



# Marketing And Advertising Opportunities



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20  
24

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## Our Mission

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all subscribers to achieve great things.

## What Is Big Red Media?

Big Red Media is a division of TMT that specializes in media and strategic partnerships within the IT industry.

TMT, the parent company, is a prominent provider of sales and marketing strategies, tools, templates, and trainings. Big Red Media's main focus is to help companies connect with TMT's extensive C-level peer group and it's broader community of over 10,000 active members and clients.

Big Red Media offers various engagement opportunities, which are tailored to suit the specific needs and objectives of the companies they work with. These engagement options include in-person events and digital lead generation. The goal is to provide a customized approach to support companies in achieving their goals within the IT industry and to leverage the resources and network of TMT for their benefit.



**Robin Robins, Founder And CEO  
Technology Marketing Toolkit  
And MSP Success Magazine**

## What Is MSP Success Magazine?

MSP Success Magazine is a print and digital publication dedicated to helping the CEOs and owners of the managed IT services businesses build strong, profitable, growth-oriented businesses. Produced by Robin Robins, founder of Technology Marketing Toolkit, this magazine is uniquely focused on the topics of marketing, client-acquisition, sales, profitability, leadership and personal development.



## Why Advertise With Us?

Two reasons. First, unlike all other publications that allow anyone in the industry to subscribe to boast inflated circulation metrics, we ensure this publication is only sent to a very qualified list of owners and C-Level executives of managed IT services firms. Therefore, you know you're getting to the REAL decision maker of the organization. Second, since our magazine is focused on success principles, our readers are the top 20% who are inspired to improve and grow. This makes for a smaller circulation, but a far more qualified segment for the industry.



# Advertising And Media Opportunities MSP Success Magazine

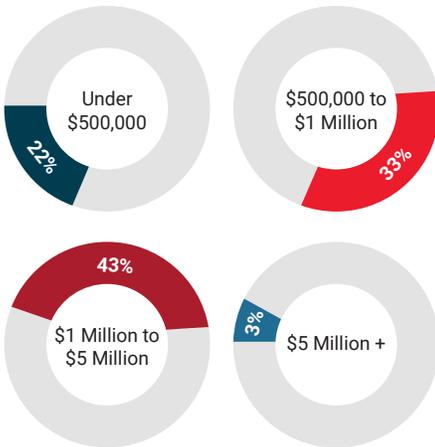
## DISTRIBUTION/VISIBILITY:

This magazine will be distributed to our entire subscriber list of CEO/owners of MSPs/MSSPs/VARs/IT services providers and featured on our dedicated website, MSPSuccess.com.

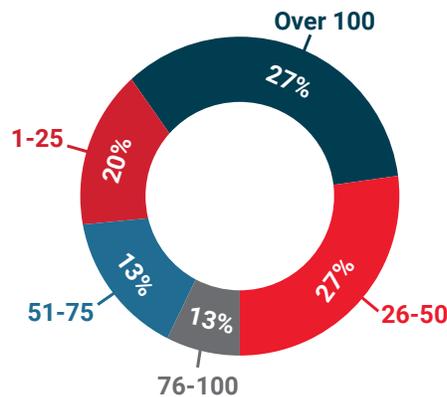
**Print & Digital Circulation: 20,000+ recipients**

