

Technology Record

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



Website media information



Introduction

As the online home of *Technology Record* magazine, www.technologyrecord.com provides visitors with news and views about enterprise technology from the Microsoft partner ecosystem.

There are multiple opportunities for partners to promote their brands, products and services on the *Technology Record* website, as detailed over the following pages.

Website audience 2022

 **386,278**

Unique users



837,012

Total page views



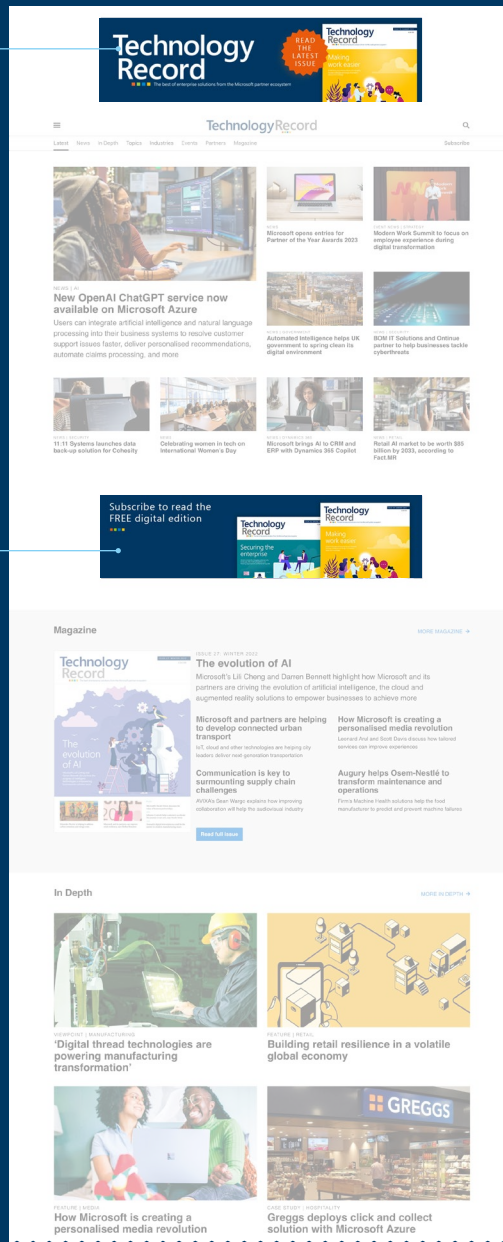
1m 16s

Average time on page

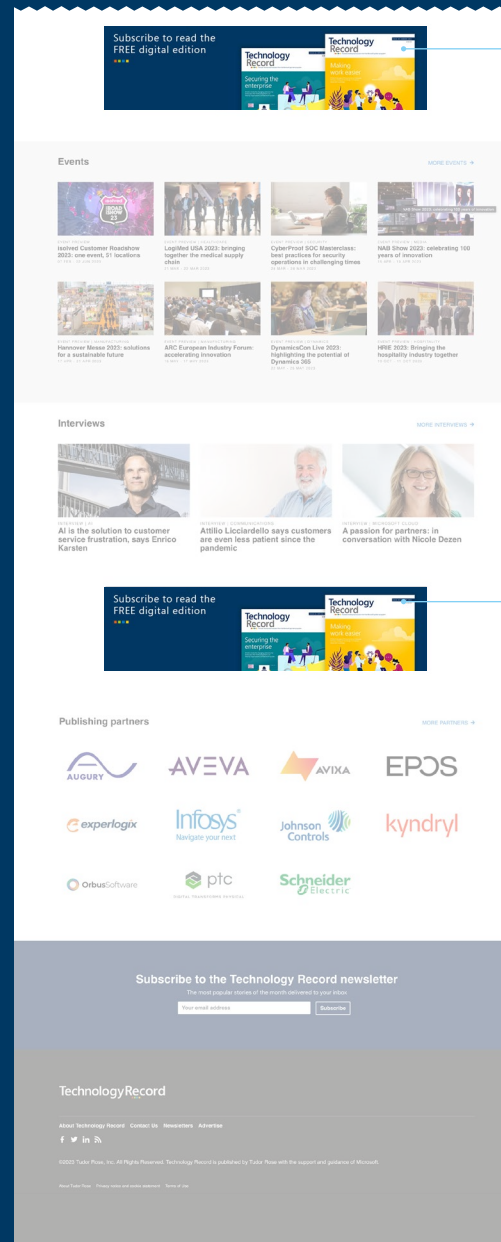


Home page placements

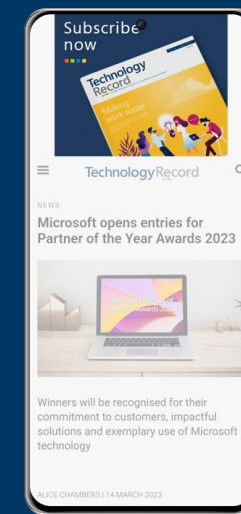
