

computing

ESPAÑA

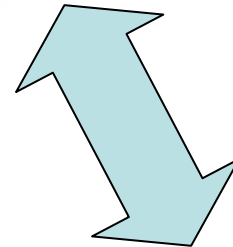


**The only weekly in the
field of Information
Technology**



**BPS**
Business Publications Spain

COMPUTING. A brand



SECTOR LEADER. With more than 50.000 readers in print and online platform.

QUALITY LEADER. It has over 15 years of experience and prestige in the IT sector..

LEADING SOLUTIONS. Computing is more than a weekly, desing marketing and communications global strategies.

LEADING PERFORMANCE. Computing brand guarantees a high return on investment.



THE WEEKLY



Weekly of **REFERENCE** for professionals and managers with purchasing of technology products and services.

Great **PRESTIGE** and professionalism through a lengthy baggage.

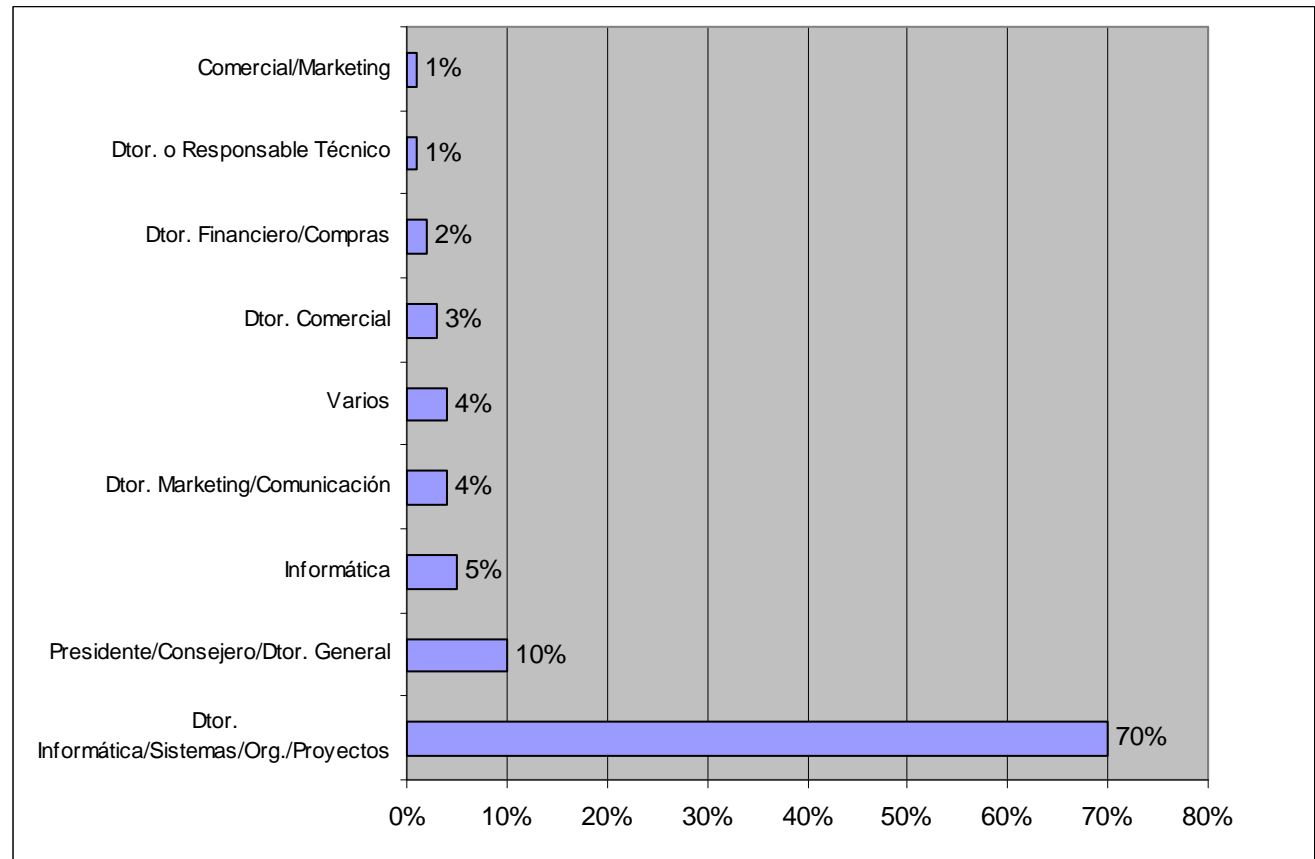
The weekly has a team of professionals with extensive **EXPERIENCE**.

Computing as a useful source of **INFORMATION** for their readers.



QUALITY READER

COMPUTING is the reference publication for CIOs. 73% of the companies receiving the magazine with more than 100 employees.



