

# MSP SUCCESS

## MAGAZINE

### Advertising And Media Rates



Powered By  
TECHNOLOGY  
MARKETING TOOLKIT

The Premier Publication Dedicated  
To Sales, Marketing, Leadership And  
Growth Strategies For IT Services Firms

For More Information, Contact Our Sponsor Team  
(844) 999-0555 OR e-mail: [sponsors@technologymarketingtoolkit.com](mailto:sponsors@technologymarketingtoolkit.com)



# Table Of Contents

- What Is MSP Success Magazine? .....3
- Why Advertise With Us?.....3
- Reader Demographics .....3
- Advertising & Media Opportunities .....4
- Digital Media Opportunities ..... 5-7
- Vendor Directory .....8
- Sponsorship Packages .....9
- Custom MSP Success Magazine..... 10
- Content Marketing: E-Books ..... 11

## MARKETING TIPS

# WHAT IS MARKETING ANYWAY?

(AND HOW TO KNOW IF IT'S WORKING)

When I open a presentation on marketing to an audience of IT services CEOs who are not die-hard marketers, I like to start by asking, "What is the purpose of marketing?" Almost without fail, the answer is almost identical: "Get your name out there!" or "Build your brand!" or "Generate awareness!" Only after a bit of prodding and explanation will they finally get around to answers that make more sense, such as, "To generate leads" or "Bring in paying customers."

With each ambiguity about the purpose of marketing and what it's supposed to do, it is my wonder to many people: Is it what you do, "Why did that marketing campaign fail?" or "Why didn't that generate a single new client?" So, if that is the criteria for how you are measuring the success of your marketing plan, should you define marketing's purpose a little more clearly to align with expectations? Here is my definition:

**Marketing is the practice of finding, attracting, and fully monetizing clients to sell products/services, generate profits, and facilitate the company's growth goals.**

You'll notice I didn't just define marketing as "generating sales" or "bringing in new clients." I also didn't define it to be a specific method, such as to generate a 10x RO on your marketing spend.

### GETTING NEW CUSTOMERS IS HARD.

Unitrends MSP makes it a Done Deal – guaranteed.

World's first program which rewards MSPs with Customers' Good Health!

UNITRENDS MSP

## GROW YOUR BUSINESS

and Your Bottom Line with IT Complete by Kaseya

IT Complete empowers you to run and grow your business with:

- Automated account through probable new services
- Automated email delivery that drive efficiencies
- Integrated solutions that meet the changing needs of MSPs

Join the 1000s of MSPs switching to IT Complete

[www.kaseya.com/get-started](http://www.kaseya.com/get-started)

# CONTENTS

- 12 The Private Equity Boom in Managed Services
- 13 Why an IT Building a World-Class Sales Team
- 14 Why's More Important Than Landing the Right Client?
- 15 MSP Services Spotlight: Network Security
- 16 Advice on How to Grow a Business with More Success and Less Demand
- 17 Why Do Most MSPs Fail to Grow in Revenue, Profits, and Scalability?

# What Is MSP Success Magazine?

MSP Success Magazine is a print and digital publication dedicated to helping the CEOs and owners of managed IT services companies build strong, profitable, growth-oriented businesses. Written and published by Robin Robins, founder of Technology Marketing Toolkit, this magazine is uniquely focused on the topics of marketing, client acquisition, sales, profitability, leadership and personal development.

## Why Advertise With Us?

Two reasons. First, unlike all other publications that allow anyone in the industry to subscribe to boast inflated circulation metrics, we ensure this publication is sent only to a very qualified list of owners and C-level executives of managed IT services firms who are clients. Therefore, you know you're getting to the REAL decision maker of the organization. Second, since our magazine is focused on success principles, our readers are the top 20% who are inspired to improve and grow. This makes for a smaller circulation, but a far more qualified segment of the industry.

