

# Technology Record

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

MEDIA INFORMATION 2022/23

## Technology Record

ISSUE 26: AUTUMN 2022

£24.00

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

Technology Record  
ISSUE 24: SPRING 2022  
£24.00

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

### Striving for sustainability

As corporate social responsibility rises to the top of CEO agendas, we consider how technology can contribute



PLUS:

- Labrad high-quality audio-visual tools can improve hybrid productivity and flexibility
- Technology is helping those with mental health disorders to care for themselves
- Fashion retailers must evolve with customers' changing attitudes, says K3

Microsoft is helping financial services firms improve cybersecurity, says Bill Borden

Hannover Messe 2022 will explore new tech in automation, electrification and more

Technology Record  
ISSUE 25: SUMMER 2022  
£24.00

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

### A safer future

Human knowledge and zero-trust strategies will be important in combatting evolving cybersecurity attacks



PLUS:

- Johnson Controls is making buildings smarter and more sustainable, says Rodney Clark
- Microsoft's Andy Beach explains how technology can streamline production
- Oklahoma school deployed Yealink's meeting room devices for more flexible education

Lisa Johnston shares how AVEVA is supporting the renewable energy transition

Nick Parker discusses Microsoft's new partner programme and bold sustainability goals

## Sustainable innovation

Cloud and data technologies can help businesses reach sustainability goals while protecting profits




Johnson Controls helps Microsoft meet sustainability goals at its Beijing campus



Banks can boost revenue with real-time payments, says Microsoft's Peter Hazou

PLUS:

— Schneider Electric unites digital tools and sustainability for urban transformation

— Netflix's Jean-Paul Bonjour highlights the importance of compelling media content

— Firms are building agile and sustainable supply chains, says Microsoft's Indrani Sircar

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## Welcome

For over two decades our industry publications have showcased perspectives and real-life examples of where technology solutions from both Microsoft and its ecosystem of partners can add tangible value to enterprise and public sector service delivery.

In the process of creating our quarterly magazine, website, newsletter and curated social media we work with partners large and small – all of whom share the common goal of driving digital transformation through the utilisation of Microsoft technology.

As we continue to evolve the brand, the messages we deliver today in *Technology Record* are as relevant to our readers as they were when our first magazine, *Banking on Windows NT*, was launched back in 1998.

Moving forward we will continue to adapt the way in which content is delivered to the tens of thousands of senior business decision makers around the world and we look forward to working with you to leverage this uniquely compelling alliance marketing platform.

A single, powerful brand with a genuinely global reach – welcome to *Technology Record*.

**Andy Clayton-Smith**

Executive editor

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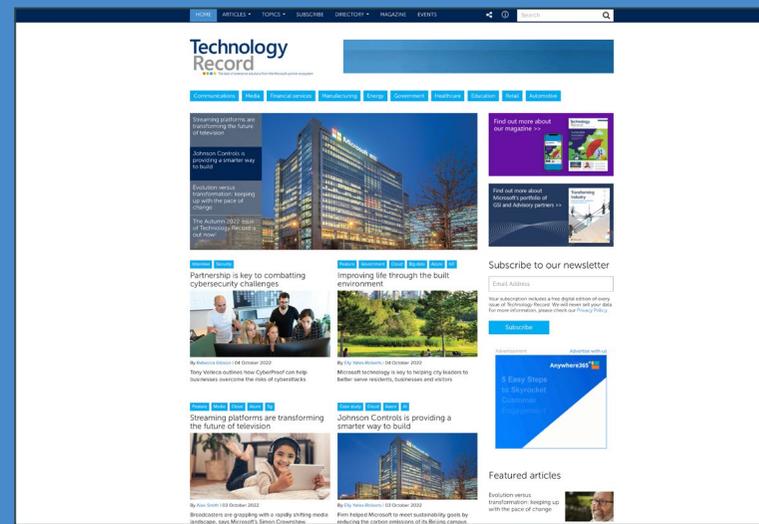
*Technology Record* is proud to partner with the following analysts and industry organisations:



# Schedule

## Publications

Each year we release four issues of *Technology Record* magazine in January, April, June and September, available in both digital and print editions.

