



www.pcmag.ru

The Independent Guide to Technology

For Those Who Buy Computers and Digital Devices

January 2012

We provide PC users and professionals with useful information about quality computer and digital products, industry trends .

Informational section

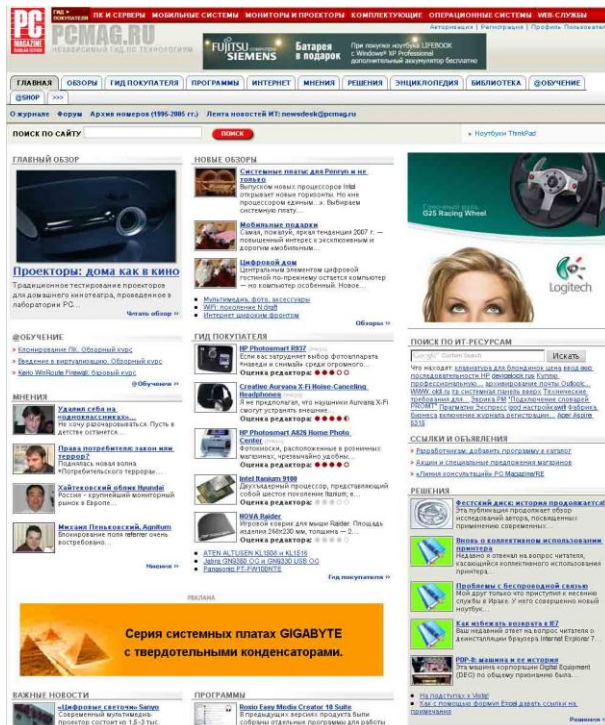
- **Tests and reviews**
- **Consumer guide** – description of hundreds of products
- **Software** – catalog of free programs
- **Opinion** - The articles of the best journalists on the most interesting themes
- **Solutions** - a lot of technique and useful advices for home and office
- **Library**: technical presentations, success stories, reviews of template and implemented solutions, case studies, product descriptions, whitepapers.
- **Exclusively: IT English-Russian dictionary**

Special services section

- **Club** – possibility to express your opinion
- **Slide show** – photo session of lots of products

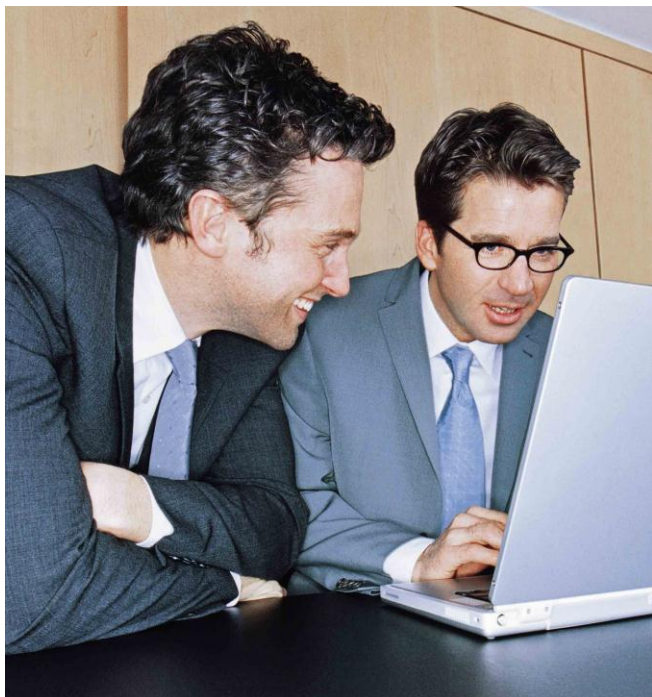
Services section

- **Education** – different courses for improving your knowledge
- **Job** - vacancies for technical specialists
- **Shop** - Special offers and marketing campaigns from IT retail



Visitors Social Status

According to Google Analytics in December 2011 the number of unique visitors of PCMag.ru was 210 000 people

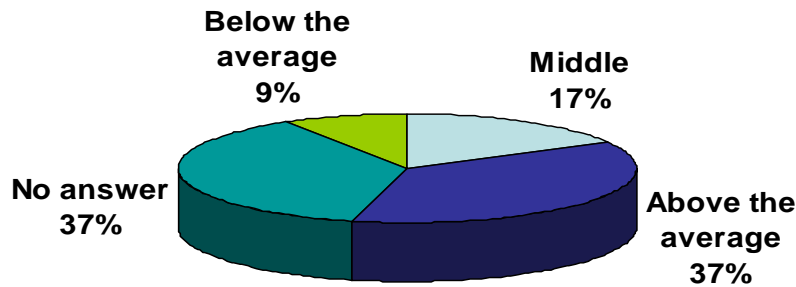


- **Average age**– 20-35 years old
- **Family status** - married 44% / single 56%
- **Gender** – male 86% / female 14%
- **Occupation, interests** – professionals and advanced users interested in IT-industry trends and make purchases
- **Monthly income** –more than \$2000.
- **Consumer's preference** – more expensive but high-quality products
- **Living principles** – responsible approach to decision making
- **Content attitude** – trust only competent resources, use analytical articles as reference point while choosing the products

