

# Technology Record

The best of enterprise solutions from the Microsoft partner ecosystem



## CONTENT MARKETING

ISSUE 39: WINTER 2025  
£24.00

# Technology Record

The best of enterprise solutions from the Microsoft partner ecosystem

## Rising intelligence

Organisations are embedding AI into their operations to work smarter and faster

A vibrant orange-themed magazine cover for 'Technology Record'. The title 'Technology Record' is at the top, followed by the tagline 'The best of enterprise solutions from the Microsoft partner ecosystem'. The main headline 'Rising intelligence' is prominently displayed in large white letters. Below it, a sub-headline reads 'Organisations are embedding AI into their operations to work smarter and faster'. The central image is a colorful illustration of a businessman in a suit riding a large, blue and white AI chip. A red arrow points upwards from the chip, symbolizing growth and intelligence. The background is a bright orange with white clouds and a street lamp.

Microsoft's Ilya Bakshteyn tells us about the next frontier for Microsoft Teams



AI is reshaping retail operations, says Microsoft's Anya Minbile

**PLUS:**  
AVIXA's Mike Sullivan-Trainor highlights the value of AV products and services

Barco teams up with Huddly and Sennheiser for Teams Room solution

Jonathan McCormick on Intermedia's unified communications and contact centre services

# Extend your business reach

Our content marketing packages offer the broadest spectrum of promotional opportunity alongside the *Technology Record* brand, combining advertising with an array of valuable content placements 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, the packages outlined in this document provide outstanding visibility, promoting your brand and demonstrating your thought leadership to our audience of business and technology professionals.

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



**Andy Clayton-Smith**  
Executive editor



# Magazine publishing partnership

Our premier offering provides **visibility throughout the magazine** – from the cover story to the five dedicated industry deep-dives that cover partner innovation in the fields of communications and media, financial services, industrials and manufacturing, retail and consumer goods, and public sector (comprising defence, education, government and healthcare).

A *Technology Record* magazine publishing partnership includes (click page images to see example):

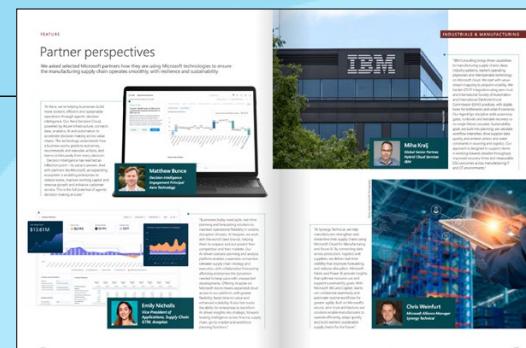
## Dedicated content

Up to five pages of  
Viewpoint, Case Study,  
Interview or Report content  
dedicated to your business



## Additional content

The opportunity to  
contribute news for our  
MarketWatch section and  
participate in features



**£16,750 per issue**

(discounts available for series bookings)

## Advertising

Either a double-page spread or two single pages, boosting your brand awareness



## Logo branding

Your logo and profile will appear  
on our publishing partners page



## Printed magazines

Up to four boxes (approx. 25 copies per box) for you to distribute at your offices

# 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 (click page images to see example):

## Dedicated content

Up to two pages of  
Viewpoint, Case Study,  
Interview or Report content  
dedicated to your business



## Additional content

The opportunity to  
contribute news for our  
MarketWatch section and  
participate in features



**£10,900 per issue**

(discounts available for series bookings)

## Advertising

Either a double-page spread or two single pages, boosting your brand awareness



## Printed magazines

Up to three boxes (approx. 25 copies per box) for you to distribute at your offices

## Logo branding

Your logo and profile will appear  
on our publishing partners page



# Sponsor

We also have a sponsorship package for businesses that want content marketing alone, and no advertising pages.

This can cover topics that apply to all organisations, or focused on one of our industry-specific sections.

A *Technology Record* magazine sponsor package includes (click page images to see example):

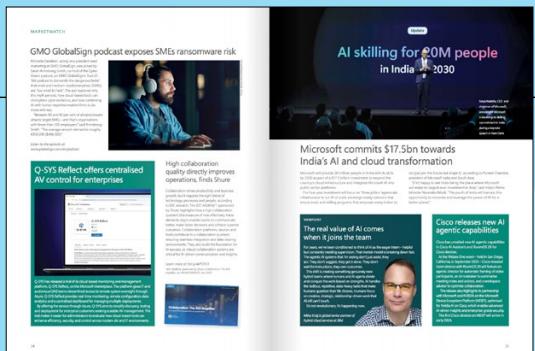
## Dedicated content

Up to two pages of  
Viewpoint, Case Study,  
Interview or Report content  
dedicated to your business



## Additional content

The opportunity to  
contribute news for our  
MarketWatch section and  
participate in features



**£7,150 per issue**

(discounts available for series bookings)

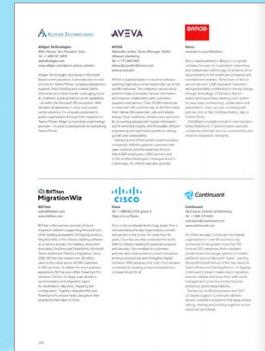
## Business listing

You will receive a full  
business profile in our  
Featured Partners section



## Logo branding

Your logo will appear  
on our sponsors page



## Printed magazines

Up to two boxes (approx. 25 copies per  
box) for you to distribute at your offices



# 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



**Ricky Popat**  
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**Simon Thompson**  
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**Tom Wills**  
thomas.wills@technologyrecord.com



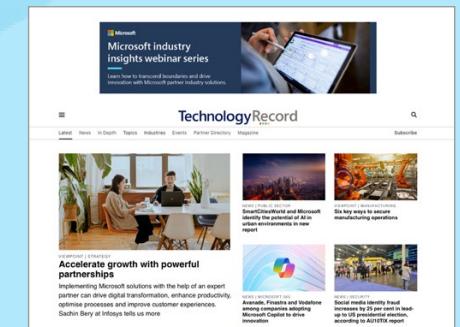
**Paul Zmija**  
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## Engage



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