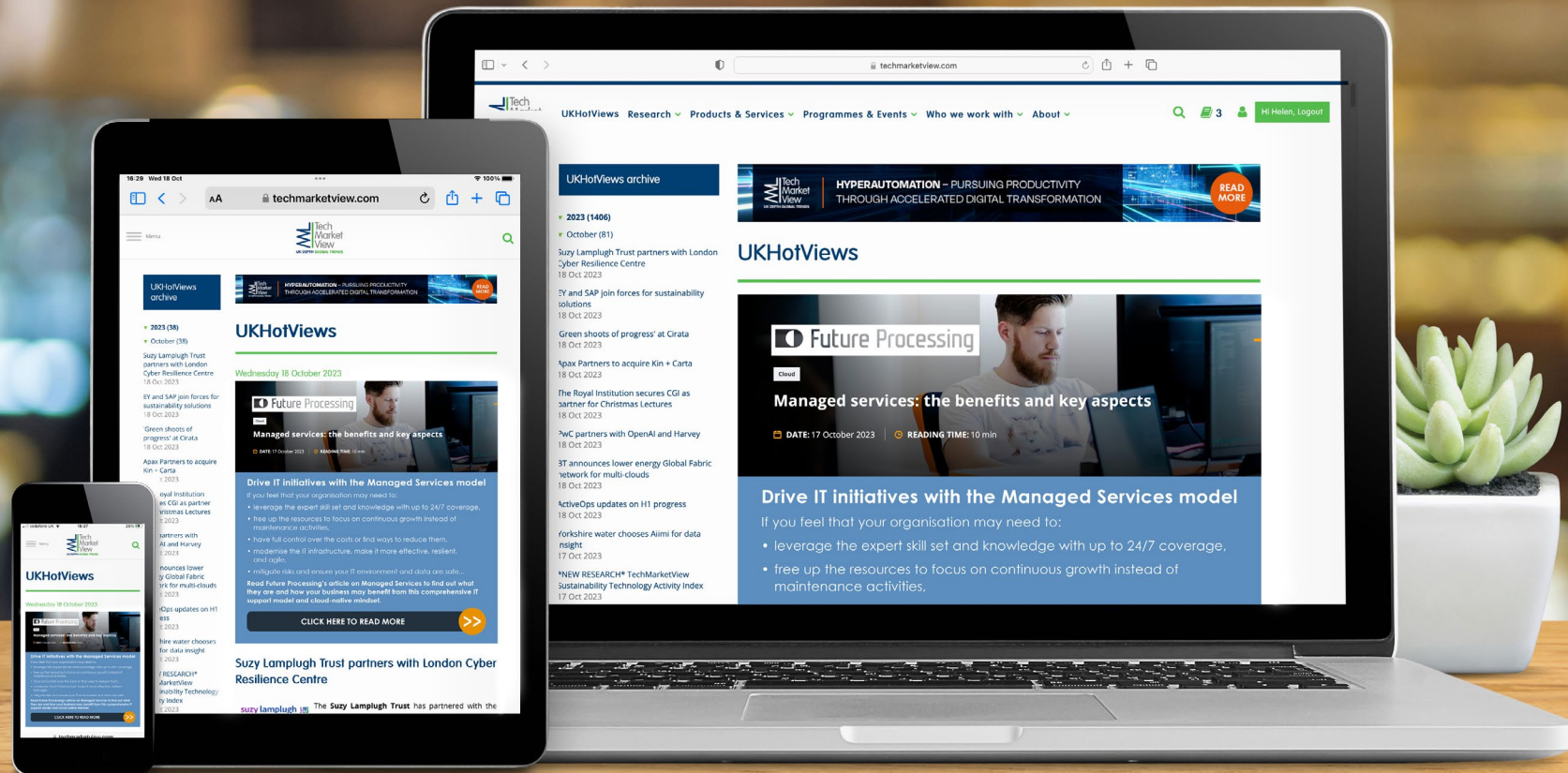


# ADVERTISE WITH TECHMARKETVIEW

Our flagship product, UKHotViews, is a daily newsletter boasting a monthly readership of over 20,000 individuals. Delivered by email, published to the website and sent via our X stream, it covers the latest, breaking news on the UK Software and IT Services (SITS) scene as it happens and is a must have resource for anyone with an interest in this market.