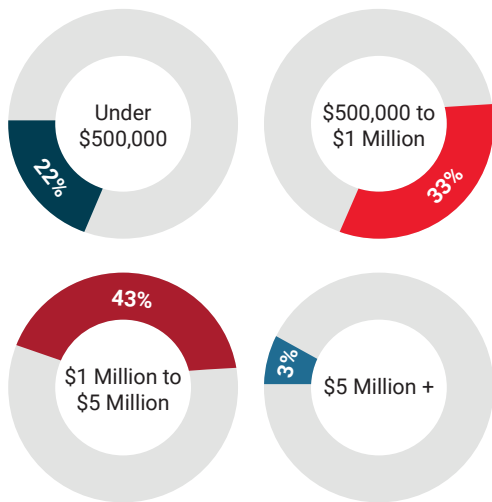
### DISTRIBUTION/VISIBILITY:

This magazine will be distributed to our entire subscriber list of CEO/owners of MSPs/MSSPs/VARs/IT services providers and featured on our dedicated website, MSPSuccessMagazine.com.

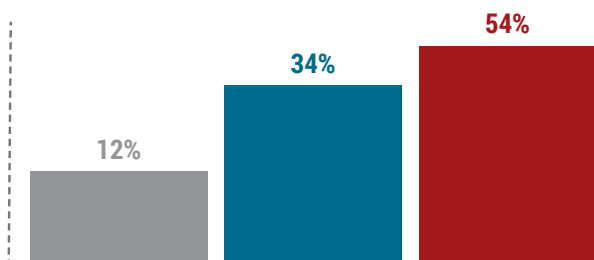
**Print & Digital Circulation: 20,000+ recipients**

## Reader Demographics

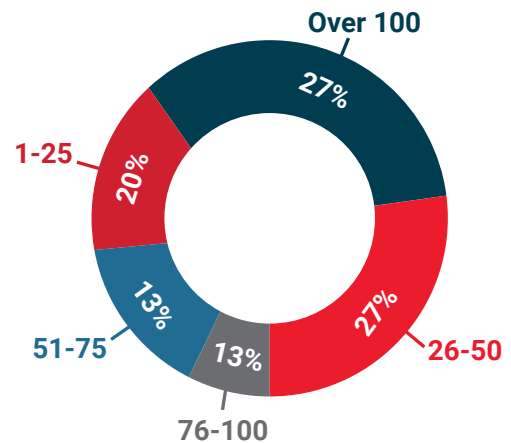
### Range of Annual Revenue



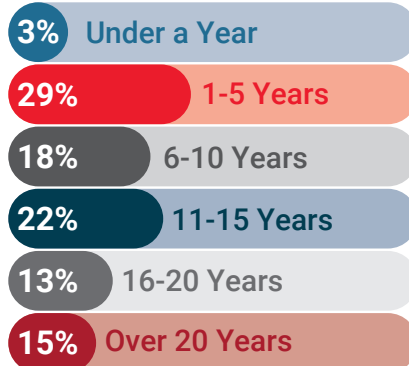
### Anticipated Revenue Growth Over the Next Year



### The Number of Clients Our Readers Have:



### Range of Years in Business



# Advertising & Media Opportunities

## Print Advertising

### Print Sections

Inside Front Cover – Full-Page Ad

Cover Article – Full-page Ad

Marketing Tips – Quarter-Page Ad

Contributing Writer – Half-Page Ad

Contributing Writer – Quarter-Page Ad

Inside Back Cover – Full-Page Ad

### Print Supplements

Blow-In Card - 4"x6"

### Your Ad Here



## Digital Advertising

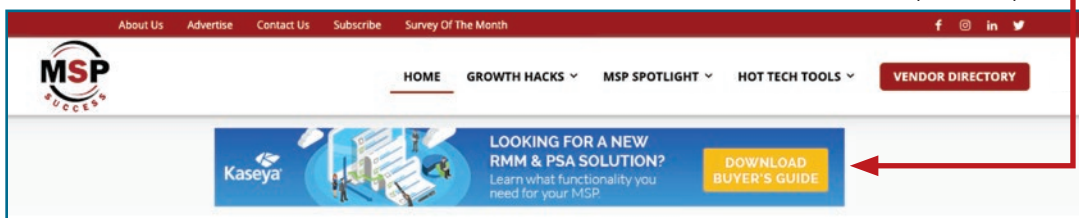
### Sponsored Popup Video

One of the most impactful methods of bolstering your influence in the channel is through visual content. Your branded video will appear as a popup when someone visits MSPSuccessMagazine.com, viewed by almost 4,000 unique visitors a month.



