

# MEDIA

Information

# 2025



INTELLIGENT  
DATA CENTRES

[www.intelligentdatacentres.com](http://www.intelligentdatacentres.com)

A  
Lynchpin  
Media  
PUBLICATION

# ABOUT LYNCHPIN MEDIA



**LYNCHPIN MEDIA** is an independently owned media communications company, whose main aim is to help organisations reach and influence decision-makers in EMEA, APAC, North America and LATAM. We have a growing database of over 127 million global IT decision-makers.

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.

## OUR BRANDS



### **Intelligent CIO**

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

### **Intelligent CISO**

Our global cybersecurity brand targeted at the EMEA, APAC, North America and LATAM enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise business investment.

### **Intelligent Data Centres**

Designed to bring the latest news and trends to the EMEA, APAC, North America and LATAM data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end-user.

### **Intelligent Tech Channels**

Aimed at the EMEA, APAC, North America and LATAM vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.

### **Intelligent CXO**

The intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses on business growth, successes and how to manage businesses intelligently, with expert insight from C-level executives and business leaders.

### **Intelligent SME.tech**

*Intelligent SME.tech* is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM, showcasing how technology solutions are helping small and medium-sized businesses to scale.

### **Intelligent Fin.tech**

Designed to bring the latest financial news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

### **Intelligent Build.tech**

A technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.

## WHAT WE DO

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends.

We work with our clients to identify new customers and their requirements. In a nutshell, we:

- **CREATE** original, thought leading content
- **ENGAGE** senior IT and business leaders globally
- **DELIVER** powerful campaigns and targeted leads





# ABOUT INTELLIGENT DATA CENTRES

*Intelligent Data Centres* is a technology brand that encompasses various intelligence platforms aimed at the enterprise IT sector to provide targeted updates and research-driven information. As part of Lynchpin Media, this digital medium gives unparalleled advice to the data centre industry within the EMEA, APAC, LATAM and North America regions.

Data centre managers, practitioners and technical teams face the constant challenge of deciding where to prioritise investment, while demonstrating the business value of their projects and embracing the strategic benefits their businesses are striving to achieve.

Against this backdrop, there is also a growing need to include strong business justifications alongside the well-worn IT metrics that typically examine application delivery in isolation.

*Intelligent Data Centres* strives to bridge this gap between the traditional role of the data centre manager and the new-age demands weighing in on this pivotal role as enterprises continue to progress their Digital Transformation strategies.

Spreading our resources across print, digital and events, *Intelligent Data Centres* endeavours to guide its readers within Europe, the Middle East, Africa, APAC, LATAM and North America with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the views of the data centre industry, encompassing the voice of vendors, distributors, resellers and the all-important end-user.

With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.

*Intelligent Data Centres* is a technology intelligence platform aimed at the enterprise sector



This digital medium gives unparalleled advice to the data centre industry across our regions



It guides readers with thought leadership, industry expertise, knowledge sharing and practical platforms



With social media support, content is delivered across all platforms to enable readers to use their preferred device



# EDITORIAL SECTIONS



We hope you enjoy the magazine and if you'd like to contribute to any future issues, please do not hesitate to contact [ella@lynchpinmedia.com](mailto:ella@lynchpinmedia.com)

## HOT TOPIC:

We take a look at the current big talking points for data centre leaders



## FEATURE:

A detailed article centred around a chosen topic, representing significant trends within the industry



## NEWS:

A comprehensive round-up of the latest news from the data centre sector



## EXPERT OPINION:

A thought leadership article by a leading industry figure highlighting how innovation drives competitive advantage



## LATEST INTELLIGENCE:

Leading data centre operators shine a light on their latest innovative global projects



## FEATURE:

A second comprehensive feature focused on a selected theme that mirrors key subjects in the industry



## DATA CENTRE PREDICTIONS:

An analysis of sector trends potentially featuring an industry report or a discussion about a key development



## END-USER INSIGHT:

An interview with an end-user detailing the advantages they have experienced from a specific solution



## INDUSTRY INTELLIGENCE:

Industry Intelligence provides an in-depth look into the sector's latest developments and research



## INTELLIGENT TECHNOLOGIES:

Extended coverage concentrating on operations, power and cooling systems, infrastructure and facility management



## INFOGRAPHIC:

A graphic which highlights key research findings or talking points in an accessible manner



## UNCOVERING THE LAYERS:

A comprehensive and technically detailed article typically exploring the workings of a data centre



## PROJECT FOCUS:

Latest updates from around the globe with a focus on the data centre sector



## DEEP DIVE:

An insightful thought leadership article that explores the significance of technological investment for businesses



## EDITOR'S QUESTION:

We seek insights from leading industry professionals on the most pressing questions surrounding the sector



## THE EDGE:

An article on best practices for data centres, offering strategies for organisations to gain a competitive edge



# EDITORIAL PLAN

Plan your PR and marketing activities with *Intelligent Data Centres*. Our editorial calendar enables partners and clients within the EMEA, APAC and North American regions to align their key messaging with upcoming features.

Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.

# 2025

<p><b>JANUARY</b></p> <p><b>FEATURE 1</b> 2025 Priorities</p> <p><b>FEATURE 2</b> New innovations</p> <p><b>INDUSTRY INTELLIGENCE</b> Energy and Performance</p>	<p><b>FEBRUARY</b></p> <p><b>FEATURE 1</b> Location</p> <p><b>FEATURE 2</b> Regional Focus – APAC</p> <p><b>INDUSTRY INTELLIGENCE</b> Sustainability Initiatives</p>	<p><b>MARCH</b></p> <p><b>FEATURE 1</b> Hyperscale</p> <p><b>FEATURE 2</b> Talent and Skills</p> <p><b>INDUSTRY INTELLIGENCE</b> The Rise of AI and ML</p>
<p><b>APRIL</b></p> <p><b>FEATURE 1</b> Latency and Networks</p> <p><b>FEATURE 2</b> Regional Focus – Africa</p> <p><b>INDUSTRY INTELLIGENCE</b> Power Demands and Consumption</p>	<p><b>MAY</b></p> <p><b>FEATURE 1</b> Heat reuse</p> <p><b>FEATURE 2</b> Maintenance</p> <p><b>INDUSTRY INTELLIGENCE</b> Intelligent Design</p>	<p><b>JUNE</b></p> <p><b>FEATURE 1</b> Sustainable operations</p> <p><b>FEATURE 2</b> Regional Focus – Europe</p> <p><b>INDUSTRY INTELLIGENCE</b> Edge Data Centres</p>
<p><b>JULY</b></p> <p><b>FEATURE 1</b> Physical security</p> <p><b>FEATURE 2</b> Avoiding Downtime</p> <p><b>INDUSTRY INTELLIGENCE</b> Infrastructure innovation</p>	<p><b>AUGUST</b></p> <p><b>FEATURE 1</b> Carriers</p> <p><b>FEATURE 2</b> Regional Focus – NA</p> <p><b>INDUSTRY INTELLIGENCE</b> Scaling Up</p>	<p><b>SEPTEMBER</b></p> <p><b>FEATURE 1</b> Community</p> <p><b>FEATURE 2</b> DCIM</p> <p><b>INDUSTRY INTELLIGENCE</b> Digital Transformation</p>
<p><b>OCTOBER</b></p> <p><b>FEATURE 1</b> Temperature Control</p> <p><b>FEATURE 2</b> Regional Focus – Middle East</p> <p><b>INDUSTRY INTELLIGENCE</b> Backup and Storage</p>	<p><b>NOVEMBER</b></p> <p><b>FEATURE 1</b> Computing Power</p> <p><b>FEATURE 2</b> Regulations</p> <p><b>INDUSTRY INTELLIGENCE</b> Hybrid Cloud</p>	<p><b>DECEMBER</b></p> <p><b>FEATURE 1</b> 2026 and the Trends Expected</p> <p><b>FEATURE 2</b> Regional Focus – LATAM</p> <p><b>INDUSTRY INTELLIGENCE</b> Future Prospects</p>





# OUR AUDIENCE

The role of data centre managers and their teams is more complex than ever. Technology is constantly evolving, bringing both new solutions and challenges. Budget constraints combined with companies increasingly expecting more in terms of Digital Transformation and the impact of cloud technology have made this role all the more challenging.

And technological advancements are only set to continue. Gartner has estimated that by 2024, half of large organisations will be integrating Edge Computing principles into their projects.

The research and advisory company has also urged infrastructure and operations leaders to evolve their strategies and skills in order to provide an agile infrastructure for their business and digitalisation needs.

*Intelligent Data Centres* provides data centre teams with the very latest information and intelligence to help them make

important, informed decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them.

It is our unparalleled understanding of this audience which enables *Intelligent Data Centres* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience.

While control for data centre projects will lie with its management team, we believe that a company should communicate with everybody involved in the process. The correct positioning and communication to the industry as a whole can prove an effective long-term plan. *Intelligent Data Centres* provides an integrated platform that reaches this audience.

