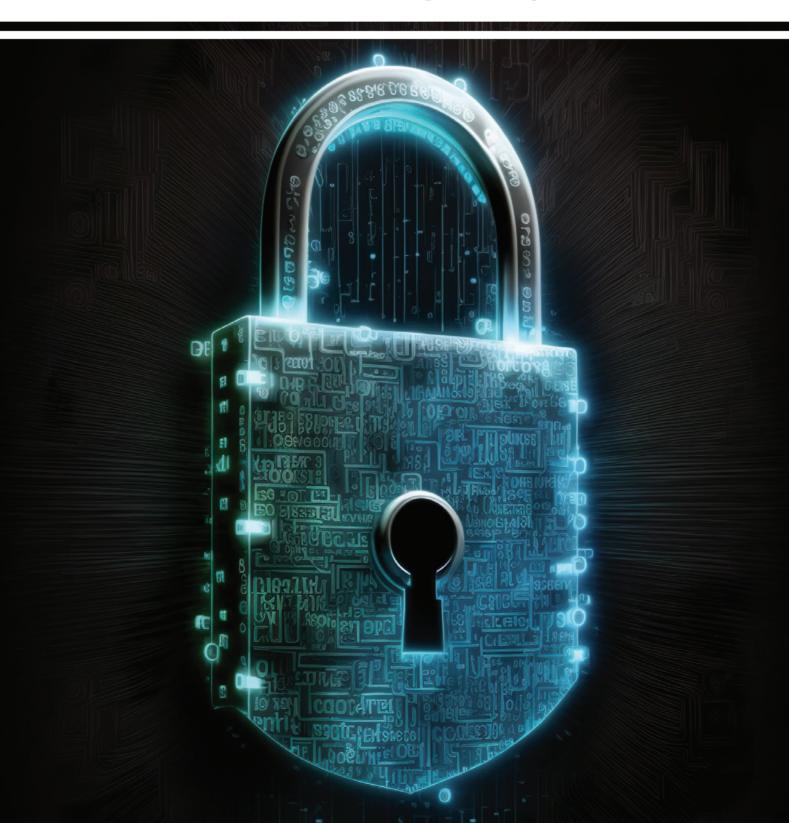
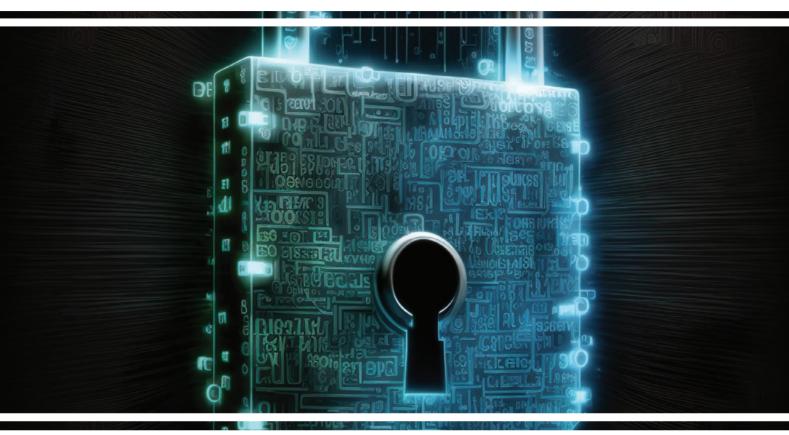
Computing Secure systems, secure people, secure business

MEDIA PACK 2024



Introduction

Computing Security magazine is a bimonthly publication bringing our registered readers the latest news, thought leadership and product reviews relating to IT security. It covers the major Cyber Security issues that businesses encounter as they seek out the best solutions, advice and strategies to keep their operations safe, productive and always ahead of the game. The magazine discusses the processes and mechanisms by which digital equipment, information and services can be protected from unintended or unauthorised access, change or destruction, and attempts to highlight the growing importance of education and training, as well as showcasing emerging technologies needed in line with the increasing reliance on computer systems of most businesses worldwide.



Circulation and Readership

- Over 35,000 subscribers for the magazine and newsletter
- Over 28,000 opted in to receive third party marketing emails
- Average of 23,500 visitors to the website per month
- 96% of our subscribers are UK based.
- 84% approve or influence the purchasing of IT security products and services

of Readers Influence or Make Purchasing Decisions for Their Company

Who reads Computing Security Magazine?

Our targeted, focused and controlled subscription based circulation gives companies the opportunity to talk directly to the people that matter with the minimum of wastage. Our bi-monthly magazine is delivered directly to their business address and is addressed to the named individual subscriber.

