

THE ESSENTIAL READ FOR HARDWARE & CUSTOMISATION

Mission Statement

“To provide the ultimate magazine for PC enthusiasts with a passion for performance hardware and customisation, delivered with wit, style and authority.”

Gareth Ogden, Editor

The Magazine

Custom PC is a modern, aspirational PC magazine that covers technology trends not found in the traditional PC press and talks directly to the growing performance hardware and modding community. Every month Custom PC includes the hottest tech news, unique features, interactive reader challenges and definitive reviews of cutting-edge hardware. Its independent, entertaining and technically rigorous editorial, comprehensive labs tests and customised benchmarks provide readers with clear buying advice. Custom PC inspires its readers and this is reflected in the amount of time they invest in their PCs. After reading the magazine, 70% of readers do more performance tuning, 67% build more PCs, 64% overclock more, 57% mod more often and 28% play more games*.

*Source: Reader Survey 2006

Custom PC – the enthusiasts’ brand

Custom PC is a powerful and recognisable brand amongst PC enthusiasts and we are constantly looking at new ways to lock-in readers and users of the website. This provides our advertisers with more focused marketing opportunities as the community created by Custom PC continues to grow.

The following are some of the methods we provide:

- www.custompc.co.uk – brand new website incorporating state-of-the-art blogging capabilities
- Fortnightly podcasts on our website to keep readers up to date with the latest technology news, which currently boasts over 1,300 subscribers (March 07)
- The Custom PC Awards, which celebrate the finest products and companies in the UK
- All of the Custom PC brand extensions are available for sponsorship giving advertisers a unique way to brand themselves to potential customers

The Reader

- 30 year old ABC1 male
- Regular purchaser of high-end PC hardware and gaming software with a desire to have the fastest, coolest and best looking PC for home use and LAN parties
- On average will build 8 PCs a year and so is constantly purchasing various components and peripherals for individual PC requirements
- The highest spending reader in the UK IT press for home use with a quarterly spend of £780 for PC hardware and peripherals
- Custom PC readers are the opinion formers and innovators of the PC industry. They want to know the best hardware to purchase, and use Custom PC to help them make this decision
- Hungry consumer of PC information: the average reader spends five and a half hours reading the magazine and reads each issue three times

Source: Custom PC Reader Survey 2006

A Unique Advertising Opportunity

Custom PC provides advertisers with an untapped, lucrative, loyal and passionate readership who frequently buy new hardware to keep their PCs at the cutting-edge. 52% of our readers are more likely to buy from a company if they have seen them advertising in Custom PC. Custom PC speaks directly to this key audience not served anywhere else in the PC press, who invest a great deal of time, money and energy into their PCs.



LOOSE INSERTS

PRINT RUN	35,000
SUBS	6,500
COST PER '000	£80
MINIMUM VOLUME	15,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	3,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	5,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	280mm head to foot x 210mm 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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