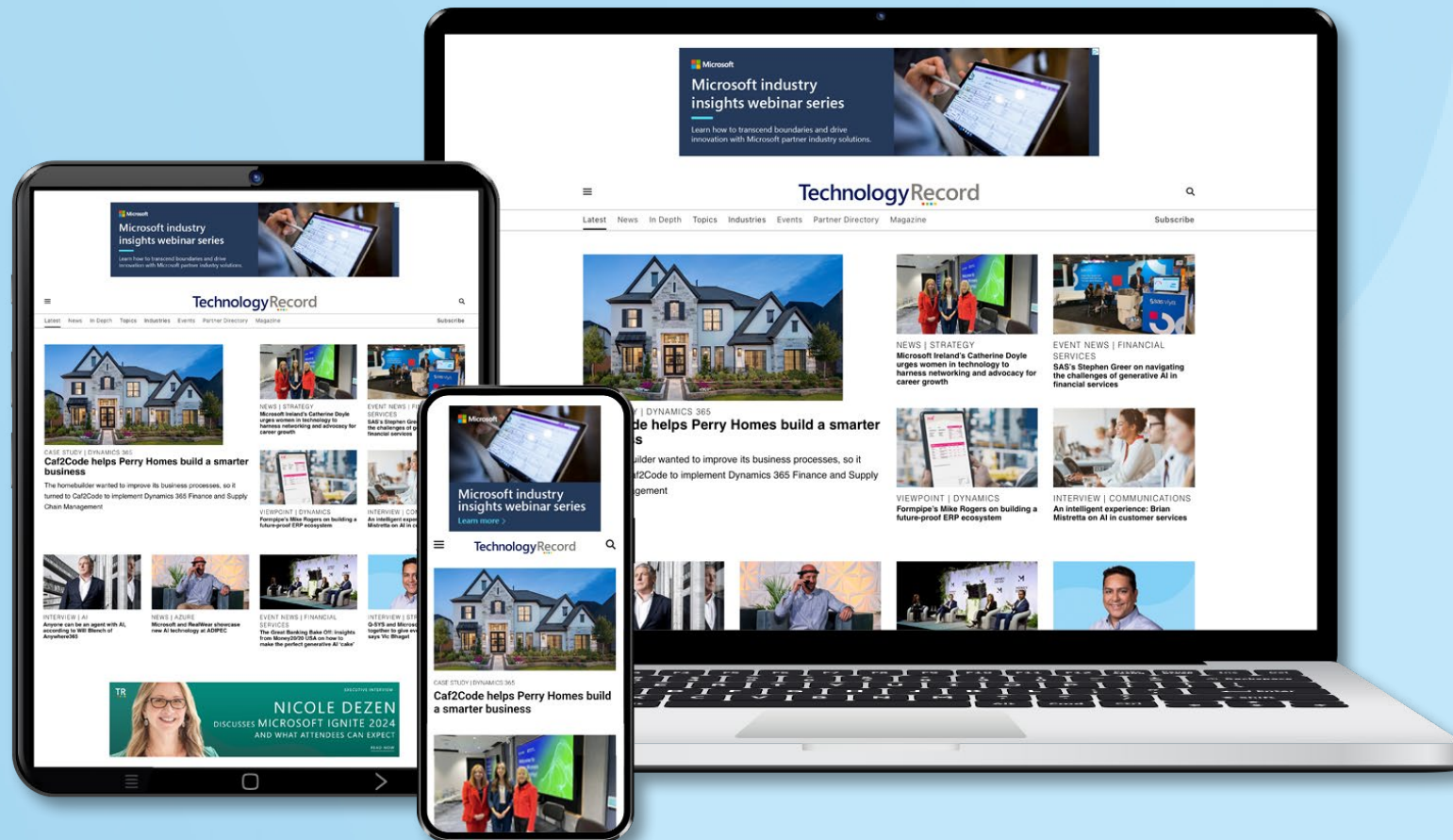


Technology Record

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

WEBSITE MEDIA INFORMATION 2025




AUDIENCE | PLACEMENTS | ARTWORK

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 (12 months from Nov 23-Oct 24)

