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 MULTICHLANNE 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

<table>
<thead>
<tr>
<th>Country</th>
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<tbody>
<tr>
<td>USA</td>
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<td>UK</td>
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<td>Germany</td>
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<td>India</td>
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<td>Portugal</td>
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<td>France</td>
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<td>Netherlands</td>
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<td>Spain</td>
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<td>Canada</td>
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## 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
Etherium 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

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<tr>
<td>Back Cover</td>
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**WEBSITE + APPLE NEWS LEADERBOARD**

£4,495pcm
Site-wide leaderboard, persists in rotation across desktop and mobile and all Apple News content.

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**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.

<table>
<thead>
<tr>
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<th>The Digital Bulletin Podcast</th>
<th>Fragmented Reality</th>
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<td>6 x episodes</td>
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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

You can take your business anywhere when your data center is ready for anything.

Creating perfect places for your data. That’s Ingenuity for Life.

Your business demands can be unpredictable. But your data center’s performance doesn’t have to be.

With data centers increasingly serving as the digital core to business success, there’s no exception for anything but maximum efficiency, uptime and reliability. We help you take a holistic approach to best optimize your data center. So you have peace of mind that your valuable data assets are protected.

usa.siemens.com/datacenters

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.

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

"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 journeys."

Dean Keeling, Managing Director, Green Flag

Become customer-first with ECS.

omnicustomer.co.uk

Become customer-first with ECS.

Transform your CX strategy today
hello@ecs.co.uk
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.

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<td>Podcast publication to website Spotify, Apple Podcasts, Google Podcasts, Stitcher</td>
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£2,995  £9,995

Discounts available for multiple bookings
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

<table>
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<th>Homepage Placement</th>
<th>Premium Inside Cover Advert</th>
<th>Podcast Pre-Rolls</th>
<th>MPU Podcast Adverts</th>
<th>Premium Thought Leader</th>
<th>Co-Hosted Live Events</th>
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**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.

**Podcast Pre-Rolls**
20” pre-roll sponsor message(s) with both Digital Bulletin and Fragmented Reality podcasts.

**Premium Thought Leaders**
Full-service article publication with paid-media support and reporting.

**Co-Hosted Live Events**
Digital Bulletin Live: Panel-based event broadcast live or as live with pre and post promotion."
our CLIENTS