INTRODUCTION

The IT channel is comprised of a variety of Solution Providers, including VARs, MSPs, CSPs, ISVs, Systems Integrators, and Consultants; who drive nearly $700 billion in revenue or two-thirds of all technology sold in North America. These Solution Providers are faced with challenges, and choices on how to solve those challenges, every day. Which technology to sell? Which brands to support? More Solution Providers turn to CRN® every day to help solve those challenges and make the right choices for their customers and their own business.

CRN is the #1 source for IT channel news, analysis, and insight. The IT channel is our sole focus and passion. We understand the unique challenges facing the partner and vendor ecosystem better than any other media network. That’s why 7x more channel partners* visit CRN.com each month and consume twice as much content as any other channel media site.

Demonstrate your commitment to the channel by creating a presence on CRN in front of a highly engaged audience of 150,000 IT and OT Solution Provider organizations and 1.5 million individuals, eager to consume the latest in business intelligence and technology trends.

*CRN Media Readership Survey 2018
CRN editors are at the forefront of channel news, technology trends, business analysis, and competitive research; guiding and advising Solution Providers on the most important IT channel issues. Whether you’re trying to reach a broad audience or a subset group, CRN is uniquely positioned to effectively deliver your message through our integrated media platform. Our diverse portfolio of media solutions reach partners in every way they engage. The CRN network is built to empower Solution Providers every day, which is why:

- **91%** Use CRN media
- **87%** Say ads in CRN are influential in driving their selling decisions
- **73%** Say ads in CRN demonstrate channel commitment
- **82%** Of CRN media users read both CRN.com and CRN magazine
- **83%** Find CRN an important source when looking for new partnerships
- **89%** Agree that channel commitment plays a role in decision to use services
CRN.com consistently tops the list of sites visited by Solution Providers

CRN.com | 77%
channelpartneronline.com | 17%
channelfutures.com | 11%
rcpmag.com | 10%
channelnomics.com | 10%
talkincloud.com | 9%
itchannelplanet.com | 8%
channelprosmb.com | 8%
Channele2e.com | 6%
None of the above | 18%

Actions taken after seeing an ad on CRN.com

74% go to the tech supplier or distributor’s website for more info
50% forwarded info about the company/product to a colleague, saved the URL so they could access later, and/or clicked on the ad to learn more

CRN Media Readership Survey 2018, Sites Visited in the Past Month
Feature stories in CRN’s bi-monthly magazine have staying power. Solution Providers not only pass along the magazine, they keep it around to reference over time, giving it a long shelf-life.

4:1

CRN’s 100,000 qualified subscribers pass along to at least 4 colleagues = 400,000 receivership

69%

of Solution Providers read CRN magazine

9 in 10

CRN readers go online to investigate companies that they have read about in CRN magazine
AUDIENCE PROFILE

**JOB FUNCTION**
- Owner/Proprietor/Partner: 23%
- C-Level/Corporate Mgmt.: 23%
- Technical Mgmt/Staff: 28%
- Sales Mgmt/Staff: 16%
- Marketing Mgmt/Staff: 5%

**REVENUE**
- Less than $1M: 12%
- $1M - $4.9M: 33%
- $5M - $9.9M: 17%
- $10M - $19.9M: 5%
- $20M - $49.9M: 8%
- $50M - $99.9M: 6%
- $100M or more: 18%

**CUSTOMER SEGMENTS SOLD INTO**
- Consumer/SOHO: 40%
- Small Business: 77%
- Mid-size Business: 72%
- Enterprise Business: 46%

**AGE**
- under 34: 14%
- 35-44: 24%
- 45-54: 31%
- 55-64: 24%
- 65+: 8%
AUDIENCE PROFILE

Current business models:

- VAR (Value Added Reseller) 47%
- Managed Service Provider 39%
- Consultant 33%
- Systems Integrator 23%
- Custom Systems Builder 9%
- Hosting Services Provider 9%
- Applications Developer 8%
- Custom Applications Developer 7%
- IT Distributor 5%
- Service Provider Agent 5%
- Retailer/etailer 4%
- Direct Market Reseller 4%
- ISV 3%
- Cloud Broker 3%
- Cloud Aggregator/Marketplace 2%
- Digital Marketing Agency 1%
- None of the Above 2%

