The Connection

A JOURNAL FOR THE HPE NONSTOP BUSINESS TECHNOLOGY COMMUNITY

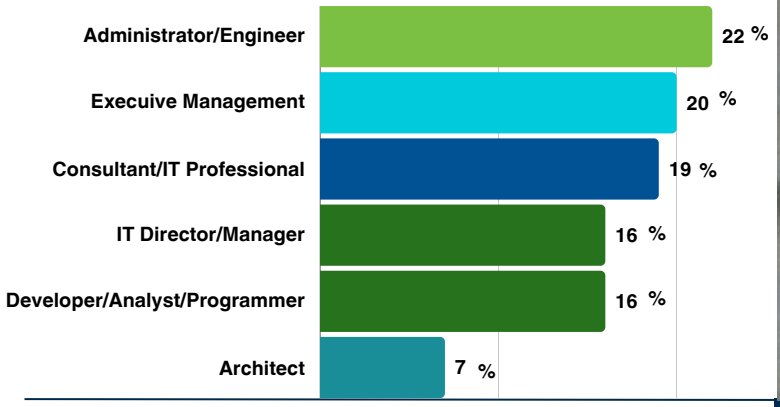
2026 MEDIA KIT

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 55,000+ 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.



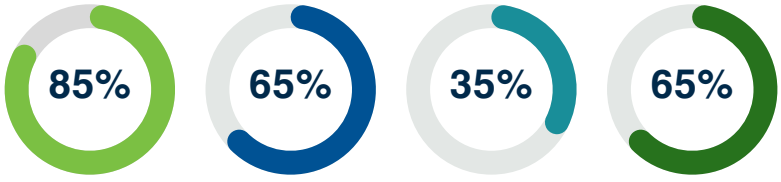
MEMBERSHIP



DEMOGRAPHICS



READERSHIP



FOR INQUIRIES: info@connect-community.org | connect2nonstop.com

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https://connect-converge.com

STATISTICS

TOP REFERRERS

- Search Engines
- Connect Sites
- Member Newsletter
- Hewlett Packard Enterprise
- HPE Partners/Our Advertisers





2026 EDITORIAL CALENDAR

Issue	Materials Deadline	Launch Date	Technology Focus
Jan - Feb	January 9	January 31	NonStop Services/Application Modernization
March - April	March 6	March 31	Keeping HPE NonStop 24x7
May - June	May 8	May 30	NonStop as an Open Platform
July - August	July 10	July 31	Keeping NonStop Safe and Secure
September - October	September 11	September 30	Measure, Monitor & Mine NonStop Production Data
November-December	November 6	November 28	The Best of HPE NonStop 2026

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ADVERTISING RATES & SPECS

ADVERTISING RATES

Placement	Size	1x	3x	6x	12x	24x
Large Banner	728 x 600 px	$2225	$2090	$1890	$1750	$1610
Medium Banner	728 x 300 px	$780	$660	$550	$485	$425
Large Sticky	300 x 600 px	$2225	$2090	$1890	$1750	$1610
Medium Sticky	300 x 300 px	$1820	$1745	$1675	$1605	$1540

MULTIMEDIA RATES

Placement	Size	
Video Ad	1080p+	$1500 per insertion
Corner Peel	1080+	

BANNER AD ON CONNECT-COMMUNITY.ORG

Connect Website	Size	1x
Rotating Homepage Banner	1075 x 276 px	$1500



AD DIMENSIONS

Placement	Size
Lg. Banner	678px X 342px
Med. Banner	678px X 176px
Lg. Sticky	300 x 600 px
Med. Sticky	300 x 300 px
Corner Peel	1080+
Multimedia	1080+

MECHANICAL SPECS

Electronic Specifications

Connect Worldwide will accept the following image formats:

- PNG
- JPG
- SVG

Advertisers may add video, audio, and other custom multimedia elements to generate a more powerful message. Video content must be hosted on Advertisers YouTube, Vimeo, or other embed-friendly video hosting site.

Please submit video via URL or embed code

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ADVERTISING POLICIES

All advertising must be confirmed by written contract. Prepayment is required for non-member and first-time advertisers. When new advertising copy is not received from the advertiser or its agency by the closing date of the contracted issue, the Publisher reserves the right to repeat the most recent advertisement.

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.

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 Handles- LinkedIn, Twitter, Facebook or any other social media platform.
5. Featured image for article: 678px X 381px or 16:9 aspect ratio

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