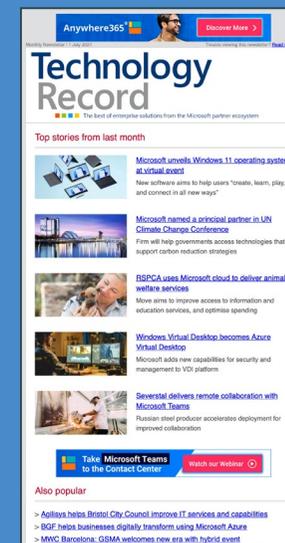
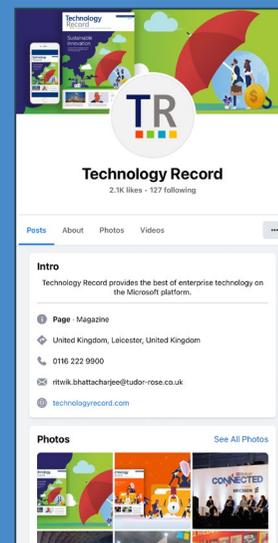
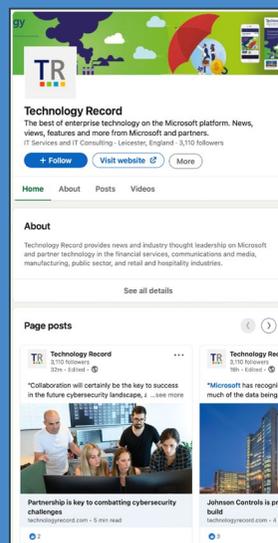


## Website

Our website – [www.technologyrecord.com](http://www.technologyrecord.com) – is updated daily with news, features and content from our publications.

## Social media

All *Technology Record* content is also available via our social media channels on LinkedIn, Twitter and Facebook



## Newsletter

On the first business day of each month we send highlights of the previous month's online and print content to an audience of digital newsletter subscribers. Additional newsletters are also sent on the launch of each quarterly magazine.

# Contributors

One of the defining principles of *Technology Record* is to share insight and perspective from a wide variety of senior industry and public sector leaders within Microsoft. Here is just a small selection of the many Microsoft executives that we have heard from over the past twelve months.



