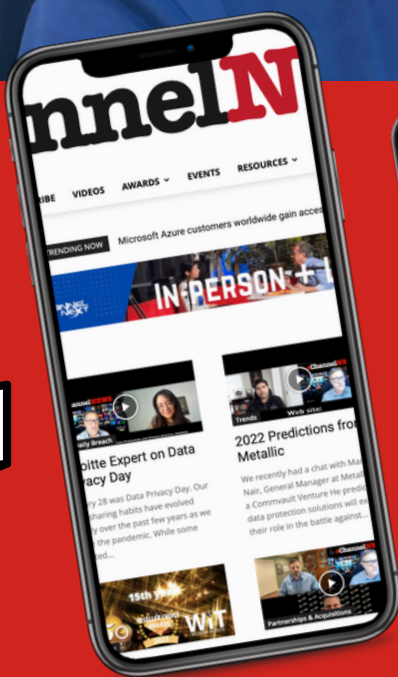


eChannelNEWS



Media Kit 2025

Ask for the eCN slide deck

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WWW.ECHANNELNEWS.COM



THE LARGEST AND LONGEST RUNNING CHANNEL NEWS MEDIA IN CANADA

Stay informed with eChannelNEWS 365 days a year with our news content which caters exclusively to the channel community. Our news coverage, live-streams, in-person and virtual conferences, podcasts and vast array of resources are designed to assist channel partners in growing their business. We are always on top of current trends and channel needs as we regularly conduct research surveys of our community. We are constantly evolving to meet the needs of our subscribers and followers!

Meet us at our annual Awards Gala event featuring the Reseller Choice Awards, 50 Best Managed IT Companies Awards, and WIT (Women In Tech) Awards or any at of our ChannelNEXT events!

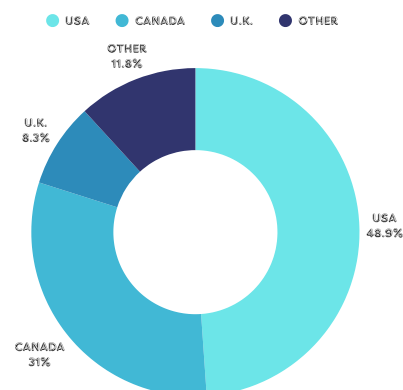
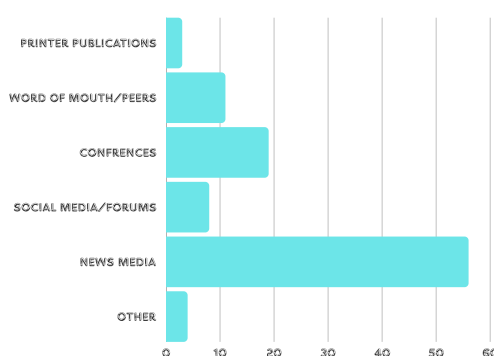
We mostly focus on Cybersecurity, Artificial Intelligence, Digital Transformation, and Sustainability. Don't miss out! Subscribe today to receive updates on your device.

TechnoPlanet Productions Inc. publishes eChannelNEWS, and can be found at www.technoplanet.com.

Thank you for supporting eChannelNEWS! Your support helps us to improve our services to the channel community. A vital service to fuel the continued growth of the channel. Helping us helps you amplify your messages louder to reach your channel communication goals! All prices are in USD.

OUR REACH

Our channel community is 100,000+ strong. On top of this we have over 17,000 followers on social media, including LinkedIn. Our subscribers and followers increase every day.



eChannelNEWS

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Categories

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Cybersecurity Defense

Ecosystem

Distributor

Coaching

Storage

Solution Providers

TRENDING NOW

vcIO Toolbox: Solving Client Engagement in MSPs



Interview with Kaseya at ChannelNext Central 2024

Interview with Davene Smith, Channel Development Manager at Kaseya. Following their recent news, Kaseya is now offering two more opportunities for MSPs to grow: Kaseya...



Check out our Upcoming Events

Here is a listing of E-Channelnews events coming up: ChannelNext Events 2024 2024 will mark 22 years in doing ChannelNEXT events! Learn about the latest ways to grow...



ChannelNEXT Event Soars to New Heights

Not only was it at full capacity, but the content and peer-to-peer networking were off the charts! Today, when MSPs invest their time, they...



Meet Our News Team and Growing...



