

# PARTNERPROPOSALS - 2024



# WHAT CHANNELCONNECT CAN DO FOR YOU

**ChannelConnect is the knowledge platform for IT service providers with an SME focus. We provide news, backgrounds and insights about SMEs so that IT service providers such as MSPs can understand and serve their end customers even better.**

## **The offer**

We deploy several channels for this purpose. The main pillars are our website ChannelConnect.nl with 15,000 unique visitors and our print publication ChannelConnect, which is published four times a year. The magazine has 7,000 subscribers.

At the same time as the magazines, the dossiers also come out. Dossiers and magazines are sent together but both are offered and promoted separately online.

Within each edition we focus on a number of themes and put a vertical at the center. We choose this because each market segment has its own challenges and needs a specific approach.

We also publish a daily and a weekly newsletter to 7,000 subscribers with relevant news for our target audience and are active on social media (especially LinkedIn). We also organize regular events and can be found at trade shows and seminars.

## **Inbound strategy**

ChannelConnect deliberately opts for an inbound content strategy. We create content that clearly shows the problem for which your product or service is a solution. This way we respond to real needs and interests. We focus on the IT service provider, and especially the MSP, with mainly SMEs as its customers.

Together, we create unique stories, ranging from articles and interviews to videos and webinars. This content is then optimized and shared through our website, newsletter, social media and network and can be deployed on its own channels. In this way, we help the IT service provider understand and serve its customers even better with your solutions at the center.

# CHANNELCONNECT CALENDAR 2024 Q1+ Q2

MARCH	<b>ChannelConnect March 2024</b>	<b>Focus on:</b> <ul style="list-style-type: none"><li>• Cyber- &amp; Datasecurity</li><li>• Digital workplace</li><li>• Circular IT</li></ul>	<b>Vertical:</b> Healthcare	<b>Reservation:</b> March 8 - 2024	<b>Publication:</b> April 4 - 2024
	Dossier	Theme: Datacenter & Cloud		Reservation: March 8 - 2024	Publication: April 4 - 2024
	Big Table Discussion	Subject: Datacenter & Cloud		Recordings: February 2024	

JULY	<b>ChannelConnect July 2024</b>	<b>Focus on:</b> <ul style="list-style-type: none"><li>• Network &amp; Infrastructure</li><li>• Software as a Service</li><li>• AI &amp; Machine learning</li></ul>	<b>Vertical:</b> Education	<b>Reservation:</b> 7 juni - 2024	<b>Publication:</b> July 4 - 2024
	Dossier	Theme: Telecom & UC Dossier		Reservation: 7 June - 2024	Publication: July 4 - 2024
	Big Table Discussion	Subject: Telecom & UC		Recordings: end of May/early June 2024	

# CHANNELCONNECT CALENDAR 2024 Q3+ Q4

OCTOBER	<b>ChannelConnect October 2024</b>	<b>Focus on:</b> <ul style="list-style-type: none"> <li>Sustainability in IT</li> <li>Datacenter &amp; Suppliers</li> <li>Hardware</li> </ul>	<b>Vertical:</b> Finance & Insurance	<b>Reservation:</b> September 27 - 2024	<b>Publication:</b> October 24 - 2024
	Dossier	Theme: Security & Privacy Dossier		Reservation: September 27 - 2024	Publication: October 24 - 2024
	Big Table Discussion	Subject: Security & Privacy		Recordings: September - 2024	

DECEMBER	<b>ChannelConnect December 2024</b>	<b>Focus on:</b> <ul style="list-style-type: none"> <li>SME-Vision '25</li> <li>Distributors</li> <li>Unified Communication</li> </ul>	<b>Vertical:</b> Retail & e-commerce	<b>Reservation:</b> November 8 - 2024	<b>Publication:</b> December 5 - 2024
	Dossier	Theme: Cloudtransformation		Reservation: November 8 - 2024	Publication: December 5 - 2024
	Big Table Discussion	Subject: Cloudtransformation		Recordings: early November 2024	

# CHANNELCONNECT PARTNER PACKAGES

On the right you will find the packages with which you will be visible on our channels during the year. Of course we are happy to create a customized package for you, taking into account all your wishes! You can contact:

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## GOLD

**2x two page editorial,**  
including:

- interview with our editors
- layout article
- online posting
- SEO optimization
- Quality content for own channels
- 2 weeks of bannerimg on ChannelConnect.nl or in the newsletter
- 1x job posting online for one month
- 1 year long online partner profile on ChannelConnect.nl

