the major distribution players are adapting to 2020.	<b>Making the MSP Migration</b> The channel is advised by vendors and disties alike to adapt from product sales to recurring revenue, from installation and maintenance to managed services. CRN will explain how to make that transition.	<b>VMware:</b> three partners explain how they get the most out of their VMware relationship.	<b>Storage:</b> three partners explain what it takes to thrive when selling storage, either in the cloud, or on-prem, or both!	16th Sep
<b>Nov/Dec</b> On Sale 23rd November	<b>How hybrid is hybrid cloud?</b> How are businesses using hybrid cloud? Is mixing on-prem servers and Office 365 hybrid cloud? CRN will define hybrid cloud and explain how resellers can turn it into lucrative engagements.	<b>Fast 50 Analysis feature</b>	<b>Salesforce:</b> three partners explain how they get the most out of their Salesforce relationship.	<b>Collaboration software:</b> three partners explain what it takes to thrive when selling collaboration software, and how to make sure it improves clients' operations.	6th Nov

## Notes on features

- ▣ Topics subject to editor's discretion.
- ▣ We will publish a range of other features and specials throughout the year at the editor's discretion.

# Spotlights

Spotlights are news dedicated sections of CRN magazine or CRN.com.au that allow an advertiser 100% share of voice around relevant content. Spotlights are associated with CRN magazine features

## BASIC STARTER PLAN

### CRN Spotlight on chosen feature

#### Spotlight Inclusions:

##### Print

- › 1x full page advertisement within feature



- › 1x 250 word quarter page advertorial within regular feature

##### or

- › Cross Channel ¼ page Q&A within cross-channel feature

##### Online

- › Content hub advertorial CRN online  
Includes - 2x week 'Roadblock' digital ad campaign around chosen feature and keyword section.  
E.g. Distribution, Cloud, Security

**Package Value – \$30,500**

**Investment – \$13,000**

## SMART BUSINESS PLAN

### CRN Spotlight on chosen feature

#### Spotlight Inclusions:

##### Print

- › 1x full page advertisement within feature



- › 1x 250 word quarter page advertorial within regular feature

##### or

- › Cross Channel ¼ page Q&A within cross-channel feature
- › Cover wrap of same CRN edition

##### Online

- › Content hub advertorial CRN online  
Includes - 2x week 'Roadblock' digital ad campaign around chosen feature and keyword section.  
E.g. Distribution, Cloud, Security

**Package Value – \$42,500**

**Investment – \$20,000**

## MAXIMUM EXPOSURE PACKAGE

### CRN Spotlight on chosen feature

#### Spotlight Inclusions:

##### Print

- › 1x full page advertisement within feature



- › 1x 250 word quarter page advertorial within regular feature

##### or

- › Cross Channel ¼ page Q&A within cross-channel feature
- › Cover wrap + Outside back cover of same CRN edition

##### Online

- › Content hub advertorial CRN online  
Includes - 2x week 'Roadblock' digital ad campaign around chosen feature and keyword section.  
E.g. Distribution, Cloud, Security
- › 1x Solus EDM to CRN Database

**Package Value – \$49,000**

**Investment – \$23,000**

## INTRODUCTION ADVERTISEMENT PACKAGE

**1 Full Page Advertisement within x3 issues of CRN -**

**Rate Card Price - \$15,000**

**Discounted Cost - \$9,999**  
(\$3,333 per issue)



◀ **Full page advertisement within feature**



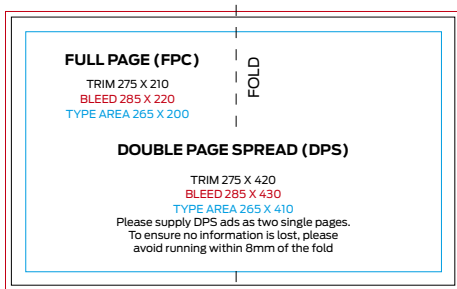
◀ **250 word quarter page advertorial within regular feature**



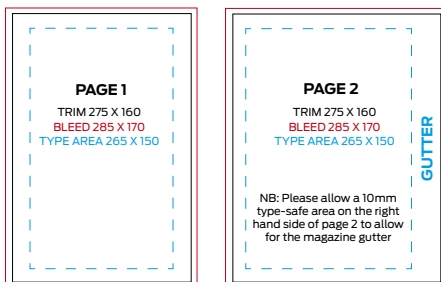
# Print Specifications

Complete print specs can also be downloaded from:  
[www.nextmedia.com.au/print-specs/ADVERTISING SPECS CRN.pdf](http://www.nextmedia.com.au/print-specs/ADVERTISING SPECS CRN.pdf)

