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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 MEDIA

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

- **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

- **69%**
  Say ads in CRN demonstrate channel commitment
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 3.4 million page views on average each month across more than 714,000 unique visitors. These visitors stay an average of 7.5 minutes each time they visit the site.

**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%
CRN MAGAZINE

Feature stories in CRN's bi-monthly magazine and special issues have staying power. Solution Providers not only pass along the magazine, they keep it around to reference over time, giving it a long shelf-life.

3:1

CRN's 100,000 qualified subscribers pass along to at least 3 colleagues = 300,000 receivership

66%

of Solution Providers read CRN magazine

82%

CRN readers go online to investigate companies that they have read about in CRN magazine

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.

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

89% of Solution Providers identify 2 or more business models

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

*2019 IPED Channel Census Study
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 24%
Transportation/Logistics 23%
Architectural/Engineering 23%
Energy/Utilities 22%
Real Estate 22%
Federal Government 19%
Distribution 18%
Pharmaceuticals 17%
Building Automation 14%
Agriculture/Farming 13%
B2C 12%
Connected Home 11%
Smart Buildings 10%
Public Venues 8%
Other 7%

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

*2019 IPED Channel Census Study
ACCELERATE CHANNEL INITIATIVES

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.
MED\ NSData SOLUTIONS

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
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
- CRN CloseUp
- Custom Microsites
- CRN Learning Centers

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
- Virtual Training 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
- Content Creation and Marketing Services
- Content Syndication
- Custom Newsletters
- CRN Newsletter Sponsorship
- 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
## 2020 ONLINE CALENDAR

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

Download the Full 2020 Editorial Calendar | Sign Up for List Application Notifications
# 2020 PRINT CALENDAR

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<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>21-May</td>
<td>29-May</td>
<td>15-Jun</td>
<td>Women of the Channel</td>
<td>Solution Provider 500</td>
<td>Security</td>
<td></td>
</tr>
<tr>
<td>24-Jul</td>
<td>31-Jul</td>
<td>17-Aug</td>
<td>Emerging Vendors</td>
<td>Fast Growth 150</td>
<td>Data Center</td>
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<tr>
<td></td>
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<td></td>
<td>Top 100 Executives</td>
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<td>XChange*</td>
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<td>August 18-19</td>
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<td></td>
<td>10-City Regional Event Series</td>
</tr>
<tr>
<td>11-Sep</td>
<td>18-Sep</td>
<td>5-Oct</td>
<td>Annual Report Card (ARC)</td>
<td>Triple Crown</td>
<td>Big Data</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cloud PPG</td>
<td></td>
<td></td>
<td>Best of Breed (BoB)</td>
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<tr>
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<td></td>
<td>100 People You Don’t Know But Should</td>
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<td>October 12-13</td>
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<td></td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>13-Nov</td>
<td>20-Nov</td>
<td>7-Dec</td>
<td>Products of the Year</td>
<td>Next Gen 250</td>
<td>Cloud</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tech Innovator</td>
<td></td>
<td></td>
<td>Women of the Channel EAST</td>
</tr>
<tr>
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<td>December 10-11, New York, NY</td>
</tr>
</tbody>
</table>

Download the Full 2020 Editorial Calendar | Sign Up for List Application Notifications
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

#### 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

### 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

#### HIGH-IMPACT BANNERS

- **Video Half-Page Ad**
  300x600

- **Side Curtain Ad**
  125x600 or 160x600

- **Video IMU**
  300x250 or 336x280
# PRINT AD SPECS

## Ad Specifications

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
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</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>
<tr>
<td><strong>FRACTIONALS</strong></td>
<td></td>
</tr>
<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>
<tr>
<td><strong>GATEFOLD</strong></td>
<td></td>
</tr>
<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
- 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.