Fuente OJD Marzo 2009



More than a weekly



Global Solutions for their Marketing and Communication Projects

Advertising in paper

Online campaigns

Events tailored to the client

Rental data base

Documents tailored to the client

Computing

www.computing.es

Awards

Yearbook



Leaders

Round tables

Conferences



Newsletters and Emailings



Editorial Calendar



YEAR 2011

	Dates		Issues	SPECIALS
	Deadline	Date Cover		
January	13	19	652	REDES
	20	26	653	DATACENTER
February	3	9	654	REDES
	17	23	655	
March	3	9	656	
	17	23	657	
	24	30	658	
April	31-Mar	6	659	REDES
	7	13	660	
	14	27	661	DATACENTER
May	28-Apr	4	662	REDES
	12	18	663	
	19	25	664	
June	26-May	1	665	REDES
	9	15	666	
	16	22	667	CPDS GUIDE
July	30-Jun	6	668	REDES
	16	22	669	DATACENTER
September	8	14	670	REDES
	22	28	671	
October	29-Sep	5	672	REDES
	6	12	673	
	20	23	674	DATACENTER
November	27-Oct	2	675	REDES
	3	9	676	
	10	16	677	
	17	23	678	
	24	30-Nov	679	
December	2	8	680	REDES
	22-dec			YEARBOOK



Advertising rates



General slots	Bleend	Type Area	Rate
Full Page	270 x 334	240 x 290	6.900
4 Column ad spread		191 x 230	6.400
3 Column ad spread		142 x 171	3.800
2 Column ad spread		93 x 112	2.100
1/2 Page (horizontal)	270 x 164	240 x 142	4.300
2/5 Page (vertical)		93 x 290	4.200
3/5 Page (vertical)		142 x 290	5.400
1/3 Page (horizontal)	270 x 109	240 x 93	2.900
1/4 Page (horizontal)	270 x 82	240 x 69	2.200
False Covers			
Front Cover	270 x 270		11.300
Inside front cover	270 x 334	240 x 290	7.200
Outside back cover	270 x 334	240 x 290	9.500
Inside back cover	270 x 334	240 x 290	7.200
Recruitment & Directory			
Full Page		240 x 290	3.500
1/2 Page (horizontal)		240 x 142	1.800
1/2 Page (vertical)		117 x 290	1.800
1/4 Page (horizontal)		240 x 69	1.000
1/4 Página (vertical)		117 x 152	1.000
Small ad (1/8 pag.)		117 x 69	500
Suplemento A4 y Anuario			
Outsider back cover	210 x 280	186 x 248	9.500
Inside front/back over	210 x 280	186 x 248	7.200
Full Page	210 x 280	186 x 248	6.900
1/2 Page (horizontal)	210 x 137	186 x 248	4.300
1/2 Page (vertical)	101 x 280	90 x 248	4.300
1/3 Page (vertical)		58 x 248	2.900
1/3 Page (horizontal)		186 x 80	2.900

Guaranteed position 20% of surcharge

*Advertisement with bleend add 3mm for each side

CONTACTS

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PRINT RUN: 8.506 issues (OJD abr. 09 – mar. 10)

CIRCULATION: 8.305 issues (OJD abr. 09 –mar. 10)

Periodicidad: Weekly

Format: 270 x 334

Subscription price: 100 euros / year

www.computing.es



computing.es



www.computing.es: Website leader in the field of IT and information source in the corporate environment, especially for the CIO

[Computing News](#): Daily Newsletter service where IT professionals and managers can always be abreast of new products and services market



Advertising rates

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BANNERS	SIZE	PRICE (CPM)
Higher Banner	728 X 90	105 €
Robapaginas	336 X 280	105 €
Skyscraper	120 X 600	95 €
Mini Banner Higher	234 X 90	65 €
Intersticial		120 €
Intersticial - Superbanner		150 €
Fixed Space	120 x 60	1.150 €

SEGMENTATION SURCHARGES		
IP Segmentation		10% surcharge
Frequency		10% surcharge
Home Segmentation		10% surcharge

RATES NEWSLETTERS AND EMAILING		
Banner Higher in Newsletter	728 x 90	105 €
Sponsored New (50 words + logo)		0,15 €/ Envío
Emailing		400 € / CPM

AD REPORTS		
Ad Reports 1 page to measure, with to the customer's site, with a presence in 2 weeks + bar patronage in the area / site selected + news sponsored in the news most relevant to the customer		2.500 €

Other types of advertising

- Rental database. Possibility of segmentation
- Special Formats
- Emailings
- BPS News

For any type of information available:

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Advertising

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Banner Higher

Size: 728x90

Maximum Weight: 30K

Mini Banner Higher

Size: 234x90

Maximum Weight: 30K

Robapáginas

Size: 250x250

Maximum Weight: 30K

Skyscraper

Size: 120x600

Maximum Weight: 30K

Robapáginas

Size: 336x280

Maximum Weight: 30K

Note: For flash advertisements also need the animated gif files and between the two should not exceed 49K.



Online information

computing.es



SUBSCRIBERS NEWSLETTERS

COMPUTING	12.411 registrer
REDES & TELECOM	7.677 registrer
CHANNEL	7.790 registrer
TICPYMES	879 registrer
EMAILING ADRESSES	
COMPUTING	6.470 registrer
REDES & TELECOM	5.325 registrer
CHANNEL PARTNER	5.325 registrer

*Dates updates en june 2010

TECHNICAL CHARACTERISTICS

News Sponsored (Newsletters): 70 words + static image of 150 x 150 píxeles max. (No segmentation)

Emailing: HTML page with image and links. You can segment. Must sending al least 1.000

Banners: When the advertising is in flash also need the animated gif, between boths not should exceed 49K.

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Información adicional

computing.es



	IMPRESIONS	UNIQUE VISITORS	SUBSCRIBERS
computing.es	222.412	55.416	12.411
REDES TELECOM.ES	120.827	22.443	7.677
Channelpartner.es	96.816	17.130	7.790
TICpymes.es	97.163	19.557	879



Source: Smart Ad server June 2010



Business Publications Spain

AT THE FOREFRONT OF INNOVATION

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www.computing.es

www.redestelecom.es

www.channelpartner.es

www.ticpymes.es