

The Connection

A Journal for the Hewlett Packard Enterprise Business Technology Community

Media Kit 2024

The Connection

Jan-Feb 2021

A Journal for the Hewlett Packard Enterprise Business Technology Community



NONSTOP BEATS ACCIDENTAL COMPLEXITY WHERE OTHERS HIT A WALL

XYPRO's 2021 Cybersecurity Predictions

+ PARTNER SPOTLIGHT:
ODYSSEY INFORMATION SERVICES

Roland Lemoine
Database Product Manager,
HPE NonStop

The Connection

March-April 2021

A Journal for the Hewlett Packard Enterprise Business Technology Community

THE POWER OF NONSTOP DATA ANALYTICS

Modernizing
NonStop
Development

Michael Horst
Chief Architect,
cumulata

**+ TOP 5 TRENDS
IN REST SERVICES**

The Connection

May - June 2021

A Journal for the Hewlett Packard Enterprise Business Technology Community

**VIRTUAL PLAN TO
VIRTUAL REALITY -
IN A MATTER OF WEEKS!**

Sean Bicknell
Chief Software
Director of Sales

Virtualized NonStop adoption is growing.
Here's what you should know if you're
planning for one

**+ THE WORLD OF HPE
NONSTOP ENGINEERING**

The Connection

July - August 2021

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**XYPRO and HPE
Partner to Provide
ZERO Trust Security
for HPE NonStop**

Best practices for
REST Services

**+ Join us for NonStop TBC 2021
in Denver, Colorado!**

Steve Tcherchian, XYPRO's Chief Product Officer
and members of the Cybersecurity Leadership Team

The Connection

Sept - Oct 2021

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One on One with a Data Architect:
How to Harvest your Data to
Make Smarter Business Decisions

The Flip Side:
The Tandem Story

Greg Hunt
Odyssey Information Services
Solutions Architect

**+ Join us for NonStop TBC 2021
October 5-7 2021 REGISTER NOW FOR FREE!
The NonStop All Digital Experience**

The Connection

Nov-Dec 2021

A Journal for the Hewlett Packard Enterprise Business Technology Community



**HPE Data Solutions –
NonStop's new home in HPE**

HPE NonStop NSGif:
Integrated Enterprise Management

**Introducing
NEW NonStop X Cluster Features**

Neil Davis
Director NonStop Enterprise Division, EMEA
Hewlett Packard Enterprise

**+ NonStopTBC 2021
READ THE RECAP**

The Connection Profile

Connect Readers

Membership By Title

Circulation

Editorial Calendar

Advertising Rates

Ad Dimensions

Mechanical Specs

Submission Guidelines

The Connection Profile

For 30 years, The Connection, the bi-monthly magazine of the Hewlett Packard Enterprise Technology User Community, is one of the most powerful and strategic tools available to the HPE NonStop platform. Digitally delivered to a worldwide IT community, the audience of 5,600 is a true consortium of HPE's NonStop Enterprise platform customers, partners, practitioners and HPE employees. The Connection is the definitive read for the latest HPE NonStop offerings.

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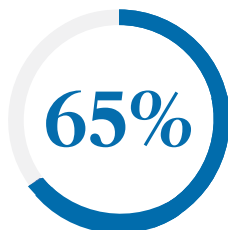
Submission Guidelines

Connect Readers

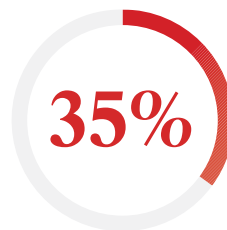
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to Date:
406,000*



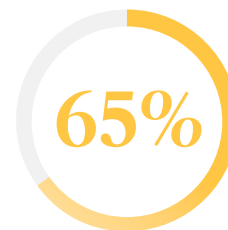
Early Adopters/
Innovators of New
Technology



Purchase Direct From
The Channel



Purchase Direct from
Hewlett Packard
Enterprise



Readers Are
Customers/End Users
of HPE Products and
Services

2023 Metrics

- *5,200 Average Readership Per Issue*
- *11,000 New Readers*
- *53,000 Page Views*

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Membership By Title

Executive Management.....	20%
IT Director/Manager	16%
Administrator/Engineer	22%
Developer/Analyst-Programmer.....	16%
Consultant-IT Professional.....	19%
Architect.....	7%

