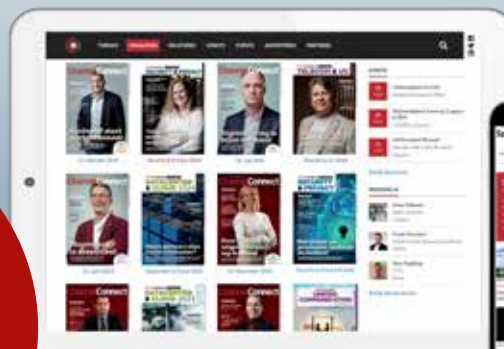


# ChannelConnect

THE PLATFORM FOR IT SERVICE PROVIDERS WITH A SME FOCUS



2025  
Mediakit



## ChannelConnect is the knowledge platform for IT service providers with an SME focus

**20.000** 🌐

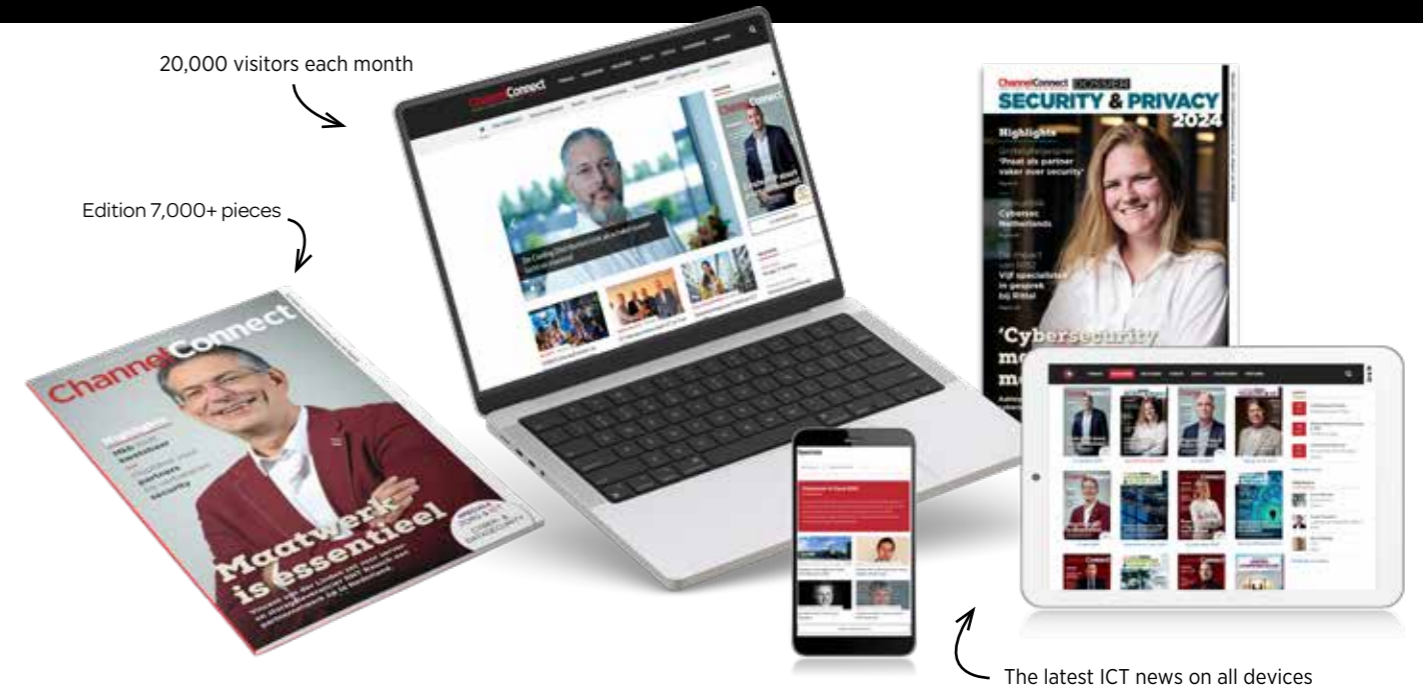
visitors each month (website)

**7.000+** 📄👤

magazine and newsletter abonnees

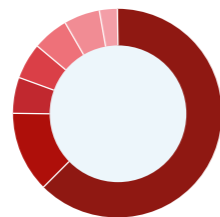
ChannelConnect is the knowledge platform for IT service providers with an SME focus. We provide news, backgrounds and insights about SMEs so that IT service providers such as MSPs can understand and serve their end customers even better.

We deploy several channels for this purpose. The main pillars are our website ChannelConnect.nl with 20,000 visitors and our print publication ChannelConnect, which is published four times a year. The magazine has 7,000 subscribers.