Julian Lee



Paolo DelNibletto



Randal Wark



Nim Nadarajah



Glynis Devine



Marie-Claude
Rouleau



Shane Gibson



Sam Stratigeas



Evgeniy Kharam



Gerlinda Ringe

GENERATING CONSISTENT CHANNEL AWARENESS

It's difficult to get your message consistently published by reliable news outlets, let alone heard by your target demographic. The amount of content and noise available is deafening.

For over two decades, we have provided online news to our channel subscribers. We now have one of the most significant channel communities in the world of over 100K.

Because of "ad blocking" software, measuring ROI from traditional banner advertising is challenging. So, in today's Digital/AI-first communications world, we do things differently. Ask us why and how.

Explore the following pages to learn how we may assist you in increasing channel awareness!

OUR COMMUNITY ALWAYS GROWING

Approximate total channel community size as of November 1, 107K+ (USA: >47,000; Canada > 29,800; UK > 7,800 and Other >11,400).

MSPs, VARs, ITSPs, MSSPs represents 80% of our community

Distributors, vendors, ISVs, journalists, channel professionals: 20%

Database built organically over two decades

Database constantly maintained through surveys, weekly eNewsletters, e-mailing, assessments and events

We also reach our social network community.

SOCIAL REACH

The line between news media and social media has become increasingly blurred. The majority of our subscribers are from Canada, United States, and United Kingdom. We do, however, have thousands of worldwide fans.

To socialize our news information, we use a number of social networks including LinkedIn, all popular podcast platforms and a YouTube channel. We reach tens of thousands more "eye balls" through our social networks.



@echannelnews

@echannelnews



THE DIGITAL WATERFALL

In short, we create top-quality long-form content and then slice and augment into MANY bite-size pieces to effectively prospect your buyers in all the digital places where they live.

Our team creates high-impact, viral-ready content, saving you time while boosting your brand's presence on LinkedIn, Instagram, YouTube, and more (over 20 channels). This approach supports your wider marketing and sales efforts.

Measure the ROI before rinsing and repeating as often as you like.

Key Benefits:

- Omnipresent Digital Presence: Harness new or existing long-form content to establish a widespread digital footprint.
- Consistent Engagement: Maintain regular touch points to build mindshare and seamlessly convert it into wallet share.
- Platform-Optimized Content: Avoid duplicate content issues by delivering customized versions tailored to each platform.
- Time Efficiency: Save over 30 hours a month by outsourcing content creation, allowing your internal team to focus on core activities.

Included Components (Per Long-Form Content)*:

- 4 Chapter Videos: (2-3 minutes each) distributed on YouTube and other platforms.
- 4 Blog Posts: Crafted from video transcripts with embedded videos.
- LinkedIn Variations: Reworded posts to prevent content duplication.
- 10 Micro Videos: (30-60 seconds each), optimized for social media channels.
- 8-10 Quote Graphics: Ready to share on Instagram, LinkedIn, and Twitter/X.
- 8-10 Sound Bites or Stats: Designed to drive engagement.
- 1 LinkedIn Carousel: Showcasing key insights or quotes.
- Monthly Micro-Content Roundup: A summary blog post for newsletters and websites.

You also own the content and can repurpose for other activities.

**CONTENT
CREATION**

PER 60 MINUTE NEWS-
QUALITY INTERVIEW
VIDEO PRODUCTION
SESSION

\$9,900

CONTENT OPTIONS PER PROJECT

\$9,900

1 LONG FORM
CONTENT SLICED
INTO 100+ PIECES
SHORT FORM
INCLUDING
GRAPHICS FOR ALL
SOCIAL MEDIA
THAT YOU HAVE

\$3,900

LONG FORM AND
SELECTED SHORT
FORM CONTENT
PUBLISHED ON
ECHANNELNEWS,
NEWSLETTER AND
SOCIAL

**20%
Discount**

3 OR MORE
DIGITAL
WATERFALLS
WITHIN ONE YEAR



OUR BEST ANNUAL NEWS MEDIA CHANNEL AWARENESS PROGRAM

Ensuring consistent visibility for your messages within the channel can be quite challenging. Channel partners and their clients are inundated daily with hundreds of communications and sales pitches, many of which end up in junk or spam folders. There's no assurance that sending your message to the correct email address will guarantee delivery to the intended recipient.

For more than 22 years, eChannelNEWS has been a dependable and trusted resource for the channel. This is why messages shared through our platforms resonate well with channel partners.

Our email broadcasts reach inboxes directly because we operate on an opt-in basis and are "safe-listed."