 **199,115**
Unique users

 **328,165**
Total page views

 **28,291**
Newsletter subscribers



Home page placements

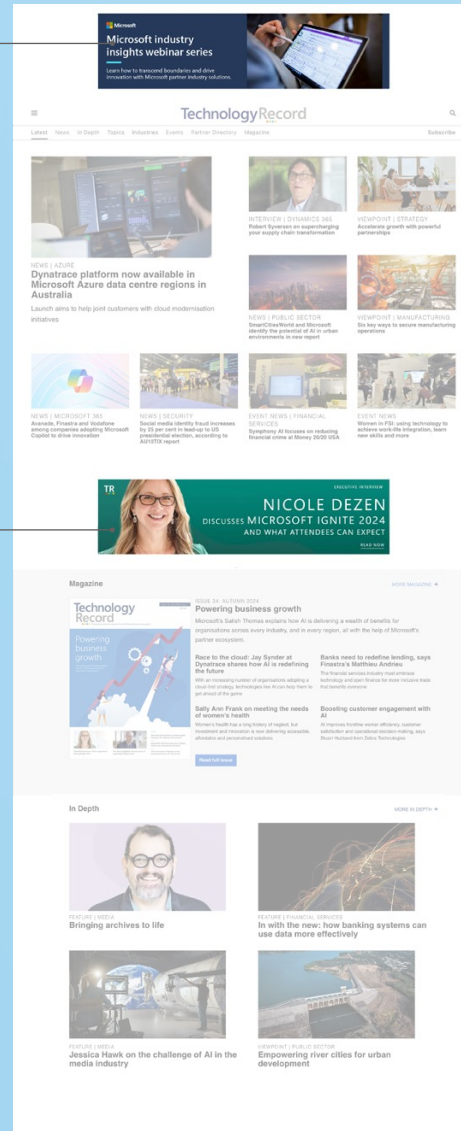
There are four 'billboard' placements on the home page of the *Technology Record* website, available by calendar month.

Top billboard

Home page
£945 per month
970 x 250 pixels

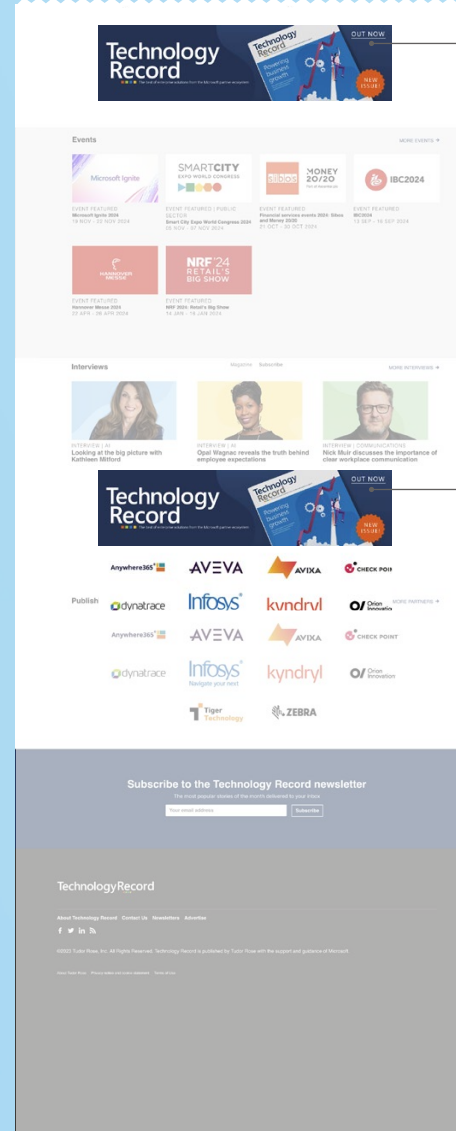
Billboard 2

Home page
£785 per month
970 x 250 pixels



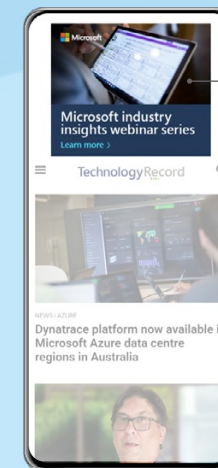
Billboard 3

Home page
£785 per month
970 x 250 pixels



Billboard 4

Home page
£785 per month
970 x 250 pixels



On mobile devices, billboard placements will be displayed at 300 x 250 pixels.