## READER DEMOGRAPHICS

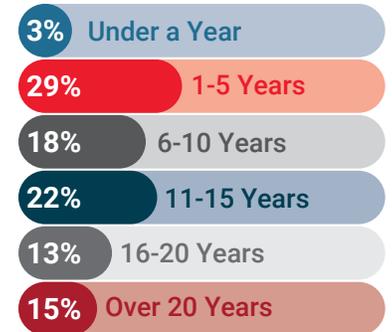
### Range of Annual Revenue



### The Number of Clients Our Readers Have:



### Range of Years in Business



## MSPSuccess.com Site Traffic

### Average Monthly Website Visitors



18,945

### Average Monthly Unique Visitors:



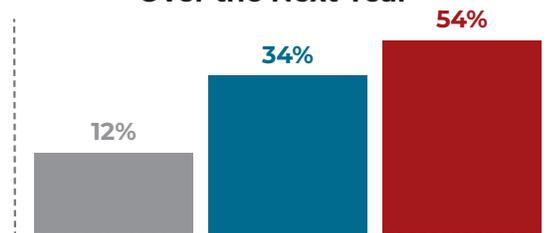
14,786

### Average Monthly Page Views:



30,165

## Anticipated Revenue Growth Over the Next Year



## Magazine Overview

### TARGET AUDIENCE:

CEOs and owners of managed IT services businesses

### CIRCULATION:

17,500 Per Issue

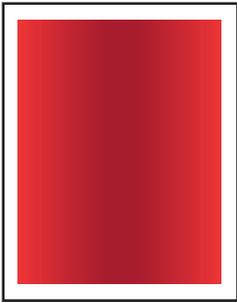
### FREQUENCY:

Bi-Monthly

### PUBLISHER:

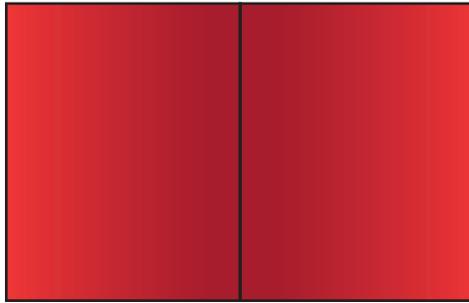
Technology Marketing Toolkit And Tulip Media Group

# Advertisement Specs



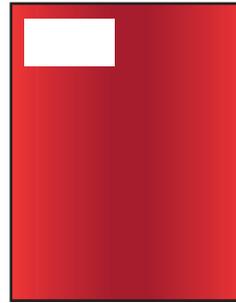
## Full Page

B - No Bleeds  
L - 7.625" x 10.125"



## Inside Spread

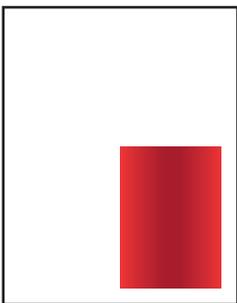
B - 17" x 10.75"  
L - 16.75" x 10.5"



## Back Cover

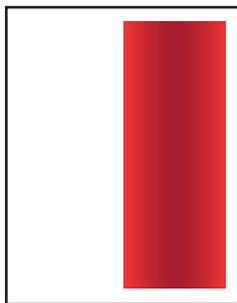
B - 8.625" x 10.75"  
L - 8.375" x 10.5"

Note: the back cover requires a 3" x 2.5" mailing label .5" from the edge and top of the magazine



## Quarter Page

B - No Bleeds  
L - 3.75" x 5.0"



## Half Page Vertical

B - No Bleeds  
L - 3.75" x 10.125"

## FILE REQUIREMENTS:

- Digital files must be 100% ad size (see dimensions above).
- **Colors:** All images and colors must be CMYK process colors. No spot colors or RGB.
- **Resolution:** 300 dpi.

**B - BLEED    L - LIVE AREA**  
**TEXT SAFE AREA = .25" ON ALL SIDES**

## 2024 Publication Schedule

ISSUE	MATERIAL DEADLINE
Feb/March 2024	<b>Dec 4</b>
April/May 2024	<b>Feb 5</b>
June/July 2024	<b>April 19</b>
Aug/Sep 2024	<b>June 4</b>
Oct/Nov 2024	<b>Aug 5</b>
Dec/Jan 2024	<b>Sep 30</b>

- Premium positions are available on a first-come, first-served basis
- Mailing dates are subject to slight variations

## Your Ad Here



## PRINT SECTIONS

- Inside Front Cover – Full-Page Ad
- Full-Page Ad
- Half-Page Ad
- Quarter-Page Ad
- Back Cover – Full-Page Ad

For More Information On Sponsorship Opportunities, Contact The Big Red Media Team At:

(844) 999-0555    Partners@BigRedMedia.com    www.BigRedMedia.com

# Advertorials

## Get Featured In MSP Success Magazine!

Get eyeballs, exposure, credibility, and attention from MSPs in our new and **EXTREMELY** limited content opportunities with MSP Success Magazine. This is a rare chance to have your content in our nationally distributed magazine that goes out to 18,000+ MSP decision-makers (plus, all of the digital exposure!).



