

# PRINT **IT** RESELLER

[www.printitreseller.uk](http://www.printitreseller.uk)

**MEDIA PACK 2020/21**

## Forward Thinking

*Print.IT Reseller* is both a magazine and online resource for the IT Reseller and MFP channel, published by Kingswood Media which has over 20 years' experience in publishing titles and websites covering the office and technology markets, including *Technology Reseller* and end user publications *Business info*, *Managed.IT* and *P2P*.

Our mission is to bring information on new products, services and market developments to IT resellers, MFP dealers, printer suppliers and online sales specialists to help them meet their customers' needs, make informed purchasing decisions and generate new sales opportunities for their businesses.

Prior to *PITR*'s launch in 2012 there was not a dedicated printed resource for this community. *Print.IT Reseller* magazine meets the needs for IT resellers, dealers, manufacturers, software suppliers, solutions providers and distributors who want to know all the latest news, developments, offers and trends in this lucrative technology reseller channel.

*Print.IT Reseller* is more than just a magazine. With print, digital and online editions as well as regular e-newsletters, we can ensure we get the right information to the right audience in the format they prefer instantly.

### Target audience

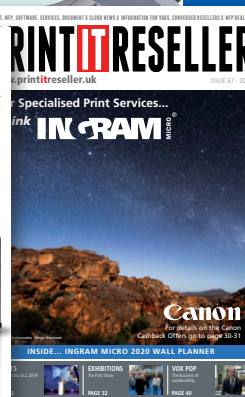
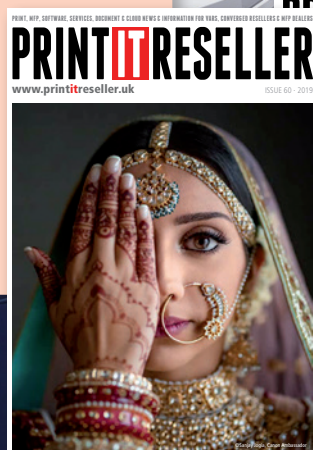
- Value added Resellers
- Computer Retailers
- Network Resellers
- Printer Suppliers
- MFP Dealers
- Office Equipment Resellers
- Distributors
- Document Management Specialists

### USPs

- *Print.IT Reseller* is the only dedicated Print, MFP & solutions magazine for the channel
- *Print.IT Reseller* is a business tool that enhances the revenue opportunities of the IT reseller professional
- *Print.IT Reseller* is a precisely targeted vehicle for reaching your industry's top performers
- *Print.IT Reseller* contains essential news and information for VARs, integrators and converged resellers

Use *Print.IT Reseller* to inform the channel how you can help them increase sales and grow business in the following areas:

- Printers & MFPs
- Servicing & Support
- Consumables
- Software
- MPS
- Cloud
- Green Print
- Scanning



## Contact **PRINT IT RESELLER** SALES

Sales Manager  
Martin Jenner-Hall  
07824 552116  
[martin@printitreseller.uk](mailto:martin@printitreseller.uk)

Sales Director  
Ethan White  
01732 759725  
[ethan@printitreseller.uk](mailto:ethan@printitreseller.uk)

## PUBLISHING

Print Subscription  
[Register@printitreseller.uk](mailto:Register@printitreseller.uk)  
01732 759725

Publisher  
Neil Trim  
[neil@printitreseller.uk](mailto:neil@printitreseller.uk)  
01732 759725

## SOCIAL MEDIA/WEB

Social Media/Web Manager  
John Peters  
07711 204011  
[john@printitreseller.uk](mailto:john@printitreseller.uk)

## EDITORIAL

Editor  
James Goulding  
07803 087228

[jamesg@printitreseller.uk](mailto:jamesg@printitreseller.uk)

Art Editor  
Nick Pledge  
[nick@binfo.co.uk](mailto:nick@binfo.co.uk)

**KingswoodMedia**

*Print.IT Reseller* has an edition reach in print and digital formats of over 10,000.

## Readership overview

*Print.IT Reseller's* unique circulation targets over 10,000 IT resellers, MFP dealers VARs, system integrators, solution providers and traditional office equipment dealers that derive revenue from Print, Document, Scanner & Copier hardware, software and services.

*PITR's* readership focus is on senior level management including managing directors, owners, directors and partners in key reseller organisations, along with influential employees that facilitate the sale and set-up of products and services to their customers and clients.

