

Computing Security

Secure systems, secure data, 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

84% 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 interview 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:

Edward O'Connor
Media Sales Executive
edward.oconnor@btc.co.uk

Daniella St Mart
Media Sales Executive
daniella.stmart@btc.co.uk

Stuart Leigh
Sales Manager
stuart.leigh@btc.co.uk

Telephone: 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
 Vertical Half 280 mm x 90mm

TECHNICAL REQUIREMENTS:

| | |
|----------|---|
| PDF File | <ul style="list-style-type: none"> • High Res 300 dpi • Registration Marks • 5 mm bleed all around |
| Tiff | <ul style="list-style-type: none"> • High Res 300dpi • 5 mm bleed all around |
| Jpeg | <ul style="list-style-type: none"> • 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 ensure system compatibility.

DIGITAL BANNERS

- 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

Variant size banners available on request



Computing Security

Secure systems, secure data, secure people, secure business

Published by:

Barrow & Thompkins Connexions Ltd (BTC)
 35 Station Square, Petts Wood, Kent BR5 1LZ
 Telephone: 01689 616000
www.computingsecurity.co.uk