By advertising with TechMarketView, you can take advantage of this high calibre audience including the most senior executives of the largest SITS players and emerging SMEs; as well as key players in the investment community, the press, government users and CIOs.



# THREE WAYS TO ADVERTISE: AT A GLANCE

With a 'less is more' approach to advertising, we only offer one client package each day, meaning you have sole voice and maximum impact. We seamlessly integrate ads into the reader experience, enabling

advertisers to achieve their brand building objectives. You can chose one or multiple advertising options to build a flexible package to suit your campaign and gain maximum coverage throughout our platform.

1

## SPONSORED POSTS

Capture reader attention with a Sponsored Post in our UKHotViews newsletter.

2

## DIGITAL INSERT

All the advantages of a sponsored post in one eye-catching, colourful poster.

3

## BANNER ADVERT

Our most cost effect option in a prime location for maximum impact.

## ALL OUR ADVERTISING OPTIONS ARE IDEAL FOR:

Product launches  
Forthcoming events

Business-to-business services  
Exec announcements

Contract wins  
Recruitment

## THE BENEFITS



Promote events, products or services



Launch a new product or service



Build your brand and raise your profile



Reach decision makers & business influencers



Grow your network



Assist with lead generation



Cost effective solutions to reach new audiences



Experienced support from TechMarketView Team



# THREE WAYS TO ADVERTISE: SPONSORED POST

Advertisers can place a Sponsored Post directly within the UKHotViews newsletter. Resembling a UKHotViews article, Sponsored Posts will appear within the body of the newsletter, UKHotViews webpage and TechMarketView X feed. Meaning that your advert will be seen by many of the most influential decision makers in the UK tech scene.

## BENEFITS

- Only one Sponsored Post is available per newsletter giving your message maximum impact.
- The post is displayed in the daily newsletter, on the website and on our X stream, providing a fully integrated, cost effective marketing campaign. Please note your sponsored post content will continue to be available (after your live date) in our 7 day archive list in the UKHotViews section of our website.
- You can include images and tracking links to measure ROI & a summary report of relevant metrics is also sent after the campaign.



CONTACT US FOR MORE INFORMATION  
advertising@techmarketview.com

## SPEC

- Copy not to exceed 250 words
- A maximum of 2 images per post, including company logo
- Hyperlinks are permitted from both text and images
- Images supplied in jpg or png formats
- TechMarketView retains editorial control and reserves the right to edit Sponsored Posts (with agreement from the advertiser).

## EXAMPLES

Are you looking for strategies and best practices to ensure resilience and cost efficiencies on your cloud transformation journey?

**Sponsored Post**  
Hitachi Digital Services 12:00 AM Wednesday 7 Feb 2024

If so, Hitachi Digital Services, Amazon Web Services and TechMarketView are hosting an exclusive complimentary breakfast briefing in London on **27<sup>th</sup> March 2024**.

Find out more & **register your interest**.

By attending, you will gain insights into:

- Adopting a unified operating model in your organisation that promotes continuous learning and cross-functional collaboration in Cloud operations
- Implementing a Technology-First operational strategy for delivering resilient workloads in the today's complex enterprise cloud environments
- Seamlessly integrating Support, Site Reliability Engineering (SRE), Platform Engineering, and DevOps functions to build fault-tolerant systems that align with business objectives.
- Best practice from those organisations already pioneering innovation and operational excellence in their enterprise cloud journey.

**Who should attend?**  
Cloud, Engineering, Operations, Infrastructure and Digital leaders from organisations seeking insights and best practice on the transformative power of modern engineering-led operations in the digital age.

[Register your interest](#)

**AWS European Sovereign Cloud - a new, Independent cloud for Europe and its potential benefits for your organisation.**

**Sponsored Post**  
Future Processing 12:00 AM Tuesday 28 Nov 2023

**Future Processing** Is your business facing a challenge to adapt to evolving data storage and resilience requirements in the European Union?

