

## Computeractive – The UK’s Best Selling Technology Magazine



### Media Pack 2011

## Computer Active – Competitive Set 2011 ABC Figures

Magazine	Total 2010	Newsstand	Subscription	Frequency
<b>Computeractive</b>	<b>142,422</b>	<b>49,282</b>	<b>92,434</b>	<b>Fortnightly</b>
PC Pro	62,528	19,550	42,581	Monthly
Computer Shopper	43,033	21,715	21,021	Monthly
Webuser	28,393	21,024	7,369	<b>Fortnightly</b>
PC Advisor	26,670	17,692	9,938	Monthly
Custom PC	19,660	11,089	8,469	Monthly
PC Plus	13,727	6,505	7,222	Monthly
Micromart	13,712	12,191	1,465	Weekly
PC Format	9,318	4,876	4,442	Monthly

**Computer Active magazine is the leading consumer title serving home computer users in the UK. Our audited circulation reaches 79,894 more buyers than our nearest competitor.**



## Computer Active – Key Statistics

- Circulation (ABC March 11) 142,422 (ABC 2011)
- Subscribers 92,434
- Description UK's leading computing magazine, highest available UK circulation
- Demographic Summary Home computer users and SOHO (small office home office)
- Demographic Statistic 1 87% Aged 35+
- Demographic Statistic 2 £317 million spent on technology products by Computer Active readers pa\*
- Demographic Statistic 3 80% (113,938) consult Computer Active or [www.computeractive.co.uk](http://www.computeractive.co.uk) before buying computing equipment or software\*\*
- Demographic Statistic 4 21% Female audience – Highest in the industry



**Computer  
active**

\*TGI Q3 2008 \*\*Computer Active Readership Survey July 2010



## Print Advertising Rates

### DISPLAY

	1 issue	4 issues	7 issues	13 issues	24+ issues
Double page spread	£12,128	£11,522	£10,914	£10,308	£9,702
1 full page	£6,384	£6,065	£5,746	£5,426	£5,107
½ page	£3,856	£3,406	£3,227	£3,048	£2,869

10% premium for cover positions, 15% for advertorials

### CLASSIFIED

	1 issue	4 issues	7 issues	13 issues	24+ issues
1 full page	£5,192	£4,982	£4,694	£4,475	£4,225
½ page	£2,908	£2,790	£2,629	£2,506	£2,383
¼ page	£1,713	£1,644	£1,549	£1,477	£1,404
1/8 page	£942	£895	£850	£808	£767

### INSERTS (Cost per thousand)

	Loose	Bound-in	Subs Only
<10g	£34	£42	£41
11 – 15g	£38	£45	£44
16 – 20g	£42	£48	£48
25g	£45	£52	£52



Re-designed and re-launched in December 2010, computeractive.co.uk is THE online destination for for people who want the latest IT news, product reviews, tips and tricks to help them get the most out of their home technology, delivered in Computeractive's accessible plain English.

- 1.8 million impressions per month
- 400,738 unique users per month
- Average banner / MPU click through rate 0.34 (industry average is 0.11)
- Consistently ranked within the top 10 most popular UK websites by independent website monitoring firm, Hitwise
- 26% Female audience users
- Average visit duration is 8.16 minutes ensuring good brand visibility



---

## Intelligent Targeting for Digital Advertising

Many of our advertisers are changing their approach to digital marketing and finding that lower quantities of impressions, to a better quality of recipient is producing a more effective ROI.

We can help our clients to segment our audience in over 40 different ways, some common variations have been outlined below whereby you can optimise your marketing to maximise your potential for responses:-

- Sex (Male or Female)
- Access Domain (Virgin Media / BT / AOL etc)
- Access Device (Computer / Tablet / Mobile)
- Browsers (Internet Explorer / Firefox / Chrome etc)
- Access Mobile Device (iPhone / HTC / Blackberry etc)
- Number of Pages Viewed (Target just those actively engaged)
- Platform (Windows XP / Vista / Windows 7 etc)
- Site Section (Reviews / Downloads etc)
- Search Phrases / Keywords Used to Access Site from Referrals (free downloads / Windows / PC Reviews / Printers etc)
- Country / Region
- Referral Site (Google / Bing etc)
- Entry / Exit Pages
- Returning Visitors to Site
- Visitors by Duration (Time spent on site)



