

# NETWORK **computing**

MEDIA PACK 2022



**INFORMATION  
& COMMUNICATIONS  
-NETWORKED**

# Network Computing - An Introduction

The performance of an organisation is increasingly related to the performance of its network. Investment has to be justified. Organisations also have to be mindful of legislation and penalties for not being compliant. There are implications for organisations which make changes to their networks. There are also implications for those who do nothing.

Network Computing aims to lead the debate, examine the hype and communicate best practice associated with all aspects of running a network. It covers the latest technology along with the benefits and challenges of implementation, helping readers to make better informed purchasing decisions.

Network Computing magazine - and the Network Computing e-newsletter - are read and respected by those managing networks and purchasing the products and services that run on, optimise, test, monitor, manage, power and protect these networks. Suppliers of such solutions can therefore include Network Computing in their marketing, confident in the knowledge that they are reaching potential customers.

## Circulation and Readership

Network Computing is currently produced in an electronic format only and emailed to those who have registered to receive it. In 2021 the average size of this distribution list was just over 41,000.

### TOP 5 INDUSTRY SECTORS WORKED IN BY READERS

Finance/Banking/Accounting	9.6%
Government	8.1%
Healthcare	7.4%
Manufacturing	6.8%
Legal/Insurance/Property	6.0%

### JOB FUNCTION

IT Management	74%
Managing Director/Proprietor/Other Director	15.2%
Other	10.8%

### NUMBER OF EMPLOYEES

Under 25	12.4%
26-100	22.5%
101-500	21.0%
501-1000	17.7%
1001-5000	17.4%
5000 +	9.0%

### ANNUAL EXPENDITURE ON NETWORK

Under £ 25K	5.2%
£ 25K-£100K	27.4%
£100K- £500K	35.5%
£500K £1M	22.8%
£1M +	9.1%

### INVOLVEMENT IN ACQUISITION OF NETWORKING SOLUTIONS (READERS HAVE TICKED ALL WHICH APPLY)

Approve Acquisition	40.4%
Define Product	78.5%
Determine need	87.2%
Evaluate supplier	59.0%
Select brand	52.2%
Select vendor/source	65.5%
None of the above	6.8%

Readers of Network Computing make the purchasing decisions that impact their organisations' networks. More than 93% are directly involved in the acquisition of network solutions.

In addition, more than 67% represent organisations that spend in excess of £100,000 annually on their networks.



# Prices for advertising and other services

## MAGAZINE ADVERTISING RATES

Double page £3500	Single page £1950	Half page £1100	Premium for cover 40 %	Agency comm 10%
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Other sizes only available by special arrangement  
Price discounts for multiple insertions available on application

## MASTERCLASS SPONSORSHIP

£1400 per issue for minimum of 6 issues

## E-NEWSLETTER

Leader banner - Stays visible when readers click to read articles	£ 975
Standard banner	£ 675
Text and link advertisement	£ 675

## STANDALONE EMAIL TO READER DATABASE

Prospects can be selected in many ways including by job function, size of organisation or annual expenditure on network

First 5000 names	£1375
Thereafter	£155 per 1000 names

## WEB SITE ADVERTISING

Banners from £ 400 per month  
Subject sponsorship of archived articles £ 3500 per year.

## PRODUCT REVIEW

£1950 (Includes PDFs for supplier's own unrestricted use)

## COMPANY SHOWCASE

3 page profile on company incorporating Editor's observations and comment from company personnel  
£ 4500

## LEAD GENERATION

Many options available including sponsored question on registration form, reader competition and telemarketing services. Prices on application.

CONTACT DAVE BONNER ON:  
**01689 616000**

[WWW.NETWORKCOMPUTING.CO.UK](http://WWW.NETWORKCOMPUTING.CO.UK)

 [@NCMagAndAwards](https://twitter.com/NCMagAndAwards)

# 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	<ul style="list-style-type: none"><li>• High Res 300 dpi</li><li>• Registration Marks</li><li>• 5 mm bleed all around</li></ul>
Tiff	<ul style="list-style-type: none"><li>• High Res 300dpi</li><li>• 5 mm bleed all around</li></ul>
Jpeg	<ul style="list-style-type: none"><li>• High Res 300dpi</li><li>• 5 mm bleed all around</li></ul>

Please call the Production department on +44 (0) 1689 616 000 before submitting digital copy of any kind in order to ensure system compatibility.

## WEB BANNERS

Files should be provided in gif format or flash with all url's embedded and targets set to \_blank (opens new window)

Network Computing is one of the few IT publications in the UK that commissions and publishes independent reviews of hardware, software and services. These reviews introduce the solutions to readers and also generate valuable marketing collateral for the vendors and their channel. Give your solution the exposure that it warrants by booking it in for review today.



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