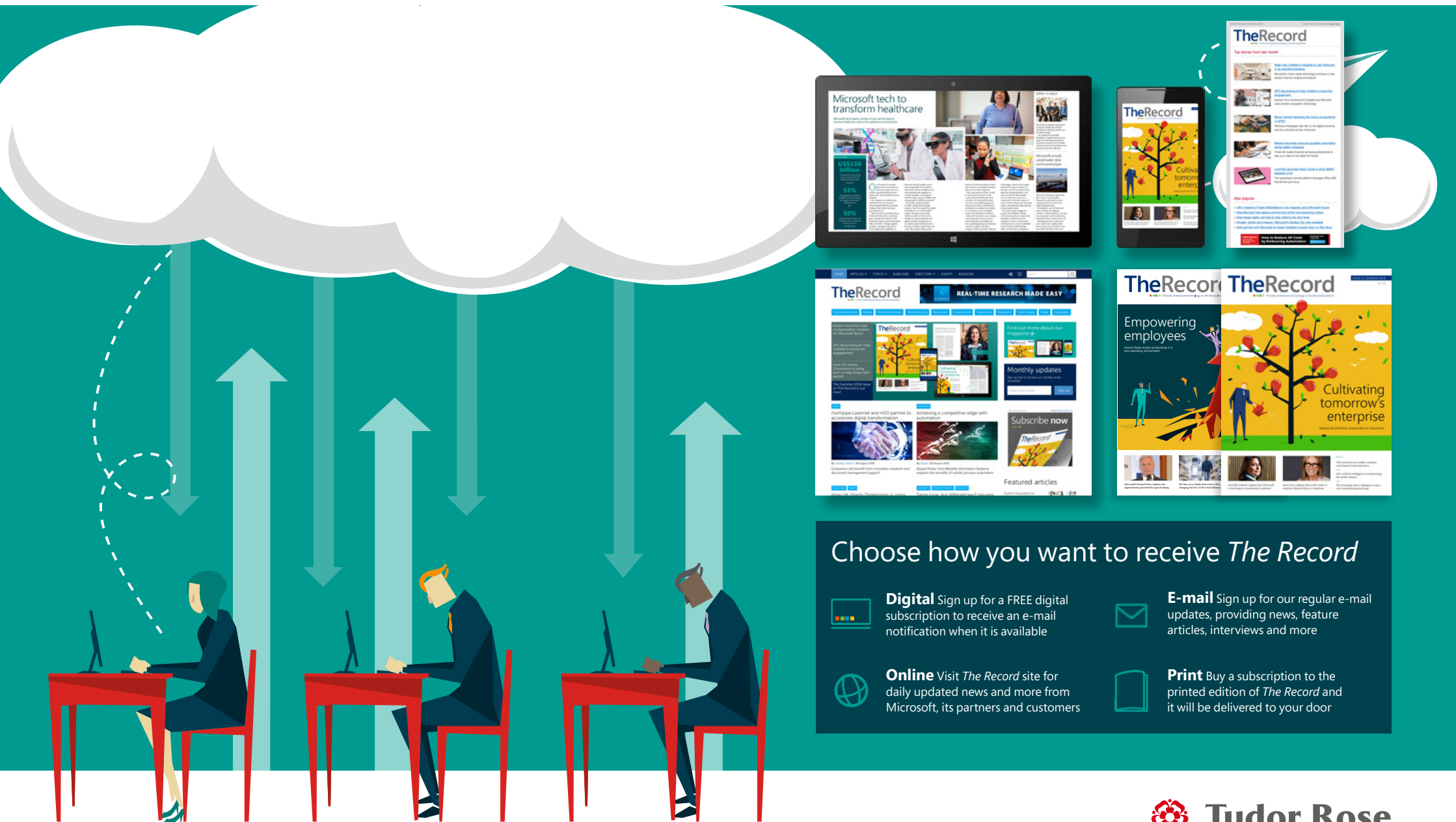


TheRecord Media information



TheRecord

Microsoft tech to transform healthcare

US\$150 million

55%

50%

TheRecord

Cultivating tomorrow's enterprise

TheRecord

Empowering employees

Cultivating tomorrow's enterprise

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Digital Sign up for a FREE digital subscription to receive an e-mail notification when it is available

