

BRITAIN'S BIGGEST TECHNOLOGY MAGAZINE

Mission Statement

"Computer Shopper is the definitive technology buying guide with the highest standards of testing and journalism. Every month Computer Shopper delivers more reviews, more experts and more advice than any other computer magazine, to satisfy the needs of all technology buyers."

David Ludlow, Editor

The Magazine

Computer Shopper is the ultimate technology buying guide. With the highest newsstand sales of any IT monthly, Computer Shopper provides complete buying information for all types of reader. With experts dedicated to each product category, Computer Shopper reviews more of every type of product at a level of detail that other magazines can't match. Its powerful brand and no-nonsense buying advice makes it consistently the biggest and best computer monthly.

The Reader

- Uses Computer Shopper as a guide for all their technology purchases
- Purchases all types of technology including notebooks, laser printer, games, handhelds and more
- 80 per cent pass on advice from the magazine to other purchasers
- 75 per cent admit to purchasing direct from or as a result of seeing an advertisement

Source: Purchase Intention Survey 2007

A Unique Advertising Opportunity

Computer Shopper is the biggest technology magazine, and has informed readers that are looking to purchase products immediately. The readers rely on the magazine to guide them in their buying decision. Computer Shopper's readers also value advertising, and often use advertisements as a kind of 'shop window', using them to make a decision about what to buy and where to buy from. The readers are all excited about technology and find that advertising helps raise brand awareness and influences future purchases.

Computer Shopper has the largest market share of advertisers because the advertising works – as the number one selling magazine with the largest market share both on the newsstand and for advertisers, can you afford not to be part of it?



LOOSE INSERTS

PRINT RUN	85,000
SUBS	25,000
COST PER '000	£80
MINIMUM VOLUME	50,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	12,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	50,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	255mm 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 45gm ² stock
MINIMUM WEIGHT	2 pages on 100gm ² 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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