Here's what our Annual Channel Awareness Program offers:

- Publication of one news article (either video or written) each month for a full year
- Premium positioning and feature on eChannelNEWS' website and newsletter
- Inclusion of your story in a minimum of 12 e-newsletters
- Promotion of your story on our social media platforms, including LinkedIn
- Integration of your web links within your story
- Embedding of your call-to-actions within your story
- One 45-minute video podcast with the editor
-

Annual Fee: \$9,900





nelNEWS



SPONSORED CONTENT

At eChannelNEWS, we take pride in delivering high-quality news reporting and interviews that are relevant to the channel. However, every day, our editorial team receives numerous news submissions, and unfortunately, we cannot review nor publish them all.

To ensure your story gets published when you need it, we offer a limited number of sponsored content placements. This service guarantees on-demand publication for your news content on your time schedule

Your content will also be featured in one of our weekly e-newsletter broadcasts, reaching all our opt-in subscribers. You can further enhance your visibility by sharing it on LinkedIn and other social media platforms.

Content supplied by you will be labelled “Sponsored Content” and subject to our approval to meet editorial standards.

News Interview content that we produce will NOT be labeled “Sponsored Content” because we are generating the content and will ensure it meets our editorial requirements.

It's also important to mention that eChannelNEWS is frequently visited by hundreds of journalists in the tech news sector, which means your content has the potential to reach a much wider audience than you might expect.

| Description | Good | Better | Best |
|--------------------------|------------|------------|------------|
| # News Articles | 1 | 6 | 12 |
| Rate | \$990 | \$5,300 | \$9,900 |
| Add Social Media Sharing | \$500 each | \$400 each | \$300 each |



NEWS MEDIA PARTNER FOR YOUR EVENT

Why spend a lot of money to have a celebrity speaker at your event? How many more attendees will they really bring? Do you really get ROI from some of the activities you do at the event? What is the real ROI to your event and value to your audience?

Why not invest in news media to bring much more attention to your event and broadcast your message to 10X+ audience?

As a news media partner for your event, you will get a ton of pre, during and post news coverage and awareness. It's a multiplier of the number people who will view your event's message.

We'll tap into the eChannelNEWS community, newsletters, and social media to amplify your message to 100K+ channel partners.

Our post event news coverage keeps the buzz going long after your event is over.

Consider redirecting some of your event funds to news media coverage that will deliver a lot more ROI!

| Description | Price |
|---|-----------------------------|
| Joint Live Webinar where we do everything including promotion, hosting and recording | \$15,000 Ask for details |
| Virtual News Media partner of your virtual or in-person event where we promote and support your event | \$7,900 Ask for details |
| On-Site Audio: News Media partner with audio (podcast) interviews and general news coverage of your in-person event as well as pre and post event promotions | \$14,900 Ask for details |
| On-Site Video: News Media partner, we bring the crew to do video interviews and coverage of your in-person event as well as pre and post event promotions | \$27,900 Ask for details |

SOCIAL MEDIA EVENT BOOST \$3,900



Posting selfies on planes, group shots or at booths during events can make for fun social media content, but they tend to lose impact quickly and do little to reinforce the message and actual product you're promoting.



This unique social media event booster campaign is designed to amplify your core event messages within the channel community while delivering exceptional content for you to use on your website or any platform you choose.



Since the campaign spans 30 days post event and is integrated with your long-form event content, it provides significant promotional boost for your event and its messages long after it's over.

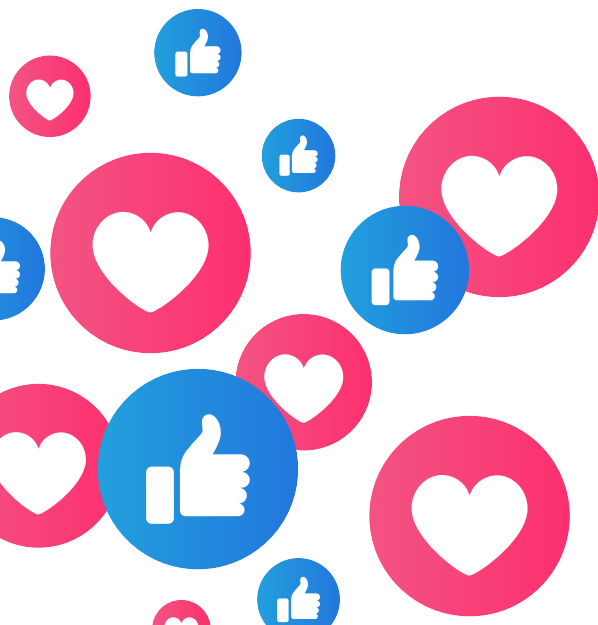


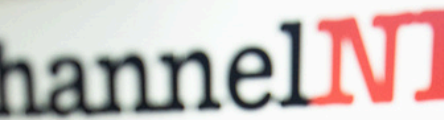
The power of this campaign lies in the the creation of authentic, high-value, and newsworthy content that we will generate and edit for you from in-person interviews, previews as well as throughout the event.



