

2018 MEDIA KIT



**Your Direct Path to Indirect
Sales Strategies**

CHANNEL VISION
magazine

Marketing Partners

Due to its vast scope and scalability, the indirect channel is an increasingly important distribution strategy for a converging and convulsing telecom and IT landscape. ChannelVision's bi-monthly magazine (along with its Web site, digital properties and events) is a direct conduit to the array of indirect distributors serving telecom/IT decision makers. Each issue puts your message in front of nearly 20,000 telecom agents, IT VARs, MSPs and integrators, as well as other types of channel distribution partners, selling all manner of voice, data, access, managed and business services.

To make sure your message gets seen, ChannelVision surrounds it with relevant and compelling editorial that avoids the over-covered, looks beyond the hype and filters out some of the noise – a leveling perspective that also proves important within this ever-evolving business environment.

As much as 80 percent of SMB technology spending continues to move through indirect channels

Coverage Areas

Emergent

Short articles, fast facts and infographics covering hot topics, leading-edge technologies and emerging developments that are likely to impact the channel landscape

International Agents

Partner opportunities on a global scale

At Your Service: XaaS

Covering the on-demand IT world (SaaS, PaaS, IaaS)

Core Communications

The latest in telephony and communications services

Mobile & Wireless

Untethered updates and research relevant to the channel

Zettabytes

Wholesale bandwidth, fiber maps, big pipe connectivity and how it is being used (IoT, M2M, video, big data.)

Cyber Patrol

IT security and the channel

Virtual Realities

SDN/NFV and the virtualization of networks and resources

Channel Management

B2B sales and marketing strategies; partner management

Buyer's Side

Surveys and research on the changing plans, needs and behaviors of telecom/IT decision makers

Customer Wins

Briefs on big wins, big deals and case studies

ICYMI

Random channel news bytes, new hires and new products



Circulation

ChannelVision magazine has a controlled circulation of 30,300 providers and indirect distributors of communications, network, IT and cloud-based business services.

Telecom Agents/Dealers	10,250
IT VARs & MSPs	10,150
Carriers & Network Service Providers (NSPs)	9,900
Total	30,300

Issue Dates

2018 Issues	Bonus Distribution*
January/February	CVx @ IT EXPO; Mobile World Congress; PTC; NTCA; Enterprise Connect; WISPAmerica
March/April	ChannelPartners; RSA Global; IP Visions; Network Interop
May/June <i>(Master Agent Directory)</i>	Telecom Exchange
July/August	CompTIA; Prepaid Press
September/October	ChannelPartners; INCOMPAS; WISPAPALOOZA; CTIA/GSMA; CCA
November/December <i>(2018 Annual Partner Directory)</i>	CVx @ IT EXPO; PTC

*Bonus distribution is subject to change as all show dates were yet to be announced upon publication

2018 Rate Card*

Black & White	1x	3x	6x
Full Page	\$6,400	\$6,100	\$5,600
1/2 Page	\$5,100	\$4,800	\$4,400
1/3 Page	\$4,400	\$4,000	\$3,800
1/4 Page	\$3,800	\$3,400	\$3,200
1/6 Page	\$3,100	\$2,800	\$2,500

*Additional charges for Premium Positions may apply

Four-Color

- Four-color add \$1,600 to black and white prices. • Process red, blue or yellow add \$1,000 per color.

2018 Email Blast Rates

1x	3x	6x	12x	24x
\$1000	\$700	\$500	\$350	\$250

2018 Web Advertising Rates

Positions	Pixels	6 Months	12 Months
Background Banner	2,553 x 1,055	\$3,000	\$2,500
LeaderBoard (1)	468 x 60	\$2,500	\$2,000
LeaderBoard (2)	468 x 60	\$2,100	\$1,800
1st Position	150 x 150	\$2,000	\$1,500
2nd Position	150 x 150	1,700	\$1,300

More than two-thirds of ChannelVision readers are “feet on the street” telecom and IT channel partners



2021

Material Specifications

MATERIALS

Printing: Heat-set Web offset process, CMYK (Only)
 Trim size: 8 1/8 x 10 7/8
 Binding: Saddle-stitched
 Columns: up to 3 to a page

Please note: Due to variances in the web press, please be sure the live area of your ad is at least a 1/4-inch from the trim.

Files can be emailed to miki@bekabusinessmedia.com or sent via ftp. Contact Miki Taka for ftp address and info.

Single file formats are the preferred methods for ads. High Res PDF, EPS or Image files such as Tif and Jpeg. We can also accept Indesign, please include all fonts and graphics at 300dpi x physical size Note that we use a CMYK color process.

CLOSING

Beka Business Media must receive advertising materials by the materials date published in CHANNELVISIONS Calendar. Copy to be typeset or designed by Beka Business Media must be received 30 days prior to cover date. If Beka Business Media has not received copy or negatives prior to press time, it may elect to substitute available materials and previously run advertisements in their place. Cancellations not accepted unless received 60 days prior to cover date in writing. Cover date is the 1st of the month stated on the issue and in the advertising agreement unless otherwise specified.

DIMENSIONS

	(W x H)
2pg spread w/bleed	16 1/2 x 11 1/8 Trim = 16 1/4 x 10 7/8
Full Page Bleed	8 3/8 x 11 1/8 Trim = 8 1/8 x 10 7/8
1/2 Page (Two columns)	4 5/8 x 7 3/8
1/2 Page (Horizontal non-bleed)	7 x 4 7/8
1/3 Page (Vertical)	2 1/4 x 10
1/3 Page (Two columns)	4 5/8 x 4 7/8
1/3 Page (Horizontal)	7 x 3 1/4
1/4 Page (Vertical)	3 5/8 x 4 7/8
1/6 Page (Vertical)	2 1/8 x 4 7/8

