# Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Introduction to CRN</td>
</tr>
<tr>
<td>7</td>
<td>Audience Profile</td>
</tr>
<tr>
<td>10</td>
<td>Media Solutions</td>
</tr>
</tbody>
</table>
| 14   | Editorial Calendar  
  Online | Print |
| 16   | Contact Us  
  Editorial | Sales & Operations |
| 18   | About The Channel Company |
| 19   | Ad Specs  
  Online | Print |
INTRODUCTION

We are The Channel Catalyst. Backed by more than 34 years of technology channel experience, The Channel Company is the leader in media, events, insights and marketing services for technology vendors, solution providers, and IT professionals.

Our media brand, CRN, is the #1 trusted source for IT channel news, analysis, and insight. The IT channel is our sole focus and passion. We understand the unique challenges facing the partner and vendor ecosystem better than any other media network. That’s why 7x more channel partners* visit CRN.com each month and consume twice as much content as any other channel media site.

More Solution Providers turn to CRN® every day to help solve their challenges and make the right choices for their customers and their own business. Demonstrate your commitment to the channel by creating a presence on CRN in front of a highly engaged audience of 150,000 IT and OT Solution Provider organizations and 1.5 million individuals, eager to consume the latest in business intelligence and technology trends.
CRN editors are at the forefront of channel news, technology trends, business analysis, and competitive research; guiding and advising Solution Providers on the most important IT channel issues. Whether you're trying to reach a broad audience or a subset group, CRN is uniquely positioned to effectively deliver your message through our integrated media platform. Our diverse portfolio of media solutions reach partners in every way they engage including easy-to-consume video and social networking. The CRN network is built to empower Solution Providers every day, which is why:

- 90% Use CRN media
- 84% Say ads in CRN are influential in driving their selling decisions
- 69% Say ads in CRN demonstrate channel commitment
- 76% Of CRN media users read both CRN.com and CRN magazine
- 87% Find CRN an important source when looking for new partnerships
- 87% Agree that channel commitment plays a role in decision to use services
CRN.com is updated constantly by our experienced editorial team with pertinent IT channel news stories, more often than any other IT channel media site. That’s why Solution Providers come to us and stay with us. CRN.com has more than 2.7 million page views on average each month across over 600,000 unique visitors. These visitors stay an average of 5.25 minutes each time they visit the site.

**CRN.com consistently tops the list of sites visited by Solution Providers**

<table>
<thead>
<tr>
<th>Site</th>
<th>Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRN.com</td>
<td>69%</td>
</tr>
<tr>
<td>channelpartnersonline.com</td>
<td>14%</td>
</tr>
<tr>
<td>channelfutures.com</td>
<td>9%</td>
</tr>
<tr>
<td>rcpmag.com</td>
<td>9%</td>
</tr>
<tr>
<td>talkincloud.com</td>
<td>9%</td>
</tr>
<tr>
<td>itchannelplanet.com</td>
<td>9%</td>
</tr>
<tr>
<td>Channele2e.com</td>
<td>9%</td>
</tr>
<tr>
<td>channelprosmb.com</td>
<td>8%</td>
</tr>
<tr>
<td>channelnomics.com</td>
<td>6%</td>
</tr>
<tr>
<td>None of the above</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Actions taken after seeing an ad on CRN.com**

- Visited Supplier Site: 67%
- Forwarded Info to a Colleague: 40%
- Saved the Supplier URL: 45%
- Clicked the Ad to Learn More: 35%
100 People You Don’t Know But Should
Meet the vendor channel executives working tirelessly behind the scenes to put partners in a position to win.

Columns
8 The Final Cut
By Steven Burke
58 On The Record
By Robert Faletra

Features
10 Tech10
Fulfilling the big promises of big data
30 Annual Report Card
Which vendors made the grade with their solution provider partners?
54 Triple Crown
These solution providers have what it takes to be a true ‘partner.’