**Discover how to navigate this process easily and effortlessly.**

Keeping up with the ever-changing local and regional data protection laws can be overwhelming. The introduction of the new AWS cloud infrastructure brings good news for highly regulated industries and public sector organisations in Europe.

**Digital transformation** like this, necessitates adapting to new infrastructure, managing costs, and ensuring seamless data migration, all of which may be seen as significant challenges.

**Read the article about AWS European Sovereign Cloud** to explore the steps you should take to align with Digital Sovereignty on AWS. Discover why introducing this new cloud infrastructure is a strategic move in a digital transformation of your organisation.

**G-Cloud 11 is here, so how are you going to use it?**

**Sponsored Post**  
UK Cloud 12:00 AM Tuesday 9 Jul 2019

G-Cloud has been a major success story. Procurement used to be long-winded, time consuming, and expensive. G-Cloud has changed all that - it has opened up the market to many more providers, giving public sector access to much more innovation and better value for money. G-Cloud has enabled cloud to become normal within public sector. Since its inception, UKCloud has been an every version of G-Cloud, so to help make G-Cloud simple our commercial director, Holly Stewart, has crafted a blog-jam-packed full of expertise to give you a clear and easy guide to what procurement challenges G-Cloud can and cannot solve for you.

[Read the blog now](#)

# THREE WAYS TO ADVERTISE: DIGITAL INSERT

## BENEFITS

- Only one Digital Insert per newsletter giving your message maximum impact.
- The post is displayed in the daily newsletter, on the website and social media, providing a fully integrated, cost effective marketing campaign. Please note your sponsored post content will continue to be available (after your live date) in our 7 day archive list in the UKHotViews section of our website.
- You can tracklinks to measure ROI & a summary report of relevant metrics is also sent after the campaign.

A digital insert is a full colour ad that appears within the UKHotViews newsletter

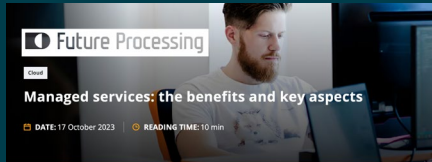
CONTACT US FOR MORE INFORMATION  
 [advertising@techmarketview.com](mailto:advertising@techmarketview.com)



## SPEC

- 900px wide x XXXpx tall
- 1 x hyperlinks are permitted from both text and images
- QR code can be used
- Images supplied in jpg or png formats
- TechMarketView retains editorial control and reserves the right to edit Sponsored Posts (with agreement from the advertiser).

## EXAMPLES



**Future Processing**  
Check  
**Managed services: the benefits and key aspects**  
DATE: 17 October 2023 | READING TIME: 10 min

**Drive IT initiatives with the Managed Services model**  
 If you feel that your organisation may need to:

- leverage the expert skill set and knowledge with up to 24/7 coverage,
- free up the resources to focus on continuous growth instead of maintenance activities,
- have full control over the costs or find ways to reduce them,
- modernise the IT infrastructure, make it more effective, resilient, and agile,
- mitigate risks and ensure your IT environment and data are safe...



**THE FUTURE OF ROBOTICS**  
 OUR LIFE IN THEIR HANDS  
WORLD ROBOTICS REPORT 2023 OUT NOW

**DOWNLOAD YOUR COPY HERE**



**HEALTHCARE TECHNOLOGY CONFERENCE 2024**  
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**BOOK YOUR TICKET HERE**



# THREE WAYS TO ADVERTISE: BANNER ADVERTS

## BENEFITS

- Banners can be purchased as stand alone packages or as part of a campaign with a Sponsored Post.
- They can include links through to your website, landing pages, or sign up forms (provided by the advertiser).
- Your banner will head up the UKHotViews daily intelligence newsletter for your chosen live date only\*. After which a summary report of relevant metrics is also sent after the campaign.

\* Please note your banner will be live on the website for a full 24hr period of your chosen live date.