Top Billboard
Home page
£900 per month



Billboard 2
Home page
£750 per month



Billboard 3
Home page
£750 per month



On mobile devices, Billboard placements will be displayed as a 300 x 250 banner.

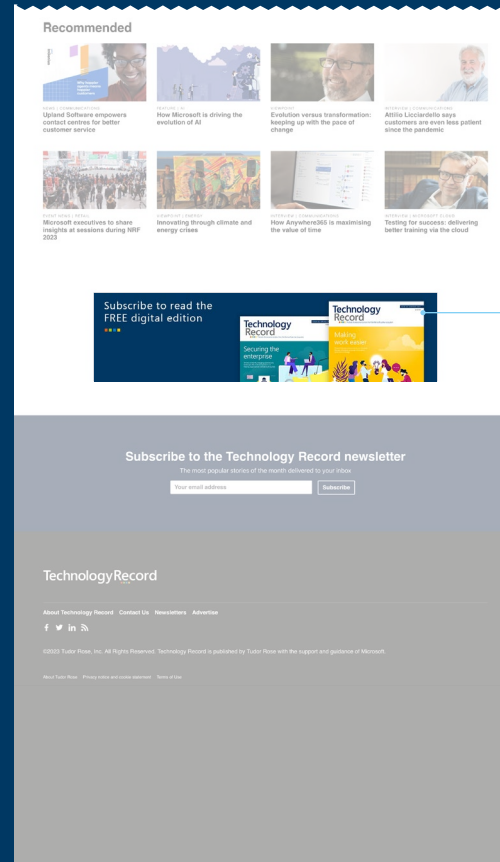
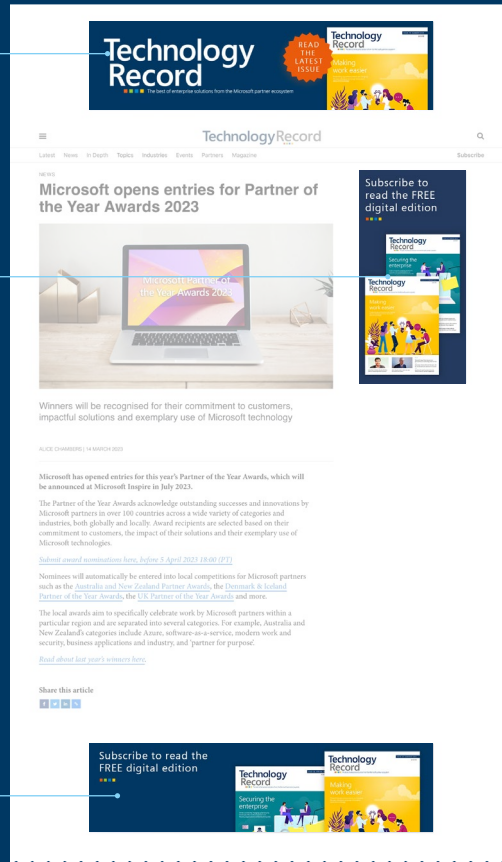
Article page placements

Top Billboard
Article page
£1,250 per month

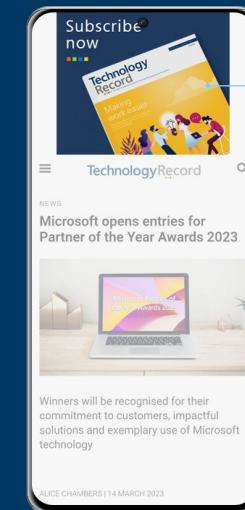
Sticky Banner
Article page
£850 per month

(This advertisement placement remains visible as the user scrolls down the article)

Billboard 2
Article Page
£600 per month



Billboard 3
Article Page
£500 per month



On mobile devices, Billboard placements will be displayed as a 300 x 250 banner.