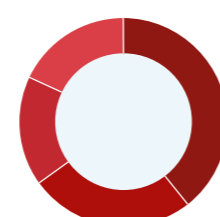
ChannelConnect deliberately opts for an **inbound content strategy**. We create content that clearly shows the problem for which your product or service is a solution. This way we respond to real needs and interests. We focus on the IT service provider, and especially the MSP, with mainly SMEs as its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

### Where do they work?



- IT & Telecom Resellers MSP's
- Born in the cloud MSP's
- Telecom Business Dealers
- Installation agencies
- Internet Service Providers IT-
- Consultants
- Shop floors
- Colocatie datacenters

### Our advertisers



- Manufacturers
- Periferie
- Distribiteurs
- Telecom Operators

## PLANNING CHANNELCONNECT 2025

MAGAZINES	EDITORIAL FOCUS*	RESERVATION	DELIVERY	APPEARS
ChannelConnect March 2025	<ul style="list-style-type: none"> <li>Special: Healthcare</li> <li>Security   Telecom   Datacenters &amp; Cloud</li> </ul>	28th of february	7th of march	27th of march
ChannelConnect May 2025	<ul style="list-style-type: none"> <li>Special: Duurzaamheid in IT</li> <li>Security   Telecom   Datacenters &amp; Cloud</li> </ul>	18th of april	25th of april	15th of may
ChannelConnect July 2025	<ul style="list-style-type: none"> <li>Security   Datacenters &amp; Cloud</li> </ul>	6th of june	13th of june	3th of july
ChannelConnect September 2025	<ul style="list-style-type: none"> <li>Special: Network &amp; infrastructuur</li> <li>Security   Telecom   Datacenters &amp; Cloud</li> </ul>	29th of august	5th of september	25th of september
ChannelConnect october 2025	<ul style="list-style-type: none"> <li>Telecom   Datacenters &amp; Cloud</li> </ul>	26th of september	3th of october	23th of october
ChannelConnect January 2026	<ul style="list-style-type: none"> <li>Security   Telecom</li> </ul>	21th of november	28th of november	

DOSSIERS	EDITORIAL FOCUS*	RESERVATION	DELIVERY	APPEARS
Telecom & UC Dossier 2025	<ul style="list-style-type: none"> <li>Telecom &amp; Unified Communication</li> </ul>	6th of june	13th of june	3th of july
Security & Privacy Dossier 2025	<ul style="list-style-type: none"> <li>Cyber &amp; Datasecurity</li> </ul>	26th of september	3th of october	23th of october
Datacenters & Cloud Dossier '25/26	<ul style="list-style-type: none"> <li>Datacenters &amp; Cloud</li> </ul>	21th of november	28th of november	18th of december

\*In addition to the above themes, there is, as always, room within the general editorial team to highlight your own organization, trends, developments & ambitions.

CHANNELCONNECT BIG TABLE CONVERSATIONS	RECORDING DATE	APPEARS
Telecom & UC Dossier 2025	12th of june	3th of july
Security & Privacy Dossier 2025	25th of september	23th of october
Datacenters & Cloud Dossier 2025	20th of november	18th of december

## Annual packages 2025

	€ 8.000	€ 16.000	€ 22.000
<b>PRINT &amp; ONLINE</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
1 page advertisement	1	2	3
1 editorial page (interview + layout)	1	2	3
2 editorial pages (interview + layout)	1	2	3
Participation in a big table discussion	0	1	1
<b>ONLINE</b>			
Advertorial	1	2	3
Online interview	1	2	3
Spotlight	1	2	3
Superleaderboard	1	2	3
Leaderboard of Rectangle	1	2	3
<b>Total before discount</b>	€11.075	€23.175	€33.950
<b>DISCOUNT</b>	-€3.075	-€7.175	-€11.950
<b>PARTNERSHIP BENEFITS</b>			
<b>Partnership</b> ChannelConnect proactively follows your company and identifies news and communication opportunities	unlimited	unlimited	unlimited
<b>Job posting</b>	unlimited	unlimited	unlimited
<b>Personalia</b>	✓	✓	✓
<b>Promoting events</b>	✓	✓	✓
<b>Discount on additional services</b>	15%	20%	25%

**Coverstory**

Really stand out? Then book one of the nine 2025 covers. This includes the following:

- Cover
- 3 page main article, including interview & layout
- Professional photography cover + interior
- Replacement of magazine and main message on ChannelConnect.nl
- Replacement of main message in the ChannelConnect newsletter
- Promotion via LinkedIn

€ 5.750



**ChannelConnect**  
**BIG TABLE CONVERSATION**

**Print**

Participation in our print publications can be done in various ways, ranging from advertisement placement to an interview or customer case within the general editorial, specials or files of 2025.

