



Media Kit *2021*



about **DIGITAL BULLETIN**

Digital Bulletin is a rich-media platform for business technology leaders and reaches millions of senior industry professionals each year globally.

Through its website and multiple syndicated channels, monthly premier magazine, video, podcasts, and social media, Digital Bulletin is a first-choice platform for organisations and their thought leaders to engage a proven high-value audience.



our MULTICHANNEL UNIVERSE

Digital Bulletin’s experienced creative team develops a compelling portfolio of news, audio and video, and long-form features every month via interviews with some of the most influential leaders in their field.

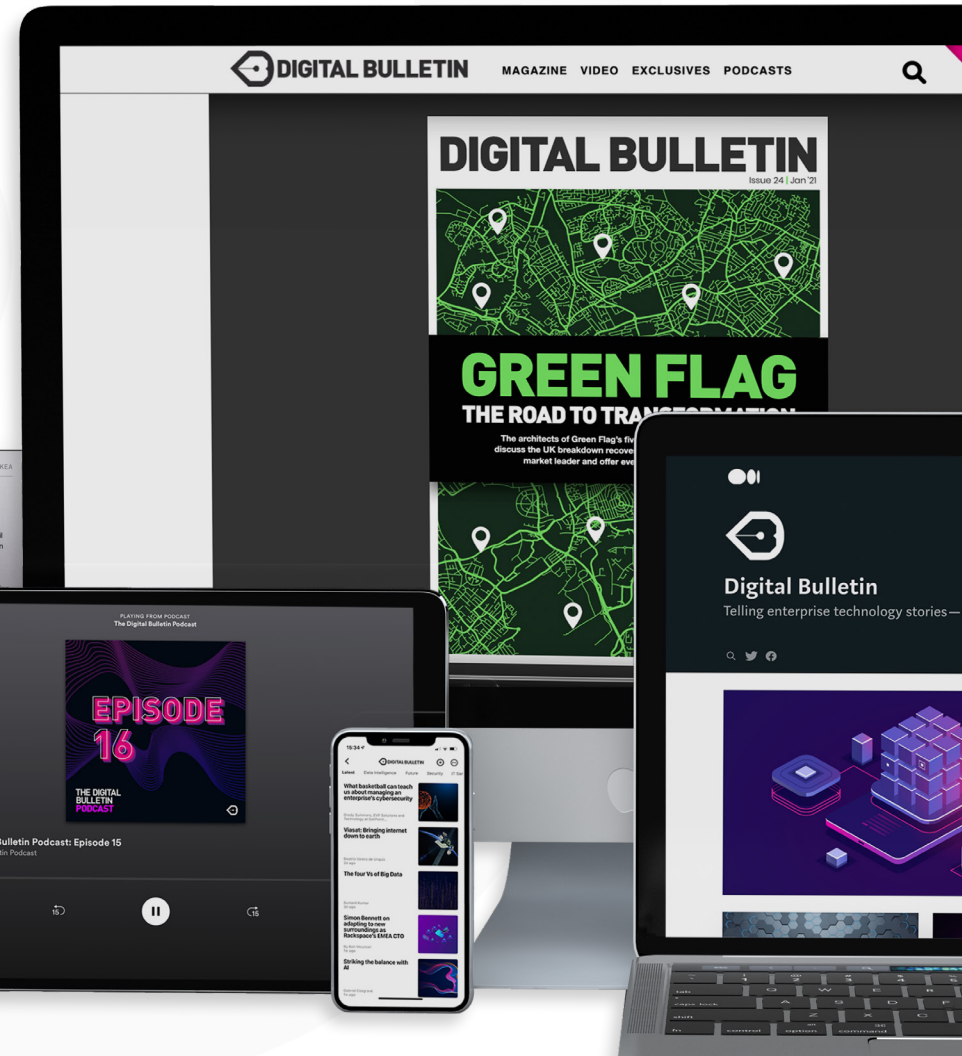
Every article is published to our flagship magazine, as well as to our website and a range of other high-profile channels – custom designed for each – and individually promoted across all leading social media.