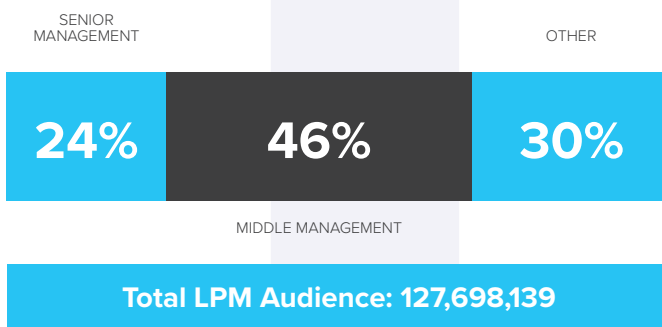
## AUDIENCE BY COUNTRY/REGION %\*

\*As of 1 October 2024, *Intelligent Data Centres* reaches 1,793,220 data centre professionals.

- APAC **21%**
- AFRICA **11%**
- EUROPE **27%**
- MIDDLE EAST **15%**
- NORTH AMERICA **26%**



## AUDIENCE BY JOB TITLE %



**Senior management:** CIOs, CISOs, CTOs, CFOs, CEOs, IT Heads and Directors, Finance Directors, Data Centre Managers  
**Middle management:** Information Technology and Infrastructure Managers, Security and Network Managers, IT Architecture roles  
**Other:** Network Managers, Data Architects and Scientists, IT Channel, System and Business Analysts, Project Managers and Consultants

## AUDIENCE BY INDUSTRY %

- BANKING AND FINANCIAL SERVICES **18%**
- HEALTHCARE **12%**
- CONSTRUCTION **15%**
- HOSPITALITY & TRAVEL **9%**
- TECHNOLOGY & COMMS **12%**
- GOVERNMENT **10%**
- EDUCATION **8%**
- ENERGY **7%**
- TRANSPORT **5%**
- MANUFACTURING **5%**
- OTHER **9%**



Lynchpin Media works with strategic global partners to deliver campaigns using our own and third partner data. This helps deliver targeted campaigns, using different results driven tactics.



# WORKING WITH INTELLIGENT DATA CENTRES

## SOLUTIONS



### **Brand awareness**

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.



### **Content creation and marketing**

Creating and promoting high-quality content delivered across all platforms of our 'intelligent' brands.



### **Customer publishing**

Our expert editorial team create bespoke, multimedia customer publications.



### **Events**

Create a variety of events, of any size, to promote face-to-face engagement.



### **Intent-based marketing**

Targeted campaigns using client content to generate industry insight and generate targeted leads.



### **Account-based marketing**

Targeting leads from a specific set of accounts provided by the client.



### **BANT qualification**

Obtain specific information from targeted leads with additional data collection.



### **Inside sales and telemarketing support**

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.

## STRATEGIC CONTENT SERVICES

Our team can help client content stand out from the crowd.



### **Customer case studies**

Customer case studies will feature on the magazine cover across print and digital editions, as well as on our social media channels.



### **Case study licensing**

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.



### **Vendor cover stories**

Through our vendor cover stories, clients will be positioning themselves as thought leaders in their field.



### **Content creation: print, digital and video**

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.



### **Supplements and e-books**

We can build bespoke packages around individual requirements and promote content across all channels.



### **Virtual interviews**

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.



### **Webinars**

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.



### **Technology event coverage**

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.

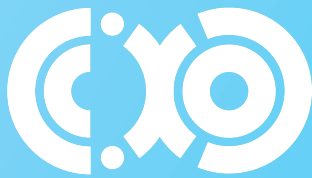
**CONTACT US FOR A TAILORED SOLUTION:**

**Jess Abell**, [jess@lynchpinmedia.com](mailto:jess@lynchpinmedia.com) (+44 20 3026 6825, Ext 1005)

**Richard Judd**, [richard@lynchpinmedia.com](mailto:richard@lynchpinmedia.com) (+44 7534 132 966)



# P R E S E N T I N G O U R N E W V I D E O S E R V I C E S



**VISION**  
| VIDEOS & PODCASTS |

## INTRODUCTION

There is no doubt that video content has become a staple for marketers. It's a powerful digital medium, revered for its ability to engage, entertain and provide accessible, interactive content for target audiences.

We understand the increasing value of video, which is why we created our very own video brand.

### CXO Vision

Through our range of video solutions, we are offering clients a chance to connect with prospective customers while presenting themselves as thought leaders and experts in their field, promoting their brand and providing rich analytics to boot.

Whether you are looking to showcase one of your experts in a Q&A interview, invite partners to join you in a digital forum or spread the message even further with an interactive webinar, we have a solution to fit.

And if you can't see what you're looking for, just get in touch as our strength lies in creating bespoke packages based on individual client needs.

## DIGITAL FORUM

In our Digital Forum – our version of the classic 'round-table' event – clients have an opportunity to discuss, in detail, a specific topic relating to their area of expertise.