Corrections: In our August cover story “The Future According to Michael,” it should have stated that Presidio is a $2.8 billion solution provider. Also, in our “Top 100 Executives” feature, it should have stated that Synnex President and CEO Dennis Polk had been in his role for a year and a half.

Cloud Partner Program Guide
Vendors are striving to be as creative as the cloud-savvy partners they’re looking to support. Here are the strategies that new partners and existing relationships with...
AUDIENCE PROFILE

**JOB FUNCTION**
- Owner/Proprietor/Partner: 27%
- C-Level/Corporate Mgmt: 22%
- Technical Mgmt/Staff: 28%
- Sales Mgmt/Staff: 12%
- Marketing Mgmt/Staff: 6%

**CUSTOMER SEGMENTS SOLD INTO**
- Consumer/SOHO: 18%
- Small Business: 33%
- Mid-size Business: 27%
- Enterprise Business: 22%

**REVENUE**
- Less than $1M: 11%
- $1M - $4.9M: 34%
- $5M - $9.9M: 13%
- $10M - $24.9M: 14%
- $25M - $49.9M: 9%
- $50M - $99.9M: 7%
- $100M+: 12%

**AGE**
- 65+: 9%
- 55-64: 27%
- 35-44: 24%
- 45-54: 30%
- 30-44: 9%
- Under 34: 9%
AUDIENCE PROFILE

Current business models:

- VAR (Value Added Reseller): 48%
- Consultant: 42%
- Managed Service Provider: 42%
- Systems Integrator: 31%
- Custom Systems Builder: 14%
- Managed Service Security Provider: 14%
- Hosting Services Provider: 12%
- Application Developer: 11%
- IT Distributor: 9%
- Custom Application Developer: 8%
- Service Provider Agent: 7%
- Retailer/etailer: 7%
- Direct Market Reseller: 5%
- Cloud Broker: 5%
- Digital Marketing Agency: 4%
- ISV: 3%
- Cloud Aggregator /Marketplace: 2%
- None of the above: 2%

Solution Providers identify MSP as their primary or secondary business model*: 50%

Solution Providers identify as 2 or more business models: 89%
AUDIENCE PROFILE

Vertical markets CRN readers are currently doing business in:

- Healthcare: 46%
- Manufacturing: 41%
- Financial/Banking: 37%
- General Services: 37%
- State/Local Government: 33%
- Legal: 32%
- Commercial: 31%
- Retail: 31%
- Non Profits: 31%
- Insurance: 29%
- K-12 Education: 29%
- Construction: 27%
- Hospitality/Entertainment: 27%
- Communications/Telecom: 26%
- Higher Education: 25%
- Transportation/Logistics: 24%
- Architectural/Engineering: 23%
- Energy/Utilities: 22%
- Real Estate: 19%
- Federal Government: 18%
- Distribution: 17%
- Pharmaceuticals: 14%
- Building Automation: 13%
- Agriculture/Farming: 12%
- B2C: 11%
- Connected Home: 10%
- Smart Buildings: 8%
- Public Venues: 7%
- Other: 4%

65% of Solution Provider revenue came from services in 2019*

*2019 IPED Channel Census Study
CRN’s extensive portfolio of media solutions is designed to meet your IT channel goals - thought leadership, brand awareness, partner recruitment, partner enablement, and partner growth.

Addressing channel partners at every step of the journey will help you capture and nurture the right partners at the right time. By providing this critical intelligence, you can advance the partner along their path and gain a competitive advantage.

Establish your company as a trusted IT channel ally and thought leader by providing valuable content that educates channel partners, offers actionable guidance in your area of expertise, and keeps your brand top of mind.
Digital Advertising

Always be visible to current and potential IT channel partners on the website they visit most. Seize this channel marketing opportunity to introduce your company to channel partners as a helpful resource and IT thought leader through CRN’s digital advertising programs.