MAGAZINE  

NEWS   

PODCASTS    

SOCIAL     





our **AUDIENCE 2020**

READERS

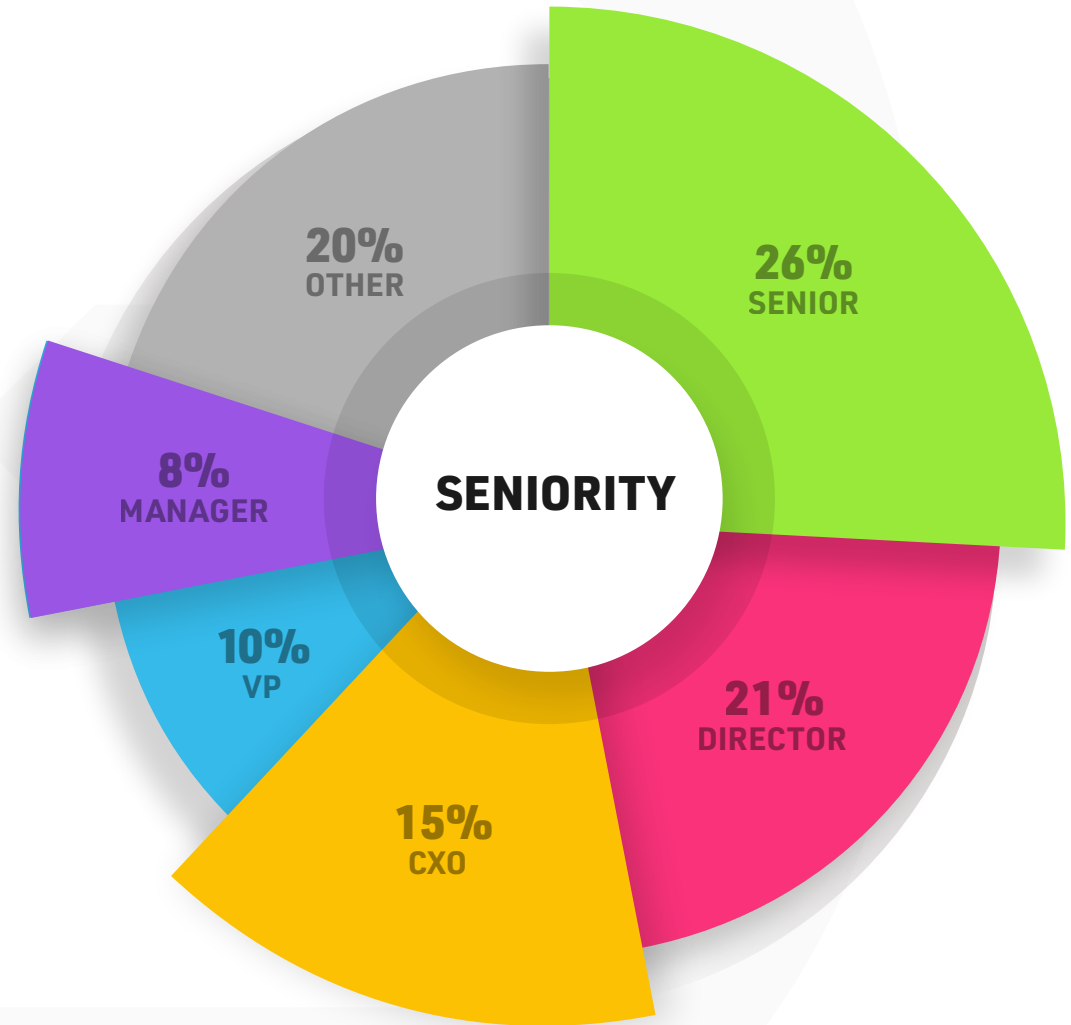
90,000

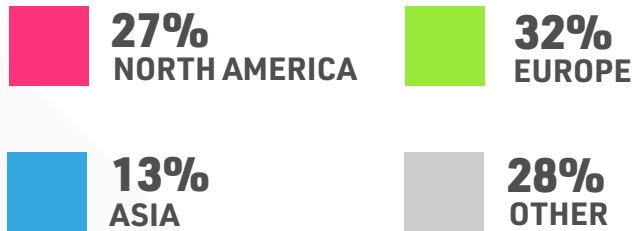
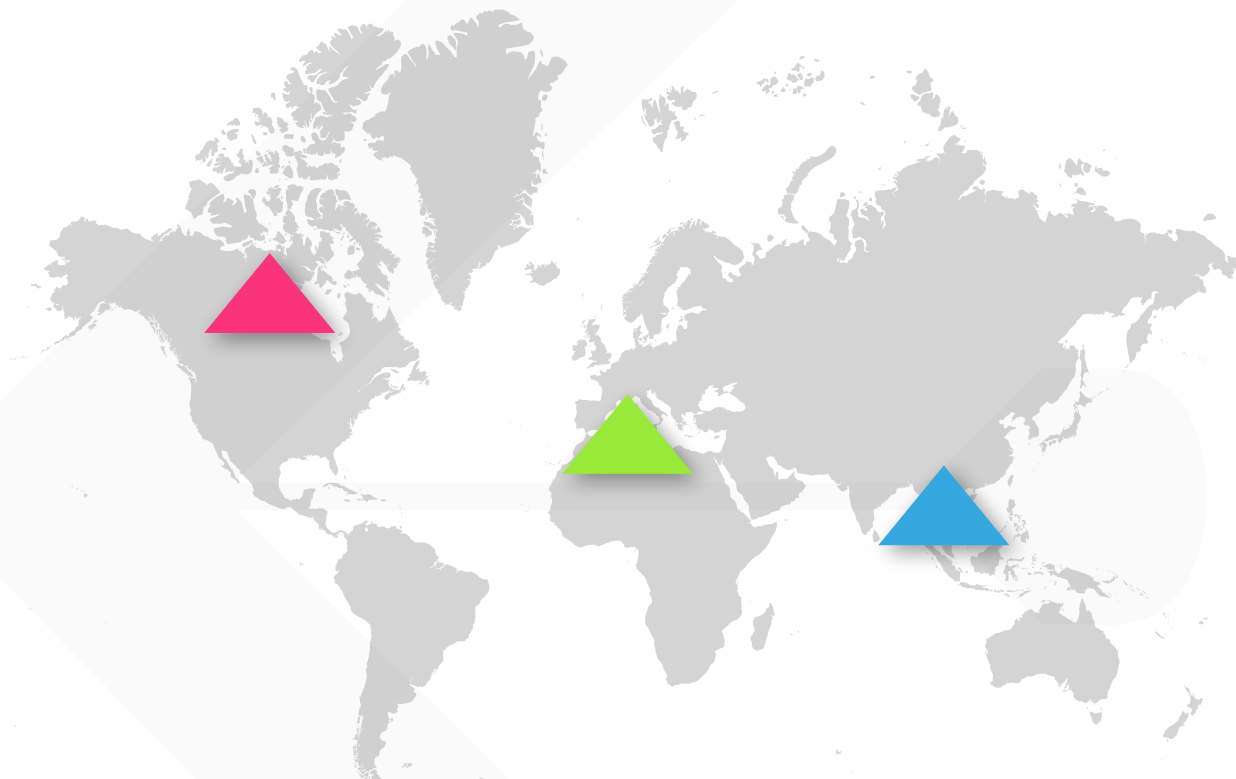
AVERAGE READ TIME

7 mins +

REACH (ALL CHANNELS)

6 million +

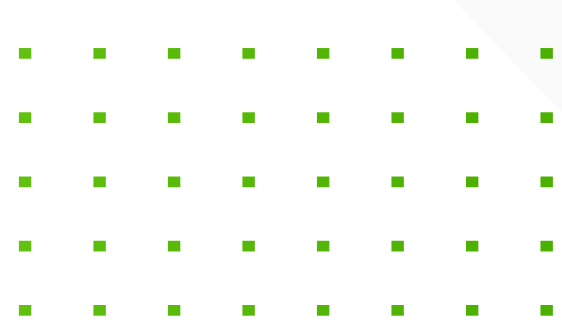




our REACH

TOP 10 COUNTRIES

USA
UK
Germany
India
Portugal
France
Netherlands
Sweden
Spain
Canada



our TOPICS

DATA INTELLIGENCE

- AI
- Machine Learning
- RPA
- Analytics

CONNECTIVITY

- 5G
- Networks
- Smart Cities
- IoT

PEOPLE

- Skills and Certifications
- Talent Management & Retention
- CIO/CTO in the C-Suite
- Diversity

IT SERVICES

- Cloud Computing
- Data Centres
- CRM/ERP Services
- Edge Computing

FUTURE

- Quantum Computing
- Autonomous Transport
- AR/VR for Enterprise
- Workplace of the Future

SECURITY

- Blockchain
- Data Privacy
- Legal & Compliance
- AI & ML

THE CLOSING BULLETIN

To close out each issue, we give a technology executive the platform to write about one of the industry's burning issues

A LIFE IN TECH

Each month we profile a leading figure in the technology world, exploring their career, their insights and some of the lessons they've learnt along the way