## 2-Page Editorial Feature Spread

**Who This Is For:** This is a fantastic opportunity to be editorially featured - **NOT** as an ad – over a 2-page article in the magazine. Because the article is written by **OUR** writers and selected by our editorial team to be in the publication, it portrays you and your company in a completely different light and puts your company on a new level that boosts credibility and trust.

## What You Get:

- ✓ 2-page editorial spread in print version of MSP Success Magazine
- **Written by our writers – No need to write yourself!** Done in an interview style, and you will get to approve article before published.
- **You can choose the direction of the feature.** You can choose to feature your CEO as a profile, the company as a whole and it's mission/what makes you unique, a new product or service you want to push, a thought leader piece where you talk about upcoming trends for MSPs, you choose...But it will be 100% editorial and endorsed by the magazine.
- **Media Marketing Kit**
  - Ability to purchase copies of the magazine for your marketing
  - Email templates to drive your list to the article on MSP Success Magazine
  - Permission to use the article on your website (must attribute original source to MSP Success and link back to original article)
- ✓ The article is also featured digitally on MSP Success website as a blog post and will be featured on the home page for one week (remains on the archive library in perpetuity as long as in good standing with Big Red Media) and included in our e-newsletter to drive traffic to your article.
- ✓ You will be able to choose someone from your company to be added to our MSP Success Source List (exclusive database that our professional writers use to find sources/interviews for editorial articles).

# MSP Success Webinars

The MSP Success team will host and promote a custom webinar to our entire digital database. You will provide topics, slide decks and any other content needed for the webinar. Our team will provide project management, marketing and registration efforts, as well as host and produce the live webinar on our platform.

After the webinar is over, you will receive a recorded version to use in your own marketing efforts. We will also host the webinar indefinitely in our resources section of the website.

**Webinar Length:** 60 Minutes

**Guaranteed Leads:** 125



# MSP Success Content Webinar Sponsorship

Bolt your brand onto MSP Success and capitalize on the engaging webinar session that **WE** present that inspires MSPs to take action. We will curate and produce our content webinar that you will be the title sponsor for. At the end of our educational and action-orientated session, you get 5-minutes to pitch the attendees and drive them to engage directly with you.

A strong call-to-action is encouraged so you can lead generate and drive people back to your page to opt in.

Recognition at the beginning of the webinar (“Sponsored by...”).



## TMT Is In Perfect Alignment For Us To Work With Since We Are Trying To Teach Our Partners How To Sell, Market And Go-To Market - And That Is What TMT Does Best

Our members that come from the TMT community are extremely good customers. Big Red Media/TMT brings incredibly great MSPs for us to have conversations with, and that's why we continue to invest there. I also love working with Big Red Media because of their professionalism, and the team runs a solid community. We have a great partnership with them, which makes everything we so with them great.



**Dan Tomaszewski**  
Kaseya



For More Information On Sponsorship Opportunities, Contact The Big Red Media Team At:

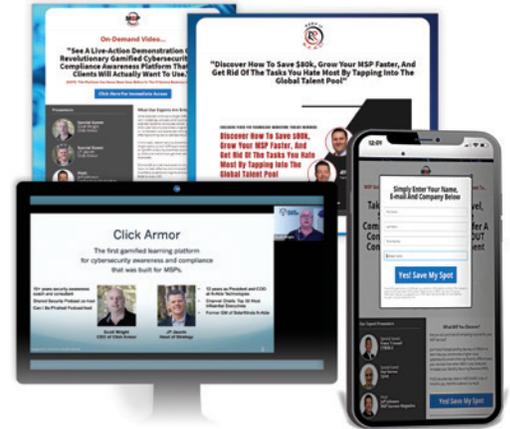
 (844) 999-0555  [Partners@BigRedMedia.com](mailto:Partners@BigRedMedia.com)  [www.BigRedMedia.com](http://www.BigRedMedia.com)