84% of Solution Providers sell Managed Services to some degree, even if they do not identify as an MSP.*

*2018 IPED Study, State of Managed Services
AUDIENCE PROFILE

Vertical markets CRN readers are currently doing business in:

- Healthcare: 52%
- Financial/Banking: 44%
- Manufacturing: 44%
- Commercial: 40%
- State/Local Government: 38%
- Retail: 37%
- General Services: 37%
- Legal: 37%
- Insurance: 34%
- Hospitality/Entertainment: 34%
- Non Profits: 33%
- K-12 Education: 32%
- Construction: 31%
- Architectural/Engineering: 30%
- Higher Education: 28%
- Communications/Telecom: 27%
- Real Estate: 26%
- Energy/Utilities: 25%
- Transportation/Logistics: 24%
- Federal Government: 21%
- Distribution: 20%
- Pharmaceuticals: 19%
- Building Automation: 12%
- Public Venues: 12%
- Smart Buildings: 11%
- B2C: 11%
- Agriculture/Farming: 11%
- Connected Home: 10%
- Other: 3%
THE PARTNER’S JOURNEY

CRN's extensive portfolio of media solutions is designed to meet your IT channel goals - thought leadership, brand awareness, partner recruitment, partner enablement, and partner growth.

Addressing channel partners at every step of the journey will help you capture and nurture the right partners at the right time. By providing this critical intelligence, you can advance the partner along their path and gain a competitive advantage.

Establish your company as a trusted IT channel ally and thought leader by providing valuable content that educates channel partners, offers actionable guidance in your area of expertise, and keeps your brand top of mind.
Digital Advertising

Always be visible to current and potential IT channel partners on the website they visit most. Seize this channel marketing opportunity to introduce your company to channel partners as a helpful resource and IT thought leader through CRN's digital advertising programs.

- Online Display Ads
- Suggested Posts
- Women of the Channel Online

Video

Video content gets higher engagement in the IT channel than anything else online today. Internet users are increasingly more interested in visual content than written content. CRN has many options to expand your influence in the IT channel and engage your audience of channel partners through video.

- CRN Tech Minute
- CRN Highlights
- Interview in a Box
- CRNtv on Location
Native Advertising

Position your brand as an IT channel market leader by embedding your insights and expertise within the renowned, high-profile framework of CRN.com through a native advertising campaign. Your brand will build editorial validation with high-value content, thought leadership through your social network, and partner lead generation.

- CRN360
- CRN CloseUp
- CRN Learning Centers
- Custom Microsites
- CRN Showcase
- ChannelCasts
- Virtual Partner Conferences
- Virtual Training Centers

Digital Events

From on-demand webcasts to large-scale, immersive, virtual IT channel partner conferences, CRN's online event management and marketing services enable technology suppliers to bring a broad audience of channel partners together for interactive training, discussion, channel partner program onboarding, and more.

- ChannelCasts
- Virtual Partner Conferences
- Virtual Training Centers
IT Channel Partner Communications

Position your company as an innovative force in your field and capture mindshare with channel partners by delivering purposeful, relevant content to a targeted Solution Provider audience on the CRN network.

- Content Syndication
- Content Creation and Marketing Services
- Account Based Marketing
- CRN Newsletter Sponsorship
- Social Media Services
- Email Marketing
- Custom Newsletters

Print

CRN Magazine is the most widely read tech publication among IT channel Solution Providers and the go-to print marketing platform for channel marketers, with a circulation of 100,000 qualified partners and a total readership of more than 400,000 including pass-along.

