

editorial calendar 2007

ISSUE DATE	CLOSE DATE	CYCLE	DEEP DIVE	COVER	BAKEOFF	SOLUTIONS THAT WORK
1/29/07	1/12/07	Issue 1	Hardware: Core Duo Server Software: Web Publishing Infrastructure: SMB Router Security: Antivirus Gateway	SAN	802.11N (Draft)	Content Filtering
2/26/07	2/9/07	Issue 2	Hardware: AMD Quad Core Software: .Net Tools Infrastructure: 10G Switch Security: Compliance	ERP for SMBs	Multicore Notebooks	Deploying Vista
3/26/07	3/9/07	Issue 3	Hardware: AIO Color Printers Software: PDF Tools Infrastructure: Network Probe Security: Endpoint Device	VoIP	Linux OS	Disaster Recovery
4/23/07	4/6/07	Issue 4	Hardware: NAS Software: Open Source Infrastructure: UPS Security: Anti-Spam	Digital Signage	Network Access Control	VoIP
5/21/07	5/4/07	Issue 5	Hardware: Color Lasers Software: Vista Add Ons Infrastructure: Remote Access Security: Auditing Tools	Upgrade Market	Quad Core Servers	The Linux Office
6/18/07	6/1/07	Issue 6	Hardware: Scanners Software: OCR Infrastructure: Wi-Fi Security: Anti-Spyware	Safely Surfing the Web	NAS	Compliance Audit
7/23/07	7/6/07	Issue 7	Hardware: TBD Software: TBD Infrastructure: TBD Security: TBD	TBD	TBD	
8/27/07	8/10/07	Issue 8	Hardware: TBD Software: TBD Infrastructure: TBD Security: TBD	TBD	TBD	
9/24/07	9/7/07	Issue 9	Hardware: TBD Software: TBD Infrastructure: TBD Security: TBD	TBD	TBD	
10/22/07	10/5/07	Issue 10	Hardware: TBD Software: TBD Infrastructure: TBD Security: TBD	TBD	TBD	
11/19/07	11/2/07	Issue 11	Hardware: TBD Software: TBD Infrastructure: TBD Security: TBD	TBD	TBD	
12/17/07	11/30/07	Issue 12	Hardware: TBD Software: TBD Infrastructure: TBD Security: TBD	TBD	TBD	

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NEW for 2007!

MEDIA INFORMATION

CRNtech

The IT Channel's Handbook For Technology And Services

NEW for 2007!



Introducing CRN Tech (12x, once a month)

Blending technology analysis with service strategies, that together, drive channel sales.

CRN Tech's editorial mission is to take an "under the hood" look at products and technologies, and fuel the SPs ability to be a trusted provider of IT solutions through a thorough understanding of the technologies. Layered on top of that, CRN Tech guides SPs in the business critical mission to add services to technology sales.

Each month, CRN Tech will look at products, pinpoint specific service opportunities associated with those products and give readers a view of how other Solution Providers are experiencing success in similar scenarios.



Inside CRN Tech

Deep Dive

The editors take a closer look at the latest products and technologies reviewed by the CRN Test Center. Then they add their unique "Services IQ" that specifies service opportunities associated with each review.

Solutions That Work

A primer on how to implement particular IT solutions in the field. This feature will show SPs how to pull together multiple technologies from multiple vendors and create a solution that can be replicated with other customers.

Tips For A Successful Practice In ...

Real world examples of successful technology and services implementations in the "Voice of the VAR".

- Services Spin: VARs discuss the specific services opportunities surrounding a featured technology.
- Start Up Costs: VARs share their insight on the financial investments that are required to successfully play in a certain segment.
- Objection Handling: VARs give their advice on how to overcome the typical sales hurdles faced by Solution Providers.

The Bakeoff

A comparative look at 3 or 4 emerging vendors' products in a given IT category, with the added component of a look into each vendors' proposition for the channel.

Tech Tools

CRN Tech editors root out the utilities and gear that can make the job of a technician a little easier

Gizmos and Gadgets

Gets into the cool factor of all the new technologies hitting the market.

WHY CRN Tech?

Based on the latest CMP Channel Group Media Research, it is clear that Solution Providers prefer technology trade print publications for the forward looking information on technology and services, and sales generating information. Specifically, they turn to print most often for the following:

- Keeping up to date with the industry and future trends
- Evaluating new technology opportunities
- Getting new ideas to generate sales
- Learning best practices for business operations
- Identify leading edge new technology
- Staying abreast of technology and service innovation

In addition, technologists within Solution Provider organizations are very focused on sales issues. In fact, 35% of the technology manager's compensation is driven by product or services margin.

Owner/Managers and technology management jointly evaluate and authorize technology. CRN Tech will deliver specific content to the technologists primary concern.

Technology manufacturers need to reach the technology experts within Solution Provider organizations. They are the key to getting your product recommended and specified as part of a solution.

	Executive Management	Sales Management	Technology Management
Authorize or Approve	82%	15%	45%
Evaluate	73%	31%	91%
Recommend or Specify	64%	77%	100%

CRN Tech Circulation

Total rate base: 70,000

35,000 are Technical Management/Staff

35,000 are Owners/Manager who are personally involved in selling and recommending 4 out of the following 7 technologies: Storage, Voice/Data Networking, Security, Software, Peripherals/Components, Operating Systems and Systems.

50% direct request by Jan. 1, 2007

100% direct request by Jan. 1, 2008

** all sources are Publishers' Data, Sept. 06*

CRN Tech Rates - 1 Page Rates (gross)

1X	\$13,000
6X	\$12,500
12X	\$12,000
24X	\$11,500

Frequency: 1x month

Target: 70,000 Owners/Managers and Technical Management

Impactful, Turnkey Advertising: "Technology Focus" Custom Advertising Units

Use the trusted editorial environment of CRN Tech to deliver your partner communications to the business owners and technology managers that make daily decisions about the technology products they will sell as part of their solutions. With Technology Focus custom ads, your message is guaranteed to be in the most credible and relevant setting for the audience of Solution Providers that you need to reach.

Custom full page ad units are designed specifically for you to highlight these three important revenue-generating areas of your offerings: Technology, Services Opportunities and Partner Program.

Full page rate: \$10,000 net

These advertising units are turnkey. You just need to supply a short list of materials and we will produce the ad for your approval. It's that simple!

CONTACT YOUR CRN SALES REPRESENTATIVE FOR DETAILS

CRN TECH.com:

- Reviews, manufacturer-contributed online product sales materials—the channel's one-stop shop for product data and spec sheets.
- Side by side comparative reviews on products
- Manufacturer-contributed technology and sales training videos and flash demos. Viewer can request in-person demonstrations online

Introducing CRN Tech Live

This is the event series where key channel technology influencers come to see the latest product and technology demos from leading tech manufacturers in an intimate face to face environment.

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www.crn-tech.com