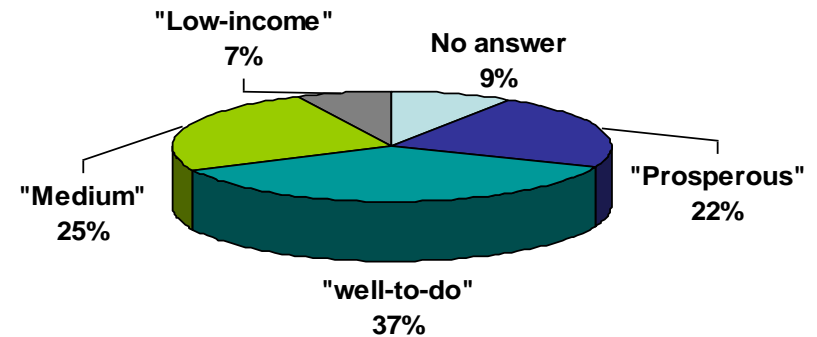
Information received from Web polls. 1483 answers received

Financial Status

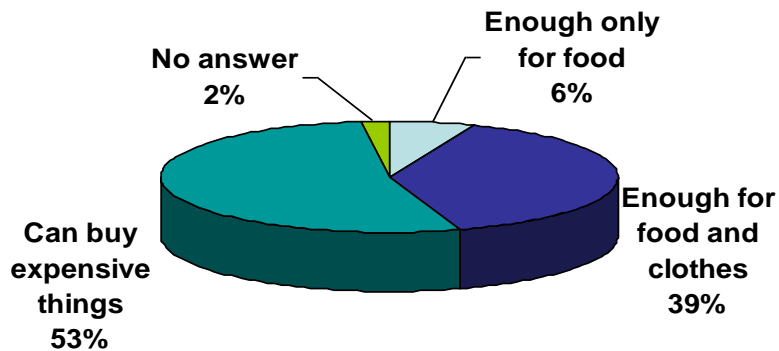
Income



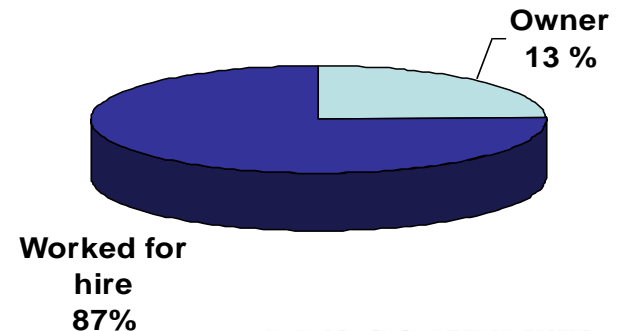
Financial status



Circumstances



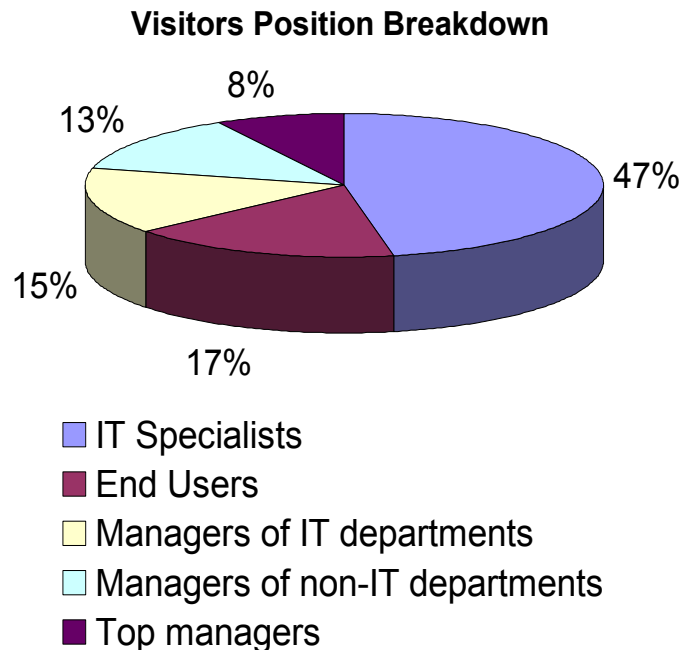
Hire/ownership (labouring only)



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Visitors Occupation

Visitors of the site are IT professionals and savvy-tech end-users. They show interests to main trends on IT market and new products appeared there.



