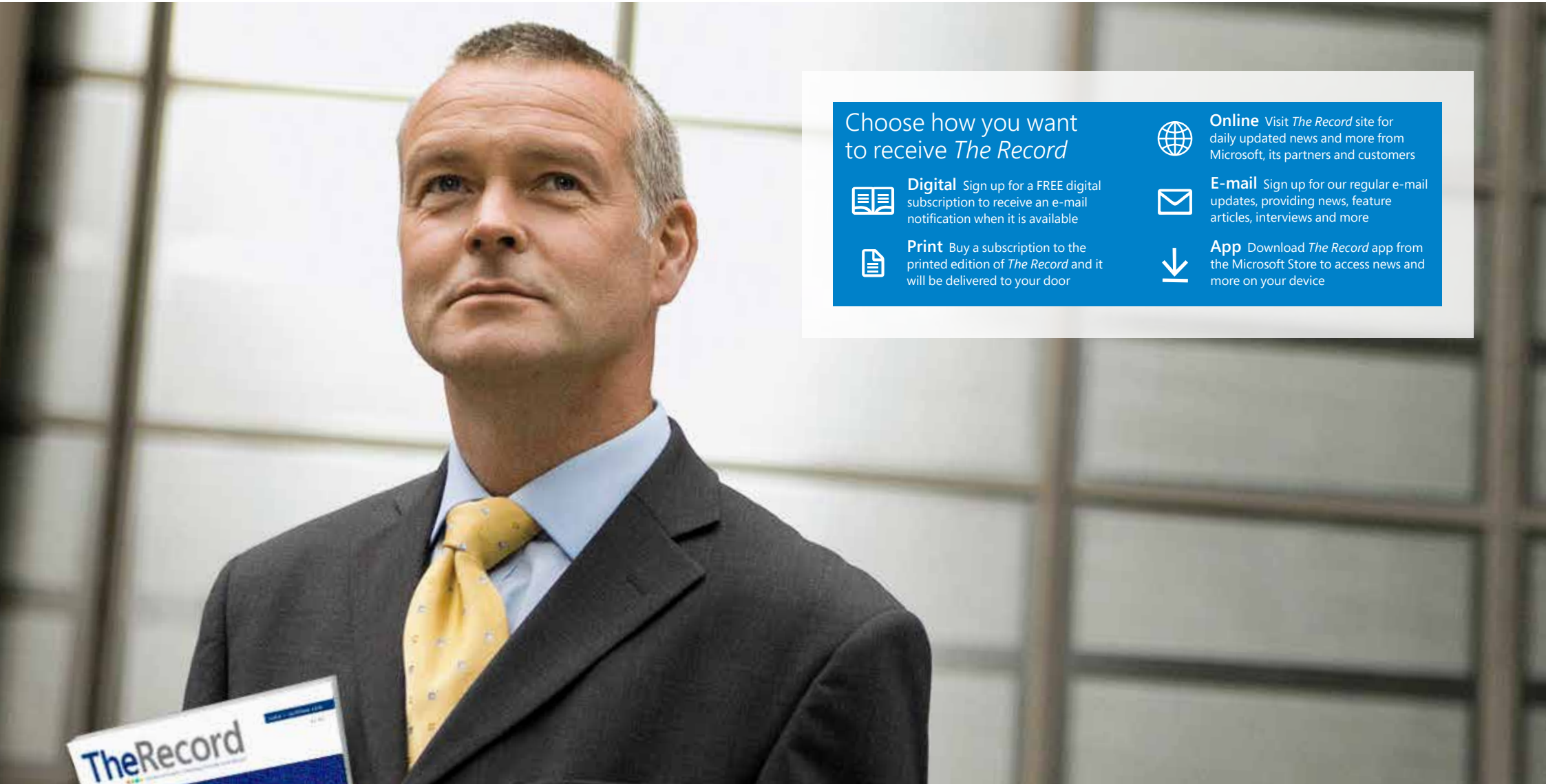


# TheRecord Extend your business reach



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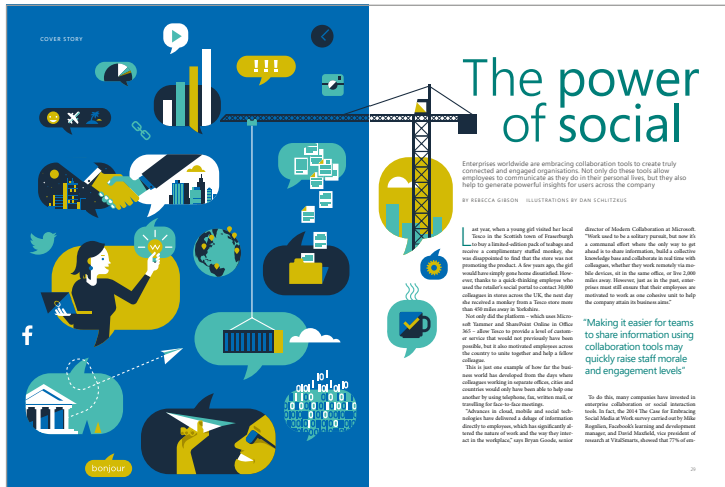
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# Publishing Partner – multiple industry focus