The type of original content that social media and search engine algorithms seek.

- We utilize and combine all content created before, during, and after the event to produce and curate 30 pieces of engaging short-form content tailored for social media sharing, including graphics.
- We provide a smart schedule designed to optimize impact for you to post across all social networks over a span of 30 days. All you have to do is post them as per the schedule - maybe one minute per day!





HOME PAGE BANNER ADVERTISING

Assessing the ROI of banner ads from any website can be challenging, especially with the prevalence of pop-up blockers. Clicks and views are only fragments of the overall picture. However, when it comes to promoting events, launching products, or showcasing special offers, banners certainly enhance the overall impact!

We have made our banner advertising simple and affordable! A one-week banner ad on www.e-channelnews.com including placement in two e-newsletters, is only \$1,500 flat fee. This provides you with affordable and effective branding exposure both on the website and through the newsletters sent to our entire audience!

We can also e-mail your message exclusively to our community. See eMail broadcasts prices below.*

EXCLUSIVE NEWS CATEGORY SPONSOR

Looking to make your business and products the center of attention on eChannelNEWS? Explore these three options for exclusive brand visibility in your preferred news category! Imagine your company banner dominating the Cybersecurity News Category for six months. But that's not all! You will also receive news articles highlighting your brand and published in the category!

| Banner Ad duration in any category | 1 Month | 6 Months | 12 Months |
|------------------------------------|--------------------|-------------|---------------------------|
| Includes News Articles in category | 1 | 6 | 12 |
| Rate/month | \$2,900 | \$2,483 | \$1,908 |
| Total | \$2,900 | \$14,900 | \$22,900 |
| *Exclusive eMail Broadcasts | \$3,500 Per Flight | Per Country | Includes Target Filtering |



ADVERTISE OR SPONSOR OUR NEWS INTERVIEWS

Be an eChannelNEWS sponsor for all video interviews during 1 to 4 months. "Sponsored by Your Company Name" appears on the intro and outro screens of all video interviews produced during the month.

Plus you get one news interviews and a banner ad during the month of your sponsorship.

Consider being our exclusive sponsor for a full year for \$50,000.

| Number of Months Sponsored | 1 | 2 | 3 | 12 |
|----------------------------|---------|----------|----------|-----------|
| Number of Interviews | 1 | 2 | 4 | 12 |
| Banner ad | 1 month | 2 months | 4 months | 12 months |
| Total | \$5,000 | \$9,000 | \$13,000 | \$50,000 |



[in @echannelnews](#)

[X @echannelnews](#)





WOMEN IN TECH

Empowering Women in Tech: Join Our Mission for Inclusivity and Diversity

Our goal is to support more women in achieving success and to attract more diversity to the technology industry. If you're a woman with a story to share, we'd love to hear from you. Reach out to us at editor@e-channelnews.com and take advantage of our 100% free offer!

Browse through our content, reports, and interviews with female leaders to gain a deeper understanding of our mission. Check out our [WIT News section](#) for more information.

Businesses that want to cultivate an inclusive and diverse work environment can partner with us to launch a female peer group program. We are committed to helping you achieve your goals and are happy to discuss advertising and special sponsorship options. Contact us for more information.





CHANNEL AWARDS

Recognizing the Best Vendors, Distributors and Women in Tech in the Largest Channel Survey in the country!

For 19 years now, our annual channel survey has recognized the top vendors, distributors and leading women in the tech industry across the nation. This survey is exclusive to channel partners to vote and determine the winners.

With over 500 nominees across 60+ categories, the competition is fierce, and thousands of votes are cast each year.

Voting runs from November 1st to around January 15th, so make sure you verify your nomination and encourage your partners to vote for you. Don't miss the opportunity to see your company's name on this prestigious list of winners!