### Website Banner Advertising (Both Ads Included)

Get the attention of qualified partners by promoting your high-value content through native advertising opportunities on our website, www.MSPSuccessMagazine.com.



**LEADERBOARD AD**  
728px X 90px

**SIDEBAR AD**  
250px X 250px



**FOR RATES & MORE INFORMATION, CONTACT OUR SPONSOR TEAM (844) 999-0555**

**OR E-MAIL: [sponsors@technologymarketingtoolkit.com](mailto:sponsors@technologymarketingtoolkit.com) | [www.MSPSuccessMagazine.com](http://www.MSPSuccessMagazine.com)**

# Digital Media Opportunities

## Custom Webinars

The MSP Success Magazine team will host and promote a custom webinar to our entire database. You will provide topics, slide decks and any other content needed for the webinar. Our team will provide project management, marketing and registration efforts, as well as host and produce the live webinar on our platform.

After the webinar is over, you will receive a recorded version to use in your own marketing efforts. We will also host the webinar forever in our resources section of the website.

**Webinar Length:** 60 Minutes

**Guaranteed Leads:** 75



## Guest Blog Post

Contribute your product- or service-specific content to the MSP Success Magazine website. With a guest blog post, take advantage of the benefits below:

1. Build off the subscriber's affinity to MSP Success and Robin Robins to position yourself as an MSP authority and gain industry recognition.
2. Gain exposure (traffic) back to your company's website.
3. Build backlinks to your website to help with your SEO goal.

### Included with the guest blog post:

- One full week on the home page
- Post will live on the site forever
- Author byline
- Author page with all your posts compiled (if more than one post)
- Featured in eNewsletter
- Dedicated e-mail to MSP Success list



# Digital Media Opportunities

## Facebook Audience Targeting – Call for Pricing

Laser-target 20,000+ MSP customers for new products, services, promotions and brand awareness for just pennies apiece. Stop using expensive “spray and pray” marketing where most of your advertising budget is wasted. Why not promote your solutions directly to a highly motivated, growth-oriented group of our clients who’ve purchased Robin Robins’ products and services through Facebook? Grow your channel partners, sell more products and stay in front of exactly who you want, faster and more affordably than ever before, using the Facebook custom audience campaign.



## MSPSuccessMagazine.com Site Traffic

Average Monthly Visits:



5,888

Average Monthly Unique Visitors



3,967

Average Monthly Page Views:



27,692

FOR RATES & MORE INFORMATION, CONTACT OUR SPONSOR TEAM (844) 999-0555  
OR E-MAIL: [sponsors@technologymarketingtoolkit.com](mailto:sponsors@technologymarketingtoolkit.com) | [www.MSPSuccessMagazine.com](http://www.MSPSuccessMagazine.com)

# Digital Media Opportunities

## eNewsletter Banner

Get your company's message delivered right to MSPs' in-boxes.

MSP Success Magazine has a weekly newsletter that is sent out every Friday to more than 3,000 engaged (25% average open rate) subscribers seeking to improve their business.

We will deliver a report detailing your ad's performance when the campaign has ended.

A great way to keep your brand on MSP owners' minds. Gain maximum reach by utilizing this prominent location with a 728px X 90px ad above our top news story.

Gain great value by placing your ad just above our MSP Spotlight or Hot Tech section of our eNewsletter. Utilize this 728px X 90px ad space to get your message to our engaged subscribers.

Leaderboard Ad (weekly)

In-line Billboard Ad (weekly)



### LEADERBOARD AD

MSP Week In Review | Volume 3 [Get The Magazine](#)

Kaseya **LOOKING FOR A NEW RMM & PSA SOLUTION?** Learn what functionality you need for your MSP. [DOWNLOAD BUYER'S GUIDE](#)

**Avoid This Mistake To Double, Even Triple Leads For Your IT Services Company**

After examining the marketing of the majority of MSP's, VAR's and IT Service companies, a common mistake revealed the problem.