**Caglayan Arkan**  
Vice President, Worldwide  
Manufacturing & Resource



**Bill Borden**  
CVP, Worldwide Financial  
Services Industry



**Emily He**  
Corporate VP Business  
Applications Marketing



**Shelley Bransten**  
Corporate VP  
Worldwide Retail &  
Consumer Goods



**Nick Parker**  
President, Industry &  
Partnerships



**Sally Frank**  
Health and life sciences  
lead, Microsoft for Startups



**Julia Glidden**  
Corp VP, Worldwide  
Public Sector



**Jeremy Goldberg**  
Director of Critical  
Infrastructure



**Peter Hazou**  
Business Development  
Director, Worldwide FSJ



**Rainer Kellerhals**  
Director, Business  
Development, Worldwide  
Communications & Media



**Rick Lievano**  
CTO, Worldwide  
Telecommunications  
Industry



**Colin Masson**  
Director,  
Manufacturing  
Industry Solutions



**Keith Mercier**  
General Manager,  
Worldwide Retail &  
Consumer Goods



**Andy Beach**  
Industry CTO,  
Media & Entertainment



**David Rhew**  
Global CMO & VP  
Healthcare



**Roddy Senner**  
Global Mixed Reality  
Sales Lead



**Indranil Sircar**  
CTO, Worldwide  
Manufacturing

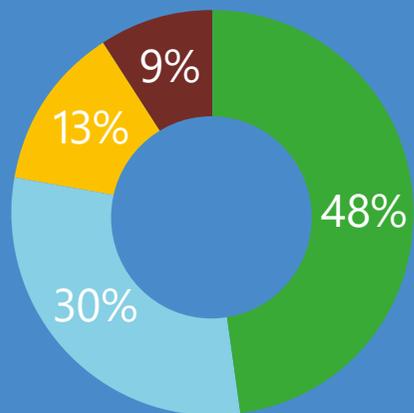


**Simon Crownshaw**  
Director of Worldwide Media  
& Entertainment Strategy

# Circulation

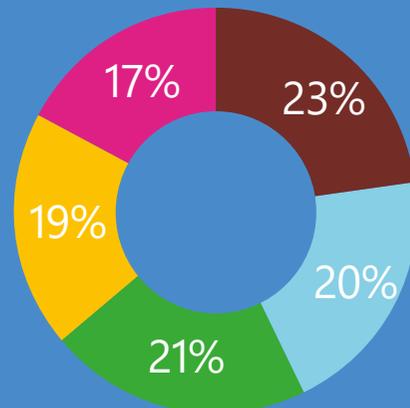
The *Technology Record* brand has a large and highly engaged readership of senior decision makers coming from a wide array of enterprise and public sector organisations around the globe.

## Print delivery



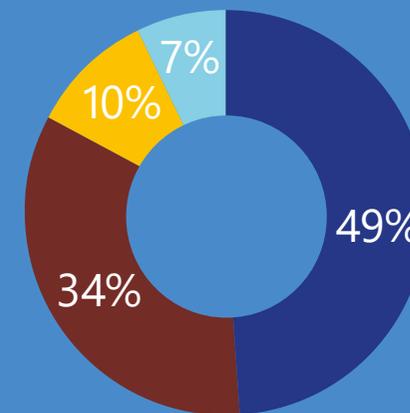
- Direct
- Events
- Partners
- Microsoft

## Sector



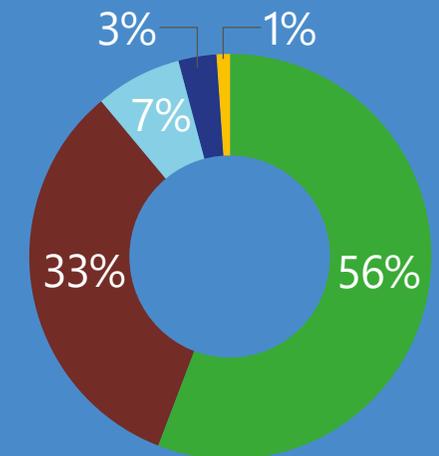
- Financial Services
- Industrials & Manufacturing
- Media & Communications
- Public Sector
- Retail & Consumer Goods

## Job description



- CXO
- Technical decision maker
- Business decision maker
- Others

## Geography



- LATAM
- APAC
- North America
- EMEA
- Others

## Print edition

Our magazine circulation in 2023 will be approximately 25,000 copies - achieved through five primary delivery channels. Microsoft national offices and MTCs represent the primary delivery route to our core audience of enterprise customers, supported by partners, direct, digital and event distribution. *Technology Record* is a media partner with leading Microsoft and third-party events, see examples to the right.



# Digital audiences

A growing number of our readers choose to receive the magazine as a free digital subscription or consume content from the magazine via our social media outlets.

## Digital edition

As well as print copies, each quarterly publication of *Technology Record* is available as a digital edition – an online representation of the printed magazine. Upon publication, we email our subscriber database with an ‘Out Now’ notification to let them know that the latest issue is available to download or read online, offering partners access to a combined print and online audience over 100,000 individuals per quarter.

### DIGITAL VIEWS:

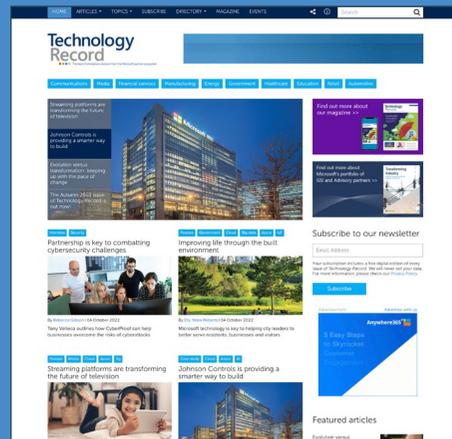
- Issue 22: 98,820
- Issue 23: 103,557
- Issue 24: 84,847
- Issue 25: 104,557

## Website

Our website [www.technologyrecord.com](http://www.technologyrecord.com) is the online home of the *Technology Record* brand, providing readers with the latest news about innovation on the Microsoft technology stack, content from our quarterly magazine and an array of additional resources, including back issues.

### WEBSITE AUDIENCE:

- Unique users: 386,278 per year
- Page views June 2021-22: 461,324
- Average time on page: 1min 28s.