- Online Display Ads
- Online Video Ads
- Suggested Posts
- Women of the Channel Online

Video

Video content gets higher engagement in the IT channel than anything else online today. Internet users are increasingly more interested in visual content than written content. CRN has many options to expand your influence in the IT channel and engage your audience.

- Custom Options
- Highlight Video
- Interview in a Box
- Partner Event Coverage
- Tech & Brand Focus
- Video Podcast

Request More Information
Digital Events

From on-demand webcasts to large-scale, immersive, virtual IT channel partner conferences, CRN's online event management and marketing services enable technology suppliers to bring a broad audience of channel partners together for interactive training, discussion, channel partner program onboarding, and more.

• ChannelCasts
• Virtual Partner Conferences

Native Advertising

Position your brand as an IT channel market leader by embedding your insights and expertise within the renowned, high-profile framework of CRN.com through a native advertising campaign. Your brand will build editorial validation with high-value content, thought leadership through your social network, and partner lead generation.

• CRN360
• CRN Showcase
• Custom Microsites
• CRN CloseUp
• CRN Learning Centers
• CRN Showcase
• CRN Learning Centers
IT Channel Partner Communications

Position your company as an innovative force in your field and capture mindshare with channel partners by delivering purposeful, relevant content to a targeted Solution Provider audience on the CRN network.

- Account Based Marketing
- Custom Newsletters
- Content Creation and Marketing Services
- CRN Newsletter Sponsorship
- Content Syndication
- Email Marketing
- Social Media Services

Print

CRN Magazine is the most widely read tech publication among IT channel Solution Providers and the go-to print marketing platform for channel marketers, with a circulation of 100,000 qualified partners and a total readership of more than 300,000 including pass-along.

- Advertorials
- CRN Magazine
- Custom Publishing
- Special Issues

Request More Information
## 2020 ONLINE CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>FEATURE COVERAGE</th>
<th>COVERAGE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>CES Coverage*</td>
<td>Jan 6-10</td>
</tr>
<tr>
<td>February</td>
<td>100 Coolest Cloud Vendors &lt;br&gt;Channel Chiefs &lt;br&gt;Managed Service Provider 500 &lt;br&gt;Security 100</td>
<td>Feb 3-5 &lt;br&gt;Feb 11 &lt;br&gt;Feb 18 &lt;br&gt;Feb 24-25</td>
</tr>
<tr>
<td>March</td>
<td>Data Center* &lt;br&gt;CRN Channel Madness* &lt;br&gt;Tech Elite &lt;br&gt;Partner Program Guide (PPG)</td>
<td>Mar 2-4 &lt;br&gt;Mar 18-Apr 6 &lt;br&gt;Mar 23 &lt;br&gt;Mar 30-Apr 1</td>
</tr>
<tr>
<td>April</td>
<td>Internet of Things (IoT) 50 &lt;br&gt;New! Storage 100 &lt;br&gt;Printer Week* &lt;br&gt;Big Data 100*</td>
<td>Apr 6-7 &lt;br&gt;Apr 13 &lt;br&gt;Apr 20-24 &lt;br&gt;Apr 27-May 1</td>
</tr>
<tr>
<td>May</td>
<td>Mobility 100* &lt;br&gt;Women of the Channel &lt;br&gt;Software-Defined Data Center 50*</td>
<td>May 4 &lt;br&gt;May 11 &lt;br&gt;May 18</td>
</tr>
<tr>
<td>June</td>
<td>Solution Provider 500 &lt;br&gt;Cloud Security Week* &lt;br&gt;“Year So Far” Series* &lt;br&gt;Internet of Things Week*</td>
<td>Jun 1 &lt;br&gt;Jun 8-12 &lt;br&gt;Jun 15-Jul 17 &lt;br&gt;Jun 22-26</td>
</tr>
<tr>
<td>July</td>
<td>Emerging Vendors Week &lt;br&gt;Top 100 Executives</td>
<td>Jul 20-24 &lt;br&gt;Jul 27-31</td>
</tr>
<tr>
<td>August</td>
<td>Fast Growth 150 &lt;br&gt;Annual Report Card (ARC) Awards</td>
<td>Aug 3 &lt;br&gt;Aug 16 (XChange Sunday)</td>
</tr>
<tr>
<td>September</td>
<td>Cyber Security Week* &lt;br&gt;Cloud PPG &lt;br&gt;Best States to Start a Solution Provider Business* &lt;br&gt;100 People You Don’t Know But Should</td>
<td>Sept 8-11 &lt;br&gt;Sept 14 &lt;br&gt;Sept 21 &lt;br&gt;Sept 28</td>
</tr>
<tr>
<td>October</td>
<td>ARC Scorecard Results &lt;br&gt;Triple Crown &lt;br&gt;IoT Innovators*</td>
<td>Oct 5 &lt;br&gt;Oct 12 &lt;br&gt;Oct 19</td>
</tr>
<tr>
<td>November</td>
<td>NextGen 250 &lt;br&gt;Tech Innovators &lt;br&gt;“Year in Review” Series*</td>
<td>Nov 2 &lt;br&gt;Nov 9 &lt;br&gt;Nov 30-Dec 27</td>
</tr>
<tr>
<td>December</td>
<td>Product of the Year</td>
<td>Dec 7</td>
</tr>
</tbody>
</table>

