

Jim McGinty
Sales Manager – Key Accounts
E jim.mcginty@incisivemedia.com
T +44 (0) 20 7316 9817
M +44 (0) 7703 502436

computing

Computing is the premier source for the analysis of business technology, we have been informing IT leaders for almost 40 years

The UK's leading business technology publication



Computing is the UK's leading business technology publication and a pioneering multimedia brand. The title has been established for nearly 40 years and extends across the widest portfolio of channels in its sector, covering print, internet, digital, email and mobile versions, plus web seminars, blogs, video, podcasts, discussion forums, jobs and the most successful awards event in the UK IT industry.

Computing.co.uk is essential online viewing for IT leaders to keep up-to-date with trends and issues concerning their organisation. It's not just a source of news and analysis for IT decision-makers, but a place to discuss and debate the latest issues in business technology. In addition, *Computing* provides authoritative insight and opinion allowing its readership to make informed decisions on how to use technology for the benefit of their organisations.

Who are the Computing audience?

Computing focuses exclusively on the needs of IT managers, IT directors, CIOs and CTOs working in the UK. Our audience is typically male, IT leaders in enterprise business and public sector organisations, responsible for budgets often reaching seven figures. More than 44,000* are senior IT managers, and more than 24,000* are corporate business managers.

* BPA audit June 2010

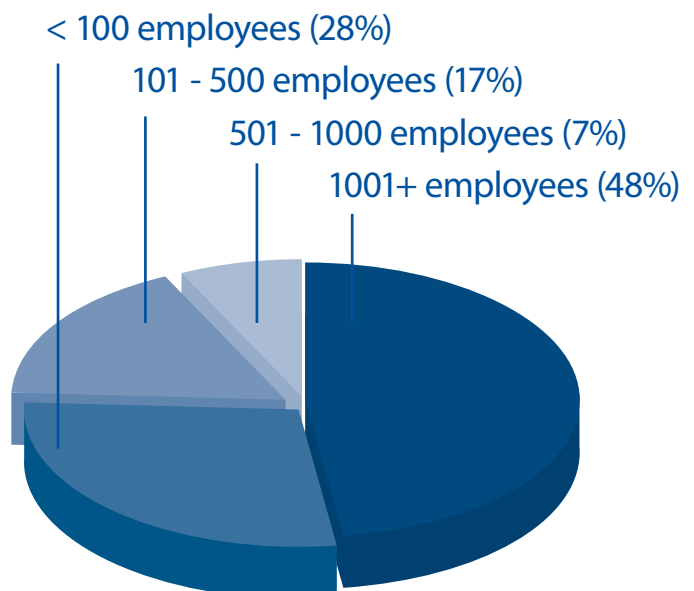
Target Audience

- IT managers
- IT directors
- CIOs
- CTOs

Company size

Computing offers its audience:

- Unique insight and analysis for senior IT professionals with topics including threats and risks, applications, legislation and much more
- We deliver up to the minute news and reviews online on the technologies driving UK businesses
- Exclusive video interviews with the UK's top IT figures in both business and public sectors
- A true multimedia brand with a fortnightly print edition, digital edition, website, web seminars, face to face events, podcasts and the UK IT industry awards



For further information contact—

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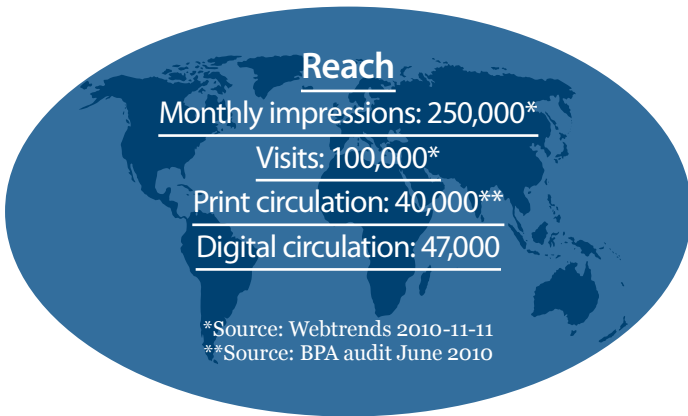
aop Association of Online Publishers Digital Publisher of the Year 2010



The UK IT Industry awards attended by over 1,200 IT leaders

5 Reasons to advertise with Computing

- Computing is the UK's leading business technology publication serving the market for nearly 40 years
- Computing's insight and analysis of the IT industry is second to none
- We stimulate discussion and debate around the issues affecting IT decision makers
- Reach your audience on a multimedia platform targeting IT leader's online, in print and in person
- Multiple marketing opportunities available from mass awareness and branding campaigns to lead generation and education



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Advertising opportunities

Let us develop a customised program to meet your marketing objectives. Opportunities include:

Online Products

Full suite of online display, section takeovers and targeting, microsites

Print Products

Full range of spreads, sponsorship and custom publishing

User Participation

Sponsored poll, video Q and A, podcast, forum

Digital Events

Web seminar and filmed round tables

In Person events

An Evening With...

Newsletters & Mobile

Email newsletters, mobile advertising/ sponsorship

