NETWORK computing
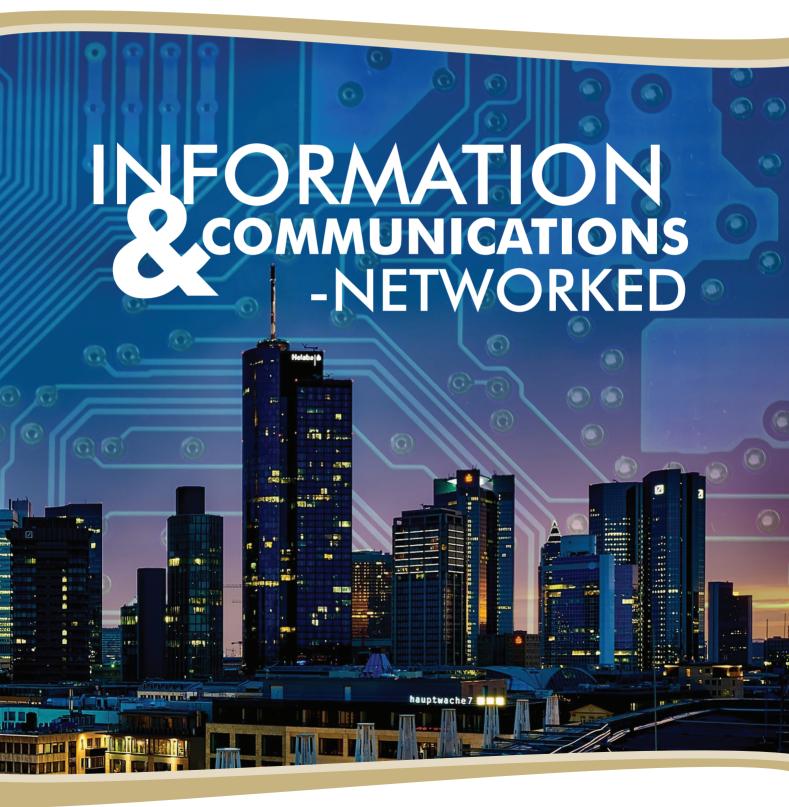
MEDIA PACK 2024

INFORMATION & COMMUNICATIONS -NETWORKED

Network Computing - An Introduction

Network Computing is the UK's longest-established publication dedicated to network management. Since its launch in the early nineties it has been a constant presence and a leading authority, guiding generations of Network Managers through periods of momentous change.

Network Computing continues to lead the debate, examine the hype and communicate best practice associated with all aspects of running a network. The publication covers the latest technology along with the benefits and challenges of implementation. Importantly, there is also content designed to help organisations make best use of their existing resources. Through this balanced and practical approach, Network Computing helps its readers to make better informed purchasing decisions no matter where their organisations are on their digital transformation journey.

Circulation and Readership

Network Computing is currently produced digitally in the form of a monthly newsletter and a quarterly magazine. In 2023 the average size of the distribution list was just under 41,000.

JOB FUNTION

IT Management	78%
Managing Director/Proprietor/Other Director	12.5%
Other	9.5%

MOST PREVALENT INDUSTRY SECTORS

Banking/Finance/Accountancy	9.7%
Government	8.2%
Healthcare	7.9%
Manufacturing	6.3%
Retail	6.0%
Legal/Insurance/Property	5.8%

NUMBER OF EMPLOYEES

Under 25	13.9 %
26-100	23.2%
101-500	20.5%
501-1000	14.6%
1001-5000	18.5%
5000 +	9.3%

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

Approve Acquisition	42.2%
Define Product	77 %
Determine need	87.5 %
Evaluate supplier	56.9 %
Select brand	53.2%
Select vendor/source	64.8%
None of the above	6.7 %

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

Prices for advertising and other services

MAGAZINE ADVERTISING RATES

Double page	Single page	Half page	Premium for cover	Agency comm
£3500	£1950	£1100	40 %	10%

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

E-NEWSLETTER

E-NEWSLETTER Header banner	£1075
Standard banner	£745
Text and link advertisement	£745

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
£2250 (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.

CONTACT DAVE BONNER ON:
01689 616000

WWW.NETWORKCOMPUTING.CO.UK   @NCMagAndAwards

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	• High Res 300 dpi
	• Registration Marks
	• 5 mm bleed all around

Tiff	• High Res 300dpi
	• 5 mm bleed all around

Jpeg	• High Res 300dpi
	• 5 mm bleed all around

Please call the Production department on +44 (0) 1689 616 000 before submitting digital copy of any kind in order to ensure system compatibility.

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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