

INGRAM MICRO channel advisor

BUSINESS INSIGHTS FOR SOLUTION PROVIDERS

MEDIA KIT



“Ingram Micro Channel Advisor gives me a great mix of technology and business information that focuses on what’s important to my business.”

– Jessica Tanenhaus, MAVenspire

Circulation: 45,000
Frequency: Quarterly

Make a Proven Impression on the Reseller Channel

More than half of all readers recall seeing and reading IMCA advertisements*

Industry publications are No.1 for identifying new technology opportunities*

72% use industry publications to keep up to date.*

62% find that new ideas for driving revenue are critical.**

35% of Ingram Micro Channel Advisor readers have taken action in response to seeing an ad.***

* Channel Advisor Advertising Awareness Study, Dec. 2009

** UBM Media Information Consumption Study

*** Ingram Micro Channel Advisor Advertising Study

Drive More Business to Your Products and Services

Influence, inform, and recruit with an advertisement in the *Ingram Micro Channel Advisor*. Reach a strategic audience of technology resellers, IT solution providers, consultants, and integrators, as well as Ingram Micro’s own influential inside sales team.

Reach a Powerful Buying Audience

10,000 subscribers are active Ingram Micro customers who define, source, integrate and deploy the best technology solutions for their end-user customers, as well as Ingram Micro executives and inside sales personnel. Subscribers include

members of Ingram Micro’s VentureTech Network, SMB Alliance, Ingram Micro Services Network, GovEd Alliance and System ArchiTECHS communities.

35,000 subscribers receive *Ingram Micro Channel Advisor* with issues of *CRN*.

Demographic profile:

- Executive, sales, tech management
- \$5M+ in annual company sales
- 20+ employees
- Sell storage, security, networking and mobility

Ad Rates:

Covers: Inside Front, Outside Back	\$12,000	\$11,550	\$11,000
Cover: Inside Back	\$11,000	\$10,500	\$10,000
Inside Spread	\$18,500	\$17,960	\$17,440
Full Page	\$9,250	\$8,980	\$8,720
1/2 Page	\$6,360	\$5,620	\$5,450
1/4 Page	\$3,470	\$3,370	\$3,270
1/6 Page	\$2,295		\$1,950
1/8 Page	\$1,895		\$1,735

Channel Advisor Sales E-Newsletter

Get information about your products and promotions directly to Ingram Micro’s sales team. Surveys have revealed that solution providers rely heavily on their Ingram Micro sales representatives for purchasing advice, so don’t miss out on this opportunity to keep them informed and motivated to

sell. The monthly e-newsletter links to *Channel Advisor* online. Limited to five sponsorship opportunities per month.

Rates:

Leaderboard - \$2,500 per month
Sales Tips Column - \$1,000 per month
Spotlight - \$1,000 per month

ADVERTISING OPPORTUNITIES

2010 Editorial Calendar

Issue	Business Focus	Technology Focus	Market Focus	Departments	Bonus Distribution
Spring 2010					
Issue Mail Date: 3/29/2010 Advertorial Close: 2/17/2010 Ad Materials Close: 3/5/2010	Hiring and Compensation	Healthcare CRM solutions Data Capture/POS PCs vs. Laptops in the SMB	Healthcare	Ingram Micro Insights Ingram Micro News Sales & Marketing Advisor Ingram Micro Research Brief Ask the Engineers	Spring Partner Connections Summit SMB Alliance Spring Invitational XChange Government Integrator
Summer 2010					
Issue Mail Date: 6/21/2010 Advertorial Close: 5/5/2010 Ad Materials Close: 5/27/2010	New Business Models	Managed Services Unified Communications SaaS Solutions Physical security	Education	Ingram Micro Insights Ingram Micro News Sales & Marketing Advisor How'd They Build That? Ask the Engineers	InfoCom CompTIA Breakaway XChange '10
Fall 2010					
Issue Mail Date: 9/27/2010 Advertorial Close: 8/18/2010 Ad Materials Close: 9/3/2010	VAR Best Practices	Green Technologies and Power Management Storage Management Solutions Wireless Technology Trends Disaster Recovery	Government	Ingram Micro Insights Ingram Micro News Sales & Marketing Advisor How'd They Build That? Ask the Engineers	Fall Partner Connections Summit GovEd Invitational VTN Invitational Ingram Micro Marketing Symposium
Winter 2010					
Issue Mail Date: 12/13/2010 Advertorial Close: 11/1/2010 Ad Materials Close: 11/17/2010	Managed Services	Virtualization Strategies Security Services Remote Monitoring/Management WAN Optimization	Market Opportunities Outside the U.S.	Ingram Micro Insights Ingram Micro News Sales & Marketing Advisor How'd They Build That? Ask the Engineers	CES 2011 Digital Signage Expo AIIM Spring VTN Invitational Seismic Invitational Systems ArchiTECHs Invitational

In every issue, Ingram Micro Channel Advisor readers get:

- Informative, actionable case studies
- Expert technology advice
- Insight into the business of selling technology
- Exclusive briefings from Ingram Micro's leadership team
- Sales and marketing strategies and best-practices
- Ingram Micro news and views

TO FIND OUT MORE ABOUT ADVERTISING OPPORTUNITIES, CONTACT:

Victoria Cunningham, Ingram Micro Account Manager, at (714) 382-2281 or victoria.cunningham@ingrammicro.com