E-mail Sign up for our regular e-mail updates, providing news, feature articles, interviews and more

Online Visit *The Record* site for daily updated news and more from Microsoft, its partners and customers

Print Buy a subscription to the printed edition of *The Record* and it will be delivered to your door

Welcome

Our customer magazine *The Record* 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 the process of creating the magazine we work with partners large and small – all of whom share the common goal of driving digital transformation through the utilisation of Microsoft technology.

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 the tens of thousands of senior business decision makers around the world who read our publication throughout the year.

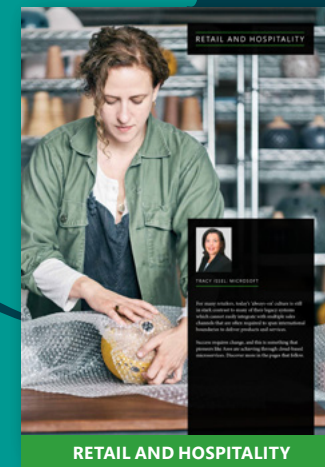
The Record continues to evolve to better serve our readers and to more accurately reflect the path of digital transformation which Microsoft and its partners are taking. Available in a variety of digital formats and as a quarterly print title, the publication has a truly unique circulation model of direct subscription augmented by distribution through key industry events and via the network of Microsoft subsidiary offices worldwide.

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



Andy Clayton-Smith
Executive Editor
The Record

One brand, global reach



One industry, all industries

Inside

Whilst our editorial agenda is guided by our journalists, leading Microsoft personnel and key industry partners, content for *The Record* is ultimately driven by our readers and Microsoft's end-users. Responding to the challenges that business leaders face on a daily basis, our goal is to provide information, knowledge and wisdom for industry and public sector customers to realise the full range of benefits that the proactive adoption of Microsoft technology can provide.

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

The magazine also 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.

We look forward to welcoming you to the conversation.



Lindsay James
Editor
The Record

Join the conversation



FEATURES



VIEWPOINTS



► PROFILED



INTERVIEWS



UPFRONT



MICROSOFT CONTRIBUTORS IN THE LAST YEAR



Caglayan Arkan
General Manager, Worldwide
Manufacturing and Resources



Jean-Philippe Courtois
Executive Vice President,
Global Sales, Marketing and
Operations



Bob DeHaven
General Manager,
Worldwide Communications
and Media



Tony Emerson
Managing Director,
Worldwide Media
and Cable



Rikke Helms
Managing Director,
Global Telecoms



Rainer Kellerhals
Director, Business
Development, Worldwide
Communications & Media



Janet Lewis
Vice President, Worldwide
Financial Services



Colin Masson
Director,
Manufacturing
Industry Solutions



Vic Miles
Director, Retail
Technology Strategy



Bill Moffett
Senior Global Industry
Product Lead,
Manufacturing



Sanjay Ravi
Worldwide Managing
Director, Discrete
Manufacturing



Anthony Salcito
Worldwide Vice
President, Education



Gavriella Schuster
Corporate Vice President,
One Commercial Partner



Shish Shridhar
Retail Industry Lead,
Data & Analytics



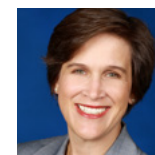
Toni Townes-Whitley
Corporate Vice President,
Worldwide Public Sector
and Industry



Tim Turitto
General Manager,
Worldwide Government
Services



Dennis Vanderlip
Director, Worldwide
Financial Services



Kathryn Willson
Director, City Solutions

PUBLISHING PARTNERS



ANALYSTS AND INDUSTRY ORGANISATIONS



Connected

For the past two decades we have been creating opportunities for Microsoft partners of every kind 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
- Digital editions available online and as standalone apps, supporting a highly appealing and sustainably produced print edition.

