



# // MEDIA KIT 2021 //



Providing technology intelligence for smart SMEs

# ABOUT LYNCHPIN MEDIA



ynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision makers in Europe, the Middle East, Africa, APAC and North America. We have a growing database of over 2.1 million global IT decision makers.

Our ethos is based around intelligence obtained from targeted campaigns. By

understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.

Based in the United Kingdom, Lynchpin Media is also an international publisher that has a wealth of experience delivering global campaigns on behalf of clients. Our integrated campaigns provide exposure and quality leads that can be nurtured and deliver organisations a genuine 'Return On Investment'.

## OUR BRANDS

### *Intelligent CIO*

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers, and their management of people and partners.

### *Intelligent CISO*

Our global cybersecurity brand targeted at the EMEA, APAC and North America enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while

deciding where to prioritise investment for their businesses.

### *Intelligent Data Centres*

Designed to bring the latest news and trends to the EMEA, APAC and North American data-centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end user.

### *Intelligent Tech Channels*

Aimed at the EMEA, APAC and North America vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.



## WHAT WE DO



BY UNDERSTANDING OUR AUDIENCE WE ARE BETTER INFORMED TO ADVISE OUR CLIENTS AND HELP FORECAST MARKET TRENDS.

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements. In a nutshell, we:

- **Create** original, thought leading content
- **Engage** senior IT and business leaders globally
- **Deliver** powerful campaigns and targeted leads

# ABOUT INTELLIGENT SME.TECH

**I**ntelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC and North America.

As digitalisation sweeps across the globe, SMEs have more opportunities than ever to use technology solutions that enable them to scale and deliver positive customer experiences. But this is not without its challenges, as SME business leaders have fewer resources and less available budget than their enterprise counterparts which

means navigating the technology landscape can be difficult. Throw in the added problem of increased cyberthreats and malicious actors, and it can be hard to know where to channel investment. Intelligent SME.tech aims to bridge this gap, offering unparalleled advice to the SME community and guiding SME business leaders with thought leadership, industry expertise, knowledge sharing and practical platforms. With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.



AS DIGITALISATION SWEEPS ACROSS THE GLOBE, SMES HAVE MORE OPPORTUNITIES THAN EVER TO USE TECHNOLOGY SOLUTIONS THAT ENABLE THEM TO SCALE AND DELIVER POSITIVE CUSTOMER EXPERIENCES.

# EDITORIAL SECTIONS

## LATEST UPDATES:

News affecting you and your business



## LATEST INTELLIGENCE:

Whitepapers from industry experts



## INDUSTRY UNLOCKED:

A set feature focused on a specific industry vertical



## TECH TRENDS:

Research and new technology trends affecting SMEs



## FEATURE 2:

A feature set in accordance with the editorial calendar



## INFOGRAPHIC:

A graphic which highlights key research findings or talking points in an accessible manner



## END-USER INSIGHT:

A case study or profile feature showcasing how an SME has used a specific technology or strategy for business benefits



## EDITOR'S QUESTION:

Every month, we pose industry experts a question pertinent to the issues of the day



## INTELLIGENT SECTION:

Covering finance, sales & marketing, customer experience and HR solutions



## PREDICTIVE INTELLIGENCE:

Thought leadership from an industry executive



## REGIONAL ROUND-UP:

An update of news from around our regions, including Africa, APAC, Europe, the Middle East and North America



## FEATURE 1:

A feature set in accordance with the editorial calendar



## SCALING UP:

Insight into how SMEs are using technology to scale, featuring success stories from across the regions



## EXPERT PROFILE:

A discussion with either a vendor or customer, offering key advice for SMEs



We hope you enjoy the magazine and if you'd like to contribute to any future issues, please do not hesitate to contact [jess@lynchpinmedia.co.uk](mailto:jess@lynchpinmedia.co.uk)

# FEATURE LIST 2020/21



**PLAN YOUR PR** and marketing activities with *Intelligent SME.tech*. Our editorial calendar enables partners and clients across EMEA, APAC and North America to align their key messaging with

upcoming features. Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.