Article page placements

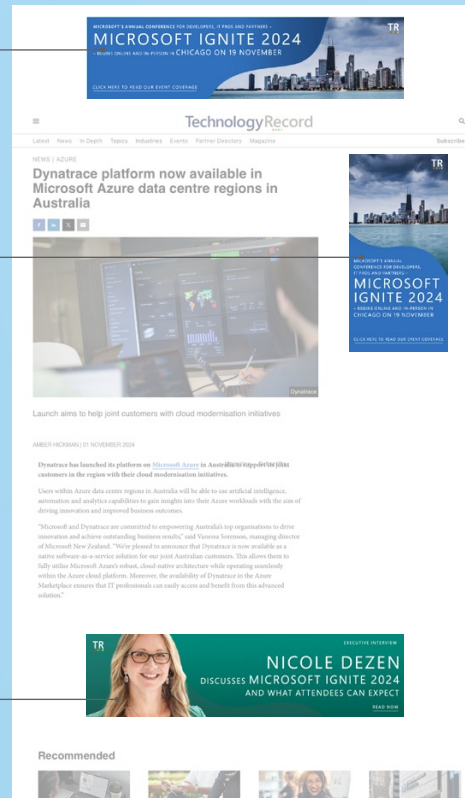
Our article pages represent more than 50 per cent of our total website page views.
There are four advertisement placement opportunities on our article pages.

Top billboard
Article page
£1,300 per month

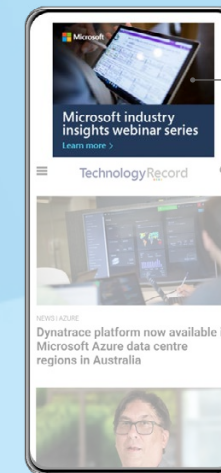
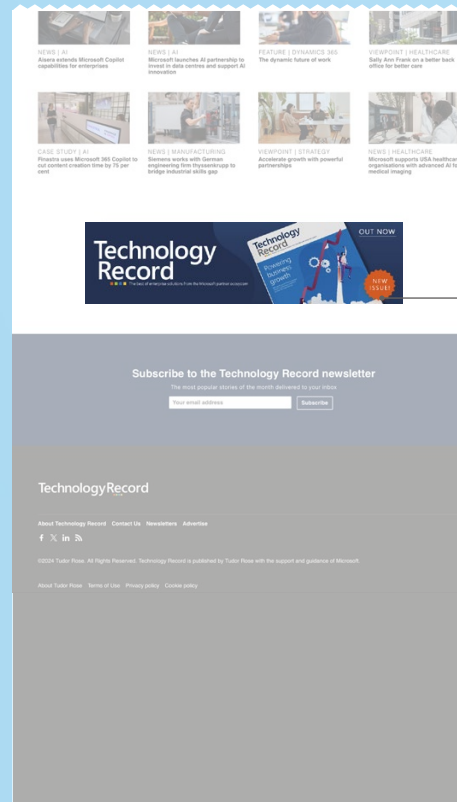
Sticky banner
Article page
£890 per month

