

Welcome

Our customer magazine delivers perspectives and real-life examples of where Microsoft's technology wins – both in the enterprise and in the world of public sector service delivery. In creating the magazine we work with partners large and small – all of whom share the common goal of driving technological advancement via the Microsoft stack.

The messages we deliver about Microsoft and its ecosystem of partners are as relevant to our audiences now as they were when our first publication, Banking on Windows NT, launched back in 1998. As we move forward, we continue to adapt the way in which content is delivered to better serve the tens of thousands of senior business decision makers reading these publications throughout the year.

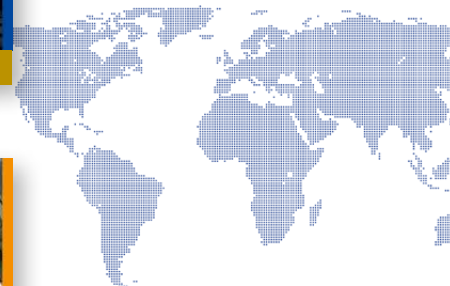
A panoramic view of latest news and views accompanies dedicated industry 'deep-dives' which provide the compelling content our contributors and readers have come to expect. A single brand with a global reach – welcome to *The Record*.

The Record will continue to evolve to better serve our readers and to more accurately follow the technology path that Microsoft and partners will take in the years ahead. *The Record* is a partnership and we encourage your feedback to help it serve you more effectively for many years to come. We hope you'll join us on the journey.



Jon Ingleton
Managing director,
The Record

One brand, global reach



Inside

Whilst guided by our Editorial Advisory Board, *The Record* content is ultimately driven by our end-customers. Responding to the challenges they face on a daily basis, our goal is to provide information, knowledge and wisdom that will enable both industry and public sector customers to realise the full range of benefits that the proactive adoption of technology can provide.

Each quarter, the Marketwatch section casts an eye across all sectors and geographies to find the very best news from the partner ecosystem. Our features showcase best-of-breed solutions across all areas of innovation and from the four pillars of the Microsoft value proposition – **CLOUD, BIG DATA, MOBILITY** and **MEDIA SOCIAL**.

The magazine then divides into five vertical sections – providing insight and commentary on key issues, case studies, solution profiles, features and reports specific to each sector:

- Communications and media
- Financial services
- Manufacturing and resources
- Public sector
- Retail and hospitality

Each of these sections is supported by a directory of associated partners, enabling us to showcase the full depth and breadth of the ecosystems working in these various industry sectors.



We look forward to welcoming you to the conversation.

Lindsay James
Editor
The Record

Join the conversation

Healthcare **People** **Big data** **Organisation** **Effective Environment**
Financial services **Strategy** **Security** **Telecommunications** **Education** **Management** **Cloud** **Public Sector** **Cloud** **Management** **Cloud** **Infrastructure** **Social** **Retail**
Enterprise **Manufacturing** **Enabled** **Infrastructure** **Social** **Retail**
Technology **Hospitality** **Business intelligence** **Social** **Retail**

→ **FEATURES** → **VIEWPOINTS** → **CASE STUDIES**

→ **INTERVIEWS** → **UPFRONT**

Preview 1: Digital transformation from strategy to reality
 We discuss Microsoft's digital transformation strategy and how it's being implemented across various sectors.

Preview 2: Partnering for growth
 How partnerships play a key role in helping companies to gain a competitive advantage that ensures long-term survival.

Preview 3: Empowering the field worker
 With access to new technologies, today's field service personnel are benefiting from improved efficiency and better data to make decisions. Microsoft's solutions and tools promise to make that even easier.

Preview 4: Joining forces for innovation
 Back in 2012, an innovation team in the UK... (text continues)

Preview 5: Building the future of blockchain
 Microsoft forms several partnerships to advance its vision of helping customers build their blockchain applications.

Preview 6: Blockchain to explode by 2020
 69% of respondents expect to use blockchain by 2020. 80% of respondents expect to use blockchain by 2020. 50% of respondents expect to use blockchain by 2020.

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PUBLISHING PARTNERS



Connected

For the past fifteen years we have been creating opportunities for Microsoft partners of all kinds to reach out to audiences of senior level business decision makers with a blend of traditional brand promotion and uniquely compelling content marketing.

The Record provides a powerful, accessible and highly affordable route to market for companies from every conceivable corner of the technology world, and in every case we deliver finely crafted partner conversations with a level of intelligence and competence that has afforded consistently positive feedback and forged lasting relationships with our collaborators.

Active involvement in *The Record* includes the following benefits:

- Worldwide distribution via the network of Microsoft offices
- Global visibility within Microsoft MTCs and EBCs
- Collaboration with leading industry events in all regions
- Direct subscription from business leaders in all geographies
- A highly appealing and sustainable print edition with digital editions available online and as standalone apps.