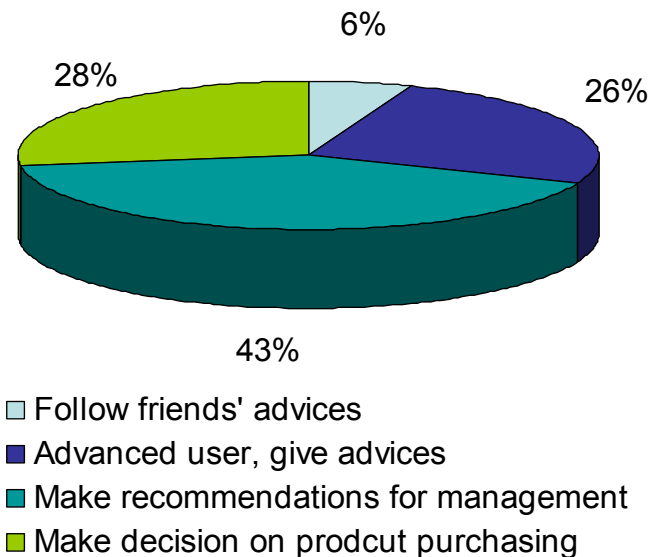
More than a half of our audience are **IT practitioners (IT specialists and IT managers)**. They are educated, professional and are well off for people. They are quite active, strive to occupy higher social positions.

The third of the site audience are **end-users**.

Thus, having the audience highly interested in buying quality computer and digital devices and with high consumer facilities, PCMag.ru is a very attractive ad place

Role in Purchasing Products

The majority part of site visitors take part in decision making process in their everyday professional activity and also influence on their friends' choice.



Most visitors being **specialists and department managers** take part in decision making process on technical issues or determine a company policy

Significant part of our visitors are students and pupils who are **advanced users**. They help their friends and relatives to choose a product to buy.

Only small amount of our visitors are inexperienced users

Audience Volume

According to Google Analytics in December 2011 the number of unique visitors exceeded 210 000 a month.

Page views

(total page impressions)

Per week 140 000

Visits to the site

(number of sessions, initialized by all visitors)

Per week 67 000

Site audience

(unique visitors)

Per week 52 000

Per month 208 000

Audience Loyalty

Almost half of the audience (54,37%) visits the site not rarely than twice a month. That indicates audience constancy.

The number of visitors starts to growth with the beginning of working day in Moscow time zone (where the main part of Russian Internet users live). Only late at night that figure falls. It proves that our visitors use the site not only during working day, but also at home.

Price and Specification prices are in USD

Dynamic banners placement through all of the pages

Type of the banner	Price (CPM)
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Upper banner 468x60 30

MPU 240x400 40

Skyscraper 120x600 35

Middle banner 600x120 25

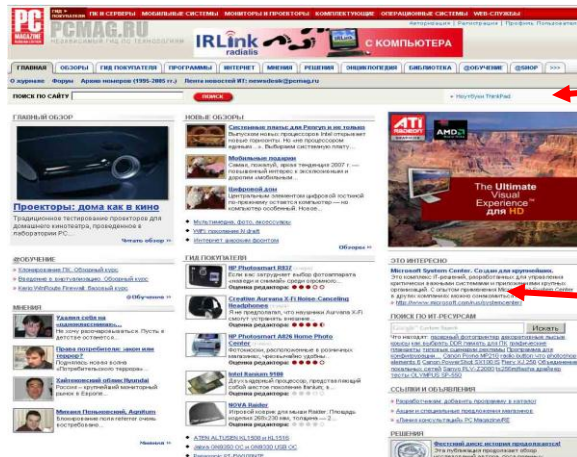
Possible sizes of Upper banner:
600x90, 728x90, width X 60, width X 90

Possible sizes of Middle banner :
600x90, 468x60

The screenshot shows the PCMag.RU website interface. At the top, there is a navigation bar with categories like 'ПК и серверы', 'Мобильные системы', etc. Below the navigation, there are several banners and content blocks. One prominent banner is for 'Системные платы для Репгун и не только' (System boards for Repgun and not only), featuring a list of motherboard models like ASUS P5K Deluxe, MSI P3E Platinum, etc. Another banner is for 'Выбираем модули памяти' (Choosing memory modules). The website also features a search bar and a sidebar with 'Гид покупателя' (Buyer's guide) and 'Линия консультаций' (Consultation line).