**Prices on Application**



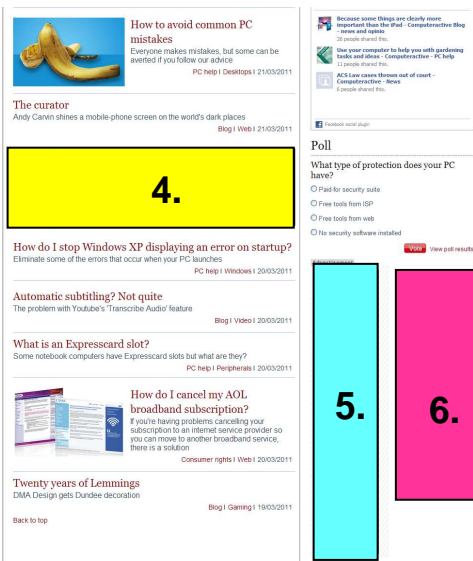
# Online Advertising – Standard Rates



## STANDARD ONLINE OPTIONS (cost per '000)

### Impressions

	1.	2.	3.	4.	5.	6.
100,000	£18	£16	£35	£17	£15	£16
250,000	£15	£13	£30	£14	£12	£13
500,000	£12	£10	£25	£11	£9	£10
1,000,000	£10	£8	£20	£9	£7	£8



## Additional Rich Media Opportunities (others available)

- Peel Backs Price on Application
- Expandables Price on Application
- Home page takeovers Price on Application
- Welcome pages Price on Application
- Category takeovers Price on Application
- Sponsored downloads Price on Application
- Walk on's Price on Application
- Skins Price on Application



# Computer Active Weekly Newsletter

Computeractive publishes a weekly email newsletter enabling us to direct readers to key online material, special offers, vendor promotions and advertisements via clickable links.

You can engage directly with readers who like to be kept updated, promoting your brand, product or services.

- Weekly newsletters sent to our 50,440 opted in subscribers
- Sent out every Friday
- Advertisers can choose from multiple advert slots or total takeover

## ADVERTISING

Number of Weeks	1.	2.	4.
Top Leaderboard	£1,000	£1,500	£2,500
Middle Leaderboard	£800	£1,200	£2,000
Bottom Leaderboard	£700	£1,050	£1,750
Solus (All ad slots)	£2,000	£3,000	£5,000



## TOP

### From the Editor

#### It's time to ditch Internet Explorer 6

Microsoft Internet Explorer is still the dominant browser both on our website and the web as a whole. This week saw the announcement that the latest version of Internet Explorer will be released on 13 March (at 4pm in the morning - oh, we won't be changing our dates then).

Although Internet Explorer has hit version 9, there are still significant numbers of people using Internet Explorer 6. Microsoft has launched a web site dedicated to persuading people to upgrade their IE. It's better to write this off as a marketing exercise but there really is no reason not to upgrade Internet Explorer. IE6 is slower and more secure, and includes handy tasks like bookmarking. So, if you're still using Internet Explorer 6 please upgrade either through Windows Update or via the Microsoft website links.

Or you could, of course, try a completely different browser. Both Mozilla Firefox and Google Chrome are excellent alternatives.

There's an exclusive offer on the Computeractive Direct website at the moment: for a limited time, an Acer Aspire 7724 laptop. The Aspire 7724 has a 15.6-inch screen and an Intel Pentium Dual Core T4200 Processor. It comes with a copy of Windows 7 Home Premium and a copy of AVG Internet Security that can be installed for up to three computers.

#### My pick of the week's online articles

- Google People Finder launches Japan earthquake site
- Take your email with you using Thunderbird Portable
- Government proposes new privacy watchdog to monitor CCTV
- Manage news updates from websites using Windows Live Mail
- Visible checker validates London 2012 Olympic ticket orders

Paul Allen, Editor Computeractive

### Out now: Computeractive Issue 340

#### Erase email errors

Email is incredibly useful, but can sometimes go wrong. We show how to fix common errors.

