

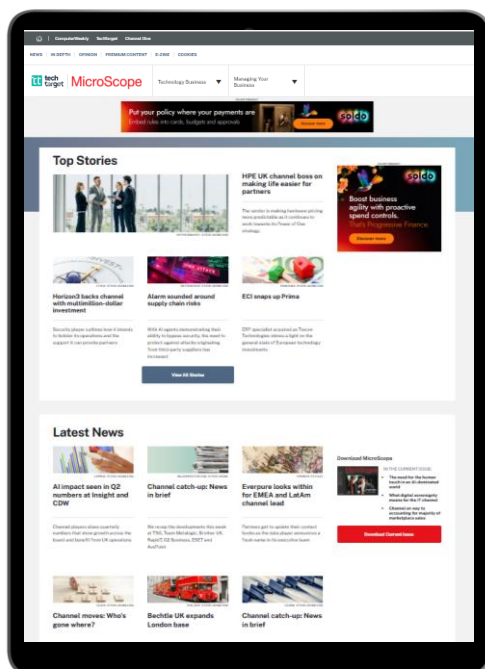
MicroScope Media Kit

2026 Marketing Opportunities

MicroScope, part of Informa TechTarget, launched in 1982 to cover the birth pangs of the channel and has since followed the industry as it has matured and grown. The online publication has contributed to and led debate in the industry, and the knowledge it has of the channel is second to none. MicroScope retains its commitment to objective reporting and informed analysis to maintain its position as the essential read for anyone working in the channel, and the number one news resource for computer resellers and suppliers.

MicroScope helps VARs capitalise on hot projects with in-depth content including:

- Interviews with industry leaders including executives and CIOs
- Technical advisory pieces around “Getting Started” and “Project Pain Points”
- Premium content including E-Zines and E-Handbooks
- Breaking news about vendor moves, acquisitions, partnerships, product launches and more



Focused on what is changing in the channel market

Whether you're in a well-known category or defining an emerging one, it's difficult to predict how today's buying organisations will most easily discover you. That's why we cover every major category and then cross-reference and cross-link them. Our coverage areas include:

Enterprise Hardware	Software Applications
Networking & Telecoms	Channel Partner Programs
Cloud Computing	Finance and Credit
Data Storage	Sales and Customer Management
Information Security	Salesforce Management

396K+

Channel members in EMEA

90K+

activities by Channel members in the past year

400+

Content pieces created in the last 12 months

Our engaged and permissioned global audience

Tap into our audience to achieve your go-to-market goals. We help you identify, access, and influence in-market accounts and engaged buyers who are actively researching solutions like yours.

Informa TechTarget's Channel audience demographics

396K+

opt-in registered
B2B members



47% IT Function

3%	Executive
22%	Director
26%	Manager
43%	Staff
5%	Analyst

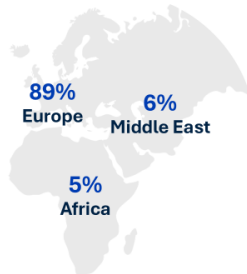
53% LOB Function

4%	Executive
10%	Director
27%	Manager
55%	Staff

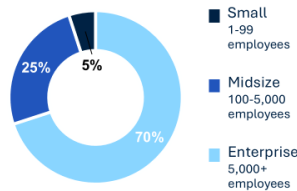
Top Areas of Research:

- #1 AI & Data Science
- #2 Cybersecurity & Threat Intel.
- #3 Threat Management & Intel.
- #4 Compliance, Risk & Governance
- #5 Network Security
- #6 AI-enabled Infrastructure
- #7 Systems Management
- #8 AI-enabled Security
- #9 Risk Management
- #10 Security Dev. & Training

EMEA Reach



Company Size



Information Classification: General *Top industries excludes IT **Data excludes Students & Educators

The insights, access, and influence you need to succeed

To help you achieve better go-to-market results, we've built our end-to-end go-to-market services on an unmatched foundation of analyst expertise, trusted sites, engaged audiences, and precise intent data.

STRATEGY

Purchase Intent Insights
Annual Research, Advisory & Intent Insights
Custom Research & Consulting

INTENT DATA

Prospect-Level Intent Data Exports
Account-Level Intent Data

CONTENT

Custom Content
Sponsorable Content
Production Services

AWARENESS

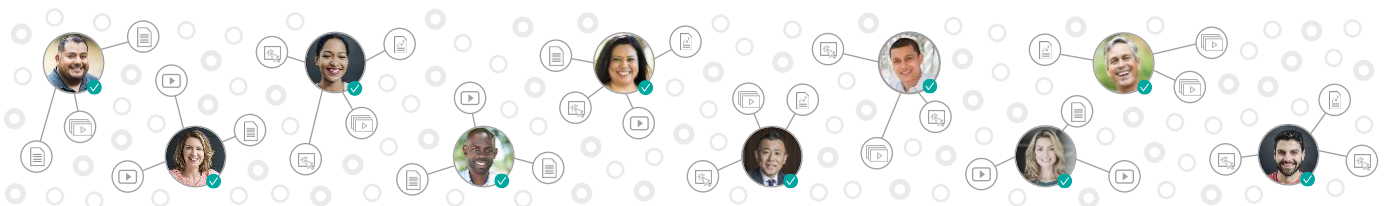
Digital Advertising
Custom & Native Websites

DEMAND

Content Syndication
Webinar Audience & Channel
Modern BANT Leads
Always-On Buying Group Access

SALES

Intent Data for Sales
Sales Content



MicroScope

by **informa** techtarget •••

MicroScope Sponsorship Opportunities

Sales and marketing success hinges on delivering real results faster and at scale. As the leading source of purchase-focused content on the web, your buyers are with Informa TechTarget and Computer Weekly before they turn to you. We can help you reliably reach, influence and engage with them earlier in their journey, through a variety of digital offerings that include:



MicroScope E-Zines: Align with award-winning editorial content, increase brand awareness and generate premium leads

Display Advertising: Reach a targeted audience while they are in 'read and research' mode. Establish or reinforce market leadership through repetitive messaging on topically aligned pages of expert content.

Content Creation: Short form custom solutions in proven formats to help fill content gaps, or launch an embedded content hub to drive content engagement and contextual lift

MicroScope Editorial Newsletter Sponsorship: Increase brand awareness across a selection of regular newsletters to our loyal subscriber base

Want to learn more? Get in touch!

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In-Language Regional Editions

ComputerWeekly.de

ComputerWeekly.es

ComputerWeekly.com.br

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About MicroScope

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About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI. With an unparalleled reach of over 58 million permissioned first-party audience members, Informa TechTarget has a unique understanding of and insight into the technology market. Underpinned by those audiences and their data, we offer expert-led, data-driven, and digitally enabled services that deliver significant impact and measurable outcomes to our clients.