

COMPUTING IN THE REAL WORLD

The UK's Best-Selling PC Monthly

PC Pro is the most influential IT brand in the UK. For over 13 years PC Pro has enabled millions of professional PC users to make the best possible IT decisions through a unique blend of definitive labs-based reviews, provocative and entertaining features and real-world advice from real-world consultants. With an average of 522,000 unique users each month www.pcpro.co.uk makes sure they get the key news first.

Every month, PC Pro's team of experienced journalists deliver more news, reviews and advice than any other PC magazine. PC Pro continues to take the most vigorous approach to product testing and remains the only magazine in the UK to scientifically noise test PCs. PC Pro leads the way for exclusive reviews, ensuring its 90,407* readers are continually up-to-date with the latest products and technology trends. PC Pro reviews more business hardware and software than all of the other PC monthlies combined, and represents the first stop for any serious technology vendor looking for a definitive and independent analysis of its products and services.

Source: *ABC Jan-Dec 06

The Product

- 83,204 (ABC Jan-Dec 07) – an enormous reach
- 51,444 fully-paid subscribers
- Authoritative, provocative and entertaining
- Premium product – glossy, perfect bound, 160 pages of editorial – more than any other monthly
- Well established – launched in 1994
- www.pcpro.co.uk is the definitive guide to IT in the UK
 - 568,092 unique users*
 - 7 million monthly page impressions*

Source: * Traffic July 07

A Powerful & Influential Readership

- Experienced, educated PC users and early technology adopters
- Highly influential – 97% of PC Pro readers pass on recommendations/advice about computers and IT to friends/family/colleagues*
- 69% are involved in the purchasing/specifying of computer products for their own company and/or on behalf of clients*
- Highly involved and passionate about IT – PC Pro readers spend almost 3 hours reading every issue**
- 171,000 AB readers***

Source: *Reader Survey 2006

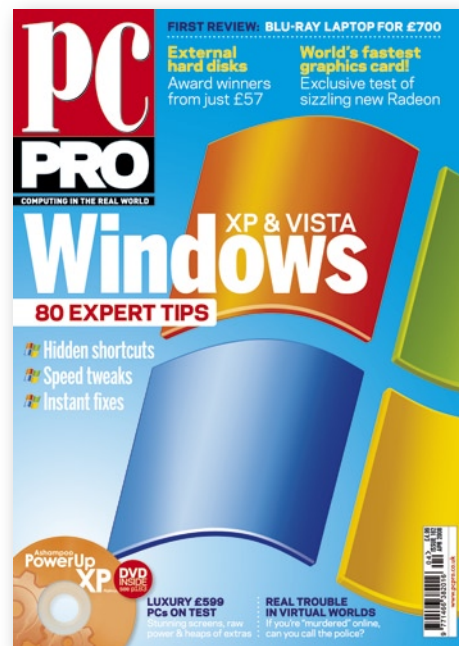
**Purchase Intention Survey 2006

***TGI Premier 2007

A Unique Advertising Opportunity

PC Pro's readers represent an incredibly important group of individuals for any company involved in the manufacturer or distribution of IT products and services. While other IT magazines can only claim an influential audience, PC Pro keeps delivering genuinely significant readers month after month.

Quite simply, PC Pro provides the most powerful means of building brand and delivering response for any serious builder and seller of PC technology. Current advertisers include – Mesh, Microsoft, Dell, Virgin Atlantic and Bose. PC Pro is the number one advertising choice for IT companies, offering a quality, responsive environment.



LOOSE INSERTS

PRINT RUN	110,000
SUBS	55,000
COST PER '000	£80
MINIMUM VOLUME	50,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	30,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	65,000 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 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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