#### PC HELP

If you listen to music on your PC, follow our advice to make it sound so much better.

#### Stay private in public

Don't take your freedom by restricting the information you make available to the public.

#### Workshops

Transform your home into a spreadsheet, use office software to edit letters, documents, send large files to friends, understand your PC's specifications, and more!

### Out Now: The Ultimate guide to Windows Secrets

#### 20 top secrets for Windows

We track down 10 of the most useful secrets for Windows 7 SP1.

#### Secrets of the second screen

Find out how to reap on top of your new TV adding a second screen to your PC.

#### Get a free PC speed boost

Windows is packed with tools that can help you speed-up your PC - we show where to find them.

#### MAGAZINE SUBSCRIPTION AND BACK ISSUES

• Subscribe and save 62p on the annual cover price

• Order back issues of both magazines.

How to contact us: see bottom of newsletter

Subscribe to Computeractive and save 62p on the shop price for only £27.97

Simple clear advice in plain English  
Your weekly update from Computeractive

## TOP

### From the Editor

#### It's time to ditch Internet Explorer 6

Although Internet Explorer has hit version 9, there are still significant numbers of people using Internet Explorer 6. Microsoft has launched a web site dedicated to persuading people to upgrade their IE. It's better to write this off as a marketing exercise but there really is no reason not to upgrade Internet Explorer. IE6 is slower and more secure, and includes handy tasks like bookmarking. So, if you're still using Internet Explorer 6 please upgrade either through Windows Update or via the Microsoft website links.

Or you could, of course, try a completely different browser. Both Mozilla Firefox and Google Chrome are excellent alternatives.

There's an exclusive offer on the Computeractive Direct website at the moment: for a limited time, an Acer Aspire 7724 laptop. The Aspire 7724 has a 15.6-inch screen and an Intel Pentium Dual Core T4200 Processor. It comes with a copy of Windows 7 Home Premium and a copy of AVG Internet Security that can be installed for up to three computers.

#### My pick of the week's online articles

- Google People Finder launches Japan earthquake site
- Take your email with you using Thunderbird Portable
- Government proposes new privacy watchdog to monitor CCTV
- Manage news updates from websites using Windows Live Mail
- Visible checker validates London 2012 Olympic ticket orders

Paul Allen, Editor Computeractive

### Out now: Computeractive Issue 340

#### Erase email errors

Email is incredibly useful, but can sometimes go wrong. We show how to fix common errors.

#### PC HELP

If you listen to music on your PC, follow our advice to make it sound so much better.

#### Stay private in public

Don't take your freedom by restricting the information you make available to the public.

#### Workshops

Transform your home into a spreadsheet, use office software to edit letters, documents, send large files to friends, understand your PC's specifications, and more!

### Out Now: The Ultimate guide to Windows Secrets

#### 20 top secrets for Windows

We track down 10 of the most useful secrets for Windows 7 SP1.

#### Secrets of the second screen

Find out how to reap on top of your new TV adding a second screen to your PC.

#### Get a free PC speed boost

Windows is packed with tools that can help you speed-up your PC - we show where to find them.

#### MAGAZINE SUBSCRIPTION AND BACK ISSUES

• Subscribe and save 62p on the annual cover price

• Order back issues of both magazines.

How to contact us: see bottom of newsletter

Subscribe to Computeractive and save 62p on the shop price for only £27.97

### Latest downloads

#### Play just about any audio or video file with VLC

Play and convert music and video files in your computer.

#### Ad Avast Internet security software offers online protection

This security software was referring to install but has some good features.

### Latest videos

#### AVM F100: Best 720p router can make internet calls too

Get the most from your phone line and broadband connection.

#### Yves Mirro chief warns of threat to members of social networks

"I think we need to rethink how we publish information"

### From the blog

#### Be careful with that USB memory key

Using a USB memory key can be more than inconvenient. It can be a security risk.