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

Billboard 2
Article page
£630 per month



Billboard 3
Article page
£525 per month



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

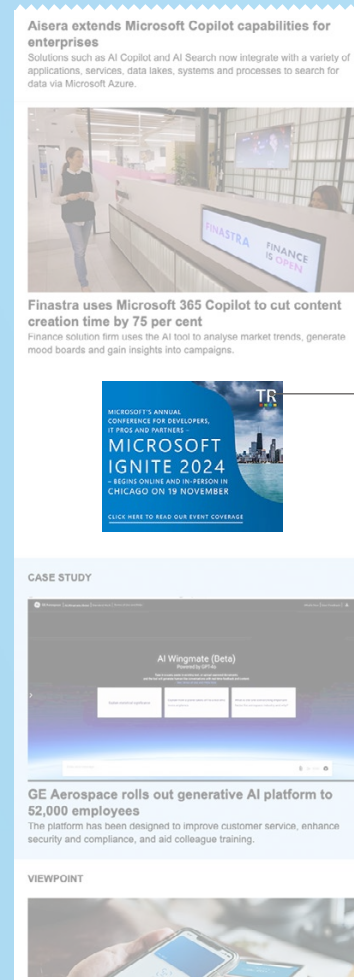
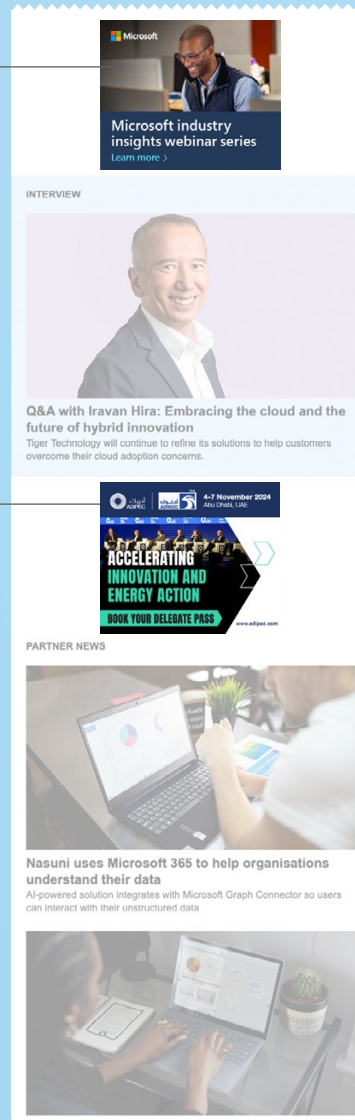
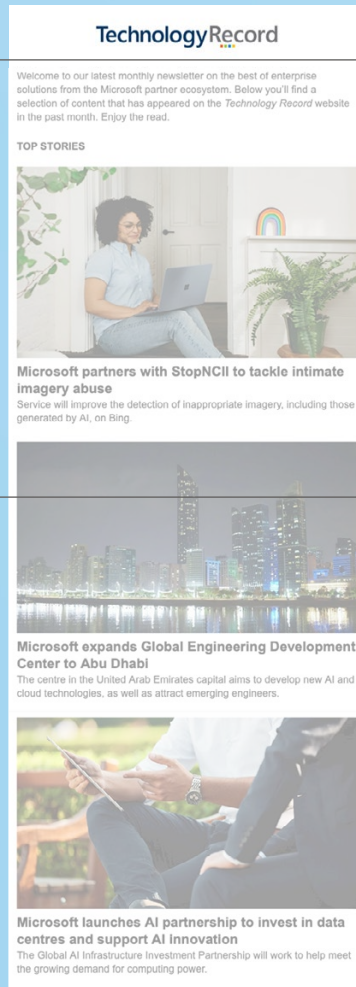
Sticky banner
placements will
appear at the base of
the article text.

Newsletter

The *Technology Record* monthly newsletter provides a round-up of website content to subscribers, and includes several advertisement opportunities.

Top banner
£785 per month
300 x 250 pixels

Banner 2
£785 per month
300 x 250 pixels



Banner 4
£785 per month
300 x 250 pixels

Banner 3
£785 per month
300 x 250 pixels

Promoted editorial
There are also opportunities for promoting editorial content in the newsletter, beginning at £525 per month

Artwork guidelines

Please review the below guidelines when submitting your artwork for website and newsletter advertising.

- 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.