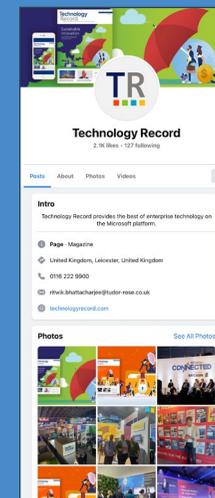


## Social media

All *Technology Record* content is posted on our social media channels: Twitter, Facebook and LinkedIn. Our writers also engage with partners and repost their content via these social media channels.

### SOCIAL MEDIA AUDIENCE:

- Impressions in year: 1,189,541
- LinkedIn followers: 3,071
- Twitter followers: 3,317
- Facebook followers: 2,133



## Newsletter

Our digital subscribers receive two types of newsletter on a regular basis. The first is our monthly newsletter, which is a digest of the most popular content we have published over the previous month. The second type is our quarterly ‘Out Now’ email, which notifies our subscribers when a new publication is available to read online and download.

### SUBSCRIBERS:

September 2022: 25,542



# Advertising

The opportunities to differentiate yourself and get noticed through *Technology Record* go beyond those being offered by more conventional industry publications. The magazine provides compelling opportunities to reach out to c-suite personnel from enterprise and public sector organisations worldwide with a unique blend of brand placement and editorial exposure.

## Why advertise?

- ✓ **High return on investment** – proven benefits delivering true business value marketing
- ✓ **Joint go-to-market** – perfectly aligned to Microsoft's go-to-market roadmap, offering partners highly relevant and timely opportunities to promote their solutions and services
- ✓ **Widely read** – an influential readership of over quarter of a million digital and print readers, drawn from over two decades of technology publishing
- ✓ **Rich heritage** – a proven track record of positive, productive relationships and reader appeal
- ✓ **Editorial identity** – opportunities to extend and enhance your profile beyond traditional advertising with highly coordinated content marketing packages
- ✓ **High production values** – a high quality brand that enhances your corporate image
- ✓ **Extended shelf life** – our print readers reuse and share copies throughout the year whilst digital content is reamplified through broad array of social media channels. *Technology Record* is a proven sales and marketing tool that reflects Microsoft's global activities whilst providing partners with a fully integrated channel that regularly reaches out throughout the year to a highly influential audience.



**Ricky Popat**  
Senior account manager  
*Technology Record*

Turn the page for details of our advertising and sponsorship rates.

## Brands

Here's a small selection of the hundreds of prestigious technology brands that promoted their solutions and services through the *Technology Record* product suite over the last twelve months.



# Rates

Our promotional packages and advertising options represent excellent value for money.

## Magazine

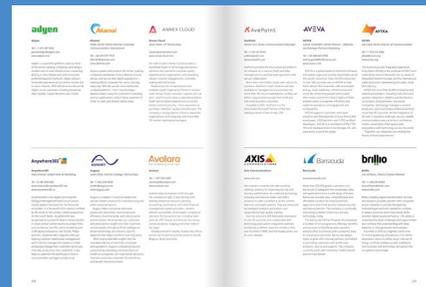
Publishing partner	£15,750
Industry publishing partner	£9,750
Sponsor	£6,250
Double page advertisement	£8,250
Full page advertisement	£5,500

(Ask one of our account managers about bespoke sponsorship packages.)



## Featured partners

Premium partner profile	£1,750
<ul style="list-style-type: none"> <li>• Featured partner profile</li> <li>• 100 word news story or solution profile (Marketwatch)</li> <li>• Feature contribution</li> </ul>	
Enhanced partner profile	£1,250
<ul style="list-style-type: none"> <li>• Featured partner profile</li> <li>• 100 word news story or solution profile (Marketwatch)</li> </ul>	
Featured partner profile	£650
<ul style="list-style-type: none"> <li>• Company name and logo</li> <li>• Contact details</li> <li>• 100-word company profile</li> <li>• Online entry for 12-months</li> </ul>	