#### Win a copy of Acronis True Image Home 2011

The latest version will restore Acronis True Image Home 2011 with the Plus Pack and 2GB of Acronis Online Backup account. With 1GB each. Enter now >

### Latest reviews

#### Brother P-Touch 7700 label printer

A lot more than a way of identifying the bits in your machine - though that would work, too.

#### Creative Sound Blaster Tactic 3D Sigma headphones

Comfortable headphones for gaming, listening to music and chatting online.

### Latest news stories

#### Google People Finder launches Japan earthquake site

Thousands of reports being added to public database to help people find lost and missing close the quake and tsunami.

#### Yves Mirro won't dare to release Wii game in the UK

The 'wii' quality game 'The Game' will only be published in the UK.

## MIDDLE

### Latest PC help articles

#### How to sort lists easily in Word, Excel and Open Office columns

Microsoft Office and Open Office include simple way of sorting lists of data in tables and spreadsheets - here's how to use them.

#### A guide to your PC's mouse

Along with the keyboard, the mouse is the main way to interact with PC. We explain all you need to know about your mouse and how it is used in Windows.

### Computeractive Direct

Great shopping deals from Computeractive

#### Encyclopaedia Britannica Family Edition

Price: £19.99 Read more >

#### PC Tools Spyware Doctor 2011

Price: £14.99 Read more >

#### Acer Aspire 7724 Laptop Package

Price: £149 Read more >

#### AutoSave Essentials

Price: £20.95 Read more >

### Latest consumer rights article

#### How can I install disc-based software on my notebook?

Always check what format supplied software comes in to ensure you can use it.

#### Why does the new iPhone feature not work on my HTC smartphone?

Other versions of a handset might not always be compatible with newer software.

## BOTTOM

incisivemedia

## Computer Active Product Update

Containing a solus product message, product updates are a valuable way to reach readers who are interested in new products.

- Bespoke direct communication from a company to our opted in audience
- Product updates sent to 62,320 subscribers
- 10.11% Average click through rate
- 24.63% Average open rate
- Benefit from one to one interaction with our audience directly
- Great mechanism for direct response

Cost £2,199 + VAT

Uniblue SpeedUpMyPC 2011  
Boost your PC with SpeedUpMyPC 2011

Microsoft GOLD CERTIFIED  
Uniblue  
www.uniblue.com

Become a Fan on Facebook Follow us on twitter View Web Version

Boost your PC with SpeedUpMyPC 2011

Run a Free Scan

Run a Free Scan

SpeedUpMyPC 2011 has arrived!

Use the new and improved SpeedUpMyPC2011 to deep scan for hidden issues slowing down your computer, such as Junk Files, System Resources and Windows settings. This software's powerful range of tools will optimize your system for an improved performance.

[Start a PC speed test now for free](#)

See how easily this software will scan, clean and fine-tune network settings, disk clutter, RAM, CPU function - and ultimately, how quickly you will enjoy a faster system and better performance.

**Main benefits of SpeedUpMyPC:**

- Faster computer start up
- Reduced system slowdown
- Works with Windows 7, Vista and XP
- Quicker program launches
- Automatic speed tools for on-going optimization

Take action, run a free scan now and let SpeedUpMyPC 2011 do the rest!

**Identify what's slowing you down**

Run a Free Scan

Run a Free Scan

The free SpeedUpMyPC scan will provide you with a diagnostic report on how your computer's performance can be optimized. You will then be able to implement improvements by purchasing the full version of SpeedUpMyPC.

Uniblue products include one year of ActiveProtection: giving you software updates and upgrades completely FREE. **Active Protection** Stay Active. Stay Protected.

# Computer Active Social Media

- 3,835 fans followers via Facebook and Twitter
- Facebook posts are seen 2.7million times per annum
- Computer Active can promote your brand via social media posts direct to our readers
- 228,783 post feeds per month (times a post appears on someone's feed)
- Targeted advertising via Facebook possible as per options outlined for computeractive.co.uk



---

## Computeractive Ultimate Guide

The Ultimate Guide is a brand extension of Computeractive. Published monthly, each edition focuses on a single topic, providing in depth articles and step by step guides in plain English.

