

THE UK'S BIGGEST AND BEST PC BUYER'S GUIDE

Mission Statement

"Straightforward buying advice that tells readers everything they need to know to make the best buying decision."

Adam Banks, Editor

The Magazine

Every month Computer Buyer & Upgrades provides readers with straight-talking advice they can trust. With informative, impartial and in-depth reviews, plus a Buyer's guide that lists all of the best buys in the market, Computer Buyer & Upgrades builds the reader's knowledge to help them buy with confidence.

- News – the latest technology headlines and new products
- Watchdog – consumer law expert's guide to better buying
- Reviews – no-nonsense verdicts on the latest PC products
- Group tests – from components to complete systems, the right solution based on readers needs
- Features – practical advice on key IT issues
- How to... – a complete guide to making the most of your PC
- Buyer's Guide – helping you find the best kit around

With a stylish look and straight-talking style, Computer Buyer & Upgrades builds the reader's knowledge to help them buy with confidence.

The Reader: Buyers Not Browsers

- The IT purchaser for their household and small business
- Information hungry – the majority of Computer Buyer & Upgrades readers describe themselves as "quite knowledgeable with still a lot to learn"
- 79% of readers use computer magazines as their main source of information when buying computer products
- Making recommendations – 81% of Computer Buyer & Upgrades readers pass on advice or make recommendations about purchasing computer equipment

Source: Reader Survey 2006

A Unique Advertising Opportunity

Computer Buyer & Upgrades is designed to drive the buying cycle for consumers. Every aspect of the magazine is designed to advise the readers of what the latest technology can do and why they must buy it now. This focus creates an environment where advertisers can inform readers while purchasing decisions are being made.



LOOSE INSERTS

PRINT RUN	15,000
SUBS	5,000
COST PER '000	£80
MINIMUM VOLUME	10,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	3,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	23,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	277mm head to foot x 190mm spine to fore-edge
MINIMUM SIZE	160mm head to foot x 105mm spine to fore-edge
MAXIMUM NO. OF PAGES	32 pages loose inserts over 10 pages, a sample is essential
MAXIMUM WEIGHT	32 pages on 45g ^{m2} stock
MINIMUM WEIGHT	2 pages on 100g ^{m2} stock

RESEARCH

QUESTIONNAIRE DESIGN (INCLUDING BRIEFING MEETING)	£2,250
UPLOADING THE SURVEY ONLINE	£250
MARKETING THE SURVEY (VIA SOLUS EMAIL, NEWSLETTER OR WEBSITE)	£500
DATA ANALYSIS, CROSS TABULATION (INCLUDES FULL ACCESS TO DATA TABULATIONS AND OPEN ENDED COMMENTS)	£2,000
TOTAL COST OF RESEARCH	£5,000
LIST RENTAL	£250 per '000
FURTHER ANALYSIS AND REPORTING (POWERPOINT)	£1,000
Costs do not include: Respondent incentives, personal details of the respondents and/or VAT	

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