Our readers range across all the key reselling groups, including manufacturers and distributors, UK dealer groups and small independent IT companies.

*PITR's* magazine and website readership has grown at a phenomenal rate via our online registration option, along with our participation at a number of key UK and European IT prestigious events where we are proud to be media partners.

## Editorial philosophy

*Print.IT Reseller's* editorial content is a lively mix of news, features, technical briefings, sales guides and high-level executive interviews, available in print, online and in an electronic magazine. Our aim is to provide print, MFP & Software resellers with the information they need to maximise revenue from existing and new business opportunities; and to give vendors and distributors an Additional means of engaging with the reseller community.

At a time of great change in the IT industry, *Print.IT Reseller* aims to give readers the insight and inspiration needed to prosper whether their background is in IT, copiers, printers or software services & supplies.

[www.printitreseller.uk](http://www.printitreseller.uk)



## MAGAZINE FREQUENCY

**Monthly** (10 issues per annum)  
 (With all issues available online for viewing or downloading 365 days a year)

## PRINT IT RESELLER

### MAGAZINE RATECARD

Front cover package:	£4,000
DPS:	£3,000
A4 Page:	£2,000
1/2 Page:	£1,500
1/4 Page:	£ 900

### Inserts:

From £300 per 1,000  
 (Price dependent on weight – min. order value £750)

**Series package discounts available – please call**

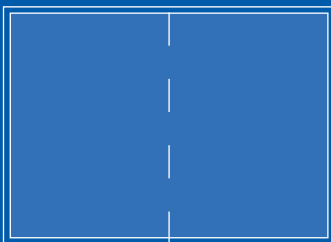


## Printed & Online.

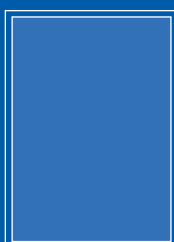
*Print.IT Reseller* is available as a printed magazine mailed to UK places of business & in an online version sent via email, social media & online download via the [www.printitreseller.uk](http://www.printitreseller.uk) website. The digital version is accessible 365 days a year, updated daily with information essential to the IT reseller community.

## TECHNICAL SPECIFICATIONS

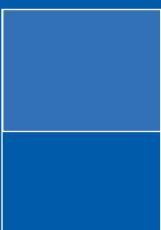
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 Trim 297 x 420mm



**Full page**  
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 Trim 297 x 210mm



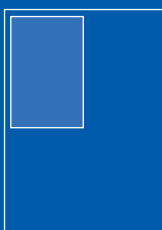
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**Half page**  
 Vertical Trim  
 297 x 90mm



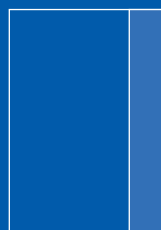
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**Strip**  
 Horizontal  
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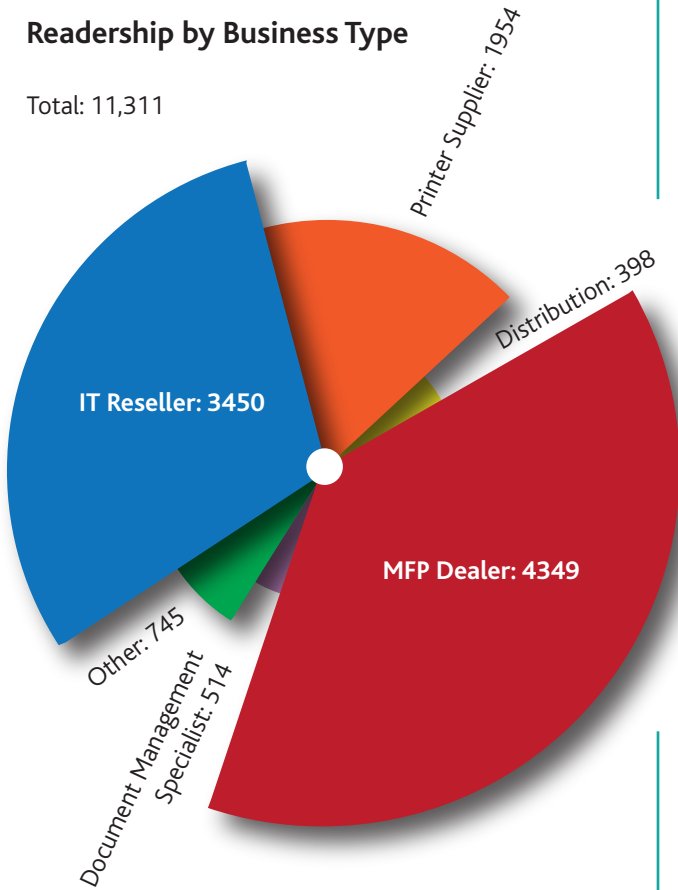
**Strip**  
 Vertical  
 297 x 50mm



