

NETWORK **computing**

MEDIA PACK 2017

A stylized globe with a network overlay and binary code. The globe is rendered in a dark brown color, showing the continents of North and South America. A network of lines and nodes is overlaid on the globe, representing a global network. Binary code (0s and 1s) is scattered around the globe, some following the lines of the network. The background is a light brown color with a subtle pattern of binary code and network lines.

**INFORMATION
& COMMUNICATIONS
-NETWORKED**

Network Computing - An Introduction

IP enabled technology and convergence have made significant changes to the way we work. The typical network has expanded and the Network Manager's responsibility has expanded with it. Being able to run a robust, reliable and secure network with an ever increasing number of applications is paramount. 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. There are often many good reasons for investing in new technology and services and the magazine will help readers to better understand these and make informed choices. At the same time Network Computing will not overlook the importance of making best use of existing resources including technology and personnel.

Network Computing magazine and the monthly e-newsletter that complements it are read and respected by those running networks and purchasing the products and services that run on, optimise, test, monitor, manage, power or protect these networks. Those who supply such solutions can therefore include the 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.

INDUSTRY SECTOR

Agriculture/Mining/Oil/Chemical	1.2%
Architecture/Construction	2.0%
Computer Consultancy	8.4%
Education	7.2%
Engineering	4.5%
Finance/Banking/Accounting	9.6%
Government	8.5%
Healthcare	6.6%
Hotel/Catering	1.3%
IT Distributor	1.5%
Legal/Insurance/Property	6.8%
Manufacturer (computers/computer peripherals)	4.0%
Manufacturer (non-computer)	7.5%
Media/Marketing/Advertising	2.1%
Pharmaceutical	2.6%
Telecoms	2.8%
Transport	1.5%
Utilities	2.9%
VAR / System Integrator	7.7%
Other	11.3%

JOB FUNCTION

IT Management	74.7%
Managing Director/Proprietor/Other Director	14.6%
Other	10.7%

NUMBER OF EMPLOYEES

Under 25	18.2%
26-100	21.9%
101-500	19.2%
501-1000	13.4%
1001-5000	15.6%
5000 +	11.7%

ANNUAL EXPENDITURE ON NETWORK

Under £ 25K	18.5%
£ 25K-£100K	28.6%
£100K- £500K	27.9%
£500K £1M	15.2%
£1M +	9.8%

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

Approve Acquisition	40.9%
Define Product	83.6%
Determine need	84.5%
Evaluate supplier	62.2%
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 52 % 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%
----------------------	----------------------	--------------------	---------------------------	--------------------

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
------------------------------------	---

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.

CONTACT DAVID 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	<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

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
INFORMATION AND COMMUNICATIONS - NETWORKED www.networkcomputing.co.uk

Published by:
Barrow & Thompkins Connexion Ltd (BTC)
35 Station Square, Petts Wood, Kent BR5 1LZ
Telephone: 01689 616000
www.networkcomputing.co.uk