MONTH IN REVIEW

In-depth analysis of one of the month's biggest stories, as well as a round-up of leading tech news, including mergers and acquisitions, funding rounds and high-profile career moves



a flavour OF 2020



ED HOPPITT

VMWare

*Redefining The
Cloud*



JENNIFER DIDONI

Vodafone Business

*Vodafone's big
bet on the edge*



CHARLES EAGAN

BlackBerry

*COVID-19 and
securing cyberspace*



**KATHRYN
BADDELEY**

Cisco

*Staying connected
during COVID-19*



**CHARLES
HOSKINSON**

Ethereum founder

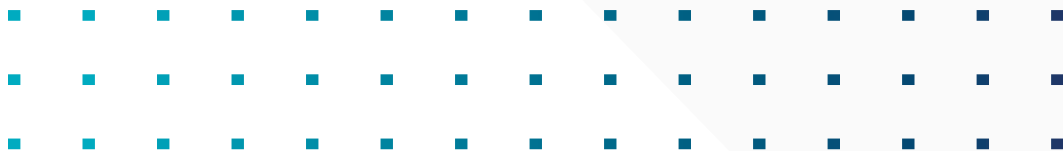
Blockchain for good



SIMON BENNETT

Rackspace

*EMEA CTO on a new
era for Rackspace*



podcasts



The flagship Digital Bulletin Podcast is published every month and presents debate, discussion and interviews on business technology's most important topics. Host Ben Mouncer steers the ship with a panel of guests as they tackle themes around AI, data, blockchain and more.



Are there too many buzzwords in the world of business technology? Fragmented Reality aims to cut through the noise by asking industry leaders for their candid thoughts on some popular - and maybe overused - terms like 'digital disruption', 'blockchain' and 'future of work'.



advertising RATE CARDS

MAGAZINE

POSITION	DPS	PAGE
Inside Front	-	£5,995
Inside View (p.4-5)	£5,995	-
Contents (p.8-9)	£4,995	-
Feature Break	£3,995	£2,995
Back Cover	-	£1,995

WEBSITE + APPLE NEWS LEADERBOARD

£4,495pcm

Site-wide leaderboard, persists in rotation accross desktop and mobile and all Apple News content.

Website

Super leaderboard: 970x90
Initial weight 200,
Max subload 400

Mobile

Smartphone Banner: 350x50
Initial weight 50,
Max subload 100



Apple News

Leaderboard: 728x90
Initial weight 150,
Max subload 300



PODCASTS

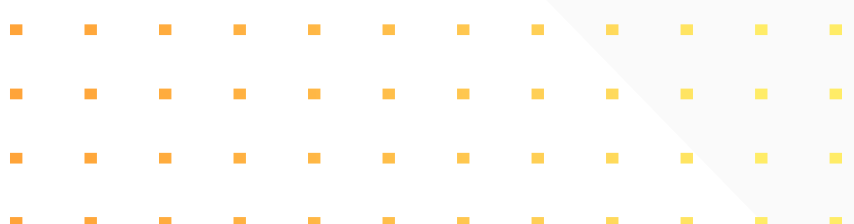
All ad placements in the Digital Bulletin Podcast or Fragmented Reality are baked-in 15-20 second reads hosted in perpetuity. Includes MPU ad, social tagging with promotions and direct mail placement.

The Digital Bulletin Podcast

Fragmented Reality

Both

3 x episodes	£1,495		
6 x episodes	£2,495	£2,495	£4,495



advertising RATE CARDS

MAGAZINE: SELECTED EDITORIAL

TOPIC	DPS	PAGE
Data Intelligence	£8,995	£6,995
Connectivity	£8,995	£6,995
People	£8,995	£6,995
IT Services	£8,995	£6,995
Future	£8,995	£6,995
Security	£8,995	£6,995
A Life in Tech	£6,595	£4,595
The Closing Bulletin	£6,295	£4,595

Choose the best topical fit for your placement. Each article is promoted multiple times across our full range of channels, with links direct to the content in both the magazine and on our website. Every article is interview led and further shared by featured individuals and companies.

Ads can be supplied or designed for you by our in-house team, and can be copy-focused advertorial or designed for visual impact. Your ad placement is designed into the flow of the long-form feature in our magazine format, on our website and into the article on Apple News and Google News.

advertising SPECIFICATIONS

DIGITAL/MPU

WEBSITE: 500x417px
3mm bleed
GIF/JPG/PNG

APPLE: 300x250px
3mm bleed
GIF/JPG

GOOGLE: 300x250px
3mm bleed
GIF/PNG

MAGAZINE

PAGE: 210x297mm
3mm bleed
PDF

DPS: 210x297mm
3mm bleed
PDF



Become customer-first with ECS.

Being customer-first is part technical setup, part mindset and most importantly, the resilience to change.

Sustainability, diversity and customer service will define the successful enterprises of the next decade. But with changing customer behaviour, CX strategies are having to look beyond traditional methods.

Omni-customers leave behind a trail of digital breadcrumbs.

These help you understand why they get in touch and where your CX strategy needs attention. But too few organisations are leveraging this data effectively.

