

Your DCA Media Pack

The statistics included in the DCA Media Pack demonstrate just how effective the DCA can be at helping you reach our wide ranging and fast growing audience of organisations and professionals across both the private and public sectors.

As a collective we need to work together to promote, educate and build trust of our industry's innovations, methodologies and best practices to your prospective customers. Therefore, as part of your membership we invest in building a unique platform from which you can share your company's thoughts, news, blogs and updates; we employ a wide range of online digital services to achieve this such as Twitter, LinkedIn and the DCA Members portal to reach the ever growing end user following and community.

In addition, the readership of the DCA Journal; which is published monthly within the DCS magazine; also continues to grow and each issue is read by over 40,000 individuals across Europe. All DCA members may benefit by submitting content for inclusion within both the DCA's regular monthly journal and or related Industry publications.

So be sure to send any news, blogs or updates to a DCA representative – We encourage you all to take full advantage of this powerful platform to “help you get the word out” of both our industry's strengths crucially your business's knowledge, expertise and experience!

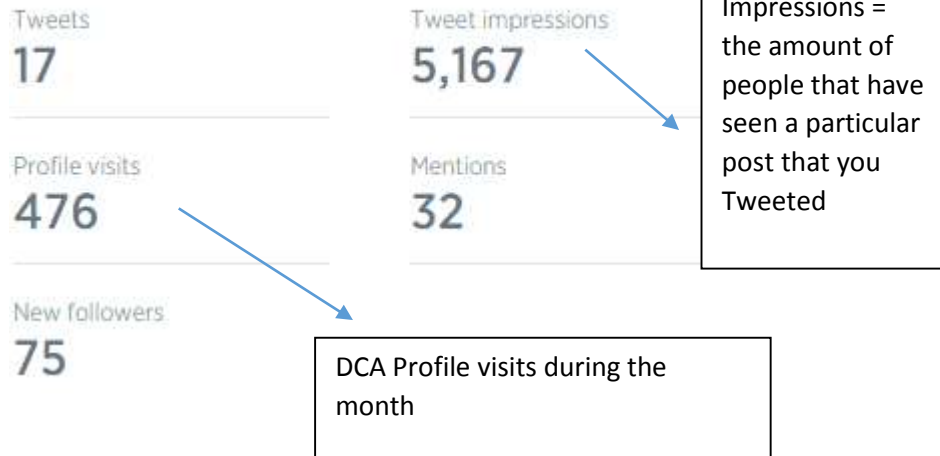
Twitter Stats - Followers: 3515 (as of 30/3/15)

28 day summary with change over previous period



Average number of new followers is exponentially increasing. With the existing trend followers are predicted to approach 6000 within a year.

