

# 8020 EUROPA

The magazine for the directors of Europe's top channel companies



## ‘Surviving and prospering in 2009’ Special January Issue

### About IT Europa:

IT Europa is the leading provider of strategic business intelligence, news and analysis on the European IT marketplace and the primary channels which serve it.

We publish newsletters and database reports that provide accurate, authoritative, objective and up-to-date information and enable vendor and channel organisations to increase efficiency and gain competitive edge.

### 8020 EUROPA positioning:

8020 EUROPA is designed to help the directors of Europe's top channel companies understand the business opportunities available to them.

8020 EUROPA content provides its audience with examples of best practice and advice to help them build successful businesses.

**8020 EUROPA is the only pan-European channel publication that enables advertisers to reach the top decision makers of the top IT companies in 40 countries across Europe.**



8020 EUROPA provides the directors of Europe's top ICT channel companies, who between them supply 80% of all the IT solutions in Europe, with up-to-date news, features and analysis on the marketplace they operate in.

### The January 2009 special issue of 8020 EUROPA:

#### Surviving and Growing in 2009

The forecasts for the European economy for 2009 are that it will be a tough year with many countries facing challenging times.

This special issue of 8020 EUROPA will identify those challenges and attempt to show Europe's IT channel how to navigate its way through 2009 and come out more prosperous and in a better overall financial state.

We will interview experts from governments, financial organisations and the IT industry to get a clear picture what is likely to happen during 2009 and where IT channel companies should focus if they are to both survive and prosper.

#### Channel options and partners

The second part of this special issue will look at how the channel can help itself and partner with vendors and distributors to make themselves recession proof.

We will look at some key technology areas which will be less affected by the downturn, identify market segments and software applications where demand will still be high and look at the right business models to adopt.

In particular we will look at partnerships and collaboration both between channel companies and with vendors and distributors.

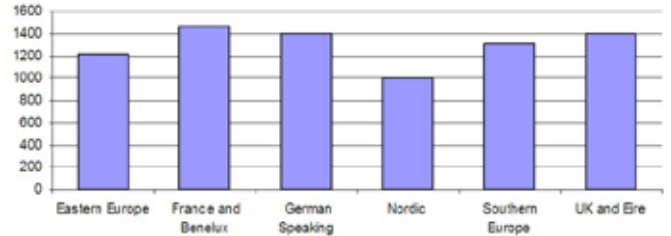
**The January 2009 issue of 8020 EUROPA will be the best opportunity for suppliers to promote channel messages to Europe's elite community. 8020 EUROPA is offering special supplement and advertising opportunities for this issue to enable you to maximise your marketing messages.**

## The only pan-European ICT channel publication Circulation 20,000

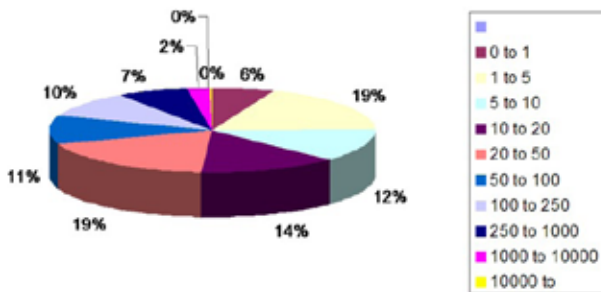
Contacts by job function



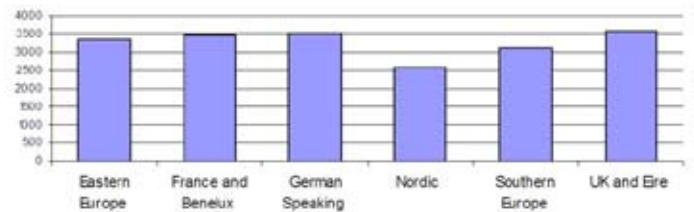
Companies by Region - 8,203



Turnover in Millions \$ - 8,203 Companies



Contacts by Region



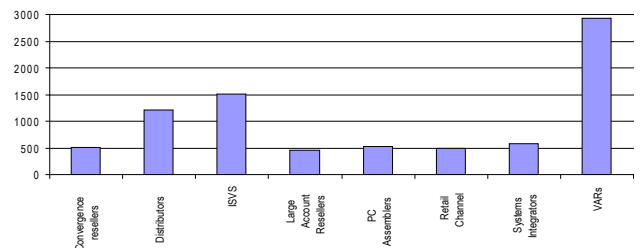
### Reaching the Key Decision Makers in the channel in the following countries:

- |                |             |
|----------------|-------------|
| Albania        | Latvia      |
| Austria        | Lithuania   |
| Belarus        | Luxembourg  |
| Belgium        | Macedonia   |
| Bosnia         | Malta       |
| Bulgaria       | Netherlands |
| CIS            | Norway      |
| Croatia        | Poland      |
| Cyprus         | Portugal    |
| Czech Republic | Romania     |
| Denmark        | Russia      |
| Estonia        | Serbia      |
| Finland        | Slovakia    |
| France         | Slovenia    |
| Germany        | Spain       |
| Greece         | Sweden      |
| Hungary        | Switzerland |
| Iceland        | Turkey      |
| Ireland        | UK          |
| Italy          | Ukraine     |

### Reaching the Key Decision Makers in the following channels:

- Convergence Resellers
- Corporate resellers
- Distributors
- ISVs
- PC Manufacturers / Assemblers
- Solution VARs
- Systems Integrators
- Retailers

Channel Type



**8020 EUROPA will be distributed to over 20,000 subscribers in over 8,000 companies.**

## January 2009 Content

### European Market 2009

There will be a series of articles looking at the current status and at different aspects of the European ICT market.

We will focus on what is happening overall in Europe and at individual regions and market sectors.

We will look at what the forecasters are predicting and highlight those areas that offer the greatest opportunity.

There will be sections including:

#### **News & analysis**

A round up of recent industry news and comment on its implications

#### **Channel Perspective**

Comment/views of major channel players on the evolution of the European ICT market and how well prepared it is for the coming year.

#### **Financials**

What is really happening in the economies of Europe and the implications for market segments and for credit for IT companies.

What are governments and financial institutions doing to help drive growth and are they offering any specific help to the IT industry.

#### **Mergers & Acquisitions**

We look at recent M&A and its implications on the channel landscape.

Also how do you set your business up to maximise its value when buying or selling and what are potential purchasers looking for and where are the bargains likely to come.

### Special Features

If 2009 is going to be a challenging time for the IT channel in Europe how should they respond.

This series of special feature articles will look at a number of ways that they can ride out 2009 and emerge with a healthier business.

#### **Hot Technologies**

Many of the new technology areas will not be adversely affected by any downturn in the economy because they offer organisations the opportunity to save money, become more efficient or more competitive.

#### **Data management**

Exponential growth in data is fuelling not just storage equipment sales but also solutions that provide better management of data and more efficient usage of storage resources.

This feature will look at all the market drivers that are fuelling this demand, track the evolution of new solutions, architectures and technologies and evaluate the opportunities for the channel.

#### **Virtualisation and Green Data Centres**

Data centres are rapidly running out of space and power as they grow to meet the ever increasing demands of today's IT solutions.

Virtualisation looks to be one of the safest areas that will defy gravity in 2009 and offer the channel a real business opportunity.

It enables organisations to reduce their server population and save on energy whilst delivering increased performance and flexibility.

As well as massive cost savings it also helps organisations meet their 'Green' targets and credentials.

#### **Unified Communications**

The channel companies who are heavily involved in Unified Communications solutions again seem to be unaffected by the current tough market.

This is because they offer businesses more flexible ways of running their businesses by enabling remote working and reducing the need to travel to meetings.

Some of the new features are also geared around helping overall business processes and efficiency.

#### **Software Application Evolution**

Focusing on specific market segments can be an important way of beating any general market downturn.

