



Our World is Growing

- Technologies • Products • Tests • Digital World •
- Blog • Tips & Tricks • Games • Linux •

PC WORLD.RO

MEDIA KIT

02

Technology buyers turn to PCWorld, online and offline.

It's the perfect mix: PCWorld averages 50.000 unique visitors each month. And with over 15.000 readers, PCWorld is 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 want impartial advices about the various products available on the market , then PCWorld.ro is the place for you.

PCWorld.ro user profile

- Male: 85%
- Mean age: 18-34
- Attended any college: 40%
- Mean income: 500-1000 RON
- Home Computer owners: 95%
- Full-time employees: 58%

Organization size

- Small Business (1-99 employees): 45%
- Medium Business (100-999 employees): 29%
- Enterprise (over 1000 employees): 16%

Better performance. Feedback-based editorial.

PCWorld.ro burst onto the 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've done in the past. Our users can express their opinions regarding what areas matter most and ideas on how they would improve the website. They responded and that's why we're constantly evolving the site and making enhancements to improve the user experience, like an easier-to-use navigation bar, a quick and easy search, etc.

- Users with over 6 years of internet experience: 52%
- Access online from home 3+ times a week: 82%
- Access online from work 3+ times a week: 54%

Purchase involvement in the next 6 months

- Laptop: 40%
- Digital Camera: 26%
- DVD Player: 17%
- GPS Car System: 17%
- Holiday House: 13%

Source: *In sites E-Research & Consulting*



News

In-depth articles on today's IT issues, including coverage of everything from new technologies and upgrade announcements to industry legislation and regulations.



Reviews

Every product is being tested and product ratings, reviews and editors' impressions are added on the website.



How to...

Tips on how to maximize your hardware and software, plus advice on how to simplify computing issues and save time in the process.



Downloads

The users can choose from various useful popular download categories, recommended by the magazine's editors.

03

Reach buyers with the latest ad units

In addition to ad units such as leaderboards and 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).

PCWorld.ro ad units

AD Type

AD Type	Size (pixels)
LEADERBOARD	728 x 90
STANDARD BANNER	468 x 60
RECTANGLES	300 x 250
SKYSCRAPERS	120 x 400
LOGO BUTTONS	170 x 80
MARKETPLACE AD	-
HTML NEWSLETTER BANNER	350 x 45
HTML NEWSLETTER SHOWCASE	300 x 250
HTML NEWSLETTER LEADERBOARD	728 x 90
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.pcworld.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 Ave., 7th floor
 Phone: 021 316.11.32
 Fax 021 316.26.21
www.pcworld.ro

Carmen Ciulacu
 Publisher
carmen@idg.ro

Oana Burghilea
 Editor in chief PC World Romania
oanab@idg.ro

Gineta Ro ca
 Sales Manager
gineta@idg.ro

PC WORLD.RO

Rate Card

04

	Type	Size (pixels)	Formats 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	800
	Showcase	300 x 250	GIF, JPG	500
	Standard Banner	350 x 45	GIF, JPG	400

* we guarantee 200.000 display units on the site and at least 6000 unique users displays from newsletters .

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