[Read More>](#)

Success

**The One Thing All Successful Businesses From Shark Tank Have in Common**

The answer is quite simple, and Barbara Corcoran feels it's one of her biggest gifts as an entrepreneur as well.

[Read More>](#)

Marketing

**How To Get A Stubborn Prospect To Pay Attention To You**

This strategy got a 30% response rate when sent to current clients.

[Read More>](#)

Sponsored

If your clients have Admin Privileges **ONE FALSE STEP IS ALL IT TAKES**

**Secure Admin Privileges With AutoElevate**

### IN-LINE BILLBOARD AD

# MSP Success Vendor Directory

## How To Get Your Products And Services Promoted To 15,000+ MSPs, MSSPs And IT Services Providers!

We Have Made It Easy For Our Members And Subscribers To Find Vendors By Searching Our Trusted Network Of Top-Rated Vendors – And We Want To Give You A Free Listing!

Our members and subscribers are the CEOs and executive teams of IT services companies, specifically MSPs, MSSPs, VARs, solutions providers and IT services companies.

What's unique about this directory will be its focus on go-to-market tools and resources that you and the 800+ vendors in the IT services channel bring. To that end, we want to know HOW you help your partners make more money, attract more clients and close more service contracts, as well as what marketing development funds and marketing assistance you offer, sales training and resources, workshops, events, etc, to help them close more business.



Listing Type	Includes		
Free	About Section	Vendor Listings	Receive Messages
Premium (yearly)	About Section Vendor Listings	Receive Messages Social Media Integration	Products Review Management
Elite with Category Boost (yearly)	About Section Vendor Listings Category-Specific Boost	Receive Messages Social Media Integration Expanded Content Displayed In Search	Products Review Management

Visit: [Directory.MSPSuccessMagazine.com/members-join](http://Directory.MSPSuccessMagazine.com/members-join)



FOR RATES & MORE INFORMATION, CONTACT OUR SPONSOR TEAM (844) 999-0555

OR E-MAIL: [sponsors@technologymarketingtoolkit.com](mailto:sponsors@technologymarketingtoolkit.com) | [www.MSPSuccessMagazine.com](http://www.MSPSuccessMagazine.com)



# SPONSORSHIP PACKAGES



## Platinum Sponsor

(Quarterly Commitment)

- Billboard & Sidebar Ads
- eNewsletter Ad (1 week per month)
- Elite Vendor Directory Listing Including 1 Category Boost
- Advertisement In Our Print Magazine (Ad placement based on availability)
- Guest Blog Includes Byline 1x/Month (supplied by client)
  - Featured In eNewsletter
  - Guaranteed Home Page Placement (1 week min.)
  - Article Lives On Blog Forever
  - Author Page
  - Dedicated E-mail

## Digital Super Pack Sponsor

(Quarterly Commitment)

- Billboard & Sidebar Ads
- eNewsletter Ad (1 week per month)
- Elite Vendor Directory Listing Including 3 Category Boosts
- Guest Blog Includes Byline 1x/Month (supplied by client)
  - Featured In eNewsletter
  - Guaranteed Home Page Placement (1 week min.)
  - Article Lives On Blog Forever
  - Author Page
  - Dedicated E-mail

**Custom Packages Available – Call Our Sponsor Team At (844) 999-0555**



**FOR RATES & MORE INFORMATION, CONTACT OUR SPONSOR TEAM (844) 999-0555  
OR E-MAIL: [sponsors@technologymarketingtoolkit.com](mailto:sponsors@technologymarketingtoolkit.com) | [www.MSPSuccessMagazine.com](http://www.MSPSuccessMagazine.com)**

# Custom MSP Success Magazine

## Anyone Can Be Featured In A Magazine. But When YOU ARE THE MAGAZINE, Your Newfound Credibility, Authority And Celebrity Make Prospects And Clients Take Notice And Take Action

Now, YOU and your business can receive instant attention and credibility by being featured on the cover and in a completely custom version specific to your needs.

Your prospects and clients (and even your competitors) will view you and your business in a whole new light when they see YOU on the cover of MSP Success Magazine. You instantly become THE authority in your industry.