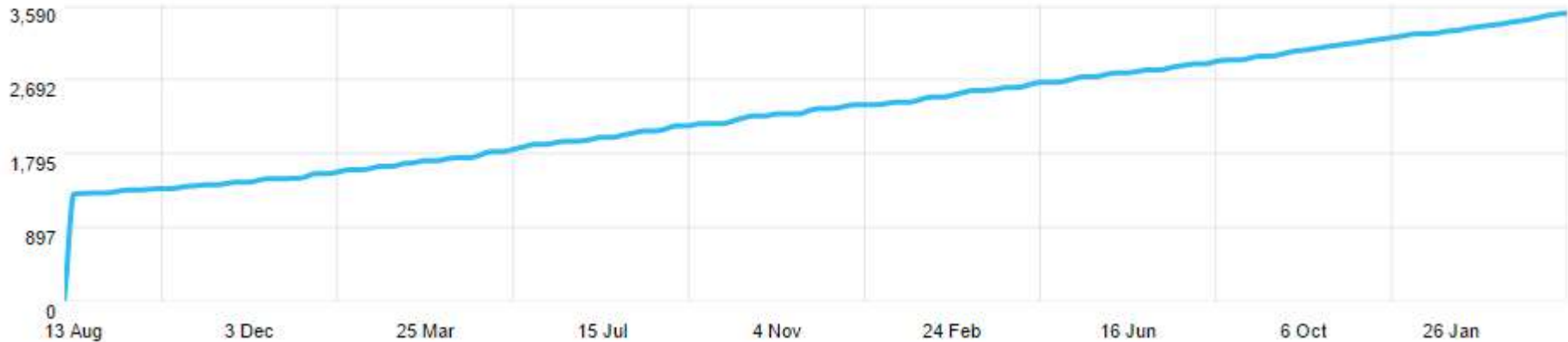
MARCH 2015 SUMMARY



FEBRUARY 2015 SUMMARY

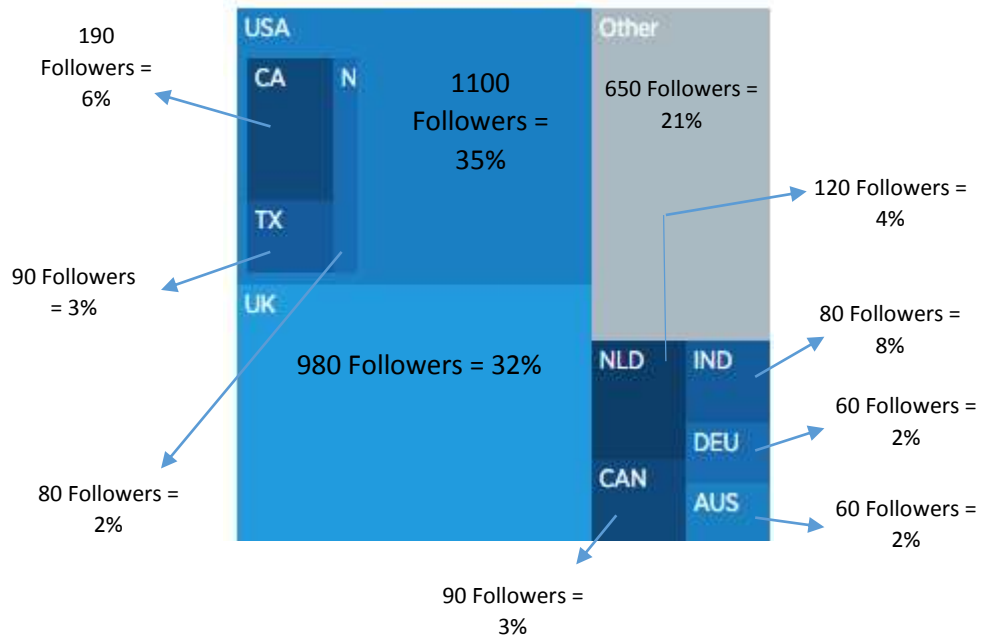


Our Followers



Location

Top countries and states



Interests

Most unique interests

- 72% Data centers
- 45% Computer reviews
- 26% Network security
- 22% Databases
- 6% Computer certification

Top interests

- 84% Technology
- 80% Tech news
- 72% Data centers
- 61% Computer networking
- 45% Computer reviews
- 43% Business news and general info
- 32% Business and news
- 31% Business and finance
- 27% Entrepreneurship
- 26% Network security

Circulation Details of DCA Journal in DCS Europe Magazine - DCS UK adds an additional 18, 432 readers totalling to 42, 294 subscribers online and print!

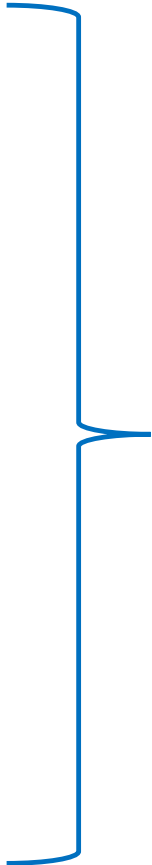
GEOGRAPHICAL BREAKDOWN	%
UK	31%
GERMANY(Switz inc.)	22%
FRANCE	17%
NORDIC & BENELUX REGIONS	12%
ITALY	7%
SPAIN	6%
SOUTH AFRICA	2%
MIDDLE EAST	2%
OTHER	1%
	29,862



JOB FUNCTION	%
Chief information Officer/board level IT	14%
Chief Finance Officer/board level facilities	2%
Senior IT Management	10%
Senior Facilities Management	9%
Storage professional	7%
Security professional	5%
Network professional	5%
Server professional	3%
Telecoms professional	6%
Applications professional	3%
Data Centre Management/Design	12%
Power/cooling professional	9%
Facilities professional	7%
Managed services/Cloud professional	7%
IT Consultant/research	1%
	29,862



Journal Edition	Journal Theme	Deadline Date
Feb '15	Operational Professionalism	Jan 6th '15
March '15	Energy Efficiency	6th Feb '15
April '15	Physical Security	17th March '15
May '15	Service Availability & Resilience	9th April '15
June '15	Industry Trends & Innovations	18th May '15
Summer (Jul/Aug) '15	Skills, Training and Education	22nd June '15
Sept '15	Research and development	31st July '15
Oct '15	Smartcities, Big Data, Cloud and IoT	3rd Sept '15
Nov '15	The EU Code of Conduct	8th Oct '15
Winter '15	Policies and Standards	3rd Dec '15



[View our DCA Journal Editions so far!](#)

The Journal themes listed above indicate the most popular subjects within the membership base; this is a great chance to put your point of view across to a wide audience of end users.

Should you wish to contribute and submit an article please contact Kelly Edmond at kellye@datacentrealiance.org. As a guide we will be looking for 600 to 1200 words, together with author image plus any other accompanying imagery/artwork. All editorial copy must be educational, impartial, topical and of a “thought leadership” nature, and not overly biased to the author’s organisation. It is also important, where possible; to detail the role the DCA plays or could play in relation to your chosen subject matter.

We would like to point out that there is no additional cost in you submitting an article – *as it is part of your DCA membership!*