

# Reach the Right Decision Makers... Today.

## From the Editor

- **Cover Story:** This weeks top story
- **Channel Life:** Latest developments in the SMB channel
- **Analysis:** ChannelMedia editorial review of key channel changes or developments
- **Research:** Relevant, key data affecting the SMB channel
- **Case Study:** Top marketing programs reviewed
- **Opinion:** Current ideas and concepts offered by ChannelMedia editors
- **Community:** Information on current topics from community members

"ChannelMedia - SMB (Small & Medium Business) Edition is fashioned after our Retail Edition newsletter but is also distinct. Most important, of course, are the active **15,000 Channel decision makers** Our excellent, updated opt-in email database is a composite of attendees of VisionEvents - SMB, Var and SystemBuilder events."  
 -- *Keith Newman, Editor-in-Chief*

## Readership Profile

Total Readership: 15,000

**Key Decision Makers - Resellers - VARs, System Builders, Systems Integrators, IT Consultants, IT Service Providers**

- Owner, CEO, President, GM 40%
- EVP, VP 30%
- Director 25%
- Manager 5%

**Key Decision Makers - Vendors / Service**

- President / CEO / GM / EVP 21%
- VP / Director Sales / Mktg 21%
- Channel VP / Director/ Mgr. 19%
- Director of Sales 10%
- Director of Marketing 6%
- Manager 33%

## Become a Sponsor! Contribute Content!

ChannelMedia SMB Edition Delivers!

- Key Channel Decision Makers and Vendor/Services Decision Makers
- High-Value Editorial and Content
- High Profile Readership
- Flexible Advertising and Sponsorship Opportunities
- Low-cost, high ROI SMB Channel Media Vehicle

### Contact us today to learn more!

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## What are Channel Professionals saying about Channel Media?

"ChannelMedia has already proven itself to be a great source of info and insight"

*Steve Goodman*  
 COO  
 Targus

"ChannelMedia's 'ezine' and web site helps TigerDirect to more clearly see the direction of the industry, from what our competitors are doing to vendors new products and promotions. In addition, we get the benefit of industry analysis and predictions from people that know this business from the inside."

*Bruce Matthews*  
 VP Business Development  
 TigerDirect

"ChannelMedia is the most refreshing e-mail I receive these days. It is informative and I look forward to receiving each issue. Keith always has access to key information and new ideas that are valuable to our retail computer operation. The information is useful whether you are a manufacturer, distributor, integrator or reseller."

*Dave Freeman*  
 President  
 ACP Superstore

