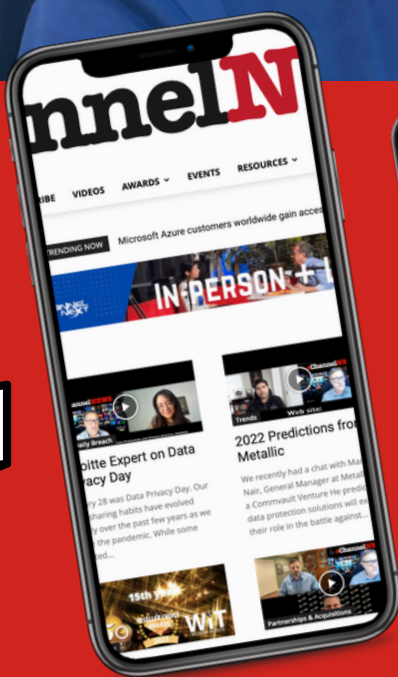


eChannelNEWS



Media Kit 2025

Ask for the eCN slide deck

eCN
eChannelNEWS

 @echannelnews

 @echannelnews

 @Podcasts

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.

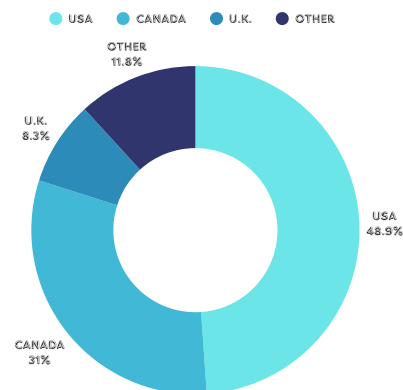
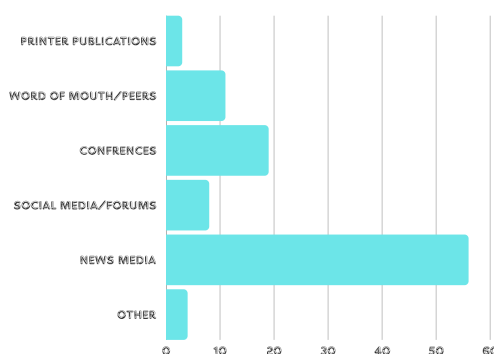
TechnoPlanet Productions Inc. publishes eChannelNEWS, and can be found at www.technoplanet.com.

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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Partnerships & Acquisitions

Channel/Partner Programs

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The Daily Breach

Women In Tech

Weekly Round Ups

New Products

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

We create top-quality long-form content and then slice into MANY smaller bite-size pieces to effectively prospect your buyers across ALL the social networks where they live.

We refer to this as a “Digital Waterfall” of your content that “spills” over into all social networks and search engines to reach everyone.

Measure the ROI and repeat as often as you like.

Key Benefits:

- Establish a widespread digital footprint and awareness across all social networks.
- Maintain regular social touch points into the buyer’s journey, build mindshare and seamlessly convert it into wallet share.
- Avoid duplicate content issues by delivering customized versions tailored to each social platform.
- Build a trusted source ranking for AI search engines

Examples of short-form content generated:

- 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 like Facebook, TikTok, Instagram
- 10 Quote Graphics: Ready to share on Instagram, LinkedIn, and Twitter/X.
- 10 Sound Bites or Stats: Designed to drive engagement.
- 1 LinkedIn Carousel: Showcasing key insights or quotes.
- 4 LinkedIn Video video clips
- Monthly Micro-Content Roundup: A summary blog post for newsletters and websites.

You can also repurpose the content for your other activities.

Bonus: You also get your content published on eChannelNEWS and their social networks to amplify your message to their channel community of over 110,000.

**SEE MORE DETAILS AND
PRICES ON NEXT PAGE**

LONG FORM CONTENT CREATION

1. Conduct research and formulate the interview questions.
2. Perform a dry run with the client.
3. Produce, review, and edit a 60-minute long-form piece.

SHORT FORM CONTENT PRODUCTION

1. Break the content into short-form segments tailored for each social network.
2. Design a variety of thumbnails, quotes, and graphics.
3. Optimize for all SEOs including AI SEOs
4. Integrate your call-to-actions.

SOCIAL MEDIA STRATEGY AND SCHEDULE

1. Produce the social media publishing plan.
2. Decide whether the client will post or if we will handle the postings on social networks.
3. Track results and adjust content as needed based on performance.