- CRN Magazine
- Advertorials
- Special Issues
- Custom Publishing

Request More Information
## EDITORIAL CALENDAR

### Online Calendar

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<tr>
<th>Month</th>
<th>Feature Coverage</th>
<th>Coverage Date</th>
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<tr>
<td><strong>January</strong></td>
<td>CES Coverage</td>
<td>Jan 7-11</td>
</tr>
</tbody>
</table>
| **February** | 100 Coolest Cloud Vendors  
Channel Chiefs  
Managed Service Provider 500  
Security 100 | Feb 4-6  
Feb 11  
Feb 19  
Feb 25-26 |
| **March** | Data Center 50 (Online Only)  
CRN Channel Madness  
Tech Elite | Mar 4-6  
Mar 14-Apr 4  
Mar 25 |
| **April** | Partner Program Guide (PPG)  
Internet of Things (IoT) 50  
Printer Week  
Big Data 100 (Online Only) | Apr 1-3  
Apr 8-9  
Apr 22-26  
Apr 30-May 2 |
| **May** | Mobility 100  
Women of the Channel  
Software-Defined Data Center 50 (Online Only) | May 6  
May 13  
May 20 |
| **June** | Solution Provider 500  
Cloud Security Week  
Internet of Things Week | June 3  
June 10-14  
June 17-21 |

<table>
<thead>
<tr>
<th>Month</th>
<th>Feature Coverage</th>
<th>Coverage Date</th>
</tr>
</thead>
</table>
| **July** | “Year So Far” Series  
Emerging Vendors Week  
Top 100 Executives | July 5-26  
July 22-16  
July 31-Aug 2 |
| **August** | Fast Growth 150  
Annual Report Card | Aug 5  
Aug 11 (XChange Sunday) |
| **September** | Cyber Security Week  
Cloud Partner Program Guide  
Best States  
100 People You Don’t Know But Should | Sept 9-13  
Sept 16  
Sept 23  
Sept 30 |
| **October** | Annual Report Card, Additional Coverage  
Triple Crown  
IoT Innovators | Oct 7  
Oct 9  
Oct 16 |
| **November** | NextGen 250  
Tech Innovators | Nov 4  
Nov 11 |
| **December** | “Year in Review” Series  
Product of the Year | Dec 2  
Dec 9 |
## Editorial Calendar

### Print Calendar

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<thead>
<tr>
<th>Close Date</th>
<th>Issue Date</th>
<th>Materials Due</th>
<th>Vendor Spotlight</th>
<th>Partner Spotlight</th>
<th>TechTen</th>
<th>Events</th>
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</thead>
<tbody>
<tr>
<td>8-Feb</td>
<td>25-Feb</td>
<td>15-Feb</td>
<td>Channel Chiefs</td>
<td>Managed Service Providers (MSP) 500</td>
<td>Storage</td>
<td>XChange March 3-5 Las Vegas, NV</td>
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<td>Security 100</td>
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<td>100 Coolest Cloud Vendors</td>
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<tr>
<td>2-Apr</td>
<td>22-Apr</td>
<td>5-Apr</td>
<td>Partner Program Guide (PPG)</td>
<td>Tech Elite 250</td>
<td>Mobility</td>
<td>Women of the Channel West May 21-22 Palm Springs, CA</td>
</tr>
<tr>
<td></td>
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<td>Internet of Things (IoT) 50</td>
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<tr>
<td>24-May</td>
<td>10-Jun</td>
<td>31-May</td>
<td>Women of the Channel</td>
<td>Solution Provider 500</td>
<td>Security</td>
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</tr>
<tr>
<td>19-Jul</td>
<td>5-Aug</td>
<td>26-Jul</td>
<td>Emerging Vendors</td>
<td>Fast Growth 150</td>
<td>Data Center</td>
<td>XChange August 11-13 Denver, CO</td>
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<td></td>
<td>Top 100 Executives</td>
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<tr>
<td>20-Sep</td>
<td>7-Oct</td>
<td>27-Sep</td>
<td>Annual Report Card (ARC)</td>
<td>Triple Crown</td>
<td>Big Data</td>
<td>Best of Breed (BoB) October 21-22 Palm Springs, CA</td>
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<td>Cloud PPG</td>
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<td>100 People You Don’t Know But Should</td>
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<td>NexGen Conference &amp; Expo October 22-24 Anaheim, CA</td>
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<tr>
<td>15-Nov</td>
<td>2-Dec</td>
<td>22-Nov</td>
<td>Products of the Year</td>
<td>Next Gen 250</td>
<td>Cloud</td>
<td>Women of the Channel East December 10-11 New York, NY</td>
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<tr>
<td></td>
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<td>Tech Innovators</td>
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</table>
CONTACTS: EDITORIAL

For more than 30 years, CRN editorial coverage has helped Solution Providers make informed decisions and avoid costly pitfalls. CRN is the source they turn to for breaking news, cutting-edge opinion and technical analysis.