Publishing partnership across both the digital and print editions of the magazine offers the broadest spectrum of promotional opportunity within **The Record**, with packages of brand advertisement combined with an array of valuable content marketing strategies to suit every Microsoft partner. Gain visibility throughout the magazine – from the horizontal 'upfront' section to the five dedicated industry deep-dives that cover partner innovation in the fields of Communications & Media, Financial Services, Manufacturing & Resources, Retail & Hospitality and Public Sector – the latter comprising Defence, Education, Government and Healthcare.



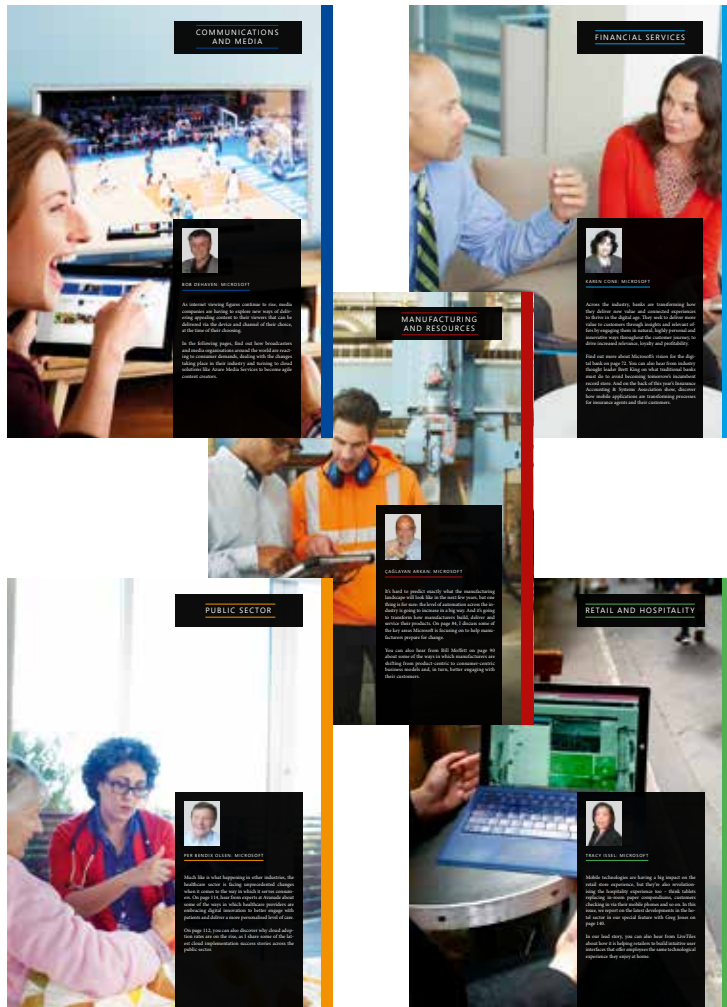
## Magazine Publishing Partner – £15,500 per issue\*

- Company logo featured on the magazine's partner page
- Two full-page advertisements or one double-page
- Feature commentary – where applicable in multiple industry sections
- News content – product releases/business wins
- One viewpoint/thought leadership article
- Up to five case studies across multiple sections
- 500 copies to share with your prospects and clients
- Multiple website video insertions per quarter
- Banner advertisement in the monthly The Record newsletter
- All content replicated online at [www.technologyrecord.com](http://www.technologyrecord.com)

\* Discounts available on series bookings

# Publishing Partner – single industry focus

For partners interested in leveraging digital and print promotional opportunities within a single industry space the Section Publishing Partner package offers ideal value for money. Prime advertising spaces augmented by extensive content marketing slots throughout a specific industry section offer partners a unique blend of exposure that defines them as a clear industry leader.



## Section Publishing Partner – £9,750 per issue\*

- Company logo featured on the magazine's partner page
- Two full-page advertisements or one double-page
- Feature commentary – where applicable in one industry section
- News content – product releases/business wins
- One viewpoint/thought leadership article
- One case study in one vertical section
- 250 copies to share with your prospects and clients
- One website video insertion per quarter
- All content replicated online at [www.technologyrecord.com](http://www.technologyrecord.com)

\* Discounts available on series bookings

# 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](http://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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## NEXT STEPS

Whether you're using The Record as a part of a traditional advertising-based marketing campaign or are looking to utilise the suite as a content marketing platform, The Record team is ready to work with you to create a promotional package that is perfectly suited to meet your marketing requirements.

Call us today on **+44 (0)116 222 9900** or email one of the team.