ECHANNELNEWS PUBLISHING

1. Publish long-form content on our news website for 2 years and share in newsletters
2. Share long form and select short-form pieces on LinkedIn and social media networks of eCN.
3. Integrate your call-to-actions.

CONTENT CREATION: \$10,000

STORYBOARD, CREATE AND EDIT A 60-MINUTE NEWS-QUALITY INTERVIEW VIDEO TO TELL YOUR STORY WITH AUTHENTICITY AND HIGH IMPACT FOR ALL SORTS OF NEWS AND MARKETING PURPOSES

FROM THE LONG FORM CONTENT WE GENERATE 100+ PIECES SHORT FORM CONTENT INCLUDING GRAPHICS OPTIMIZED FOR ALL SOCIAL MEDIA NETWORKS AND AI SEARCH ENGINES

\$10,000

LONG FORM AND SELECTED SHORT FORM CONTENT PUBLISHED ON ECHANNELNEWS WEB SITE FOR 2 YEARS; INCLUDED IN AT LEAST 2 NEWSLETTERS AND SHARED ON OUR SOCIAL NETWORKS INCLUDING LINKEDIN

\$5,000

DO 3 OR MORE DIGITAL WATERFALLS WITHIN ONE YEAR TO GET A DISCOUNT. ASK ABOUT DOING DIGITAL WATERFALLS FOR YOUR CHANNEL PARTNERS TO DRIVE SALES DEMAND

20% Discount

EVENT SOCIAL BOOST DIGITAL WATERFALL

Expand your message beyond the attendees of the event while reinforcing it to all attendees! Smarter to invest in this than SWAG or a fancy booth!

LONG FORM CONTENT CREATION

1. Create a 15 min piece of content to tell your story and value proposition.
2. We do this virtually pre-event, during event or post event.

SHORT FORM CONTENT PRODUCTION

1. Break the content into about 20 short-form segments tailored for each social network.
2. Design a variety of thumbnails, quotes, and graphics.
3. Optimize for all SEOs including AI SEOs
4. Integrate your call-to-actions.

SOCIAL MEDIA STRATEGY AND SCHEDULE

1. Produce the social media publishing plan.
2. Decide whether the client will post or if we will handle the postings on social networks.
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3. Integrate your call-to-actions.

BUDGET: \$4,900



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 23 years, eChannelNEWS has been a dependable and trusted resource for the channel. This is why messages shared through our platforms gets delivered and 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 and to your other stories
- 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, so unfortunately, we cannot review nor publish 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 other 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	\$1,295	\$6,900	\$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? It attracts more people! 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 huge 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 towards news media coverage to deliver a lot more ROI!

Description	Price
Joint Live Webinar where we do everything including promotion, hosting and recording.	\$16,900 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. Travel and accommodation for 3 people/video crew are NOT included.	\$27,900 Ask for details

SOCIAL MEDIA EVENT BOOST \$4,900



Posting selfies on planes, group shots or booths during events can make for fun social media content for personal self-promotion, but they tend to do very little to promote or reinforce the message of the actual product and company paying for the event.



The power of this event's Social Booster campaign lies in the creation of authentic, high-value, newsworthy content (20 minutes) either in-person (if at our events or events we attend) or virtual that you can easily share or pre-schedule on all social networks, including LinkedIn.



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



Since the campaign spans 15 days post event plus a pre-event 2-minute preview teaser, it provides significant promotion and reinforcement of your participation and message long after the event is over.

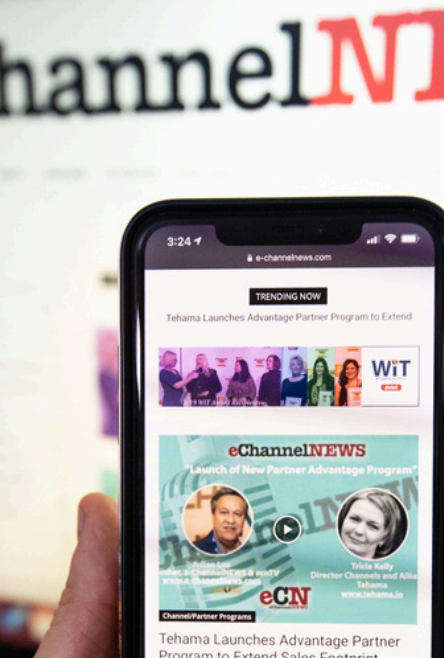


It's also the type of original content that social media and search engine algorithms (especially AI Search) seek.

- We utilize and combine all content created before, during, and after the event to produce and curate 15 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 15 to 30 days post event. All you have to do is post them as per the schedule - maybe one minute per day!