Here's everything you get with this marketing piece that can bring you more attention and more new business throughout 2020:

- **High-Quality Cover Photo Featuring ONLY YOU** — We arrange for a skilled photographer to come to your office for a professional photo shoot.
- **YOUR Business Is The Cover Story** — You and your business are featured in our multi-page cover story. This spotlight article is also showcased on the cover in big, can't-miss text!
- **A Must-Read 24-Page Custom Edition** — Your featured article is surrounded by content and ads relevant to your industry to help you promote your products and services.
- **Magazine Publishers Interview YOU** — Our team of professional publishers and editors conduct a Q&A-style interview where you control the narrative and share your story.
- **Professionally Printed Magazines** — We will send your magazine to our highly targeted list of 15,000 IT services business owners.
- **Promote Your Brand Online** — With a high-resolution digital copy of your cover and PDF of the entire magazine, you can promote your new celebrity status on social media, your website and via e-mail.



FOR RATES & MORE INFORMATION, CONTACT OUR SPONSOR TEAM (844) 999-0555

10 OR E-MAIL: [sponsors@technologymarketingtoolkit.com](mailto:sponsors@technologymarketingtoolkit.com) | [www.MSPSuccessMagazine.com](http://www.MSPSuccessMagazine.com)

# Content Marketing That Actually WORKS...Made Simple

## ▶ Let Us Create Powerful Lead Generation eBooks, Guides And Reports Designed To Draw In And Convert Qualified MSP And IT Services CEOs To Do Business With You

"Content marketing" and "thought leadership" have become popular corporate buzzwords to drive qualified leads into your sales funnel. However, MOST of the content produced by vendors in the channel does NOT attract, engage and convert visitors to productive, interested leads. **That's because the content must be written to influence and persuade, NOT just "inform."** Further, the author needs to have a deep understanding of the specific audience (prospects) you are trying to attract, what their hot buttons are, what motivates them, how they buy and the objections they have, not just the technical aspects of what you sell.

When it comes to marketing to MSPs (and getting them to take action), there's no one in this channel who understands this better than Robin Robins and Technology Marketing Toolkit.



## ▶ The Top 3 Reasons To Hire Us To Create Your Next Content Marketing Piece:

1. We actually know how to write content that PERSUADES and influences IT services CEOs to engage with you.
2. Our guides will contain REAL CONTENT, not just high-level fluff that leaves the prospect feeling fooled into requesting a worthless piece of content from you. (Hint: Calling something the "ultimate guide" to something, then providing non-specific, worthless ideas, breaks trust and makes a prospect feel as though you lied to them and wasted their time.)
3. We can distribute your content to our list of 15,000+ MSPs and IT services CEOs.

## ▶ Our Prospect Attraction e-Guide Service Includes:

- A one-on-one Strategy Session with Robin Robins to map out a plan for your content to ensure you get the maximum number of qualified leads.
- Advanced research, including a custom survey of your prospects and partners to determine exactly what content will attract and engage them the most.
- 120-150 pages of content, graphics, tips and research.
- Custom cover design and graphics with your logo and branding.
- Posting of the content on the HOME PAGE of our Member Dashboard portal for 30 days. This is the portal where our 5,400+ members log in to get the content they paid for.
- Posting of the content on all MSP Success Magazine/TMT social media channels:
  - o Facebook Page: 4,286 Followers
  - o LinkedIn Group: 1,922 Members

# Get your **Free** Subscription To **MSP Success Magazine**



To Get Your Free Online Subscription, go to  
<https://www.mspsuccessmagazine.com/subscribe>

MSP And IT Services Business Owners And CEOs Will Be Mailed A Copy Free.  
All Others Will Get A Free Subscription To Our Online Edition.

FOR RATES & MORE INFORMATION, CONTACT OUR SPONSOR TEAM (844) 999-0555  
OR E-MAIL: [sponsors@technologymarketingtoolkit.com](mailto:sponsors@technologymarketingtoolkit.com) [www.MSPSuccessMagazine.com](http://www.MSPSuccessMagazine.com)