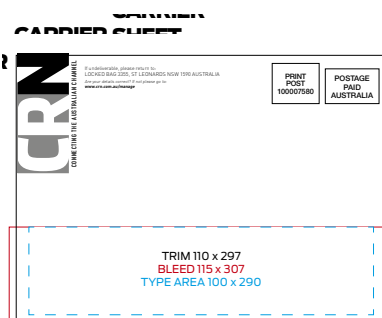
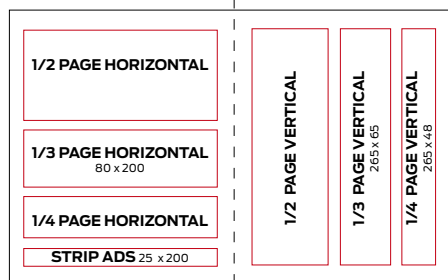
## DISPLAY ADVERTISING



## COVERWRAP (FALSE COVER)



## DISPLAY ADVERTISING - BROKEN SPACE



## SPECIFICATIONS

**CRN magazine is a perfect bound publication.**

### PDFs

- Please supply PDF files to the PDF/X-3 standard.
  - Resolution is 300 dpi.
  - All fonts must be embedded in the PDF.
- Fonts must be active on your system at the time of pdf creation.

### Image specifications

- Image resolution is 300dpi. All colours must be set to CMYK.
- Do not enlarge images more than 25%
- Check all linked images are updated.

### Document specifications

- Digital files must be prepared to the correct final size - check that type, trim and bleed areas are correct.
  - Ensure all live elements you wish to print are kept within the type area.
  - Bleed - provide 5mm of bleed where bleed is required.
- Check that crop marks are visible.

### Colour specifications

- All colours to be set to CMYK - no RGB.
  - For a rich solid black use 100% Black plus 70% Cyan.
- Never use 100% of all four colours.
- Total sum density (total ink weight) to fall between 280% & 300%.
  - Convert all spot colours to CMYK.
  - Black text level type should be 100% black only.

### Fonts

- nextmedia supports Open type fonts and PC Postscript fonts only.

### Applications supported

- InDesign, Photoshop, Illustrator, Word docs, Text docs, PDF.

## DELIVERY OPTIONS

- Quickcut to nextmedia (preferable)
- Websend or Dropbox
- Hightail (previously YouSendIt) [www.hightail.com](http://www.hightail.com)

### EMAIL

We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to Mel Ballard - [acarolan@nextmedia.com.au](mailto:acarolan@nextmedia.com.au)

### FTP

Email the Campaign Executive to obtain login details at [acarolan@nextmedia.com.au](mailto:acarolan@nextmedia.com.au)

### CONTACT US

CRN magazine Campaign Executive - Ash Carolan on (02) 9901 6178 or [acarolan@nextmedia.com.au](mailto:acarolan@nextmedia.com.au)  
 For additional custom sized options such as gatefolds, 'belly-bands' and barn doors' please contact the Campaign Executive.

A photograph of a panel discussion on a stage. Four people are seated in a row: three men and one woman. They are all looking towards the right side of the frame. Behind them is a large, three-dimensional backdrop with the letters 'CRN' in a bold, sans-serif font. The entire image has a strong red color cast. In the foreground, the silhouettes of audience members' heads are visible, looking towards the stage.

# Events

# CRN Events 2020

CRN events let you spend quality time with prospects and customers, to drive customer relationships, create sales leads and to build brand awareness and give your brand the exposure it needs.

## CRN EVENTS

MONTH	EVENT
<b>April - May</b>	<b>CRN Pipeline</b> Thurs 30th April – Melbourne, Thurs 7th May – Brisbane, Thurs 21st May – Sydney, includes Impact Awards
<b>July</b>	CRN Channel Chiefs Academy
<b>November</b>	CRN Fast50 Awards



## Industry focussed

I am a particular fan of CRN events such as Fast50 and industry awards. Also moderated industry discussions in events and publications are a strength of CRN

Partner marketing, hardware vendor, Sydney





# CRN Pipeline

Doing business in the channel next quarter, next year... and beyond. CRN is proud to announce our Pipeline event will return to Melbourne, Brisbane and Sydney again in April and May 2020 for our fifth year

## Driving business opportunities

In each city, for one day, CRN Pipeline brings together senior decision-makers from Australian channel partners, vendors and distributors to develop sales opportunities and discuss business and technology road maps.

Each event combines rich, relevant content with networking opportunities.

## Engagement, Independence and Intelligence

At Pipeline, CRN will connect you with our community of decision-makers from across the Australian channel, helping you forge relationships with new partners.

By partnering with CRN at Pipeline, you  
working with the Australian IT channel's  
most trusted media brand to enhance your  
message to market.

The CRN team are experts at creating high-quality, high-impact content tailored for IT channel audiences. Let us support you in getting your message to new and existing partners.

## Get involved!

We have a limited number of sponsorship opportunities available, to ensure a high ratio of channel partners to sponsors.