<p><u>NOVEMBER 2020</u></p> <p><b>FEATURE 1</b> Infrastructure</p> <p><b>FEATURE 2</b> Business Continuity</p> <p><b>INDUSTRY UNLOCKED</b> Aviation</p>	<p><u>DECEMBER 2020</u></p> <p><b>FEATURE 1</b> Customer experience</p> <p><b>FEATURE 2</b> Data security</p> <p><b>INDUSTRY UNLOCKED</b> Banking and finance</p>	<p><u>JANUARY 2021</u></p> <p><b>FEATURE 1</b> 2021: Technology priorities</p> <p><b>FEATURE 2</b> Business analytics</p> <p><b>INDUSTRY UNLOCKED</b> Retail</p>
<p><u>FEBRUARY 2021</u></p> <p><b>FEATURE 1</b> Digital Transformation</p> <p><b>FEATURE 2</b> EMEA regional focus</p> <p><b>INDUSTRY UNLOCKED</b> Hospitality</p>	<p><u>MARCH 2021</u></p> <p><b>FEATURE 1</b> Cloud management</p> <p><b>FEATURE 2</b> ERP</p> <p><b>INDUSTRY UNLOCKED</b> Education</p>	<p><u>APRIL 2021</u></p> <p><b>FEATURE 1</b> Skills and training</p> <p><b>FEATURE 2</b> CRM solutions</p> <p><b>INDUSTRY UNLOCKED</b> E-commerce</p>
<p><u>MAY 2021</u></p> <p><b>FEATURE 1</b> Storage solutions</p> <p><b>FEATURE 2</b> APAC regional focus</p> <p><b>INDUSTRY UNLOCKED</b> Government</p>	<p><u>JUNE 2021</u></p> <p><b>FEATURE 1</b> AI</p> <p><b>FEATURE 2</b> Email security</p> <p><b>INDUSTRY UNLOCKED</b> Telecommunications</p>	<p><u>JULY 2021</u></p> <p><b>FEATURE 1</b> Remote working</p> <p><b>FEATURE 2</b> North America regional focus</p> <p><b>INDUSTRY UNLOCKED</b> Manufacturing</p>
<p><u>AUGUST 2021</u></p> <p><b>FEATURE 1</b> Cybersecurity</p> <p><b>FEATURE 2</b> HR solutions</p> <p><b>INDUSTRY UNLOCKED</b> Construction and real estate</p>	<p><u>SEPTEMBER 2021</u></p> <p><b>FEATURE 1</b> Security planning on a budget</p> <p><b>FEATURE 2</b> Sales and marketing tools</p> <p><b>INDUSTRY UNLOCKED</b> Transport</p>	<p><u>OCTOBER 2021</u></p> <p><b>FEATURE 1</b> Accounting software</p> <p><b>FEATURE 2</b> Collaboration</p> <p><b>INDUSTRY UNLOCKED</b> Legal services</p>

# AUDIENCE BREAKDOWN

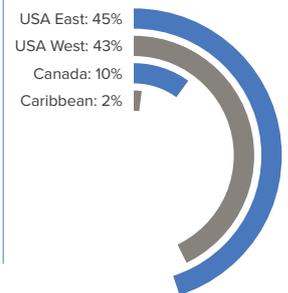
**S**MEs are the backbone of economies across the globe. According to The World Bank, they represent about 90% of businesses and more than 50% of employment worldwide. So, it goes without saying that they're incredibly important. Each country has its own definition of what constitutes a small and medium-sized enterprise but it is based on revenues, assets or a number of employees below a certain threshold. The World Bank said that formal SMEs contribute up to 40% of national income (GDP) in emerging economies and these numbers are significantly higher when informal SMEs are included.

As Digital Transformation ramps up, it will provide many opportunities for SMEs to grow and innovate. Intelligent SME.tech provides the SME community in EMEA, APAC and North

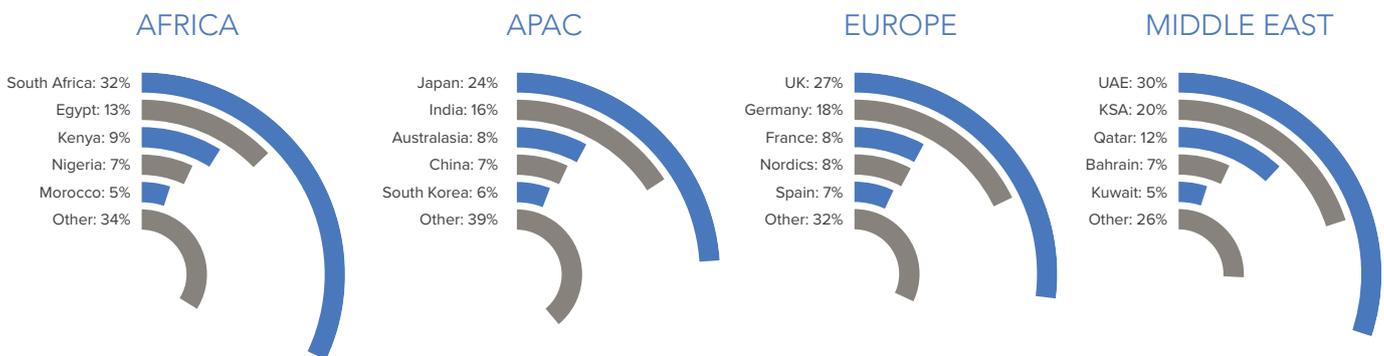
America with the latest news, thought leadership, industry expertise and knowledge sharing to help enterprises make informed decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them.