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Circulation

The Connection reaches a global audience of 5,600+ qualified HPE NonStop professionals – customers, partners and HPE employees. HPE promotes and provides editorial content in each issue of The Connection. Currently, versions dating back to 2007 are posted at www.connect-community.org

Major Industries Include



Banking & Finance



HealthCare



Telecommunications



Manufacturing

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Issue	Materials Deadline	Launch Date	Technology Focus
Jan-Feb	Jan 9, 2024	Jan 31, 2024	NonStop Services/GreenLake Managed Services
March-April	March 7, 2024	March 28, 2024	Keeping HPE NonStop 24x7
May-June	May 9, 2024	May 30, 2024	NonStop as an Open Platform
July-Aug	July 8, 2024	July 31, 2024	Keeping NonStop Safe and Secure
Sept-Oct	Sept 9, 2024	Sept 31, 2024	Measure, Monitor & Mine NonStop Production Data
Nov-Dec	Nov 7, 2024	Nov 28, 2024	The Best of HPE NonStop 2024

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Advertising Rates

Placement	Size (W x H)	1x	3x	6x	12x	24x
Lg Banner	728 x 600 px	\$2225	\$2090	\$1890	\$1750	\$1610
Med Banner	728 x 300 px	\$780	\$660	\$550	\$485	\$425
Lg Sticky	300 x 600 px	\$2225	\$2090	\$1890	\$1750	\$1610
Med Sticky	300 x 300 px	\$1820	\$1745	\$1675	\$1605	\$1540

Multimedia Rates

Placement	Size (W x H)	
Video Ad	1080p +	\$1500 per insertion
Corner Peel	1080p +	

Run of Site Banner Ad Connect Worldwide Website

Connect Website	Size (W x H)	1X
Leaderboard Banner Homepage	970 x 250 px	\$1,500



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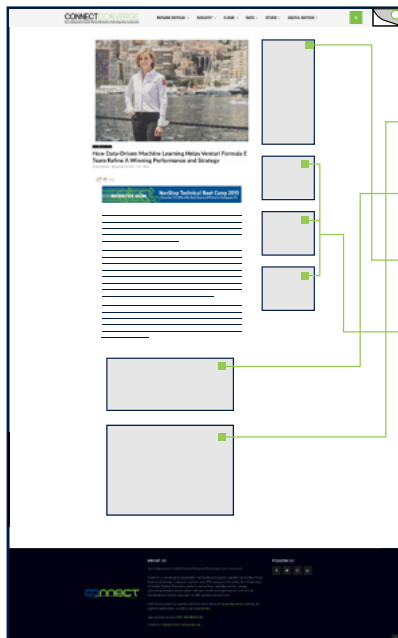
Advertising Rates

Ad Dimensions

Mechanical Specs

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Ad Dimensions



Placement	Size (W x H)
Lg Banner	728 x 600
Med Banner	728 x 300 px
Lg Sticky	300 x 600 px
Med Sticky	300 x 300 px
Multimedia	1080p +
Corner Peel	1080p +

* The Connection publication will have a similar yet unique look and feel to Connect Converge.

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Electronic Specifications

Connect Worldwide will accept the following:

- PNG
- JPG

Advertisers can add video, audio, and other custom elements to generate a more powerful message. Videos must be hosted on advertisers YouTube, Vimeo or other embed friendly video hosting site. *Please submit via URL or embed code.*

If you need help with the structuring of your original design to fit our new dimensions please contact sneall@connect-community.org

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Submission Guidelines

Submission Guidelines

Articles submitted to The Connection for publication shall be relevant to the interests of the HPE NonStop community. Articles can include case studies, user experiences, educational topics, helpful guidance and community events.

Vendor articles should be focused on the use and attributes of the product. Customer use scenarios are welcome. Promotional language such as “the leading product”, is prohibited, even in a customer statement.

Educational articles may conclude with a brief description of the vendor products relevant to the article.

Articles should range from 1,500 to 2,000 words and should be submitted via Word Document (.doc). Illustrations should be submitted in .jpeg or .gif format. **Please submit all graphics in a separate file from the word document.**

The following byline information should be included with submissions:

1. Name, Title, Company, Location (City, State/Province, Country)
2. 50-word biography including information about NonStop or related experience
3. Author's e-mail address and headshot
4. Social Media - LinkedIn, Twitter, Facebook or any other social media platform.

Submit articles to:
Stacie Neall, Connection Editor
sneall@connect-community.org