## Finger on the pulse

Fantastic opportunity for networking with industry peers, keeping a finger on the local market pulse and connecting problem solvers with business leaders

### Feedback from Pipeline sponsor



# CRN Impact Awards

Unveiled at a gala dinner in Sydney on the last day of the Pipeline conference, the Impact awards celebrate technology providers who transform customer organisations and build Australia's innovation economy for the future

## CRN IMPACT AWARDS



### Judges feedback

What excites me the most about the awards is it recognises great Australian innovators.

Oscar Trimboli, Impact Awards judge and author, mentor and former Director of Microsoft Office Division Australia

### Making an impact

The CRN Impact Awards create an opportunity to recognise the IT vendors whose technology underpins users' projects. Relevant vendors receive name-recognition during the awards and in articles published about the finalists and winners.

We recommend vendors urge partners enter (or enter on their partners' behalf).





# CRN Fast50

Forging partner relationships is the secret to success in the IT channel. The CRN Fast 50 connects you with the ambitious, high-growth partners who can take you to another level.



## Rapid results

Now in its 12th year, the CRN Fast50 recognises the fastest-growing companies in the Australian IT channel, based on year-on-year revenue growth. After an entry and judging process running from July to October, we reveal the top 50 companies at a major awards ceremony.

By adhering to a strictly numbers-based formula, we have ensured that the CRN Fast50 continues to earn respect as the only awards program in the Australian technology industry that truly recognises businesses based on hard facts.

## Entering the awards

Entries open in July, entrants are required to submit two years' worth of financial data for assessment by judges..



## Opportunities knock

Sponsoring the CRN Fast50 is the best way to meet resellers, managed service providers and system integrators to help your company achieve its commercial directives

Feedback from CRN Fast50 sponsor



# CRN Channel Chiefs



CRN readers love to learn about sales and marketing tactics that help them grow, retain clients and scale their businesses. We therefore present the **2020 Channel Chiefs Academy** to bring vendors, distributors and resellers together, to share knowledge on how to collaborate for mutual growth.

## Value for resellers:

The new Channel Chiefs Academy workshop will help resellers:

- Understand how major IT customers plan to invest their budgets.
- Learn how Australian channel start-ups achieved hyper-growth
- Leverage vendor and distributor programs to improve their go-to market strategy.

## Value for sponsors:

Sponsoring the Channel Chiefs Academy workshop provides vendors & distributors :

- Data on Australian partners / Lead generation opportunity.
- Partner enablement/ educational opportunities.
- Increased visibility for key channel executives.
- Networking opportunities.

## THE CHANNEL CHIEFS ACADEMY WORKSHOP:

Hosted by Simon Sharwood (Editorial Director, CRN & iTnews), the Channel Chiefs Academy Workshop will be the core focus of the Channel Chiefs 2020 program and will include the following:

### MARKETING STRATEGY SESSION:

- An opening by a Guest Speaker offering unique sales and marketing insights
- A channel sales case study from a partner picked by CRN for their outstanding success and consistent best practice marketing

### SPONSORED PARTNER SHOWCASE:

- Featuring a panel of partners representing sponsors. The panel will see CRN Editorial Director Simon Sharwood guide a conversation that explores how each partner was able to improve their sales and marketing by engaging with their chosen vendors

### SPONSORED DEBATE:

- Featuring sponsors' channel leaders, offering their opinions on the best way to get to market in 2020. The debate will be summarised by CRN in an online and print story.

DATE:

**Tuesday 7th  
July, 2020**



## Directory:

The 2020 CRN Channel Chiefs directory will be included in the Sept/Oct CRN magazine. The directory will list 100-120 channel leaders of critical enterprise vendors, plus enhanced profiles that add extra information:

- A brief description of key channel program features
- Extended listing of three other key channel personnel
- Contact details for key personnel and URL for channel program

# CRN Channel Chiefs



## Vendor Sponsorship Package

- Joint naming rights for the event.
- Enhanced leader profile in Channel Chiefs directory.
- A place on the Partner Showcase.
- A place on the Sponsored Debate team and associated editorial coverage.
- A tailored case study of your channel program in CRN online and CRN magazine.
- Data share on attending channel companies.
- Networking opportunities with 50-60 channel companies.
- Full page advertisement in Channel Chiefs directory.
- Editorial Coverage from event (September/October magazine issue & Online)
- \$5k online media package.
- Logo on all Channel Chiefs promotional activity.

**Investment:** \$10,000 +GST

## Distributor Sponsorship Package

- Joint naming rights for the event.
- A place on the Partner Showcase.
- A place on the Sponsored Debate team and associated editorial coverage.
- A tailored case study in CRN online and CRN magazine.
- Data share on attending channel companies.
- Networking opportunities with 50-60 channel companies.
- Editorial Coverage from event.
- \$5k online media package.
- Logo on all Channel Chiefs promotional activity.
- Full page advertisement in Channel Chiefs directory.