ATTENDING A CHANNELNEXT EVENT? GET A 25% DISCOUNT!





HOME PAGE BANNER ADVERTISING

Assessing the ROI from banner ads on any website can be challenging, especially with the prevalence of pop-up blockers and AI Agents. Clicks and views are only part of the overall picture. However, when it comes to promoting events, launching products, or showcasing special offers, banners can generate significant awareness and enhance the overall impact! That said, the main benefit is exposure.

As such, we have made our banner advertising simple and affordable! A one-week banner ad on www.e-channelnews.com in any category, 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 BANNER AD 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! We will also produce news articles highlighting your brand and published in the category throughout the active campaign period.

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	\$4,500 Per Flight	Per Country	Includes Target Filtering



SPONSOR OUR ECHANNELNEWS INTERVIEWS AND PODCASTS

Sponsor eChannelNEWS for all video interviews and podcasts published for between 1 and 52 weeks. "Brought to you by Your Company Name" appears on the intro and outro screens of all video interviews produced during the week(s) of your sponsorship. We also embed a 10-second video ad/interview and shout out in each interview. It remains embedded for one year.

Plus you get one news interview plus a banner ad during the month of your sponsorship.

Ask about being our exclusive sponsor for a full year!

Number of Weeks Sponsored	2	8	16	24
Number of Interviews	1	2	4	6
Banner ad per week	1	8	16	24
Per week	\$8,000	\$27,000	\$49,000	\$65,000



[in @echannelnews](#)

[x @echannelnews](#)





WOMEN IN TECH

Empowering Women in Tech: Support 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 achieve your diversification goals. Contact us for more information.





CHANNEL AWARDS

Recognizing the Best Vendors, Distributors, Women in Tech and Best Managed Channel Partners. It's the Largest Channel Survey in Canada!

For 20 years, our annual channel survey has recognized the top vendors, distributors channel partners and leading women in the tech industry across the nation.

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

Voting runs from November 1st to around January 15th, so make sure you verify your nominations 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](#)

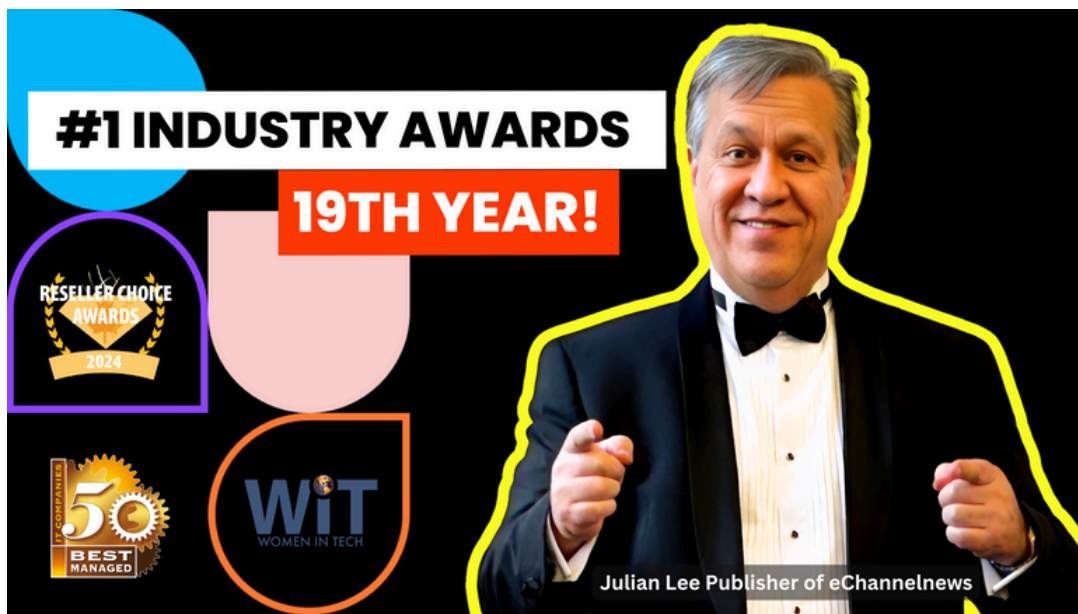
[Download sponsorship kit!](#)

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



CONTACT US

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





CHANNEL LEADERS' MASTERMIND VENDOR PEER-GROUPS

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

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

Dive into the Vendor Mastermind Peer-Groups led exclusively by 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 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 2026 "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