The Record partner managers are well-versed in building robust marketing strategies and our writers are steeped in Microsoft's various industry roadmaps and its technology stack. Together, they create a genuinely effective platform for you to gain competitive advantage.



Call us today and find out where you win with *The Record*.

Andy Clayton Smith
Head of publications
The Record

Engage with customers

Microsoft and partners

Customers

"The whole point of technology is to make employees' lives simpler, automate the mundane tasks and free them up to spend more time interacting with customers."

Analysts and associations

Global reach

The Record brand has an enormous worldwide reach, which includes many business executives who could be your future customers. For partners, visibility in the magazine offers a fantastic opportunity to extend brand awareness with a captive and influential audience.

The magazine's editorial remit extends across every industry and into the public sector, with content being delivered in a highly focussed and sector-specific way and being sent out to a captive readership of decision makers that share our passion for innovation. With a circulation extending to all geographies, *The Record* gives an informed view of latest technology developments – from Microsoft, from our partners and directly from the senior executives that are steering the shape of modern commerce and citizen services.

Throughout the year *The Record* magazine continues to partner with key industry events to add yet further reach to its global distribution portfolio. Event highlights for the year include:

- **Microsoft Inspire**
- **Microsoft Ignite**
- **Microsoft's Future Decoded**
- **NAB show:** Communications & Media
- **Sibos:** Financial Services
- **Hannover Messe:** Manufacturing & Resources
- **Smart City Expo:** Public Sector
- **NRF:** Retail & Hospitality

