

# MISSION **CRITICAL** **POWER**



**Media Information 2015/16**

# MISSION **CRITICAL** **POWER**



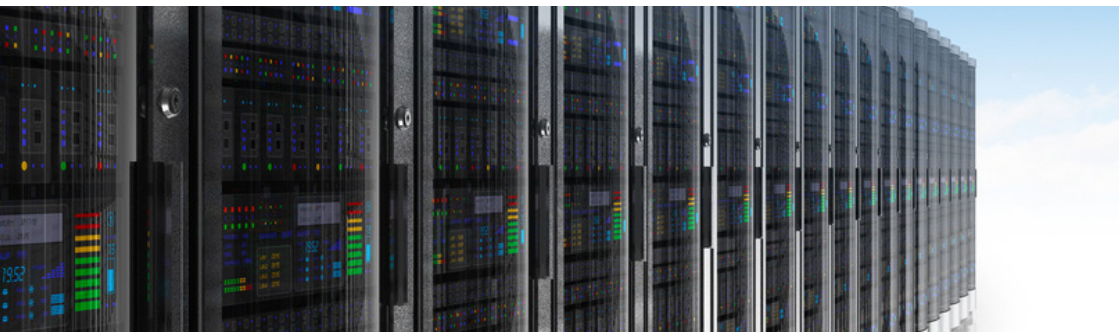
***MCP readers  
represent ten figure  
annual procurement  
budgets***

## **Our mission**

Mission Critical Power is dedicated to the pursuit of 100% uptime at critical sites in the most efficient, cost-effective manner.

The challenges faced by such sites, and those tasked with managing them, are manifold. Exponential data growth, technological advances, rising power prices and heightened security risks create a landscape only the most astute market actors and management teams will successfully navigate.

Mission Critical Power aims to connect those teams with the latest technological innovation, market developments, thought leadership, best practice and crucially, the bigger picture. By doing so we earn our right to question market incumbents, rule makers and the supply chain about the issues that underpin a properly functioning society and economy.





***MCP readers require  
the most reliable  
back-up power  
systems***

## **Critical cornerstones**

**Energy management:** The only thing more critical than critical infrastructure is the energy that powers it. Mission Critical Power will unpick UK energy policy impacts, focusing on procurement, energy efficiency and energy security, helping businesses to reduce operating costs and mitigate energy price and supply risk.

**Risk management:** Continuous risk management is the only way to minimise threats to operational continuity. MCP will examine the core threats to business and how firms at the leading edge are reducing risk.

**Data centres:** Data centres are critical infrastructure for almost every industry sector. If they fail, businesses fail. In print and online, Mission Critical Power magazine will examine in-depth how DCs are staying ahead of the curve, refining and rebuilding the engine rooms of the economy and connecting the backbone of business infrastructure.



# MISSION CRITICAL POWER

## Circulation breakdown

**4,405 copies** will be distributed to the following decision makers; Energy managers, Directors, FM's, Head of utilities, DCM's, DC Analysts, Designers, Operators, Network systems operators, Chief executive officer, Asset manager, Consultants in the following sectors:

**2,398** - Data Centres

**373** - Hotels

**224** - Hospital/Healthcare

**143** - Emergency Services

**167** - Universities

**546** - Council/Municipal

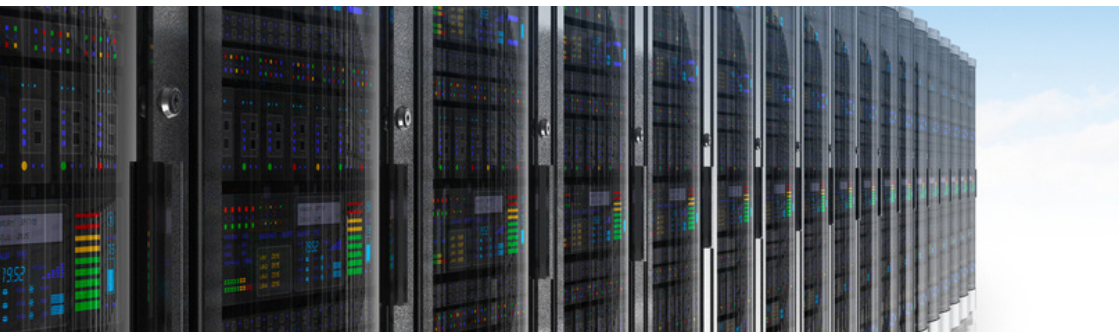
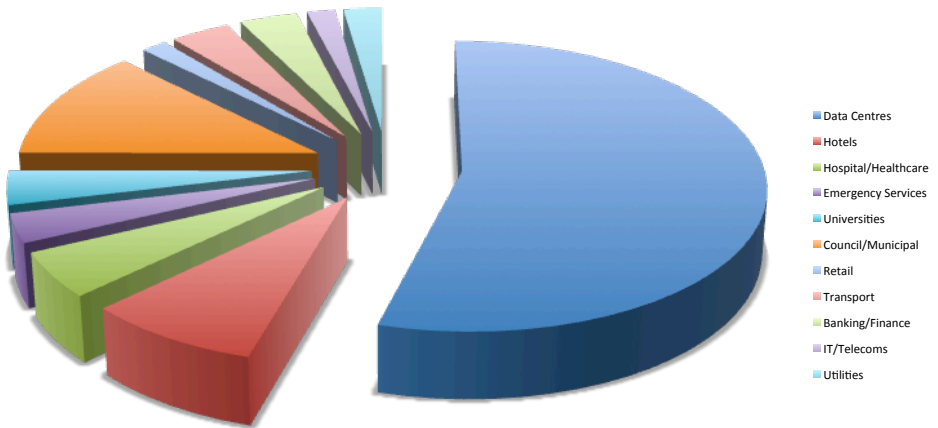
**68** - Retail

**157** - Transport

**153** - Banking/Finance

**74** - IT/Telecoms

**102** - Utilities



# Features

As well as news and opinion articles MCP regularly features

- UPS
- Onsite standby generators
- Cooling and air movement (HVAC) (CFD – computational fluid dynamics)
- Energy Efficiency
- Renewables
- Asset Management software (DCIM),
- Power management & distribution (PDU)
- Cabinets & Enclosures

## October/November

Connectivity & Cabling  
Lighting  
Power quality management

## December/January

Energy Procurement and connections  
Data centre design (optimisation)  
BEMS  
Power storage

## February/March

Connectivity & Cabling  
Lighting  
Power quality management  
Modular solutions

## April/May

Energy Procurement and connections  
Data centre design (optimisation)  
Power storage

## June/July

Connectivity & Cabling  
Lighting  
BEMS  
Power quality management

## August/September

Energy Procurement and connections  
Data centre design (optimisation)  
Power storage  
Modular solutions



# MISSION CRITICAL **POWER**

## Online

Our online offering is available at [www.missioncriticalpower.uk](http://www.missioncriticalpower.uk), this news-driven site is updated on a daily basis and is regularly visited by professionals wanting the latest innovations and insights on a more regular basis.

As well as news content is grouped into sections including: energy, IT & infrastructure, cooling, data centres and risk management. Brand ownership of these sections is possible on a qualitative basis.

Marketers can also pay to place relevant advertorials. These will be clearly marked as sponsored posts and will be approved and edited by Mission Critical Power's staff. Only relevant marketing material will be distributed.

To enquire about availability and rates please contact the sales team.

## Monthly e:newsletter

Sent monthly to our subscribers our regular Mission Critical Power e:newsletter provides an update of the latest news, case studies and opinions.

**Sponsored e:news article ..... £300**

**Sponsored header banner ..... £500**

## Bespoke content

Energyst Media also creates bespoke content for advertisers. We create effective, measureable packages to suit all requirements.

# Rates

|   |        |
|---|--------|
| <b>Front Cover package (Front cover + two page advertorial)</b> | £4,495 |
| <b>Outside Back Covers:</b>                                     | £3,000 |
| <b>Inside Front Cover</b>                                       | £2,495 |
| <b>Full Page (A4)</b>   | £2,000 |
| <b>Half Page</b>  | £1,000 |
| <b>Quarter Page</b>   | £600   |
| <b>A4 Advertorial</b>   | £2,000 |

## Advertorial requirements:

Information can be supplied in the form of tabular matter, photographs, graphs, illustrations and diagrams. Text needs to be supplied in a Word document or pasted into an email. Along with contact details and high resolution logo.

## Advertisement requirements:

Display adverts to be supplied as hi-res Pdf (pass4press or Pdf/X1-a compliant)

## Artwork spec:

A4 p bleed                      216 x 303  
A4 p trimmed                    210 x 297  
A4 p type area                  200 x 287  
(all measurements w x h in mm)

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