An opportunity to share thought-provoking ideas and initiate good-natured debate – this could be a collaboration between vendors with complementary technologies; a vendor and channel partner, or a vendor and customer.

We'll be covering a range of different topics to provide guidance to end-users, while raising the profile of clients' brand and crafting a strong and compelling voice for the data centre sector.

**PRICING: Starting at US\$1,500 plus US\$1,000 per additional partner**

All video content will be produced in conjunction with **CXO Vision**. To find out more about our video content packages, please **click/tap** on the cover image below, or scan the QR code.







Got a topic you want to dive deep into with a one-to-one interview? This is exactly what our Deep Dive video packages set out to achieve. Our team can work with clients to prepare a number of questions in order to fuel an intelligent discussion and provide detailed insight into their area of expertise.

Or, if you'd rather keep it broad, our editors can ask a range of questions in order to pull out a client's key messaging. The choice is yours.

**Pricing: From US\$2,000**



We know that clients have a wealth of knowledge to share with their target audience and our readers – and what better way to do this than via video? Our Expert Insight packages do exactly what they say on the tin – putting your client spokesperson centre screen to provide detailed insight into their area of expertise. We can add interactive elements and links to additional research, ensuring maximum ROI.

This content will subsequently be used to generate leads as part of the overall package.

**Pricing: From US\$3,000, including a minimum of 20 leads**



Our version of the classic 'round-table' event. In our Digital Forum, clients and their partners have an opportunity to discuss, in detail, a specific topic relating to their area of expertise. An opportunity to share thought-provoking ideas and initiate good-natured debate. This could be a collaboration between vendors with complimentary technologies; a vendor and channel partner or vendor and customer.

**Pricing: Starting at US\$1,500 plus US\$1,000 per additional partner**



Our Spotlight series features interviews with the all-important end-users across our brands – including CIOs, CISOs, infrastructure heads and channel chiefs.

An opportunity for vendors to promote the benefits of their solutions and products in the best way possible, through the eyes of their customers.

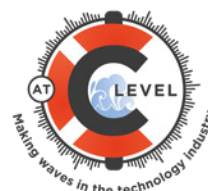
**Pricing: Starting from US\$2,500**



## WEBINAR AND VIRTUAL ROUND TABLE

Webinars and virtual round tables have seen a boom in popularity – and with good reason. Where physical events have their limitations, these activities offer a simple and interactive way to connect with prospective customers and a wider audience. We can lead the discussion, enabling clients to promote their thought leaders through engaging discussions with partners and peers, keeping their brand at the forefront of our audience's mind even when the show is over.

**Webinar pricing: From US\$12,000**  
**Virtual round table pricing: From US\$8,000**



## AT C-LEVEL PODCAST

Our At C-Level podcast is the home of informal interviews with technology chiefs from across our regions. We discuss how they're making waves in the industry – chatting to them about their career journey so far, their management style and how they're planning for the future.

**Contact us for pricing**



# GET IN TOUCH

## MANAGEMENT



**RICHARD JUDD**, Chairman and co-CEO,  
richard@lynchpinmedia.com,  
+44 20 3026 6825, Ext 1001 or  
+44 7534 132 966



**STUART LYNCH**, Founder and co-CEO,  
stuart@lynchpinmedia.com,  
+44 7514 807 117

## EDITORIAL



**MARK BOWEN**, Editorial Director,  
mark@lynchpinmedia.com,  
+44 7791 831 617



**ELLA HUTCHINSON**, Editor, Intelligent Data  
Centres, ella@lynchpinmedia.com

## COMMERCIAL: CLIENT AND AGENCY



**AJ ABELLA**, Chief Revenue Officer,  
aj@lynchpinmedia.com

## CLIENT SERVICES



**CURTIS DRISCOLL**, Director,  
Client Campaigns,  
curtis@lynchpinmedia.com,



**ALICE TATLOW**,  
Campaigns Manager,  
alice@lynchpinmedia.com



**GEMMA DAVIS**, Client  
Services Manager,  
gemma@lynchpinmedia.com

## STRATEGIC CONTENT AND EVENTS



**JESS ABELL**, Chief Content Officer,  
jess@lynchpinmedia.com



**ALIX PRESSLEY**, Head of Strategic Content,  
alix@lynchpinmedia.com



**JODIE HARRIS**, Events Manager,  
jodie@lynchpinmedia.com

## MARKETING



**HARRY ROGERS**, Marketing Manager,  
harry@lynchpinmedia.com



**EVIE JONES**, Marketing Executive,  
evie@lynchpinmedia.com

MEET OUR FULL LYNCHPIN MEDIA TEAM



Other Lynchpin Media documents:



Media Deck



CXO Priorities



CXO Vision



CXO Communities

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