Other titles published by **KingswoodMedia** include: – For more information on our magazines visit [www.binfo.co.uk](http://www.binfo.co.uk)

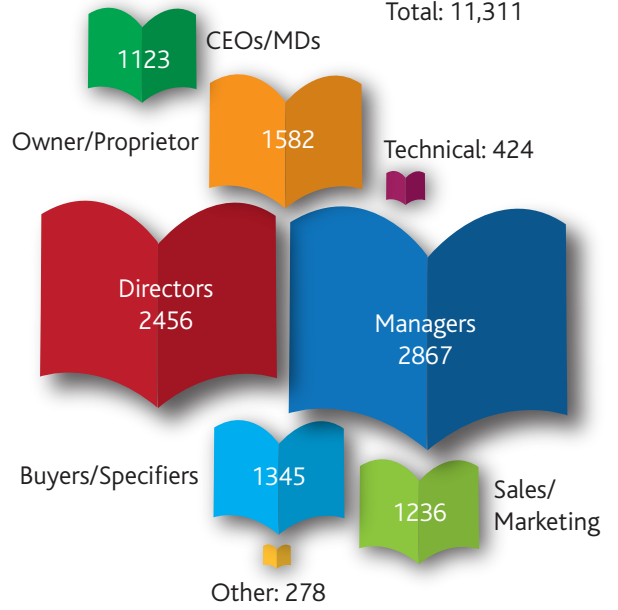
**Readership by Business Type**

Total: 11,311



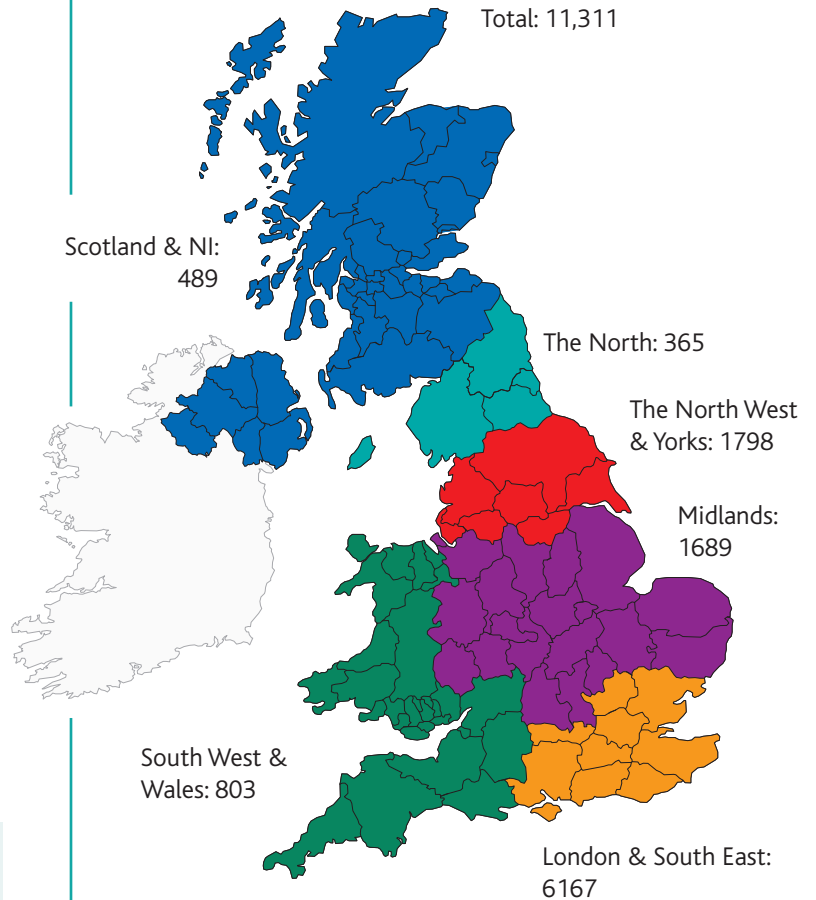
**Readership by Job Title**

Total: 11,311

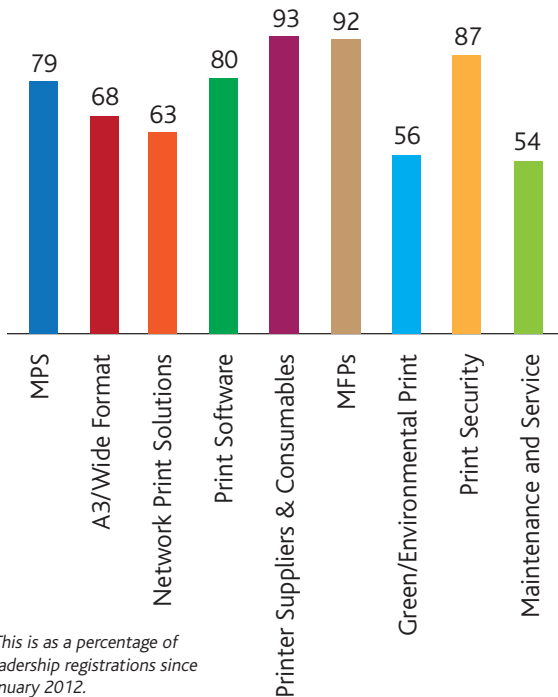


**Geographical Breakdown of Readership**

Total: 11,311



**Products & Services offered by Readers by %\***



\*This is as a percentage of readership registrations since January 2012.

**Website statistics**

**750 to 850k** Average Monthly range of Banner Impressions

Average Monthly range of Banner Clicks **450 to 700**

**350 to 750** Average 6 Monthly range of Post/Story views

## HOME/GENERAL PAGES

**PRINTITRESELLER**

**1** Lorem ipsum dolor sit  
Consectetur adipiscing elit. Aenean interdum libero sed laoreet consectetur. Phasellus egestas ex vel quam tincidunt, non viverra lectus bibendum. Proin consectetur urna a dictum posuere. Nullam ante sem, dapibus eu mollis et, sodales vel ex. Mauris fringilla porttitor aliquam. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam erat volutpat.

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**Print.IT Reseller E-Newsletter**  
Online monthly stories (up to 300 words + image) and recent Social Media posting from £300 per issue

## E-NEWSLETTER BANNERS

**Horizontal Banner:** @ £300 per month or £3000 for the year (12 issues).  
Spec 728 x 90 pixels (w x h)

**Side Banner:** @ £250 per month or £2500 for the year (12 issues)  
Spec 250 x 300 pixels (w x h)