€ 5,950

## PLATINUM

**4x two page editorial,**  
including:

- interview with our editors
- formatting article
- online posting
- SEO optimization
- Quality content for own channels
- 4 weeks of bannerimg on ChannelConnect.nl or in the newsletter
- 2x job postings, one month online
- 1 year long online partner profile on ChannelConnect.nl

€ 9,950

## PLATINUM +

In addition to the Platinum package, the following exclusive items are included with Platinum+ package:



Participation in SME - IT Expert Panel (Powered by)

Participation in ChannelConnect Big Table Discussion

€ 13,250

# CHANNELCONNECT A-LA-CARTE 1/4

If you have needs where our packages don't quite fit, our team will be happy to put together a custom package for you. Some of the options and premium positions on the menu.

## Big Table Discussion- table place

In our series of Cave Table Talks, we engage with specialists from the market on current topics.

Under the guidance of a moderator, we discuss some stimulating statements with a select group of 'captains of industry'.

Participation guarantees:

- Portrait photos by a professional photographer,
- A detailed report of the interview in print,
- A video report on YouTube (average of 5,000+ views),
- Promotion of the report and video on ChannelConnect.nl, in the newsletter and on LinkedIn

€ 1,750



## ChannelConnect - print

Participation within our print publications can be done in a variety of ways, ranging from ad placement to an interview or client case within the general editorial, themes, verticals or dossiers of 2024.

1 page advertisement:	€ 1,500
1 page editorial:	€ 2,000
1 page editorial	
+ 1 page ad:	€ 2,750
2 page editorial:	€ 3,000

Each editorial participation includes an interview, formatting and online posting.

## channelconnect.nl – online articles

In addition to a print interview, which includes online relay and the option to provide press releases, there are several options for online publications, including:

Advertorial	€ 500
Product/reference cases:	€ 500
Whitepaper/vision article:	€ 750
Custom Article: (including interview)	€ 950
Online Special Participation: (incl. interview & forwarding within theme/file)	€ 1,250

Included in these options is the following promotion:

- 1 week of coverage on ChannelConnect.nl
- Along in the daily newsletter and
- Push via LinkedIn

## MKB – IT Expert Panel

In a series of market surveys, ChannelConnect identifies current IT questions in SMBs. Each survey focuses on one theme. The results of each survey are discussed by two vendors who sit on the SME IT Experts Panel. Our IT experts come up with advice, best practices and visions. What solutions can your partners offer to help SMEs?



€ 2,495

## Campaign product launch or partner program

Are you launching a new product or a (renewed) partner program?  
With the following package, your online campaign is not to be missed:

- Custom article, including interview
- 1 day as main item + 1 week at the top of the ChannelConnect homepage
- 1 day as main item + 1 week at the top of the daily newsletter
- On the day of launch, we promote the post on LinkedIn
- 2 weeks Superleaderboard banner at the top of ChannelConnect.nl
- 2 weeks leaderboard banner in the daily newsletter
- Additional news items as a follow-up, 2-week review of the launch/announcement

€ 2,495

## Coverstory ChannelConnect

Really stand out? Then book one of the four 2024 covers. This includes the following:

- Cover + 3 page editorial, including interview & layout
- Professional photography cover + interior
- Main item + magazine on ChannelConnect.nl
- Main item + magazine in the ChannelConnect newsletter
- Push via LinkedIn



€ 5,750

## Bannering

A new website, product launch or simply a cool campaign you want to bring to the attention of all IT service providers? This is possible from just one week of bannering to a complete campaign including Homepage Take-over:

- |                                   |                        |
|-----------------------------------|------------------------|
| • Leaderboard or rectangle banner | from 350 euro per week |
| • Superleaderboard banner:        | 750 euro per week      |
| • Homepage Take-over:             | 1,500 euro per week    |

# LET'S WORK TOGETHER!

If you are convinced of the opportunities that a collaboration will bring to your brand, please contact [sales@channelconnect.nl](mailto:sales@channelconnect.nl) or call +3135 6465810

## Questions

Do you have questions about the packages or our options? If so, please contact Mitchel or Tarik

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# INSIGHTS-IDEAS-IMPACT

ChannelConnect is a brand of content marketing agency iMediate. Based on clear insights, iMediate develops creative and effective ideas to achieve measurable results. Do you have a challenge you could use some strategic-creative brainpower for, or are you curious if there is an alternative to your current agency's approach? Challenge accepted! Mail [Joost.Driessen@imediate.nl](mailto:Joost.Driessen@imediate.nl) or call +3135 6465800