From the complexities of industry mergers and economic cycles to the uncertainty of war and business scandals, CRN consistently delivers the insight Solution Providers have come to depend on and trust.

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The Channel Company enables breakthrough IT channel performance with integrated solutions across our dominant CRN media network, Women of the Channel online community, engaging events, expert consulting, and innovative marketing services.

As the IT channel catalyst, we connect and empower Technology Vendors, Solution Providers and End Users. Backed by more than 30 years of unequaled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace.

Learn More About The Channel Company
AD SPECS

Online

STANDARD BANNERS

Desktop Footer Ribbon
982x40

Half-Page Ad
300x600

IMU
336x280 or 300x250

Leaderboard (top)
728x90

Mobile Footer Ribbon
320x50

Mobile Top Ribbon
320x50

Text Links
70 Characters

GENERAL INFORMATION

All ads must support asynchronous loading

HTML, Flash, Rich Media
Max File Size: 40K
Animation Time Limit: 15 Seconds
Loop Limit: 3 loops, 15 seconds each

Linking URL is required upon submission
• Sound is required to be initiated by user
• Clickable mute button is required
• Close button is required

EXPANDABLE BANNERS

Expanded Leaderboard
728x90 expands to 728x300
Deadlines:
• gif, jpg, HTML - 2 business days before launch
• Flash - 5 business days before launch
• Expanding units are user-initiated either on-mouse over or on-click

HIGH-IMPACT BANNERS

Half-Page Ad
300x600

Ribbon Ad
980x40 expands to 640x480

Side Curtain Ad
125x600 or 160x600

Video IMU
300x250

SPONSORED POSTS

Title: 76 characters with spaces max
Description: 144 characters with spaces max
Image: 400x400; nothing with text, preferably a small picture or logo
AD SPECS

Print

Ad Specifications

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<th>DIMENSIONS</th>
<th>NON-BLEED/LIVE AREA</th>
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<th>BLEED</th>
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<tr>
<td>Spread</td>
<td>14-3/4” X 9-3/4”</td>
<td>15-1/2” X 10-1/2”</td>
<td>15-3/4” X 10-3/4”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7” X 9-3/4”</td>
<td>7-3/4” X 10-1/2”</td>
<td>8” X 10-3/4”</td>
</tr>
</tbody>
</table>

FRACTIONALS

| Horizontal Spread | 14-3/4” X 4-3/4”          | 15-1/2” X 5-1/8”  | 15-3/4” X 5-1/4”   |
| Horizontal       | 7” X 4-3/4”               | 7-3/4” X 5-1/8”   | 8” X 5-1/4”        |
| Vertical         | 3-3/8” X 9-3/4”           | 3-5/8” X 10-1/2”  | 3-7/8” X 10-3/4”   |
| Vertical         | 4-3/8” X 9-3/4”           | 5-1/8” X 10-1/2”  | 5-3/8” X 10-3/4”   |
| Horizontal Spread| 7” X 3-1/4”               | 7-3/4” X 3-1/2”   | 8” X 3-3/4”        |
| Vertical         | 2-1/8” X 3-1/4”           | 2-3/8” X 10-1/2”  | 2-5/8” X 10-3/4”   |
| Horizontal Spread| 14-3/4” X 3-1/4”          | 15-1/2” X 3-5/8”  | 15-3/4” X 3-3/4”   |
| Island           | 4-7/8” X 7”               |                   |                    |

GATEFOLD

| Rap               | 6-3/8” X 9-3/4”           | 7-1/8” X 10-1/2”  | 7-3/8” X 10-3/4”   |
| Spread            | 13-7/8” X 9-3/4”          | 14-5/8” X 10-1/2” | 14-7/8” X 10-3/4”  |