**HTML's**  
Bespoke HTMLs can be sent to our database of readers at a cost of £1250 per HTML mailing.



## ONLINE ADVERTISING OPTIONS

**1 Site Horizontal Banner:** @ £550 per month or £1500 for 3 months. This is a rotating Banner with up to 7 advertisers running throughout the site.  
Spec 728 x 90 pixels (w x h)

**2 Site Side Banner** @ £450 per month or £1200 for 3 months. This is a rotating Banner with up to 5 advertisers running throughout the site.  
Spec 250 x 300 pixels (w x h)

**3 Skyscraper/Tower Side** @ £750 per month or £1800 for 3 months. This is a rotating Banner with up to 5 advertisers running throughout the site.  
Spec 250 x 600 pixels (w x h)

*With an annual package you can change the banner on a monthly basis through the year. We post on average 60 new stories per month.*

## SPECIAL POSITIONS

**4 Top & Bottom Horizontal Banner:** @ £1000 per month or £2500 for 3 months. This is a rotating Banner with up to 3 advertisers running throughout the site.  
Spec 1517 x 188 pixels (w x h)

**5 Pop-up Banner:** @ £1750 per month. This banner will pop-up on every page of the website for a 5-7 second period. (This may also rotate with up to 2 other banners)  
Spec 900 x 600 pixels (w x h)

*We can also offer bespoke banner sizes in some slots*

**Wallpaper/Background Site Take Over**  
from £2950 per month

Includes 2 side banners solus and a shared revolving top banner for the month it appears. (Special spec sheet available for this unique position)



Other titles published by KingswoodMedia include: – For more information on our magazines visit [www.binfo.co.uk](http://www.binfo.co.uk)