

Network Computing - An Introduction

The performance of an organisation is increasingly related to the performance of its network. Organisations need to justify and cost-justify investment. They also have to be aware of legislation and penalties for not being compliant. There are implications for organisations which make changes to their networks. There are also implications for those who do nothing.

Network Computing aims to lead the debate, understand the challenges, examine the hype and communicate best practice associated with all aspects of running a network. It covers the latest technology along with the benefits and challenges of implementation, helping readers to make better informed purchasing decisions.

Network Computing magazine - and the monthly e-newsletter that complements it - are read and respected by those managing networks and purchasing the products and services that run on, optimise, test, monitor, manage, power and protect these networks. Those who supply such solutions can therefore include Network Computing in their marketing, confident in the knowledge that they are being seen by potential customers.

Circulation and Readership

Each issue of Network Computing is typically read by 17,000 people. Additional copies of some issues may be printed for distribution at exhibitions or conferences. Network Computing caters for and is read by people in all industry sectors.

TOP 5 INDUSTRY SECTORS WORKED IN BY READERS

Finance/Banking/Accounting	9.5%
Government	8.5%
Manufacturing	7.2%
Healthcare	6.6%
Legal/Insurance/Property	6.0%

JOB FUNCTION

IT Management	76.2%
Managing Director/Proprietor/Other Director	14.0%
Other	9.8%

NUMBER OF EMPLOYEES

Under 25	16.4%
26-100	25.9%
101-500	18.6%
501-1000	12.4%
1001-5000	16.1%
5000 +	10.6%

ANNUAL EXPENDITURE ON NETWORK

Under £ 25K	14.7%
£ 25K-£100K	30.6%
£100K- £500K	29.5%
£500K £1M	13.4%
£1M +	11.8%

INVOLVEMENT IN ACQUISITION OF NETWORKING SOLUTIONS (READERS HAVE TICKED ALL WHICH APPLY)

Approve Acquisition	40.7%
Define Product	81.0%
Determine need	84.5%
Evaluate supplier	63.5%
Select brand	55.2%
Select vendor/source	67.5%
None of the above	6.5%

Readers of Network Computing make the purchasing decisions that affect their networks. More than 93 % are directly involved in the acquisition of network solutions.

In addition, more than 54 % represent organisations that spend more than £100,000 annually on their networks.



Prices for advertising and other services

MAGAZINE ADVERTISING RATES

Double page £3500	Single page £1950	Half page £1100	Premium for cover 40 %	Agency comm 10%
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Other sizes only available by special arrangement
Price discounts for multiple insertions available on application

MASTERCLASS SPONSORSHIP

£1400 per issue for minimum of 6 issues

INSERTS AND COVER MOUNTS

Loose inserts, bound-in inserts and cover mounted items can be carried
Prices by arrangement

E-NEWSLETTER

Leader Banner (Stays visible when readers click to view articles)	£ 895
Regular banner (375 x 60 pixels)	£ 575
Text and link advertisement	£ 575

WEB SITE ADVERTISING

Banners from £ 400 per month
Subject sponsorship of archived articles £ 3500 per year.

DATABASE RENTAL

Mail or email those on the Network Computing database. Prospects can be selected in many ways including by job title, size of organisation or annual IT expenditure.

Direct mail £175 per 1000 names	Email broadcast £ 275 per 1000 names
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PRODUCT REVIEW

£1950 (Includes PDFs for supplier's own unrestricted use)

COMPANY SHOWCASE

3 page profile on company incorporating Editor's observations and comment from company personnel
£ 4500

LEAD GENERATION

Many options available including sponsored question on registration form, reader competition and telemarketing services. Prices on application.

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Mechanical Data

ADVERTISEMENT SIZE DEPTH/WIDTH

Double-Page Bleed 307 mm x 440 mm
Double-Page Trim 297 mm x 420 mm
Double-Page Type 287 mm x 400 mm
Single-Page Bleed 307 mm x 220 mm
Single-Page Trim 297 mm x 210 mm
Single-Page Type 287 mm x 200 mm
Half Type 130 mm x 190 mm
Verticle Half 280 mm x 90mm

TECHNICAL REQUIREMENTS:

PDF File	<ul style="list-style-type: none">• High Res 300 dpi• Registration Marks• 5 mm bleed all around
Tiff	<ul style="list-style-type: none">• High Res 300dpi• 5 mm bleed all around
Jpeg	<ul style="list-style-type: none">• High Res 300dpi• 5 mm bleed all around

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WEB BANNERS

Files should be provided in gif format or flash with all url's embedded and targets set to _blank (opens new window)

Network Computing is one of the few IT publications in the UK that commissions and publishes independent reviews of hardware, software and services. These reviews introduce the solutions to readers and also generate valuable marketing collateral for the vendors and their channel. Give your solution the exposure that it warrants by booking it in for review today.



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