CONTACT US FOR MORE INFORMATION  
advertising@techmarketview.com



## SPEC

- **Size** 900 pixels x 100 pixels @ 72ppi
- **Format** .png .jpg .gif
- **Animated or static**
- **No crop marks or bleed**

## EXAMPLES

### Product Launch

AQi//A

**SCALABLE CLOUD-BASED  
FINANCE AND BUSINESS SOLUTION**  
#CleverAccounting

Start your cloud journey

### Events

Hitachi Digital Services

How do you ensure **application resilience in the Cloud?**

Join our exclusive breakfast briefing in London on 27th March to find out more. Find out more >>

### Webinar

**WEBINAR: THE JOY OF TECH**  
TAKING CUSTOMER & EMPLOYEE EXPERIENCE  
WHERE IT NEEDS TO BE

Join our experts  
Sign Up, Today

Telefónica Tech

# OTHER OPPORTUNITIES TO WORK WITH US

## EVENT SPONSORSHIP

At TechMarketView we also run regular programmes and events which offer the perfect opportunity for sponsors to increase visibility in the UK tech arena, to develop relationships through networking

with peers and potential customers and to generate recognition with key stakeholders. Contact us for more information about our plans for 2024 or to discuss bespoke options.



Thought leadership at the highest levels



Brand value across the sector



Lead & partnership generation opportunities



**INTERESTED IN SPONSORSHIP?** Email us at [info@techmarketview.com](mailto:info@techmarketview.com) for more information.



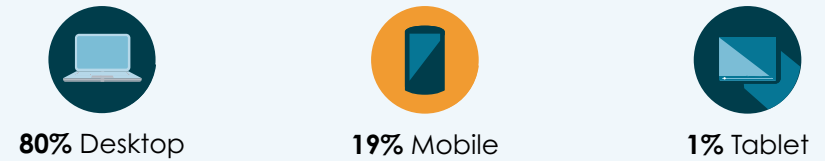
# READERSHIP AND AUDIENCE STATS

CONTACT US FOR MORE INFORMATION  
[advertising@techmarketview.com](mailto:advertising@techmarketview.com)

