

NETWORK computing

MEDIA PACK 2020

INFORMATION & COMMUNICATIONS -NETWORKED



Network Computing - An Introduction

The performance of an organisation is increasingly related to the performance of its network. Investment has to be justified. Organisations also have to be mindful 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, 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 Network Computing e-newsletter - 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. Suppliers of such solutions can therefore include Network Computing in their marketing, confident in the knowledge that they are reaching potential customers.

Circulation and Readership

Each issue of Network Computing magazine is typically read by 17,000 people. Additional copies of some issues may be printed for distribution at exhibitions or conferences. In 2019 the e-newsletter was sent to an average of just over 39,000 readers per issue.

TOP 5 INDUSTRY SECTORS WORKED IN BY READERS

Finance/Banking/Accounting	9.8 %
Government	8.0 %
Healthcare	7.1.8%
Manufacturing	6.6 %
Legal/Insurance/Property	6.3 %

ANNUAL EXPENDITURE ON NETWORK

Under £ 25K	7.2 %
£ 25K-£100K	29.7 %
£100K- £500K	35.2 %
£500K £1M	18.1 %
£1M +	9.8 %

JOB FUNTION

IT Management	74.5 %
Managing Director/Proprietor/Other Director	14.8 %
Other	10.7 %

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

Approve Acquisition	42.0 %
Define Product	78.3 %
Determine need	85.0 %
Evaluate supplier	61.9 %
Select brand	52.2 %
Select vendor/source	64.6. %
None of the above	6.5%

NUMBER OF EMPLOYEES

Under 25	13.6 %
26-100	24.6 %
101-500	20.2 %
501-1000	15.5 %
1001-5000	16.6 %
5000 +	9.5 %

Readers of Network Computing make the purchasing decisions that impact their organisations' networks. More then 93 % are directly involved in the acquisition of network solutions.

In addition, more than 63 % represent organisations that spend in excess of £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 read articles	£ 975
Standard banner	£ 675
Text and link advertisement	£ 675

STANDALONE EMAIL TO READER DATABASE

Prospects can be selected in many ways including by job function, size of organisation or annual expenditure on network
First 5000 names £1375
Thereafter £155 per 1000 names

WEB SITE ADVERTISING

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

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

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Double-Page Type 287 mm x 400 mm
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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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