- 1 page advertisement **€ 1.500**
- 2 page advertisement **€ 2.250**
- 1 page editorial **€ 2.000**
- 2 page editorial **€ 3.000**
- 1 page. editorial + 1 pg. advertisement **€ 2.750**

\* Each editorial participation includes an interview, layout and online posting.



In our series of Big Table Discussions, we discuss current topics with specialists from the market. Under the guidance of a moderator, we discuss several provocative statements with a select group of industry professionals. Participation guarantees:

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

€1.750



Scan the QR code to go to the videos of 'Big table conversation'



**Big table discussion at your location**

What does it yield:

- A moderated discussion on a self-chosen topic
- A way to demonstrate your expertise and share your vision
- High-quality content for your own media

From € 4.500

Optional :  
Photography, promotion on our channels and report in our magazine.

# Propositions

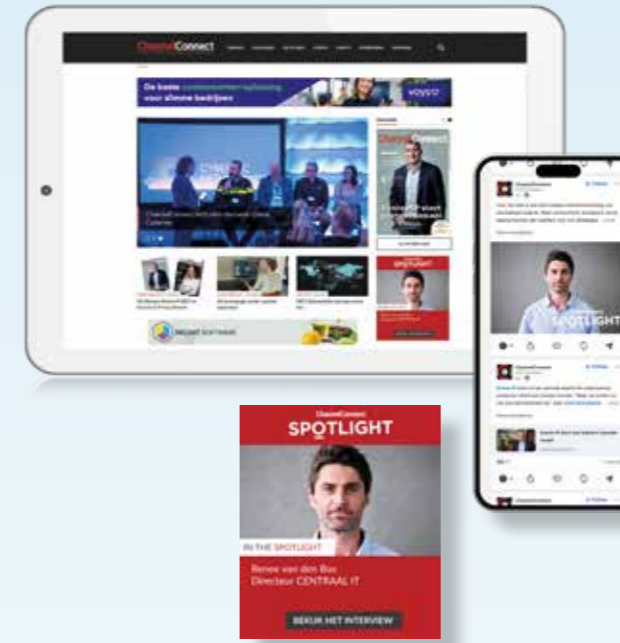
## Online articles

In addition to the daily news provision, it is possible to stand out through the following online propositions:

- **Advertorial** € 500
- **Online interview** € 950

All of the above options include the following promotion:

- 1 week on [www.channelconnect.nl](http://www.channelconnect.nl)
- Participate in the **ChannelConnect newsletter** for 1 week
- Push via **LinkedIn**



## ChannelConnect SPOTLIGHT

The ChannelConnect Spotlight is a section in which we put people, products, services or companies in the spotlight. This online section offers a platform to delve deeper into stories, achievements and visions:

- Spotlight participants are visible for a week in a prominent place on the ChannelConnect homepage
- An article of 300 – 400 words written by our editors
- One week of visibility in the ChannelConnect newsletter
- A LinkedIn post
- Interview text is also available for your own website and social media

€ 950

## Bannering

A partner event, product launch or simply a great campaign that you want to bring to the attention of all IT service providers? This can be done from one week of bannering to a complete campaign:

- Leaderboard of rectangle banner € 450 p.w.
- Superleaderboard banner € 750 p.w.
- Homepage Take-over € 1.250 p.w.

## Vacancies

- Visible on the homepage for 1 month
- Placement in every ChannelConnect newsletter
- Transfer via LinkedIn

€ 475 per month



## Professional Video Registration event

With professional reporting you increase the impact of your (company) event. An indispensable element of such a report is a video registration and ChannelConnect can take care of this for you.

From € 4.500

Optional Photography, promotion on our channels and report in our magazine.



Scan the QR code to go to the film of a company event



# Our team

## Let's work together

We are convinced that a collaboration with ChannelConnect offers opportunities for your company! Contact us at [sales@channelconnect.nl](mailto:sales@channelconnect.nl) or call **035 646 58 10**.

Do you have any questions about the packages or our services?

Please contact **Tarik**.



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- Mels Dees
- Hans Steeman
- Martijn Vet
- Michiel van Blommestein

We 'connect' and inform as many parties as possible in the IT channel so that the end user is optimally served. In addition to the essential industry news from the IT profession, we look at our content with an SME lens. Always based on the question: how do we help vendors, distributors and resellers to tailor their proposition as best as possible to the IT challenges of SMEs?