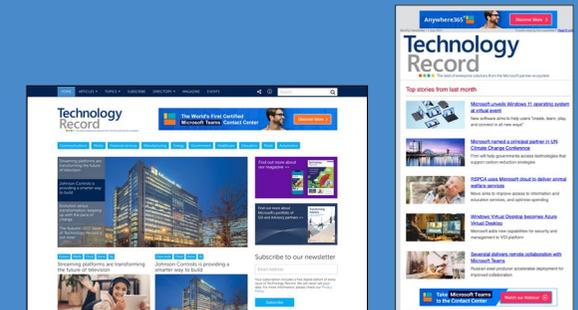


## Website

Site sponsor	£3,900 per month
Leaderboard banner	£800 per month
Top box banner	£650 per month
Lower box banner	£500 per month
Featured article	£500 per month

## E-newsletter

Top banner	£600 per month
Banner	£500 per month
Promoted story	£950 per month



Series discounts are available for multiple bookings.

We are happy to discuss additional advertising and content marketing options that are not listed above.

# Testimonials

To find out more about our recent customer testimonials and to download other useful information about *Technology Record* visit [www.technologyrecord.com/partnerzone](http://www.technologyrecord.com/partnerzone)

Working with *The Record* helped us understand how the technology community works worldwide. As a fast growing tech company, our expectations were limited to expose our product to potential customers, but we found so much more than that.

**Irene Schreiber,**  
Head of communications, Unblur

One of the things I love about *The Record* is that its regular cadence always provides us a regular channel for thought leadership pieces and news items that might not always be 'big' enough for a blog or a press release.

**Elizabeth Galla, DXC Technology**

I get *The Record* magazine on regular basis and it's very well used by my team at Customer facing events. We'd love to have more of our local customers and partners cases in the magazine in the future.

**Ewa Wolodzko, Microsoft Poland**

I have noticed a printed edition of *The Record* in our office. I assume it's your doing and I would like to thank you very much! It was a really nice surprise :) There are a lot of new things happening in Lingaro and maybe we could discuss new ways how both Lingaro and *The Record* could work together.

**Piotr Stefaniak, Branding Specialist,**  
Lingaro Group

I had actually picked up a copy of your magazine at the ARC Forum in February and thought the content was very solid and useful for other Microsoft platform users.

**Phil Lewis, Yokogawa Electric**

Thanks for this I received the link on Friday it all looks fabulous! You must all be very pleased with it and proud of your hard work. I am thrilled that we could take part and thank you for the opportunity.

**Gabriella Ladogana, Morgan & Wolfe**

The publication is beautiful and you have a very wide reach which is great for helping DXC build brand awareness.

**Shaun Wilde,**  
Strategic Partnerships Manager,  
DXC Technology

Many of the themes discussed in the article related directly to our business and what we do, so the advertisement we ran was exceptionally well placed.

**Danielle Brown, Marketing Manager,**  
DriveWorks

The magazine's writers have an extensive knowledge of the content we provide and the industries we serve, ensuring that VeriPark is consistently presented to readers of *The Record* in the most appealing way possible.

**Irem Dincer, Marketing Executive**  
VeriPark

Our experience has been phenomenal I think primarily due to the personal relationship management skills that the Tudor Rose partner management team demonstrates.

**Andreas Pongratz, CEO,**  
Founder & CMO, x.news gmbh

I love *The Record* magazine! Please, keep me on your radar for how I can help you for future editions about Microsoft's Technology Center in Brazil and other different topics.

**Waldemir Cambiuccu, MTC director,**  
Microsoft Brazil

We've enjoyed working with you and your team over the years and greatly appreciate the effort that you've dedicated to showcasing Microsoft to customers and partners around the world.

**Tracey Ferriss, Director,**  
Executive Communications,  
Microsoft Industry Group

# Contact

To discuss options for promoting your business in the *Technology Record* publication suite, please contact one of our account managers:



**Tim Grayson**  
tim.grayson@technologyrecord.com



**Ricky Popat**  
ricky.popat@technologyrecord.com



**Daniel Thurlow**  
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**Thomas Wills**  
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**Elly Yates-Roberts**  
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- Facebook



Keep up-to-date with the latest news from the Microsoft industries at [www.technologyrecord.com](http://www.technologyrecord.com)

Add [news@technologyrecord.com](mailto:news@technologyrecord.com) to your PR mailing list to ensure that we're in the loop with news about your organisation.