# Digital Marketing & Advertising Opportunities

## Digital Lead Generation / Content Syndication

One of the biggest drivers for any growing business is getting high-quality, qualified leads from decision makers. And if recent history has shown us anything, it's that we can't rely on in-person events or a single type of media to accomplish often lofty goals.

In order to provide a steady source of highly qualified leads, we've created a Done-For-You Lead Generation service that takes advantage of our wide variety of media assets so that you choose what you want and we **GUARANTEE** results. From start-ups or new products and services with smaller budgets, to companies that want hundreds of leads delivered every single month, we can help you meet or exceed your goals.



## The Quality And Quantity Of Leads You're Looking For

I've found that Big Red Media's digital lead generation program is more creative, flexible, and gives us warmer leads than some of the other MSP channel lead gen programs that we've participated in. Their team has worked collaboratively with Dell to come up with creative campaigns that target the specific niches within the MSP market that fit our program and goals. If you're on the fence about this program, give Big Red Media team a chance. They'll get you the quality and quantity of leads you're looking for on time and on a fixed budget!



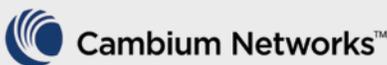
**Alicia Bowling**  
Dell Expert Network

## A Custom Lead Gen Program That Meets Our Needs And An ROI We Can Count On

Working with a company that understands the MSP space is important. It also saves us time and energy not having to educate an outside marketing firm on who exactly we're trying to attract. Big Red Media knows the MSP market and how to attract the right best fit prospects for channel focused businesses. They fully understand our need to show a true ROI to management for every marketing dollar we spend. The work they put in enables us to show our value to management. Big Red Media has plenty of options. Start small and figure out what works best for your company. They're more than willing to work with you to customize a program to fit your exact needs!



**Christy Meaney**  
Cambium Networks



# Website Banner Advertising

Get the attention of qualified partners by promoting your high-value content through native advertising opportunities on our website, [www.MSPSuccess.com](http://www.MSPSuccess.com).

The image shows a screenshot of the MSP Success website. At the top, there is a navigation bar with links for 'About Us', 'Advertise', 'Contact Us', 'Subscribe', and 'Survey Of The Month'. Below this is a main menu with 'HOME', 'GROWTH HACKS', 'MSP SPOTLIGHT', 'HOT TECH TOOLS', and 'VENDOR DIRECTORY'. A large banner ad is positioned below the menu, featuring the Kaseya logo and the text 'LOOKING FOR A NEW RMM & PSA SOLUTION? Learn what functionality you need for your MSP.' with a 'DOWNLOAD BUYER'S GUIDE' button. To the right of the main content area, a sidebar ad is shown, also featuring the Kaseya logo and the same text as the main banner ad. Red arrows point from the text labels 'LEADERBOARD AD 728px X 90px' and 'SIDEBAR AD 300px X 250px' to their respective ad placements on the website.

## eNewsletter Banner Ad

Get your company's message delivered right to MSPs' inboxes.

MSP Success Magazine has a weekly newsletter that is sent out every Friday to more than 3,000 engaged subscribers seeking to improve their business.