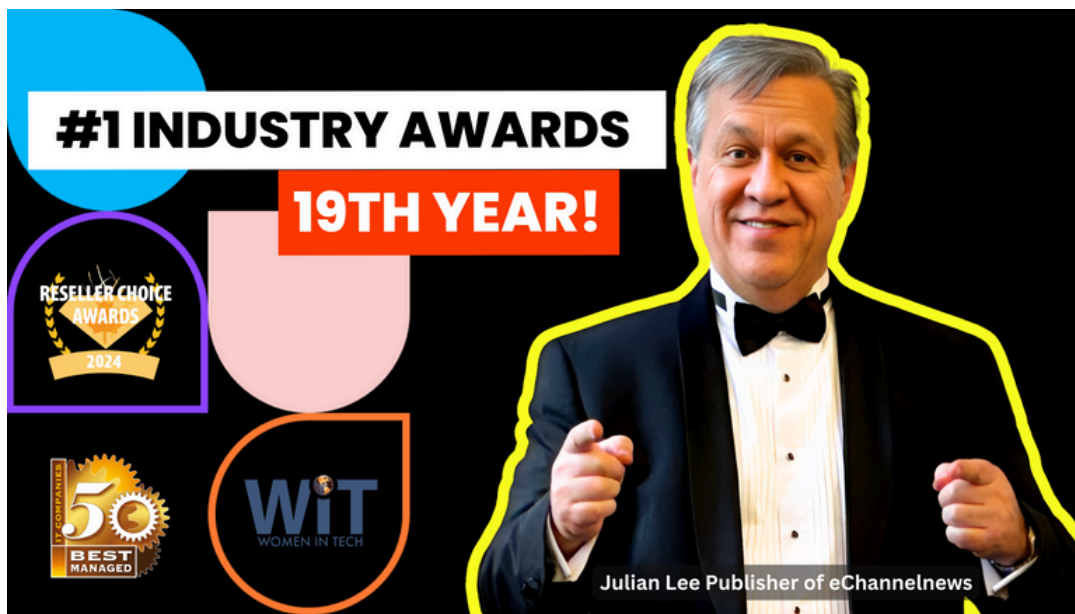
[Visit the Website to learn More](#)

[Download sponsorship kit!](#)

For upcoming award gala dates: See [ChannelNEXT](#).

CONTACT US

Email: marier@technoplanet.com or call 905-839-0603 ext. 247



Julian Lee Publisher of eChannelnews



CHANNEL LEADERS' MASTERMIND VENDOR PEER-GROUPS

Ready to shake things up in your success, career and company?

Join a VIP peer-group exclusively for vendors (CEOs, CROs, CMOs, Channel Leaders, Channel Managers).

Dive into the Vendor Mastermind Peer-Groups led exclusively by the channel leader Julian Lee. Get exclusive access to his channel expertise and squad of pros to unravel the mysteries of the channel world.

It's like joining an exclusive elite club that meets regularly (in-person and virtually) to solve pain points and accelerate your success in the channel.

You get to tackle ALL challenges, exchange insights, collaborate and soak up wisdom from your peers.

Brace yourself for the unexpected!

Remember, what's shared in the group, stays in the group.

Julian hosts a limited number of peer-groups each year. Every candidate will go through an interview with Julian to explore if this is a fit for all sides. Every member of the group must be pre-approved.

Julian Lee, has led TechnoPlanet for three decades, and understands the channel at a "DNA level". From eChannelNEWS to the Cybersecurity Defense Ecosystem, he's on a mission to uplift the channel community worldwide. Follow him on LinkedIn for a regular dose of insights or explore his history at TechnoPlanet.

Let's talk first to see if this would work for you!

CONTACT US TO START THE PROCESS!





COMING SOON ON THE ROAD ACROSS THE USA AND CANADA IN 2025 "ECN ON WHEELS"

We're rolling up everywhere! Time to unveil the eChannelNEWS' Mobile News Studio - a one-of-a-kind, thrill-a-minute project that's got our team buzzing with excitement!

Picture this: a snazzy news studio on wheels, zipping across North America to cover the hottest channel events, vendor spots, and partner hangouts. Yep, we're hitting the road to bring you live news like never before!

Want in on the action? You can even have us swing by your event and office to whip up some buzz-worthy pre- and post-event coverage.

Sponsorship opportunities are up for grabs! By teaming up with us, you'll snag a spotlight on your company, showing off your industry prowess.

Ready to be the talk of the country? Reach out to grab the full scoop and discover how our fresh and funky approach can catapult your business into the limelight!

This is a one-year mission driven by our publisher Julian Lee said: "It's the last big crazy thing I'll be doing in the channel and it's going to be epic, bloopers and all!"

Prices starting at \$50,000 for a one-year sponsorship package!

Request more details by emailing ecnonwheels@echannelnews.com

