

# networks Ireland



Networks Ireland is the first publication totally dedicated to the Irish network infrastructure and Datacentre market.

## 2015 MEDIA KIT

**networks Ireland** is the Ireland's first publication totally dedicated to the subject of network and data communications in the data centre.

**networks Ireland** will reach an audience of over 3,000 individual subscribers on a quarterly basis, delivering them up-to-date information on this fast paced subject, enabling them to make the best use of available technology and its unlimited opportunities to enhance and grow their businesses.

### networks Ireland- The Format

**networks Ireland** is a digital publication and offers a radical departure from the old fashioned static approach offered by traditional print based magazines.

**networks Ireland** is fully interactive and will be available on all major electronic devices from the first issue – thanks to the use of the digital format, content in the publication will be freed from the two dimensions of print and include rich media that readers will not find in any other place.

In this context, advertisers and editorial contributors will be able to present content in a rich media format. Put simply, this means that content submissions will move beyond the printed page and into the realm of video and audio.

We believe this offers those involved a much greater opportunity to engage, entertain and inform our readers.

**networks Ireland** will also deliver advertisers real-time and identifiable metrics, enabling advertisers to calculate their ROI and identify where response comes from.

### Circulation

The subscription team has spent the last 12 months painstakingly assembling an audience of over 3,000 named subscribers who have not only signed a subscription for to qualify them as a real person, but who have also expressed an interest in using the data centre related technology or are doing so already.

Our readers consist of IT professionals with a defined interest – and ability – in the emerging field's of network infrastructure, data centres and cloud computing, both in the vertical market sectors such as the financial sector, as well as companies both large and small across Ireland.

### The Team

**networks Ireland** is published by LGN Media, a specialised publisher with a focus on the IT industry.

LGN Media also publishes the industry's leading infrastructure journal NETCOMMS EUROPE and the UK's first digital cloud computing title Cloud Computing World.

**networks Ireland** is edited by the industry-known business and IT journalist Steve Gold, who has been writing professionally for more than 25 years, during which time he has researched and written about a wide variety of emerging (and now mainstream) topics - including the cloud computing arena, well before the term became commonplace around the turn of the century.

LGN Media seeks to adopt a totally fresh approach to magazine content.

There will be no mass reprinted press releases, but fresh, bold and original content. In a world where B2B media has become - frankly – a little jaded, LGN Media seeks to set a new standard in IT publishing.

The team are driven by a passion for what they do, and their pride in being somewhat different from the mainstream.

[www.networksireland.com](http://www.networksireland.com)



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## FEATURES LIST

### Issue 1

Enclosures and Racks  
Colocation data centres  
Fibre Optic Cabling Systems

### Issue 2

Bring your own device  
DCIM and IIM  
Power Monitoring  
Copper Cabling Systems

### Issue 3

EU data protection and the Patriot Act explained  
Why green is good for your cloud IT resources  
Cloud futures: net neutrality and you  
Cooling in the data centre

### Issue 4

Converged Infrastructures  
Developing a mission-critical cloud strategy  
Disaster Recovery  
Cable Management

### Contacts, Advertising Rates and Mechanical Details

**Double Page Spread:** 420mm wide x 297mm high (3mm bleed)

**Full Page:** 210mm wide x 297mm high (3mm bleed)

**Half Page Horizontal:** 180mm wide x 128.5mm high

**Half Page Vertical:** 87.5mm wide x 262mm high

**DPS €995**

**Full page €625**

**Half Page €395**

**With video + €150**

**With audio + €100**

**E news sponsorship €400 pcm**

**Dedicated e blast €600**

Please supply all files as high resolution PDF or JPEG 300dpi.  
All fonts must be embedded.

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