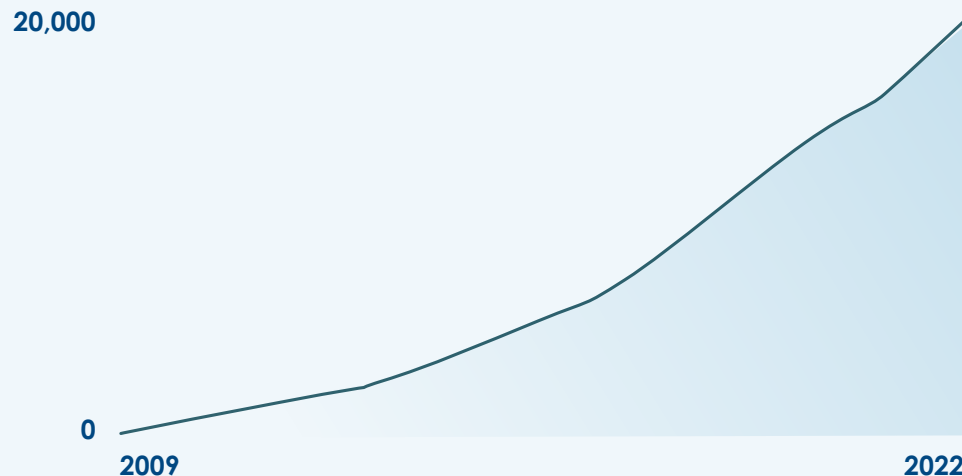
## READERSHIP STATS



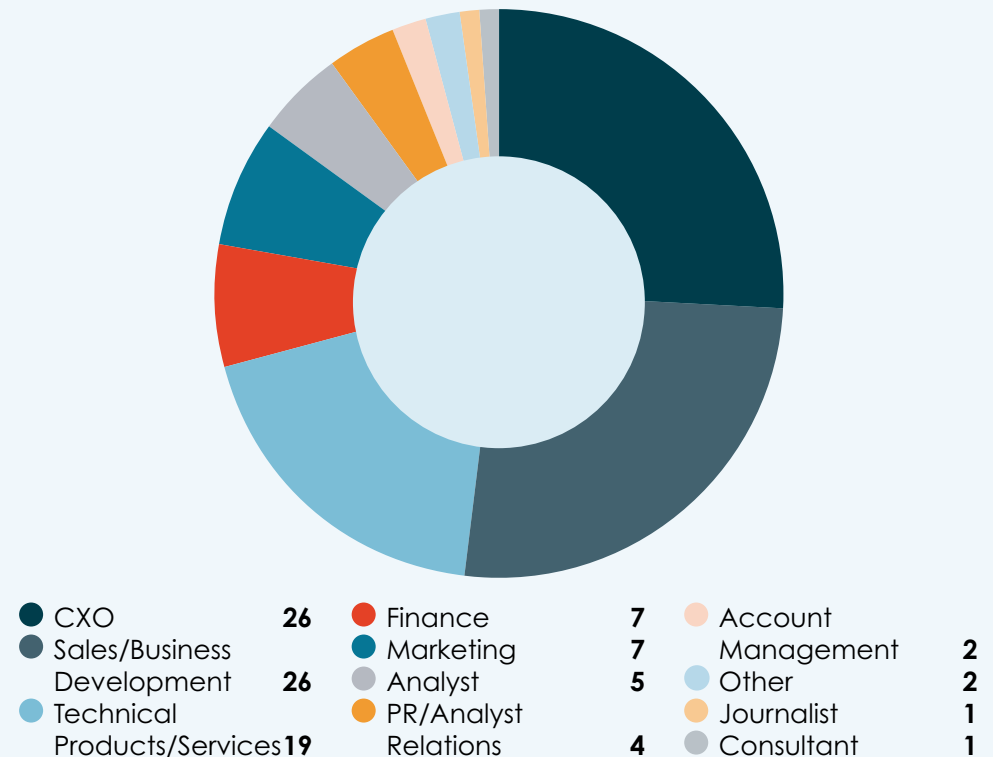
## SPLIT OF DEVICES



## GROWTH IN UKHOTVIEWS SUBSCRIBERS



## AUDIENCE BREAKDOWN BY ROLE (%)

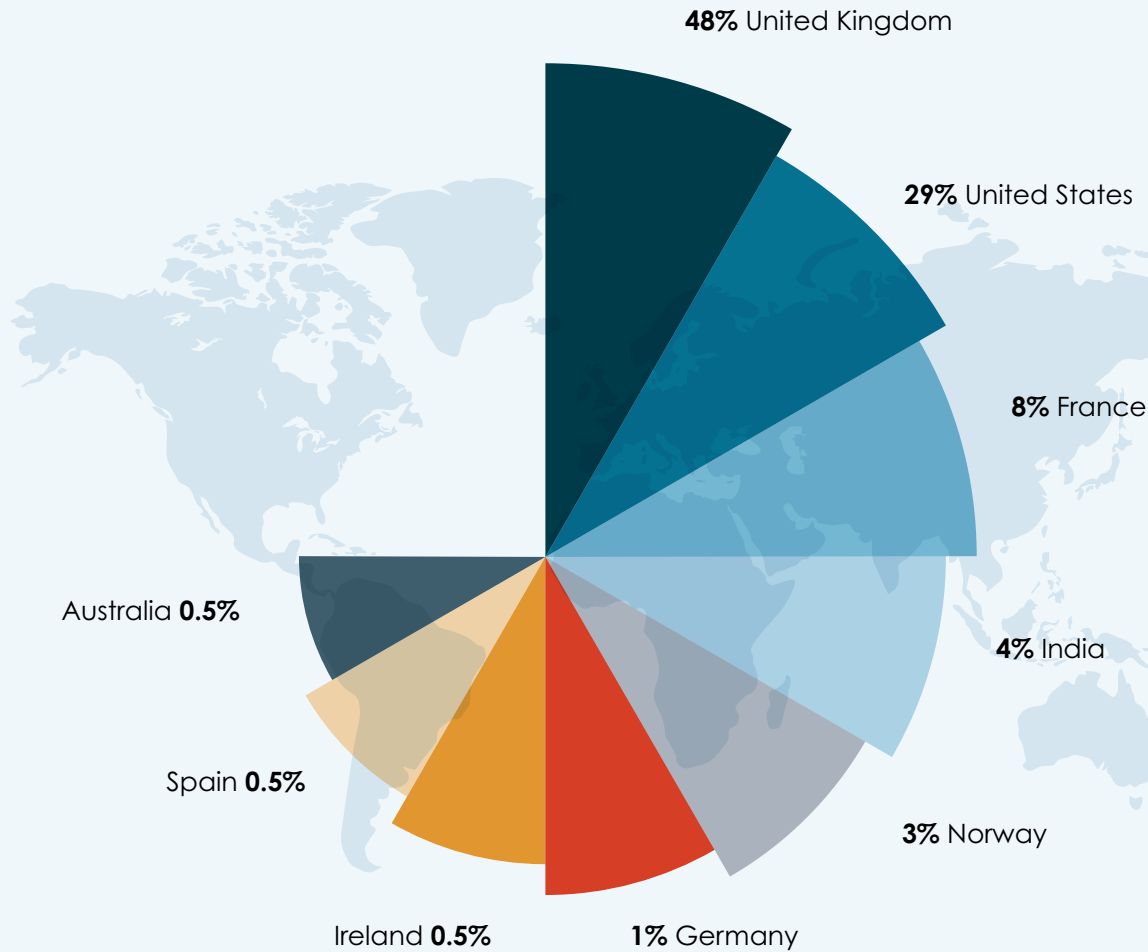




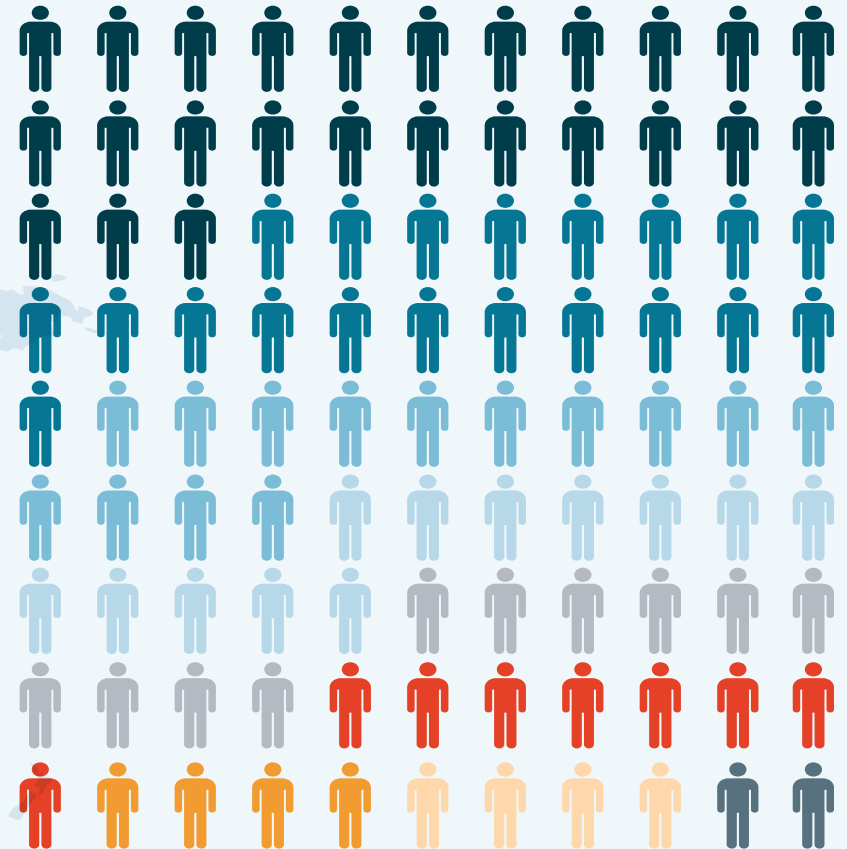
# READERSHIP AND AUDIENCE STATS

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[advertising@techmarketview.com](mailto:advertising@techmarketview.com)

## LOCATION OF USERS



## READERSHIP BY INDUSTRY (%)



	IT Services	25		Other	8
	IT Software	20		BPS	4
	Corporate Finance	14		Networking	4
	BFSI	12		Media	2
	Public Sector	10			