Sticky Banner placements will appear at the base of the article text.

Newsletter

Top banner
£850 per month,
displayed as a
300 x 250 banner

Promoted editorial
There are also opportunities
for promoting editorial
content in the newsletter,
beginning at £500 per month

TechnologyRecord

Welcome to our latest monthly newsletter on the best of enterprise solutions from the Microsoft partner ecosystem. Below you'll find a selection of content that has appeared on the *Technology Record* website in the past month. Enjoy the read.

TOP STORIES




Microsoft moves closer to engineering its first quantum supercomputer
Goal of new Azure Quantum Elements solution is to compress 250 years' worth of scientific discovery into 25, says CEO Satya Nadella.




National Taiwan University Hospital uses HoloLens 2 to improve medical diagnoses, training and consultations
Mixed reality technology has been used to reconstruct 2D computer tomograms and MRI images as holographic images that can be accessed in the metaverse to enhance patient care.



Canadian Tire Corporation partners with Microsoft to enhance retail innovation with Azure
Seven-year partnership will explore how cloud and AI can help Canadian retail industry optimise operations and customer experiences.




INTERVIEW




Theo Zafirakos on using simulation for cybersecurity
The risk of cyberattack can be reduced by improving user behaviour, while interactive education can help build a security-aware organisational culture, says Fortra's chief information security officer.


PARTNER NEWS



isolved to release AI-powered tools on Microsoft Azure platform to empower employees
New features designed to catch payroll errors before they occur, support employees with personalised educational content and match candidate profiles to job requirements.




Microsoft Partner of the Year Awards highlight cross-industry innovations
Winners were chosen from 4,200 nominations from 106 countries and regions.




Jabra collaborates with Microsoft to introduce artificial intelligence functionality to new video bar

PanaCast 50 will feature IntelliFrame solution and improved voice and face recognition.




CASE STUDY



Siemens develops AI models faster with Microsoft Azure-based platform
Technology company is able to create production estimates and provide support to departments more efficiently.

VIEWPOINT



The invisible power of collaboration
Managers can make more informed decisions on all parts of their business by using collaboration analytics, according to Hilary Oliver at Tollring.



EVENTS DIARY

Technology Record is pleased to be supporting the following events in the coming months.

IBC: in Amsterdam, Netherlands on 15-18 Sep 2023
Sibos: in Toronto, Canada on 18-21 Sep 2023
IoT Tech Expo Europe: in Amsterdam, Netherlands on 26-27 Sep 2023
Hotel & Resort Innovation Expo: in London, UK on 10-11 Oct 2023

LATEST ISSUE



The Spring 2023 issue of Technology Record is out now!
We explore the evolving cybersecurity landscape, new advancements in AI, and why data and the cloud are changing healthcare and manufacturing for the better.



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TechnologyRecord

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Banner 3
£750 per month,
displayed as a
300 x 250 banner

Banner 2
£850 per month,
displayed as a
300 x 250 banner

Banner 4
£750 per month,
displayed as a
300 x 250 banner

Artwork guidelines

- For all 'Billboard' bookings, we will require two file sizes. One at 970 x 250 pixels, for display on larger devices, and a 300 x 250 pixel version, which will appear when the website is accessed on smaller devices, including mobile phones.
- For 'Sticky Banner' bookings on the article page, provide artwork at 300 x 600 pixels.
- All artwork can be provided in GIF, JPG or PNG formats.
- All newsletter bookings require artwork at 300 x 250 pixels.
- Keep the file size as small as possible, and ideally no more than 1 MB.
- Please advise the required destination URL, or embed it within the artwork.

Additional opportunities

There are several other ways to promote your brand, products and services on the *Technology Record* website, including 'Promoted' article placements from £750 and the inclusion of articles in our 'Recommended' list.

For details of these additional opportunities, please contact your account manager.