ECS is a digital transformation specialist, trusted by the world's most heavily regulated enterprises. ECS helps you get closer to your customers, gain more value from your data, innovate faster and optimise costs. All with a single, integrated approach.

Green Flag approached ECS to help accelerate the build of their strategic platform - Amazon Connect.

Within months, ECS had pushed the new customer-first platform live. Green Flag now has a completely programmable, cloud-based telephony platform that is responsive to its customers' needs. It has revolutionised how Green Flag does business.

|| ECS played a core role for Green Flag in being able to help us envisage what our telephony capabilities could be and how we enhance our end-to-end customer journey.

Deon Keeling,
Managing Director,
Green Flag

Become customer-first with ECS
enquiries@ecs.com.uk
Transform your CX strategy today
hello@ecs.co.uk



	STANDARD	PREMIUM
Self-authored article	✓	✓
Professionally ghost written		✓
Magazine publication		✓
Digital Bulletin website publication	✓	✓
Apple News publication		✓
Google News publication		✓
Medium publication		✓
Targeted paid media support		✓
Content performance reporting		✓
Launch promotion – Social		✓
12 re-promotions		✓
Subscriber e-mail promotion	✓	✓
Digital Bulletin Podcast Interview		✓
Podcast promotion		✓
Podcast publication to website Spotify, Apple Podcasts, Google Podcasts, Stitcher		✓
	£2,995	£9,995

Discounts available for multiple bookings

thought LEADERSHIP

The Digital Bulletin website and its channels represent an outstanding opportunity to publish first-person thought leadership direct to a niche global audience of very senior technology decision makers.

As standard, individuals and marketers can access the Digital Bulletin audience with contributed content published to our website and supported with organic promotion via social media and via our subscriber newsletter.

Premium Thought Leadership sees us deploy the full weight of our channels, creative talent, distribution expertise and paid-media promotion to ensure fantastic, measurable results.

Contributed content must be written in the first-person and adhere to Digital Bulletin's editorial guidelines.



thought LEADERSHIP

"It can often be hard to find real value in media activities, but the Digital Bulletin team exceeded all our expectations. We were really impressed with the process throughout, the quality of the end product, and the results were fantastic. We encouraged our whole organisation to share it, and they did. We're looking forward to working with the Digital Bulletin team again in the future."

NICK BLOOM, SVP, GLASSWALL SOLUTIONS



title SPONSORSHIP

DURATION & PLACEMENT	HOMEPAGE PLACEMENT	PREMIUM INSIDE COVER ADVERT	PODCAST PRE-ROLLS	MPU PODCAST ADVERTS	PREMIUM THOUGHT LEADER	CO-HOSTED LIVE EVENTS
1 month – £12,995	✓	✓	✓	✓		
3 months – £27,995	✓	✓ 3	✓ 3	✓ 3	✓	
6 months – £46,995	✓	✓ 6	✓ 6	✓ 6	✓ 2	✓
9 months – £65,995	✓	✓ 9	✓ 9	✓ 9	✓ 3	✓
12 months – £83,995	✓	✓ 12	✓ 12	✓ 12	✓ 4	✓ 2

PROMINENT HOMEPAGE PLACEMENT

Custom full-width Leaderboard. Update the design whenever you like.

MPU PODCAST ADS

Prominent placement on all podcast episode pages.

PREMIUM INSIDE COVER

Full-page ad in Digital Bulletin magazine's most sought after position.

PREMIUM THOUGHT LEADERS

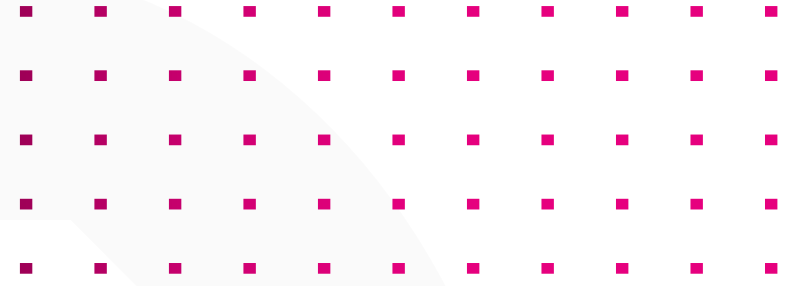
Full-service article publication with paid-media support and reporting.

PODCAST PRE-ROLLS

20" pre-roll sponsor message(s) with both Digital Bulletin and Fragmented Reality podcasts.

CO-HOSTED LIVE EVENTS

Digital Bulletin Live': Panel-based event broadcast live or as live with pre and post promotion."



our CLIENTS