[Download](#) the 2020 Editorial Calendar | [Sign Up](#) for List Application Notifications
# 2020 PRINT CALENDAR

<table>
<thead>
<tr>
<th>CLOSE DATE</th>
<th>MATERIALS DUE</th>
<th>ISSUE DATE</th>
<th>VENDOR SPOTLIGHT</th>
<th>PARTNER SPOTLIGHT</th>
<th>TECHTEN</th>
<th>EVENT DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>31-Jan</td>
<td>7-Feb</td>
<td>24-Feb</td>
<td>Channel Chiefs Security 100 100 Coolest Cloud Vendors</td>
<td>Managed Service Providers (MSP) 500</td>
<td>Storage</td>
<td>XChange March 1-3 San Antonio, TX</td>
</tr>
<tr>
<td>20-Mar</td>
<td>27-Mar</td>
<td>13-Apr</td>
<td>Partner Program Guide (PPG) Internet of Things (IoT) 50 New! Storage 100</td>
<td>Tech Elite 250</td>
<td>Mobility</td>
<td>Women of the Channel West May 12-13 Carlsbad, CA</td>
</tr>
<tr>
<td>16-May</td>
<td>22-May</td>
<td>8-Jun</td>
<td>Women of the Channel</td>
<td>Solution Provider 500</td>
<td>Security</td>
<td></td>
</tr>
<tr>
<td>10-Jul</td>
<td>17-Jul</td>
<td>3-Aug</td>
<td>Emerging Vendors Top 100 Executives</td>
<td>Fast Growth 150</td>
<td>Data Center</td>
<td>XChange August 11-13 Phoenix, AZ XChange SLED August 17-18 Phoenix, AZ</td>
</tr>
<tr>
<td>20-Sep</td>
<td>7-Oct</td>
<td>27-Sep</td>
<td>Annual Report Card (ARC) Cloud PPG 100 People You Don’t Know But Should</td>
<td>Triple Crown</td>
<td>Big Data</td>
<td>Women of the Channel Singapore September TBD - Singapore Best of Breed (BoB) October 12-13 Atlanta, GA NexGen Conference October 18-20 Anaheim, CA</td>
</tr>
<tr>
<td>15-Nov</td>
<td>2-Dec</td>
<td>22-Nov</td>
<td>Products of the Year Tech Innovators</td>
<td>Next Gen 250</td>
<td>Cloud</td>
<td>Women of the Channel East December 10-11 New York, NY</td>
</tr>
</tbody>
</table>

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CONTACTS: EDITORIAL

For more than 30 years, CRN editorial coverage has helped Solution Providers make informed decisions and avoid costly pitfalls. CRN is the source they turn to for breaking news, cutting-edge opinion and technical analysis.