Text Blocks and Links

Text blocks and links attract audience attention as they read like a part of the content. That's why that type of Ad placement is considered to be highly effective.

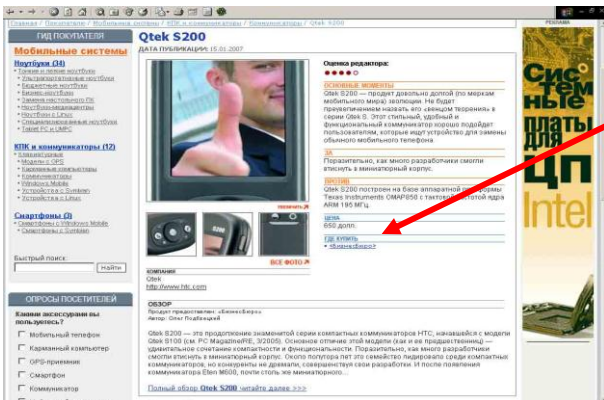


Throughout text link

The price is USD500 per three months.

Text block with page header «It's interesting» throughout on all pages. A logo is acceptable. The price is USD25 CPM.

Link «Where to buy». On review pages we can place a link to a shop web-site where this product is available. The price is USD40.



Once a week we send PCMag Express mailing that contains announce of published articles. We have **15 000** subscribers.

Price for PCMag Express:

Banner 468 x 60 pixels costs USD 420 per mailing;

Text block up 300 signs costs USD 210 per mailing.

Frequency discount could be applied:

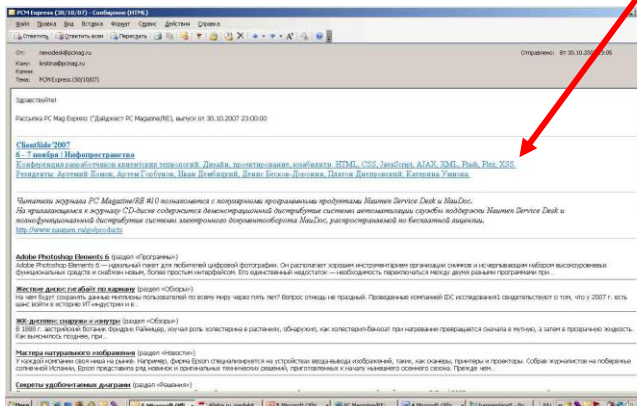
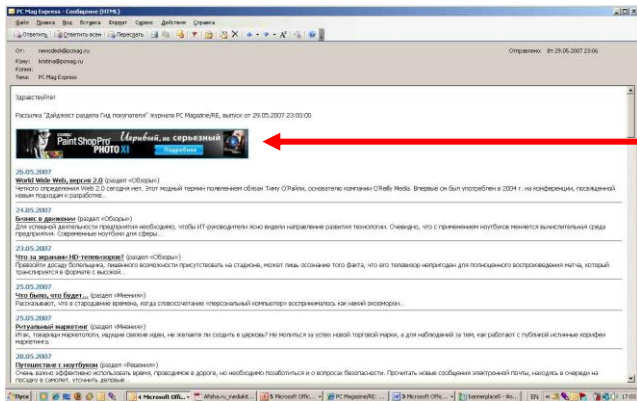
5% for 2 mailings

7% for 3-4 mailings

15% for 5-6 mailings

20% for 7 mailings

25% for 8-10 mailings



Special Projects

Special projects allow to solve non-standard marketing goals and to increase consumer loyalty to brand via direct communications with readers.



- Products description placement, **product catalogs** as a guide in purchase of computer and digital products
- **Polls and contests with prizes**
- **Section sponsorship** helps to build associative bond between theme of the rubric and company's brand
- **Non-standard banners:** opening corner, pop-up and pop-down banners, videobanner with audio assistance



- Geographic, timing and visitors **targeting**, “no competitor” condition
- Other projects created on the basis of clients goals could be developed. The projects could be entertaining or educational that are highly popular among our visitors (on-line game, exclusive content, etc.)

Technical requirements

Banners should be sent in gif, flash or html format.

Max size of the file is 25 Kb.

It's possible to place the banner of external Ad systems.

Text block up to 300 symbols (including spaces and signs), logo in Gif format 70x50 pixels, size is not more than 5 Kb.

Text link should be up to 20 signs.

In case of any questions on ad placement on www.PCMag.ru please contact

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