

PC WORLD

TECHNOLOGY ADVICE YOU CAN TRUST

2011

Media Kit 2011

www.pcworld.ro



Publication Profile

PC World is the most widely read computer magazine around the world, with a presence in over 49 countries. For more than 18 years, PC World's Romania has garnered a coveted audience of tech buyers from small to medium enterprises, as well as consumers who integrate technology at work and at home.

Reaching buyers of electronic products in all sectors, PC World's core audience consists of computer and technology enthusiasts, IT decision makers and digital lifestyle trendsetters. Whether in print or online, this audience has come to trust PC World's independent product reviews, rankings and expert advice to help guide their computer and consumer electronics purchasing decisions. Such content assists them in buying the best-value equipment and making the most of what they already own. Meanwhile, news and feature stories keep PC users and specialists informed of new technologies offer lively debate among peers.

Monthly features include:

- ❖ *News* - IT&C news, gathered in 4 primary sections: Entertainment; Hardware; Software; Mobility
- ❖ *Electronic shop window* - trends in hardware and tests of the latest hardware products on the Romanian market
- ❖ *Cover Story* - is the core of the magazine; it typically consists of several indepth topics and addresses subjects relating to both hardware and software products and issues.



Top of the news and new products

- ❖ *Tests* - traditional hardware and software products comparisons made in our test laboratory. The tests offer practical advice for using the products and suggestions for choosing which products to buy.
- ❖ *Predictions* - this section will provide readers who are interested in the future of the IT&C industry with predictions and market studies, along with reviews of hardware and software prototypes that we can expect in the future
- ❖ *Interactive* - a section dedicated to those who need the editors help to settle various issues related to their PC.
- ❖ *Games* - the latest released games are critically and professionally reviewed
- ❖ *How to* - IT specialists provide our readers with practical tutorials in different IT areas (hardware, software, networking, web and digital world)

About the Readers

The following information is the result of the readers' survey which was evaluated at the beginning of November 2010. The purpose of the survey was to receive as much information as possible about our readers and their relation to the PC World magazine.

The PC World Romania's reader is a person aged between 18-45 years, with secondary and university education, who uses the PC for about 25 hours week, at work and - increasingly – in their spare time and who is passionate about IT and wants to be updated and to know the latest news.

- ❖ Over 95% of the readers have their own computer
- ❖ 75% of the readers would like to purchase a new IT product
- ❖ 90% of the readers are connected to the Internet

❖ *PC World Ro readers' profile by type of job:*

• students	30%
• engineers	25%
• programmers, technicians	23%
• economists	10%
• business owners	7%
• others	5%

❖ *PC World Ro readers' professional profile:*

• industry	21%
• education	20%
• services	15%
• IT&C Business	11%
• finance, insurance	10%
• trade	9%
• research & development	4%
• others	10%

- ❖ Among the readers who work with the PC at home, 65% of them use it for professional interest while 35% use it for educational programs
- ❖ 50% receive the magazine as subscribers at home or at work
- ❖ 75% are going to recommend the magazine to their friends
- ❖ Those readers who collect every issue of magazine - 83% - indicate the professional prestige of the PC World among the readers.

Editorial Schedule 2011 (January-December)

Month	Publication Date	Copy Deadline	Booking Deadline
January/February	February 10	February 01	January 25
March	March 17	March 10	March 03
April	April 21	April 14	April 07
May	May 19	May 12	May 05
June	June 23	June 16	June 09
July/August	August 11	August 04	July 28
September	September 22	September 15	September 08
October	October 20	October 13	October 06
November	November 17	November 10	November 03
December	December 15	December 08	November 30

CIRCULATION: 5.000 copies/issue

NUMBER OF READERS: 15.000/issue (according to IDG Ro statistics for 2010)

FREQUENCY: 10 issues per year

ESTABLISHED: 1993

Advertising rates

(the prices indicated are in Euro):

	4/C	size in mm
4* cover	1,200	205x270
3* cover	900	205x270
2* cover	1,000	205x270
1* page	900	205x270
full page	700	205x270
double page	1,300	410x270
1/2 page	500	205x125
		85x270
1 column	300	55x270
2 columns	400	110x270
1/4 page	350	85x130
		175x60
1/8 page	200	85x60
Bleed*		5 mm

Loose leaf inserts (post charges included)

Printed material loosely inserted into the magazine. These inserts can be added to the entire circulation, or part orders.

Minimum quantity: 1,500 copies

Formats: Minimum: 105x15cm

Maximum: 185x23cm

- 2 pages • 4 pages • 6 pages
- 800 EUR 1200 EUR 1700 EUR



You can promote your application under the PC World brand on three segments: print (magazines, guides), online (websites, newsletters) and special dedicated events.