- C-Level Executives including business owners, CTOs or CIOs who are working to formulate strategies in order to guard against threats to their systems and data in an increasingly cyber orientated world.
- IT Managers and IT Directors Decision makers with budget control.
- Service providers seeking to keep up on the latest cyber security developments in customer demand, new products and business strategy.
- Application developers aiming to keep abreast of end user and network operator needs and opportunities.
- Equipment or services vendors, distributors and channel partners looking to learn more about technology buying trends and partnership possibilities.
- Compliance or Security Managers looking to ensure their organizations meet the requirements of the new GDPR which comes into effect on 25th May 2018

WHO OUR READERS ARE

Breakdown By Job Role

- IT Management (IT Manager/Director, CSO/CISO, etc) - 63.6%
- Risk/Compliance Officers 9.3%
- MD/CEO/Partner/Other Directors 17.3%
- Other 9.8%

Breakdown by Sector

- Agriculture/Mining/Oil/.Chemical 1.1%
- Architecture/Construction 1.4%
- Computer Consultancy 9.2%
- Computer Dealer/Retailer 3.8%
- Computer/peripherals manufacturer 3.4%
- Distributor/Retailer (non-computer) 2.1%
- Education 4.5%
- Engineering 3.3%
- Finance/Banking/Accounting 16.8%
- Government 10.6%
- Hotel/Catering 0.9%
- Legal/Insurance/Property 9.9%
- Manufacturer (non computing) 4.6%
- Media/Marketing/Advertising 3.7%
- Medical/Health 2.7%
- Telecoms 4.2%
- Transportation 1.4%
- Utilities 2.3%
- VAR/System integrators 8.2%
- Other 5.9%

Business Size by Number of Employees

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

Business Size By Turnover

- Under £100K 9.6%
- £100K-£500K 28.5%
- £500K-£1m 24.9%
- £1m-£5m 19.8%
- £5m-£10m 10.2%
- £10m plus 7%

Role In Decision Making

- Approve acquisition 48.4%
- Determine need 84.6%
- Define product 82.3%
- Evaluate supplier 64.4%
- Select brand 51.8%
- Select vendor/Source 61.2%
- None of the above 6.3%

Prices for Advertising and other services

MAGAZINE ADVERTISING RATES

- Front Cover sponsorship £3500
- Outside Back Cover £2850
- Inside Front Cover £2450
- Inside Back Cover £2250

Double page: £3450
Single Page: £1950
Half Page: £1000
Agency Comm: 10%

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

MASTERCLASS SPONSORSHIP

The Computing Security "Masterclass" series enables suppliers to connect with readers in an educational way on a subject they have particular expertise in via their own regular column. A great way of developing thought leadership status! Digital (PDF) copies of each article will be supplied to the client for their own unrestricted use.

• £1600 per issue

PRODUCT/SERVICE REVIEWS

Product reviews provide an independent and accurate assessment of a product. The review will be published in the magazine, on our website and on our E-Newsletter.

• £1950 - includes Digital Copies (PDF) for the clients own unrestricted use

INSIDE TRACK

The inside track provides a one to one interview process with our editor. The Interview delivers an insight into the company profile and all elements of the business. The interveiw is published as a full page in the magazine, on the CS website, in the newsletter and your get your own PDF copy.

• £1,750 per issue

DIGITAL ADVERTISING RATES

- Header Banner on E-Newsletter £895 per broadcast
- Banner in body of E-Newsletter £575 per broadcast
- Header Banner on website homepage £800 per month
- Banner in body of website homepage £400 per month
- Banner on side panel of website homepage Starting at £400 per month

All Banners include URL link to page of client's choice. Varying sizes can be discussed on application Discounts will be offered for bulk bookings on application.

LEAD GENERATION

There are many options available to those wishing to generate leads by reaching out to the Computing Security subscribers. Prices are available on application and will be dependent on volume of leads required and level of qualification. To give examples;

- Qualified leads generated via telemarketing and email
- Content Syndication campaigns such as white paper download

DATABASE RENTAL

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

• Email broadcast - Prices starting from £200 per 1000 names (5K minimum send)

FOR FURTHER INFORMATION CONTACT:

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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

- High Res 300 dpi
- Registration Marks
- 5 mm bleed all around

Tiff

- High Res 300dpi
- 5 mm bleed all around

Jpeg

- 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

- Newsletter Header Banner 540x86 pixels
- Newsletter Banner in body of newsletter 450x75 pixels
- Header Banner 600x100 pixels
- Large Banner 520x80 pixels
- Standard Banner 385x75 pixels
- Side Banner 200x275 pixels
- Large Side Banner 200x550 pixels

ensure system compatibility. DIGITAL BANNERS

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