

NETWORK computing

MEDIA PACK 2025

INFORMATION & COMMUNICATIONS -NETWORKED



Network Computing - An Introduction

Network Computing is the UK's longest-established publication dedicated to network management. Since its launch in the early nineties it has been a constant presence and a leading authority, guiding generations of Network Managers through periods of momentous change.

Network Computing continues to lead the debate, examine the hype and communicate best practice associated with all aspects of running a network. The publication covers the latest technology along with the benefits and challenges of implementation. Importantly, there is also content designed to help organisations make best use of their existing resources. Through this balanced and practical approach, Network Computing helps its readers to make better informed purchasing decisions no matter where their organisations are on their digital transformation journey.

Circulation and Readership

Network Computing is currently produced digitally in the form of a monthly newsletter and a quarterly magazine and sent by email to those who have registered to receive copies. In 2024 the average size of the distribution list was just under 41,000.

JOB FUNCTION

IT Management	76%
Managing Director/Proprietor/Other Director	14.5%
Other	9.5%

MOST PREVALENT INDUSTRY SECTORS

Banking/Finance/Accounting	9.8%
Government	8.4%
Healthcare	8.0%
Manufacturing	6.2%
Retail	6.0%
Legal/Insurance/Property	5.8%

NUMBER OF EMPLOYEES

Up to 25	12.2%
26-100	23.5%
101-500	21.4%
501-1000	15.8%
1001-5000	17.9%
5000+	9.2%

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

Determine need	87.5%
Define product	75.3%
Evaluate supplier	56.5%
Select brand	54.0%
Select vendor/source	64.2%
Approve acquisition	44.6%
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 process.



Prices for advertising and other services

MAGAZINE ADVERTISING RATES

Double page	Single page	Half page	Premium for cover	Agency commission
£3500	£1950	£1100	40 %	10%

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

E-NEWSLETTER

Header banner	£1175
Standard banner	£795
Text and link advertisement	£795

STANDALONE EMAIL TO READER DATABASE

Prospects can be selected in many ways including by job function, industry sectors or size of organisation.

First 5000 names	£1375
Thereafter	£155 per 1000 names

WEB SITE ADVERTISING

Banners from £500 per month
Subject sponsorship of archived articles £ 3500 per year.

INDEPENDENT PRODUCT REVIEW

£2250 (Includes PDFs for the vendor's own unrestricted use)

LEAD GENERATION

Many options available. Prices on application.

CONTACT DAVE BONNER ON:
01689 616000

WWW.NETWORKCOMPUTING.CO.UK

 @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">• 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.

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