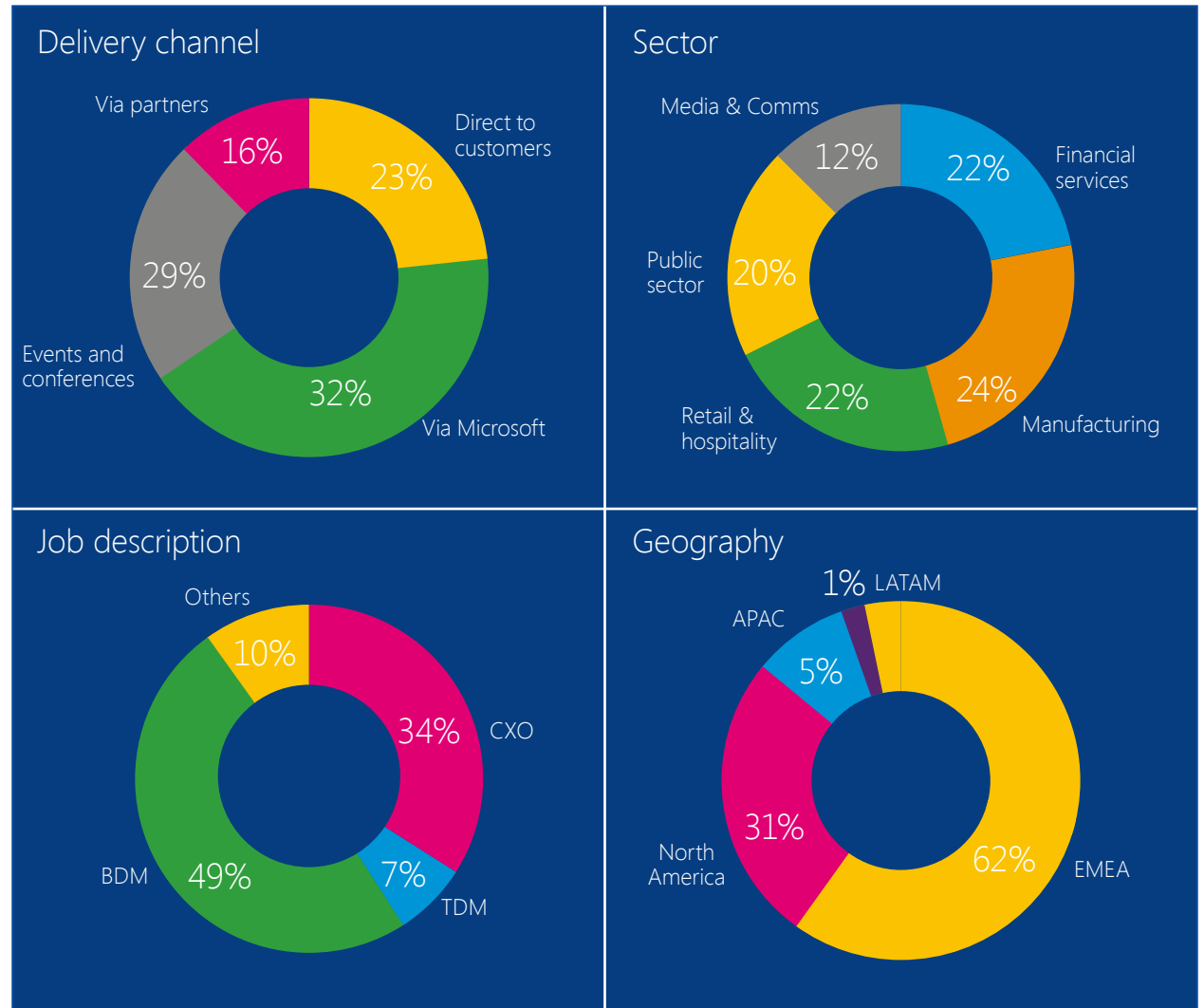


We look forward to seeing you cement relationships with existing customers and open doors to new business with *The Record* magazine.

John Burchett
Director, worldwide audience marketing
Microsoft

Access a captive audience

25,000 copies of *The Record* are printed and shipped throughout the world each quarter. Website unique users, digital edition and newsletter subscribers extend the total *The Record* audience to in excess of **100,000** individuals each quarter.



The Record website average monthly figures for Dec 16–Mar 17:
10,504 users **11,994** sessions **19,794** page views

At a glance

The opportunities to differentiate yourself and get noticed through *The Record* go way beyond those offered by traditional publications. Go to market alongside other strategic Microsoft partners and start to realise the benefits of participation today:

- **HIGH RETURN ON INVESTMENT** – proven benefits delivering true business value marketing
- **JOINT GO-TO-MARKET** – perfectly aligned to Microsoft's go-to-market roadmap, offering partners highly relevant and timely opportunities to promote their solutions and services
- **WIDELY READ** – an influential readership of over quarter of a million digital and print readers, drawn from a decade and a half of industry and public sector publishing
- **RICH HERITAGE** – a proven track record of positive, productive relationships and reader appeal
- **EDITORIAL PROFILE** – opportunities to extend and enhance your profile beyond traditional advertising with highly coordinated content marketing packages
- **HIGH PRODUCTION VALUES** – a high quality brand that enhances your corporate image
- **LONG SHELF LIFE** – our readers are likely to reuse and share throughout the year.

The Record suite is a proven sales and marketing channel, fully integrated into Microsoft's global activities and providing partners with a fully integrated channel to reach a highly influential audience.



Claire Brown
Senior account manager
The Record

Get yourself noticed

Magazine

Magazine Publishing Partners.....	£15,500
Sector Publishing Partner	£9,750
Sponsor*	£5,000
Double page spread	£7,750
Full page colour	£4,800
Single sheet insert**	£7,750

Series discounts are available for multiple bookings. We are happy to discuss additional advertising and content marketing options that are not listed above.

* Ask one of our account managers about bespoke Sponsorship packages

** Prices exclude print. Other inserts and branding options available on request.

Partner directory

Standard.....	£500
<i>Print and online partner profile</i>	
Enhanced.....	£1250
<i>Standard entry plus a 250-word solution profile</i>	
Premium.....	£2,500
<i>Enhanced entry plus a half page advertisement</i>	



Website

Site sponsor -	£5,500 per quarter
Leaderboard banner -	£2,250 per quarter
Medium rectangle banner -	£1,950 per quarter

eNewsletter

Leaderboard banner -	£1,025 per quarter
Standard banner -	£750 per quarter

Digital edition

Embedded video - £750 per quarter.

technologyrecord.com provides other content and branding opportunities for the imaginative marketer. Please share your ideas so that we can help you leverage this opportunity.

Partner Zone Resources

- **Editorial highlights**
summary of forthcoming features and articles
- **Artwork Essentials**
full mechanical details for advertisement artwork
- **Creating your artwork**
marketing services capabilities available to partners
- **The Record app**
download today from Microsoft Store



About us

The Record is published by Tudor Rose in partnership with Microsoft, a partnership that has been successfully publishing magazines for Microsoft's customers since 1998.

Tudor Rose is an integrated publishing and marketing services company, organised to fulfil the demands of global organisations. Our clients include some of the most respected brands in the world, including Microsoft and the United Nations. Visit www.tudor-rose.co.uk for further information.



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Tudor Rose is a member of the Professional Publishers Association and a signatory of the United Nations Global Compact.

The Professional Publishers Association (PPA) is the voice of professional publishers, representing around 220 companies.

The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

The Record is printed using paper certified under the Forest Stewardship Council (FSC) system, which promotes responsible management of the world's forests.



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