It is our unparalleled understanding of this audience which enables Intelligent SME.tech to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience. Intelligent SME.tech aims to reach out to the wider team at SMEs, as we understand how important it is to work together to ensure future goals become a reality. Intelligent SME.tech provides an integrated platform that reaches this audience.

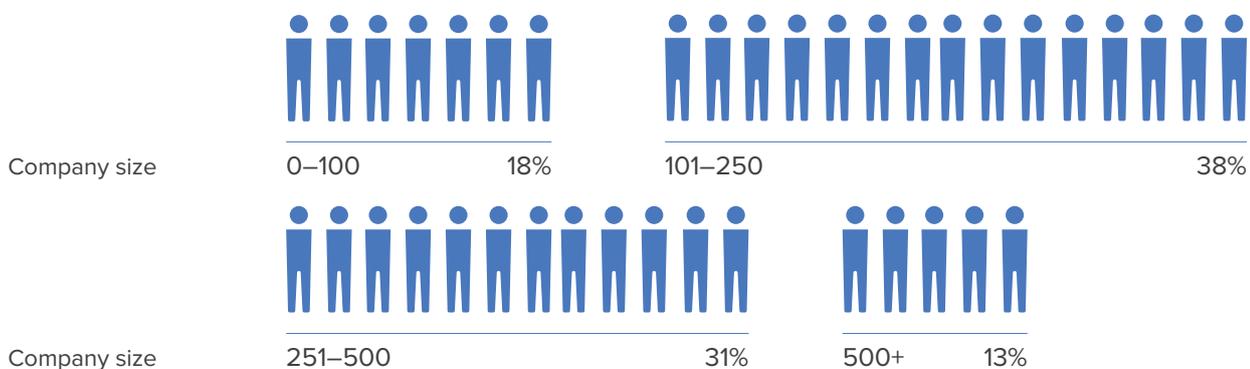
## NORTH AMERICA



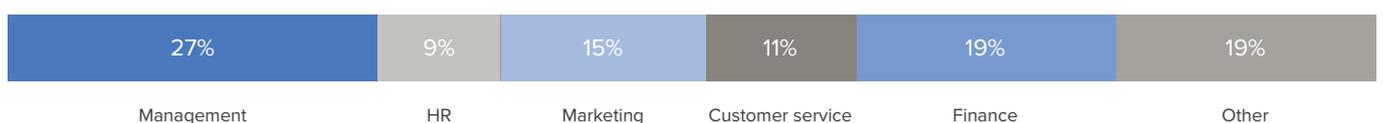
## AUDIENCE % BY REGION



## AUDIENCE NUMBER (Each person represents 10,000 people)



## AUDIENCE NUMBER BY JOB FUNCTION



# WORKING WITH INTELLIGENT SME.TECH

## SOLUTIONS

### Brand awareness

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.

### Content creation and marketing

Creating and promoting high-quality content delivered across all platforms of our 'intelligent' brands.

### Customer publishing

Our expert editorial team create bespoke, multimedia customer publications.

### Events

Create a variety of events, of any size, to promote face-to-face engagement.

### Intent-based marketing

Targeted campaigns using client content to generate industry insight and generate targeted leads.

### Account-based marketing

Targeting leads from a specific set of accounts provided by the client.

### BANT qualification

Obtain specific information from targeted leads with additional data collection.

### Inside sales and telemarketing support

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.



DEDICATED REGIONAL MAGAZINES AND WEBSITES OFFER A WEALTH OF ADVERTISING AND AWARENESS OPPORTUNITIES.

## STRATEGIC CONTENT SERVICES

### Our team can help client content stand out from the crowd.

#### Customer case studies

Customer case studies will feature on the magazine cover across print and digital editions, as well as on our social media channels.

#### Case study licensing

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.

#### Vendor cover stories

Through our vendor cover stories, clients will be positioning themselves as thought leaders in their field.

#### Content creation: print, digital and video

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.

#### Supplements and e-books

We can build bespoke packages around individual requirements and promote content across all channels.

#### Virtual interviews

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.

#### Webinars

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.

#### Technology event coverage

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.



WE CREATE AND SHARE OUR CLIENTS' CONTENT ACROSS OUR PUBLICATIONS BEFORE PUTTING IT INTO A FORMAT THEY CAN USE FOR THEIR OWN MARKETING PURPOSES.



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