PC World Romania has its own web site - www.pcworld.ro. It is an independent product developed by the online department of IDG Romania. Beside the content of every print issue, the web page offers special online dedicated content, daily news and e-newsletters.

PC WORLD Romania Web Site

✓ Technology buyers turn to PC World

It is the perfect mix: PC World averages 75 000 unique visitors each month. And with over 15.000 print readers, PC World is one of the most widely-read technology and business magazine. This integration of online and offline content appeals to today's most users, especially managers who look for and want to know about the latest technologies. If you seek impartial advices about the various products available on the market, then PCWorld.ro is the site you must log on to.

✓ Reach buyers with the latest PCWorld.ro ad units

In addition to ad units such as leaderboards standard banners, PCWorld.ro also offers vertical skyscrapers and rectangles inside the article pages. The advertising possibilities include as well sponsored links and email newsletters (HTML & Text).

PCWorld.ro supports rich-media technologies, such as Flash and, of course, static banners (JPEG, GIF) or dynamic (animated GIF).

✓ Better performance. Feedback-based editorial

PCWorld.ro burst onto the web scene a long time ago with flurry accolades from the industry. And because the online is a dynamic field, we are constantly looking to satisfy our customers' needs, as we have done in the past. Our users can express their opinions regarding what areas matter most and ideas on how they would improve the website. PCWorld.ro is constantly evolving and the PCWorld.ro team is making enhancements to improve the user experience.



Homepage Roadblock

Roadblocks allow sponsors exclusive ownership of all three types of banner ads on the PCWorld.ro home page for one full day. Each sponsored roadblock program contains a leaderboard, skyscraper and IMU. An ideal opportunity for marketers to promote product launches, webcasts, events or for heavy branding.

Welcome Page

The Welcome Page is a unique opportunity for marketers to generate additional brand awareness by owning a full-screen ad that PCWorld.ro users see when entering the site. The ad runs for 15 seconds either on the home page or as the first entry point on any of the topic specific pages on our site.

Peel Back Advertising Program

These turn-key ad units start as a page curl within a teaser box on the right side of the page. Upon mouse-over, the image tears down half-way to reveal streaming video and other sponsor content. Once peeled back, ad is 800 x 600.

Zones

Within each Knowledge Center, one select sponsor can own a custom section called a Zone. Currently the hottest sponsorship opportunity on PCWorld.ro, Zones allow sponsors to present their content alongside PCWorld content on a topic. Typically, sponsors present the following content in their Zone:

- White papers
- Product descriptions/demos
- Webcasts
- Case studies
- Research
- Links to the sponsor's site.

Specs

- Each piece of content must include 20 word maximum title, 50 word maximum abstract, URL to content and optional logo

www.pcworld.ro ratecard

Type	Size (pixels)	Accepted Formats	Price (euro/month)
Leaderboard	728x90	GIF, JPG, PNG, Flash	700
Extensible Leaderboard	From 728x90, to 728x255	GIF, JPG, PNG, Flash	1 200
Rectangle	300x250	GIF, JPG, PNG, Flash	700
Extensible Rectangle	From 300x250 to 600x250	GIF, JPG, PNG, Flash	1 200
Skyscraper	120x400	GIF, JPG, PNG, Flash	300
Extensible SkyScraper	From 120x400 to 400x600	GIF, JPG, PNG, Flash	700
Standard Banner	468x60	GIF, JPG, PNG, Flash	350
Logo Button	170x80	GIF, JPG	150
Marketplace advertisement	-	Text - Each piece of content must include 50 characters maximum title and 120 characters maximum description.	100
Homepage Roadblock	728x90 300x250 120x400	GIF, JPG, PNG, Flash	1 200
Whitepaper	- production - promotion - leads		Ask for this
Welcome page-			2000
Partners Zone	- development, handle, made content		Ask for this
Peel Back Ad	- corner extensible to 800x600 pixels		1 000
Leaderboard	728x90	GIF, JPG	800
Standard Banner	350x45	GIF, JPG	400
Showcase	300x250	GIF, JPG	500
Personalized Newsletter	-	-	500 euro/issue

Contact:

To learn more about our advertising opportunities on www.pcworld.ro, please send an email to office@idg.ro. For update rates, please visit the Media Kit section on the website.

IDG Romania
202 A Splaiul Independentei str,
SOFTCHIM Building,
Bucharest, 6
Phone/Fax: 0040 21 314 41 02
0040 21 314 41 20

Carmen Ciulacu
Deputy General Manager
carmen@idg.ro

George Grigorita
Editor-in-Chief PC World
george@idg.ro

Gineta Rosca
Sales Manager
gineta@idg.ro