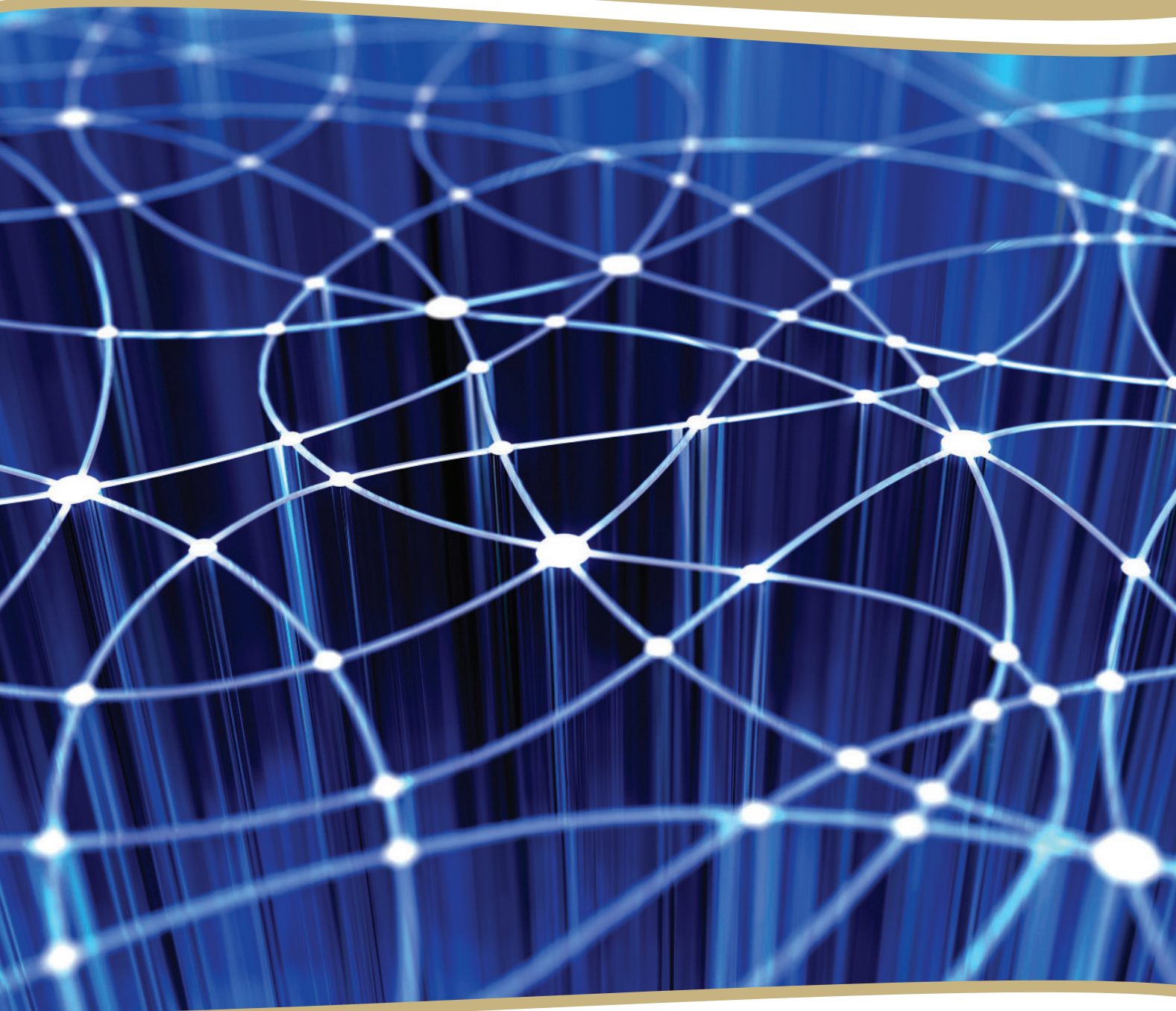


# NETWORK computing

MEDIA PACK 2012

INFORMATION AND COMMUNICATIONS – NETWORKED



# Introduction

IP enabled technology and convergence have made significant changes to the way we work. Those responsible for running networks need an understanding of a wider range of products and services than ever before. Being able to run a secure efficient 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.