However to maximise vertical market areas it is important to offer something special and that is almost always down to software applications that improve the efficiency, effectiveness and profitability of the client.

This series of features will look at how the software developers are adapting

what they have to offer.

#### **Recession Proof Markets**

This article will look at which vertical markets are the best areas of focus, what type of applications clients are looking for and who are the software developers in those segments.

#### **Software Business Models**

The whole software industry is going through major change at present evolving their applications into a Service Oriented Architecture and changing their delivery models to embrace Software as a Service (SaaS).

This article will look at how Europe's ISVs are adapting and how these new models may help them through 2009.

#### **Software Vendor Initiatives**

As we rapidly move to a solutions led world the major vendors can have a great impact on how fast their ISV partners can evolve. In this feature we will look at how these vendors are helping their partners and what initiatives they have for 2009.

#### **Channel partnerships**

Channel partnerships will be the key to survival in 2009. Companies who try to 'go it alone' will struggle to make headway in a tough economic climate.

#### **Partnerships and collaboration**

This article will look at what partnerships are all about and how to identify the right partners and then maximise the business potential.

#### **The European Distributor**

Distribution is changing rapidly to adapt both to the new economic landscape and also to embrace the new solutions world.

We take a look at what is going on and interview CEOs within these organisations to gain an insight into their plans.

In particular we will be asking them about how they can help their channel partners during 2009.

**To advertise in 8020 EUROPA magazine contact:**

John Chapman

Phone: +44 (0)161 44 11 040

Email: john.chapman@iteuropa.com

**IT Europa Ltd**

**3rd Floor, Armstrong House,  
38 Market Square, Uxbridge,  
Middlesex, UB8 1TG UK**

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Editorial copy - 9th January 2009

Supplement copy - 16th January 2009

Advertising copy - 16th January 2009

**Copy requirements:**

Digital files are accepted. Please send to:

Adam Boreham

email: reactionvm@ntlworld.com

**Supplement Opportunity**

As this special issue focuses on the business opportunities in Europe for 2009, 8020 EUROPA is offering a great opportunity for hardware and software vendors and distributors to promote their business partnership propositions.

Let 8020 EUROPA experienced journalists write you a supplement to accompany this special issue.

**The key features of such a supplement are:**

- Reach the top 20,000 decision makers in European IT market
- Your partnership proposition explained in editorial style
- Includes interviews with your European Channel leaders
- You have full editorial control
- Positioned strategically alongside feature
- 1,000 reprints for own marketing use
- High Resolution PDF for use on own web site
- On-line access from new 8020 EUROPA web site

**Supplement Options**

2 Page - €6,250

4 Page - €12,500

8 Page - €25,000



**Advert specification**

**Page**



**Double page spread**

Bleed 303mm(h) x 426mm(w)  
Trim 297mm(h) x 420mm(w)  
Type area 265mm(h) x 396mm(w)



**Single page**

Bleed 303mm(h) x 216mm(w)  
Trim 297mm(h) x 210mm(w)  
Type area 265mm(h) x 185mm(w)



**1/2 page (vertical)**

Size 265mm(h) x 87mm(w)



**1/2 page (horizontal)**

Size 128mm(h) x 185mm(w)



**1/4 page (vertical)**

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**1/4 page (horizontal)**

Size 61mm(h) x 185mm(w)



**1/3 page**

Size 92mm(h) x 265mm(w)

**Web Spec**

Banner ad 468 x 60 pixels

Mini banner ads 120 x 60 pixels

Formats: JPEG, GIF or Animated GIF

**Rate Card (euro)**

OBC	4250
IFC	3995
PAGE 4 COL	3150
Double page spread	6250
PAGE B&W	2895
1/2 PAGE 4 COL	1950
1/2 PAGE B&W	1525
1/4 PAGE 4COL	1575
1/4 PAGE B&W	1290
1/3 PAGE 4COL	1300
1/3 PAGE B&W	1100