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

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



Ricky Popat
Senior account manager
The Record

Engage with customers

MICROSOFT AND PARTNERS



CUSTOMERS



ANALYSTS AND ASSOCIATIONS



Global reach

The Record brand has enormous worldwide reach, which includes senior business executives who could be your future customers. For partners, visibility in the magazine offers fantastic opportunities 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 delivered in a highly focussed and sector-specific way and copies being sent out to a captive readership of decision makers that share your passion for innovation. With a circulation extending to all geographies *The Record* gives an informed view of latest technology developments – from Microsoft, from partners and directly from those 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
- 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*.



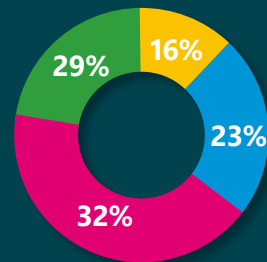
Jon Ingleton
Managing Director
Tudor Rose

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.

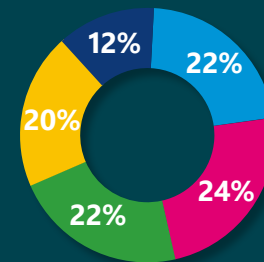
PRINT

DELIVERY CHANNEL



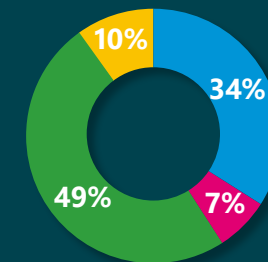
■ Events and conferences
■ Via partners
■ Direct to customers
■ Via Microsoft

SECTOR



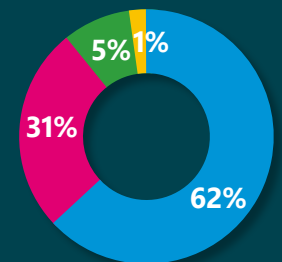
■ Retail & hospitality
■ Public sector
■ Media & Comms
■ Financial services
■ Manufacturing

JOB DESCRIPTION



■ BDM
■ Others
■ CXO
■ TDM

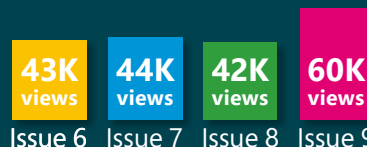
GEOGRAPHY



■ APAC
■ LATAM
■ EMEA
■ North America

DIGITAL EDITION

Current views:



14,505 subscribers

WEBSITE

Website visits in year:
208,158

Users in a year: **151,179**

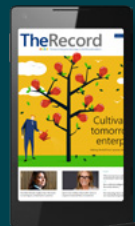
SOCIAL MEDIA

Twitter followers: **2,973**
Impressions in year: **681,100**

Facebook followers:
2,141

Page views in a year:
308,889

Average time on page:
2mins 16 secs'



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 almost two decades 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 is a proven sales and marketing tool, fully reflecting Microsoft's global commercial 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

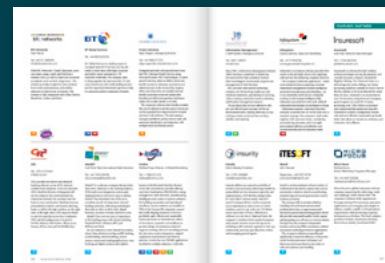
Magazine Publishing Partners.....	£15,000
Sector Publishing Partner	£9,750
Double page spread.....	£7,750
Single sheet insert**	£7,750
Sponsor*	£5,500
Full page colour	£4,800
Half page colour	£3,500

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 case study</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



www.technologyrecord.com/partnerzone

About us

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.



Tudor Rose
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Tudor House, 6 Friar Lane, Leicester, LE1 5RA United Kingdom

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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"The last advert we ran in
The Record definitely exceeded
my expectations"

Danielle Brown of DriveWorks Ltd.

