

# CRN Redesign: September 2011

# Why Redesign?

The nature of the business to business magazine is evolving: as digital platforms are able to break news as it happens, the magazine is now looked upon to supply a more in-depth look at the issues affecting the industry.

Positioning the magazine as the resource for an in-depth and analytical look into the industry ensures CRN now provides all the content that the modern channel professional requires to stay ahead of the game.

## CRN content portfolio:

**CRN:** Weekly magazine  
 13,000 senior reseller subscribers  
 Provides readers with a better understanding of the market

**Channelweb.co.uk:** 8-12 new stories every day  
 38,000 monthly unique users  
 135,000 monthly page impressions

**CRN Daily Newsletter:** All the day's top news  
 13,000 fully subscribed circulation

**twitter :** CRN reaches 4,162 followers

**LinkedIn :** Reaches group of 2,387



# Readership

CRN's readership is something which does not change – the magazine is still the most effective way to reach the most senior and influential reseller audience in the UK:

- 13,000 reseller-only, fully controlled, fully requested circulation
- 49% of readers have job title MD/Owner/Partner/Chairman
- 100% of readers are responsible for purchasing decisions
- Active readership as every subscription less than 12 months old





# Redesign – opinion and the community

The channel is a tight-knit, vocal industry with strong opinions and CRN's new design reflects this:

**COMMUNITY** is positioned at the front of the magazine and reflects just how important channel's opinion is. The section will provides the week's best industry comment from Twitter, LinkedIn and Channelweb.co.uk as well the results of the weekly poll.

**OPINION** offers the channel's leading players a platform to talk in more detail about an issue affecting the industry

**CRNsays** will appear throughout the magazine and will bring the issue to life as well as drawing out the key points for the time-poor reader

**READERS LIVES** has been expanded to ¾ page

**CRN poll**  
Who do you think gives the most value for selected functionality?  
According to CRN's poll, the deal is a customer. The poll results show that 50% of respondents believe that the deal is a customer, 30% believe it is a salesperson, 10% believe it is a manager, and 10% believe it is a partner. The poll also shows that 50% of respondents believe that the deal is a customer, 30% believe it is a salesperson, 10% believe it is a manager, and 10% believe it is a partner.

**Web comment**  
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**Twitter**  
@CRNmagazine: The channel is a tight-knit, vocal industry with strong opinions and CRN's new design reflects this.

**OPINION**

## Fraudsters cleaning up again

Cleaner transaction data is making it easier for fraudsters to slip past legitimate business security defences. *Neil Khan takes a look*

**CAREER CV**  
NEIL KHAN is a senior business security expert with over 20 years' experience in the industry.

**Opinion**  
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**READERS' LIVES**

## Not Peaking too early

Andrew Gardner says the channel opportunity in his company keeps him up with excitement, but he still has a liking for sleep

**CAREER CV**  
ANDREW GARDNER is a senior business security expert with over 20 years' experience in the industry.

**Not Peaking too early**  
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**CRN says**

The key to success is clear communication rather than fancy methodologies. And users are already benefiting, with administration and access simplified and easier to manage as well as more secure.

# Redesign – features

CRN will continue to lead the way with ground breaking features from both the CRN editorial team and 3<sup>rd</sup> party contributors which will provide a unique insight into the workings of the channel.

The features will be a hugely valuable resource to resellers looking to understand exactly why things are happening, what impact they have on the channel and what the future holds.

These will include-

**FEATURE:** 2-3 page detailed studies into business critical issues affecting resellers

**INTERVIEW:** a series of extended interviews with the channel's leading players

**ANALYSIS:** a 1-page deeper look at recent issues using research/stats, strategy chats with industry heads and case studies of large/unusual contract wins



**FEATURE**

"When we're looking at important market data in the channel, we don't just want to see the numbers, we want to see the story behind them. That's why we've built the new CRN Channel Web. It's a place where you can get the most up-to-date, most relevant information on the channel. It's a place where you can get the most up-to-date, most relevant information on the channel. It's a place where you can get the most up-to-date, most relevant information on the channel."

**There are some big organisations intruding in this market space!**

**£25.7bn** in revenue for the top 10 resellers in 2010

**6%** of revenue is now coming from the top 10 resellers

**SAP should have made a long time ago.**

**ON JUST WHITE**

**INTERVIEW**

**£14.3tn** in revenue for the top 10 resellers in 2010

**£8.5bn** in revenue for the top 10 resellers in 2010

**BRITISH GAS**

**£295m** in revenue for the top 10 resellers in 2010

**£58m** in revenue for the top 10 resellers in 2010

**£1.2bn** in revenue for the top 10 resellers in 2010

**Supporting those that serve**

**ANALYSIS**

A new wave of service-oriented organisations is getting more out of IT than the rest.

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**ANALYSIS**

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# Questions?

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