The image shows a screenshot of the MSP Success Magazine newsletter. At the top, there is a header with the MSP logo, 'Week In Review | Volume 3', and 'Get The Magazine'. Below this is a banner ad for Kaseya, identical to the one on the website. The main content area features two articles. The first article is titled 'Avoid This Mistake To Double, Even Triple Leads For Your IT Services Company' and includes a sub-headline 'After examining the marketing of the majority of MSP's, VAR's and IT Service companies, a common mistake revealed the problem.' and a 'Read More>' link. The second article is titled 'The One Thing All Successful Businesses From Shark Tank Have in Common' and includes a sub-headline 'The answer is quite simple, and Barbara Corcoran feels it's one of her biggest gifts as an entrepreneur as well.' and a 'Read More>' link. Each article is accompanied by a small image.

# Sponsor Blog

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Contribute your product- or service-specific content to the MSP Success website. With a guest blog post, take advantage of the benefits below:

1. Build off the subscriber's affinity to MSP Success and Robin Robins to position yourself as an MSP authority and gain industry recognition.
2. Gain exposure (traffic) back to your company's website.
3. Build backlinks to your website to help with your SEO goal.

## Included with the blog post:

- One full week on the home page of MSPSuccess.com
- Post will live on the site indefinitely
- Author byline
- Author page with all your posts compiled (if more than one post)
- Featured in eNewsletter
- Dedicated e-mail to MSP Success list

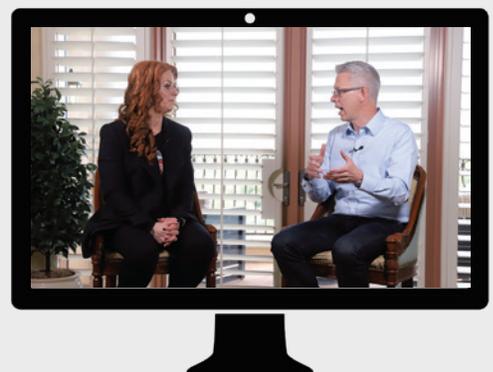


# Virtual Sponsor Spotlight Video

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Sponsor Spotlight is a four- to five-minute video interview with you and Robin Robins. You will not only receive a copy of the video for your own marketing, but it will also be featured on MSPSuccess.com, as well as:

- Posting to our YouTube Channel (over 2,500 subscribers – video remains there indefinitely)
- Posting in our invitation-only LinkedIn Group of 2,000+ IT services CEOs and on our LinkedIn feed
- Posting to our company Facebook page
- Posted on the homepage of the Dashboard, our members-only portal, for one week
- Limited Availability! Only 1 sponsor spotlight available per month



# Quarterly Digital Connections

## EVENT DATES

JANUARY 25, 2024

APRIL 18, 2024

AUGUST 22, 2024

DECEMBER 12, 2024

We host these quarterly and have always over-delivered on the lead count!

## Why Sponsor This Event?

- This will be an all-virtual event with **LEAD GUARANTEES!**
- Promoted to our entire digital opt-in database of over 10,000.

## SPONSORSHIP OPTION:

 **Gold Sponsor** - 10 Available

**150  
Guaranteed  
Leads**

20-minute dedicated speaking time to present your demo (Optional Q&A included)

150 guaranteed leads

Virtual (unmanned) booth included

Recordings of all sessions will be posted up and viewable by all registered attendees for a period of 30 days

Includes push notification prior to speaking spot

Time slots can be chosen on a first-come, first-serve basis.

*Call for more details*

## If You Are Looking To Get In Front Of, Have A Conversation With, And Ultimately Sell Your Product To MSPs, This Is The One Organization You Do Not Want To Overlook

Last year alone we worked 37 different live events with just about 3% of people actually interested enough to have a follow up. This is the first time we've worked with Robin and her team as a vendor and not only did her team work around the clock to make sure we were well prepared for the virtual event, but we ended up with 72 booked first time appointments and 300 plus leads. Money well spent!



**Bruce McCully**  
Galactic Advisors



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# Here Are Just A Few Of The Companies Who've Partnered With Us



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 ☎ (844) 999-0555 ✉ [Partners@BigRedMedia.com](mailto:Partners@BigRedMedia.com) 🌐 [www.BigRedMedia.com](http://www.BigRedMedia.com)

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