**Investment:** \$8,000 +GST

## Enhanced Leader Profile

- Extended detail on sponsors' channel chiefs.
- A brief description of key channel program features.
- Extended listing of 3 other key channel personnel.
- Contact details for key personnel and URL for channel program.
- Two weeks of your profile's inclusion in CRN's twice-daily Channelwire newsletter.

**Investment:** \$3,000 +GST

# Roundtables

Securing face time with preferred and prospective partners can be a challenge. CRN roundtables offer a popular way to connect with senior decision-makers in the channel and beyond.

## Exceeding expectations

The CRN team does all the legwork to make sure your roundtable experience meets and exceeds your expectations.

We have years of experience organising high-end functions that deliver fresh leads, improved relationships and industry insights.

- Targeting specific industry sectors or client focused
- Includes delegate acquisition
- Event organising
- Post event editorial coverage
- Own the whole session or co-op fund it with vendor/distributor partners



## Sponsorship Packages

\$18,500 to \$22,500





# Surveys

CRN surveys let you sample the opinions of the Australian channel. The intelligence they produce can inform your strategies, produce leads and demonstrate engagement with stakeholders.

## Survey structure

- ▶ Topic is mutually agreed by the client and editorial
- ▶ The topic questions are generated by editorial to maximise reader engagement
- ▶ Participation in the survey is promoted online and using CRN eDMs
- ▶ The participants must opt-in to share their data the sponsor

## Results

- ▶ Minimum 100 contacts shared
- ▶ The results are anonymised and shared with sponsor in an infographic format plus an advertorial report published in CRN magazine

## Investment

**\$15,000 to \$20,000**

Dependent on size of resulting report





# Custom



# Customised Solutions

Nextcustom is a division of Nextmedia that offers bespoke content, marketing, event and publishing services

## Unique expertise

Partnering with Nextcustom gives you the benefit of our expertise across the channel and enterprise IT. We provide a diverse range of custom products as well as design, production, building package deals for regular content and access to beneficial rates across our media brands for activation purposes.

## What do we do?

### Case studies

An essential way to showcase your company and generate new business. Two pages, including interviews with key stakeholders.

### Video

Either video case studies or vox pops at events.

### Reports

4000-word designed document around a subject of your choice.

### Multifunctional reports

Industry reports including case studies and social media.

### Whitepapers & Ebooks

2000-4000 word deep dive into the tech behind your products.

### Blogs

4000-word blogs to be posted to corporate websites or social media.

### Infographics

Fully designed data representations.

### Brochures

Corporate two-pagers that can be used by sales teams.

### Podcasts

From content ideas to hosting and producing.

### Bespoke client roundtable

8-10 delegates, event management and post report.

### Bespoke launch event

Breakfast briefings up to 50 pax.

**For examples and pricing, please request the Custom Media Kit or talk to your CRN representative.**



## Content that connects

With a real expertise in the Australian technology sector, Nextmedia have created custom content that resonates with our target audience across multiple platforms. We can always rely on Nextmedia to provide solutions that complement our marketing strategies.

Marilyn Li Marketing Specialist,  
NTT Communications





# Event Packages

If you want to recruit and attract channel partners to your event then one of our event marketing packages is custom designed to help

## Platinum Package

### INCLUDES

- › **1 x eDM** (More than 9,000 opted-in subscribers)
- › **1 x Newsletter Sponsorship** 5 x AM sends (11,892 subscribers)
- › **20,000 Half page impressions** (can be geo-targeted)
- › **1 x Event Listing** on events page and newsletter

**COST: \$8,500** (Value \$12,765)

## Gold Package

### INCLUDES

- › **1 x eDM** (More than 9,000 opted-in subscribers)
- › **20,000 Half page impressions** (can be geo-targeted)
- › **1 x Event Listing** on events page and newsletter

**COST: \$5,500** (Value \$9,515)

## Silver Package

### INCLUDES

- › **20,000 Half page impressions** (can be geo-targeted)
- › **1 x Event Listing** on events page and newsletter

**COST: \$2,000** (Value \$3,050)

## Bronze Package

### INCLUDES

- › **1 x Event Listing** on events page and newsletter

**COST: \$250** (per event)

# Contacts

We love to hear from our readers and advertisers, so please get in touch

## The Nextmedia Enterprise IT Portfolio

Along with *CRN* and *iThews*, our other properties for Australian enterprise IT readers include *SC* (Secure Computing), *BiT* (Business IT) and *IoT Hub*.

Nextmedia also publishes a range of leading consumer magazines, including *Inside Sport*, *Gardening Australia*, *SoapWorld*, *K-Zone* and *Science Illustrated*.



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