- 24,000 print run, monthly
- Advertised within CA, online and via our newsletters
- Purchased online and in-store (newsstand)
- Single topic covered in each edition, ensuring relevance and interest of the sector covered
- £5.99 cover price – higher cover price verifies the readers interest and desire to learn about / try your service
- Includes a cover CD containing visual guides / suitable applications which marry to the subject



### Sponsorship Opportunity

- 4 pages of advertorial
  - Inside front sponsors message
  - Application or video added to cover CD
  - 1 page competition, with data capture from opt-ins
  - Inside front and outside back cover advertisements
  - 50 copies delivered to a location of your choice within the UK
- £6,000 + VAT



## Computeractive TV

Whether supplied directly or created in our studios, our videos are a popular source of education and inspiration with our digital audience. Computeractive TV Allows you to interact with your ideal demographic whether in a live format or pre-recorded.

Use of video allows you to engage directly with consumers, profiling your products and services in depth in order to instil a greater confidence to buy.

- Videos can be made by our dedicated studio team to your specification
- 219,326 monthly views of all Computeractive videos
- 17% female audience
- Produce 'How to' guides to engage and educate
- Maximise your potential for a response

### Share pictures with friends with Windows Live Photo Gallery

If you have a Windows Live account, you can share pictures online free  
Tim Smith | PC help | Creative software | 07/04/2011

Like Be the first of your friends to like this.



### Share photos with Windows Live Photo Gallery



#### Latest Computeractive videos

##### Share pictures with friends with Windows Live Photo Gallery

If you have a Windows Live account, you can share pictures online free

PC help | Creative software | 07/04/2011



##### Computeractive Issue 342 is out now

Watch our video preview of the latest issue

News | Windows | 31/03/2011

##### Archos 101 Internet Tablet computer

A widescreen tablet computer running Android, but with flaws

Rating: ★★★★★ | Review | Tablets | 29/03/2011

#### Question & Answer

Q Can I transfer all of my digital photos onto a single...  
> Read the answer

Q Are there any printers that are compatible with parallel...  
> Read the answer

Q How can I recover a hard disk's recovery partition...  
> Read the answer



---

## Activated Supplements

The ultimate way to engage with Computeractive readers, allowing you to leverage the trusted relationship we have with our readers.

- 8 page supplement
- Dedicated to your product or service
- Computeractive will produce this on your behalf
- Can include step by step workshops to educate our readers how to get the most out of your product or service
- Bound into the centre of Computeractive, offering access to all of our 142,422 circulation (ABC 11)
- Easy to pull out and keep by our readers as a reference tool, offering you longevity and repeat exposure
- Maximise your potential for responses by repeated the supplement on our website (1.8 million monthly impressions) and incorporate videos to fully educate our readers

Price on application



---

## Computeractive “How to” Guides

“How To” guides are editorially led step-by-step digital workshops designed to help, educate and engage our 400,738 unique website users. By engaging and educating our readers in an interactive environment you can maximise the potential for users to purchase.

### Example Topics...

1. How to create a website quickly and easily
2. How to choose the right PC/laptop
3. How to enhance your network experience
4. How to secure your web world
5. How to protect your privacy online
6. How to lower the cost of printing
7. How to get the most out of your smart phone
8. How to upgrade your PC/laptop storage and backup
9. How to upgrade components

### Sponsorship Package...

- Creation of the digital “How To” guide covering your chosen topic
- Online and free to view (1.8 million page impressions on our website per month)
- Step-by-step gallery showing each stage
- Linkled from main navigation menu
- 500k co-branded traffic drivers
- 2 x email newsletters (leaderboard traffic driver)
- Static adverts on the “How To” guide page
- 1,000 views (minimum) guaranteed



---

## Contact

### Sales Manager

Chris Zachary

020 7316 9121

[chris.zachary@incisivemedia.com](mailto:chris.zachary@incisivemedia.com)

Incisive Media

32-34 Broadwick Street

London

W1A 2HG