From the complexities of industry mergers and economic cycles to the uncertainty of war and business scandals, CRN consistently delivers the insight Solution Providers have come to depend on and trust.

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ABOUT THE CHANNEL COMPANY

The Channel Company enables breakthrough IT channel performance with integrated solutions across our dominant CRN media network, Women of the Channel online community, engaging events, expert consulting, and innovative marketing services. Our advocacy for the channel, along with our historic point-of-view and editorial coverage is the foundation of our trusted relationship with Solution Providers.

As the IT channel catalyst, we connect and empower Technology Vendors, Solution Providers and End Users. Backed by more than 35 years of unequaled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. Through each line of business, we’re able to continually grow our database and in turn, the strength of our database enhances our products and services.
ONLINE AD SPECS

GENERAL INFORMATION

All ads must support asynchronous loading

HTML, Flash, Rich Media
Max File Size: 100K
Animation Time Limit: 15 Seconds
Loop Limit: 3 loops, 15 seconds each

For Video Units:
• Linking URL is required upon submission
• Sound is required to be initiated by user
• Clickable mute button is required
• Close button is required

STANDARD BANNERS

Desktop Footer Ribbon
982x40

Half-Page Ad
300x600

IMU
336x280 or 300x250

Leaderboard (top)
728x90

Mobile Footer Ribbon
320x50

Mobile Top Ribbon
320x50

Text Links
70 Characters

EXPANDABLE BANNERS

Deadlines:
• gif, jpg, HTML - 2 business days before launch
• Flash - 5 business days before launch
• Expanding units are user-initiated either on-mouse over or on-click

Expanded Leaderboard
728x90 expands to 728x300

Mobile Expandable Unit
320x50 expands to 320x480

Ribbon Ad
980x40 expands to 640x480

HIGH-IMPACT BANNERS

Video Half-Page Ad
300x600

Side Curtain Ad
125x600 or 160x600

Video IMU
300x250 or 336x280

SPONSORED POSTS

Title: 76 characters with spaces max
Description: 144 characters with spaces max
Image: 400x400; nothing with text, preferably a small picture or logo
### PRINT AD SPECS

#### Ad Specifications

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-3/4” X 10-1/2”</td>
</tr>
<tr>
<td>Spread</td>
<td>15-1/2” X 10-1/2”</td>
</tr>
</tbody>
</table>

#### FRACTIONALS

<table>
<thead>
<tr>
<th>FRACTIONAL</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Horizontal Spread</td>
<td>15-1/2” X 5-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7-3/4” X 5-1/8”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-5/8” X 10-1/2”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5-1/8” X 10-1/2”</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>7-3/4” X 3-1/2”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-3/8” X 10-1/2”</td>
</tr>
<tr>
<td>1/3 Horizontal Spread</td>
<td>15-1/2” X 3-5/8”</td>
</tr>
<tr>
<td>Island</td>
<td>4-7/8” X 7”</td>
</tr>
</tbody>
</table>

#### GATEFOLD

<table>
<thead>
<tr>
<th>GATEFOLD</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrap</td>
<td>7-1/8” X 10-1/2”</td>
</tr>
<tr>
<td>Spread</td>
<td>14-5/8” X 10-1/2”</td>
</tr>
</tbody>
</table>

### Ad Units

- Full Page
- Half Page Horizontal
- Full Page Spread
- Half Page Spread Horizontal
- 2/3 Page Vertical
- 1/2 Page Vertical
- Island
- 1/3 Page Vertical
- 1/3 Page Spread Horizontal
- 1/3 Page Horizontal
- Gatefold Flap Page
- Gatefold Spread

**Please note:** All ads must contain a 1/2” margin around the live area. For bleed, use 1/8” (excluding island ad unit). Fractional ads (excluding island ad unit) only need a 1/8” bleed on document edges. Crop marks should be outside of the bleed not within the bleed area.