The service that Network Computing provides for both end users and suppliers has been enhanced further with the launch of the Network Computing Awards. Each year these awards are run using a reader-voting model to determine the results. This provides valuable guidance about which products, services and companies have made a positive impact.

To conclude, Network Computing continues to be read and respected by those running networks and purchasing the products and services that run on, test, monitor, manage, power or protect these networks. Those who supply such solutions can therefore use the magazine confident in the knowledge that they are being seen by potential customers.

# Circulation and Readership

Each issue of Network Computing read by 17,500 people  
Extra copies may be printed for distribution at trade shows.

Readership analysis by organisation, job function and purchasing power

## READERSHIP ANALYSIS BY ORGANISATION, JOB FUNCTION AND PURCHASING POWER

Agriculture/Mining/Oil/Chemical	1.4%
Architecture/Construction	1.7%
Computer Consultancy	9.6%
Computer Dealer/Retailer	3.8%
Computer Distributor	1.5%
Distributor/Retailer (non-computer)	3.3%
Education	8.6%
Engineering	4.2%
Finance/Banking/Accounting	8.5%
Government	7.9%
Hotel/Catering	1.3%
Legal/Insurance/Property	4.6%
Manufacturer (computers/computer peripherals)	3.5%
Manufacturer (non-computer)	7.9%
Media/Marketing/Advertising	3.3%
Medical/Healthcare	4.2%
Pharmaceutical	2.2%
Telecoms	2.7%
Transportation	1.6%
Utilities - electricity/gas/water	2.4%
VAR/Systems Integrator	7.5%
Other	8.3%

## JOB FUNCTION

IT Management	71.8%
Managing Director/Proprietor/Other Director	15.8%
Other	12.4%

## NUMBER OF EMPLOYEES

Under 25	19.7%
26-100	23.2%
101-500	18.5%
501-1000	12.2%
1001-5000	14.8%
5000+	11.6%

## ANNUAL EXPENDITURE ON NETWORKING SOLUTIONS

Under £ 25K	23.4%
£25K - £100K	28.0%
£100K -£ 500K	25.3%
£500K- £1M	12.5%
£1M +	10.8%

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

Approve acquisition	41.6%
Determine need	84.7%
Define product	82.2%
Evaluate supplier	61.2%
Select brand	55.9%
Select vendor/source	64.6%
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 48% represent organisations that spend more than £100,000 annually on their networks*

# Prices for advertising and other services

## MAGAZINE ADVERTISING RATES

Double page	Single page	Half page	Premium for cover position	Agency comm
£3200	£1850	£1000	40 %	10%

Other sizes only available by special arrangement  
Price discounts for multiple insertions available on application

## INSERTS UP TO 10G - COST PER 1,000

Loose	Bound-in
£200 per 1000 for exclusivity	£240 per 1000 for exclusivity
£150 per 1000 non exclusive	£190 per 1000 non exclusive

## COVER MOUNTED CDS OR OTHER ITEMS (MINIMUM 5000)

Up to 10g	£265 per 1000.
Over 10g	+£2.5/g

CDs must be supplied in plastic wallets

## MASTERCLASS SPONSORSHIP

£1400 per issue for minimum of 6 issues

## WEB SITE ADVERTISING

Banners from 400 pounds per month  
Many sizes available. Prices on application.

## DATABASE RENTAL

Mail or email prospects on the Network Computing database. Select prospects by job title, size of organisation, annual expenditure on networking products or by any other field shown on the Network Computing reader registration form

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

## PRODUCT/SERVICE REVIEWS

£1850 (includes PDF's for the suppliers own unrestricted use)

## 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

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

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### WEB BANNERS

375 x 60 pixels. Files should be provided in gif format or flash with all url's embedded and targets set to \_blank (opens new window)



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