

The leader in network knowledge

• Tech Update • Infrastructures • Equipment • Enterprise • Cool Tools



NETWORKWORLD CONVENTION

MEDIA KIT

02

Our mission

We give our partners the opportunity to promote the industry's most unique marketing programs.

NetworkWorld.ro allows you to:

- *Build Brand* - establish the strong brand awareness that drives buying decisions;
- *Access Community* - educate your customers and impact perceptions;
- *Generate Leads* - receive the most qualified leads from your campaigns.

Content

The network industry is moving permanently, a lot of things are changing in this area. Technologies have been replaced, Web sites have populated the Internet and then faded away and markets have risen and fallen. Through it all, NetworkWorld has stayed the course, being a reference point to its readers.

Understanding our Customers

The longevity and experience of our senior management team gives us a thorough understanding of the needs of our customers and a keen insight to the direction of the industry. Technology is more important than ever to the success of the enterprise, determining whether an organization thrives or dies. The network is the epicenter of technology. All products, applications and services reside on, travel over or interact with other networks in the extended enterprise.

NetworkWorld.ro user profile

Male: 74%
 Mean age: 25-40
 Personal income: 1,000+ RON per month (62%)

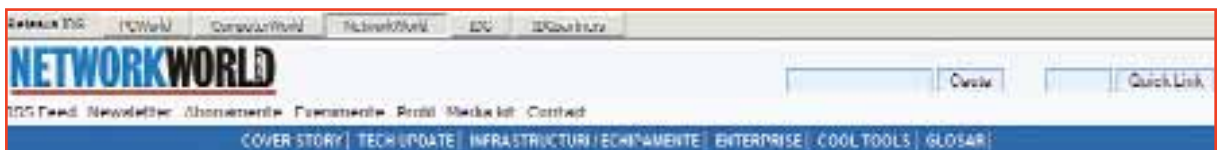
Professional Profile

IT Managers: 48 %
 Network Managers: 14 %
 Consultant/Expert: 13 %
 System Engineers: 11 %
 Sales Managers (networking equipment): 8 %
 Other: 6 %
 Industry: IT (32%), Telco (17%)
 Organization size: 500+ employees (23%),
 SMBs (54%)

Purchase involvement in the next 6 months

PDA: 21%
 Laptop: 34%
 Digital Camera: 24%
 DVD player: 15%
 Car GPS: 21%
 Car: 17%
 Holiday house: 13%

Source: InSites E-Research & Consulting



Tech Update

Get in touch with the latest hardware and software products that address the networking segment of the market. Learn how to get more efficient!



Infrastructures / Equipments

There will be no secrets to you when it comes to new hardware infrastructures and equipments. Get ready to build a solid base to your business!



Enterprise

Hear about the latest mergers and acquisitions that can happen in the ever-changing networking world. Enterprise and networking are very much „tied“ one to another.



Cool Tools

The coolest tools from the telecommunications world, from Internet phone calls accessories to various gadgets and many more.



03

Reach buyers with the latest ad units

Online advertising is the best way to transmit your company's message to potential clients. NetworkWorld.ro offers several online promotion alternatives, such as classic banners in different formats, but also the ones contained by the e-newsletters and the sponsored links.

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

NetworkWorld.ro - ad units

AD Type	Size (pixels)
LEADERBOARD	728x90
STANDARD BANNER	468x60
RECTANGLES	300x250
SKYSCRAPERS	120x400
LOGO BUTTONS	170x80
MARKETPLACE AD	-
HTML NEWSLETTER BANNER	350x45
HTML NEWSLETTER SHOWCASE	300x250
HTML NEWSLETTER LEADERBOARD	728x90
TEXT NEWSLETTER LINK	



Note: For the latest advertising specifications contact our marketing department (office@idg.ro).

- 1 Leaderboard
- 2 Standard Banner
- 3 Logo button
- 4 Skyscrapers
- 5 Rectangles
- 6 HTML Newsletter Banner
- 7 HTML Newsletter Showcase
- 8 HTML Newsletter Leaderboard
- 9 Text Newsletter Link

Contact

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

IDG ROMANIA
8-10 Maresal Averescu Blvd., 7th floor
Phone: +40-21-316.11.32, Fax: 316.26.21
www.networkworld.ro

Carmen Ciulacu
Publisher
carmen@idg.ro

Gineta Roșca
Sales Manage
gineta@idg.ro

NETWORKWORLD.RO

Rate Card

04

	Type	Size (pixels)	Format accepted	Price(EUR)/month*
SITE	Rectangle	300 x 250	GIF, JPG, PNG, Flash	700
	Leaderboard	728 x 90	GIF, JPG, PNG, Flash	700
	Standard Banner	468 x 60	GIF, JPG, PNG, Flash	350
	Skyscraper	120 x 400	GIF, JPG, PNG, Flash	300
	Logo Button	170 x 80	GIF, JPG	150
	Marketplace Ad	-	Text - up to 50 characters in the title and 120 characters for description	100
	NEWSLETTER**	Leaderboard	728 x 90	GIF, JPG
	Showcase	300 x 250	GIF, JPG	500
	Banner standard	350 x 45	GIF, JPG	400

* we guarantee 20.000 display units on the site and at least 8.000 unique users displays from newsletters.

** text newsletters have the banners replaced with links and description.

NOTE: The banners on the site can be displayed only in some site categories, on demand.