



the INQUIRER attracts an enormous following of IT experts and IT decision makers through its exclusive blend of news content and delivery.

Often breaking exclusives, the team behind the INQUIRER is renowned for expertise in IT hardware and software firms and products which aid readers' purchase decisions.

the INQUIRER meets the needs of users by:

- Keeping up to date with technology announcements
- Providing insight into future product developments
- Giving best practice and IT decision guidance that may affect strategy against competitors
- Reviewing the latest technology hardware components and software

1.5m visitors per month

the INQUIRER provides news, reviews and a unique style of comment that includes everything from global news and reviews on cutting edge hardware, to the latest consoles and gadgets. Alongside this our loyal users enjoy blogs, jobs service and white paper library where users can search and compare specific information and product specification details direct from the vendors.

# the **INQUIRER**

## Demographics

We have a strong presence of IT managers and IT directors as well as many technical professionals. This has resulted in an even balance between the ultimate decision makers and the influencers. There is an even breakdown between SME and large organisations; the most frequent company size being in excess 1000 employees.

## Target audience

- Developers
- Technical experts
- Hard to reach audience of IT influencers
- Business managers
- Senior IT management



**70% of visitors visit more than once a week**

**39% Technical staff  
16% IT Manager, IT Director  
10% CEO, owner, c-level management**

## 5 reasons to advertise on the INQUIRER

1. Get in front of a hard to reach, highly technical audience via a unique perspective on the IT world
2. We offer an influential mix between purchasers and users of business IT solutions
3. Our range of products allows you to target who you want through multiple mediums
4. A loyal audience visiting with a regular need for our content, not browsers or accidental users
5. We attract around 1.5 million visitors per month

## INQUIRER Products/Services

Full suite of online display

Online Events

Email newsletters

Section takeovers and targeting

Site Sponsorship

Mobile advertising/ sponsorship

Microsites

Interactive site elements

podcasts

For more information, Contact

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