



PC Magazine / Russian Edition

The Independent Guide to Technology

PC Magazine/RE in Brief



- ❖ Founded in 1991
- ❖ Circulation 40,000 copies
- ❖ Target audience: advanced end users, IT professionals
- ❖ Focus: tests and reviews of new hardware, software and network products
- ❖ Professional Test Lab
- ❖ High requirements to published materials

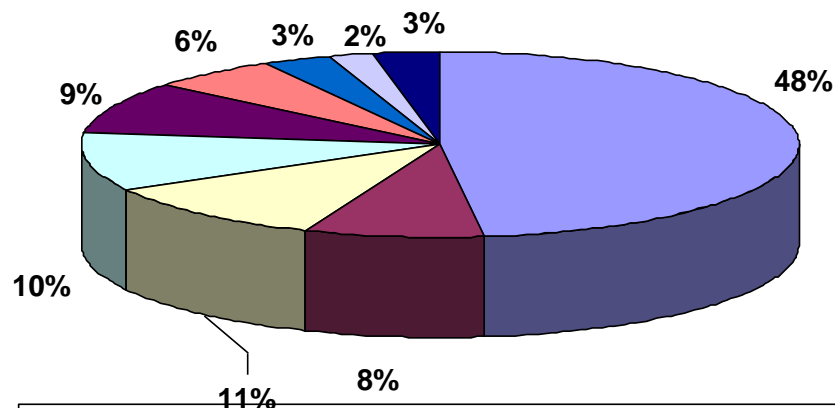
Editorial Concept



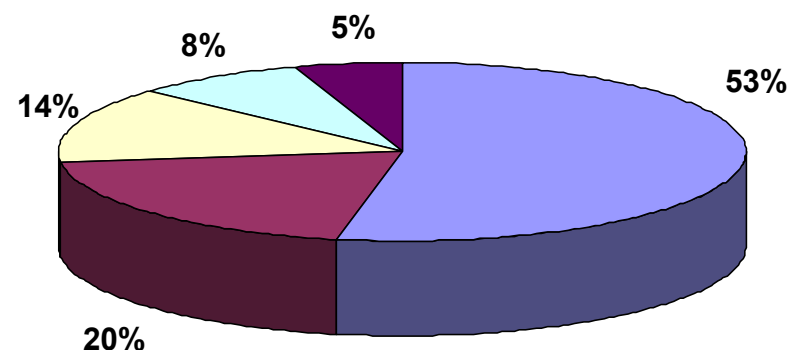
- ❖ **Covers the latest achievements and trends of IT industry**
- ❖ **Deep comprehensive tests and detailed reviews of new products**
- ❖ **Informs readers about new products and gives their performance evaluation**
- ❖ **High style of preparing and presenting information**

Distribution and Circulation

Geography of Distribution



Ways of Distribution

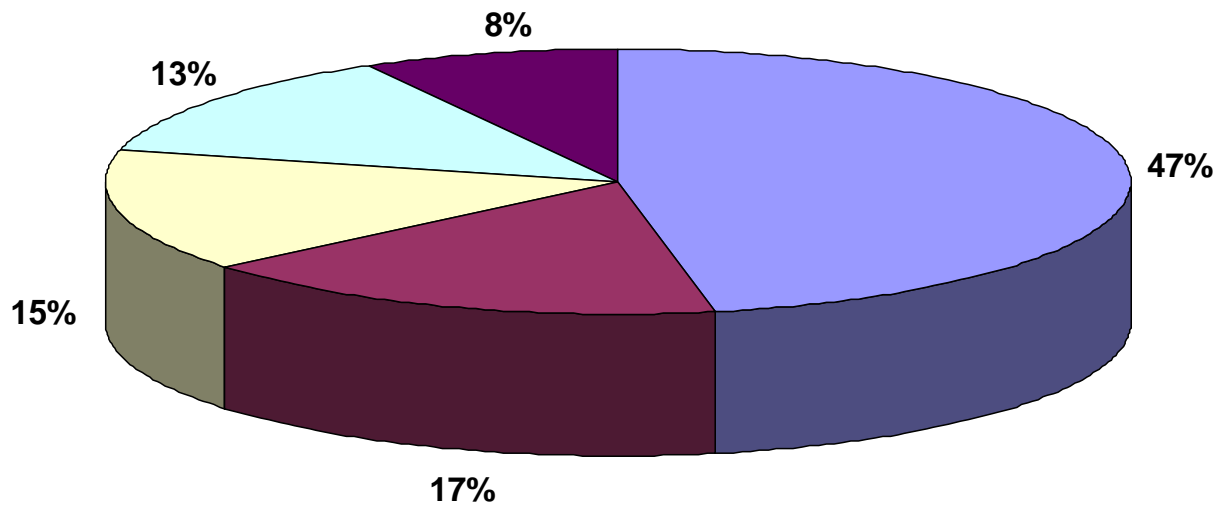


- Moscow**
- Saint-Petersburg**
- Central Russia**
- Ural Region**
- Sibirea**
- Volga Region and South Russia**
- North-Western Russia**
- Far Eastern Russia**
- CIS and Baltic**

- Retail**
- Subscription**
- IT companies**
- Corporate distribution**
- Exhibitions**

Circulation: 40 000 cps

Readership Breakdown

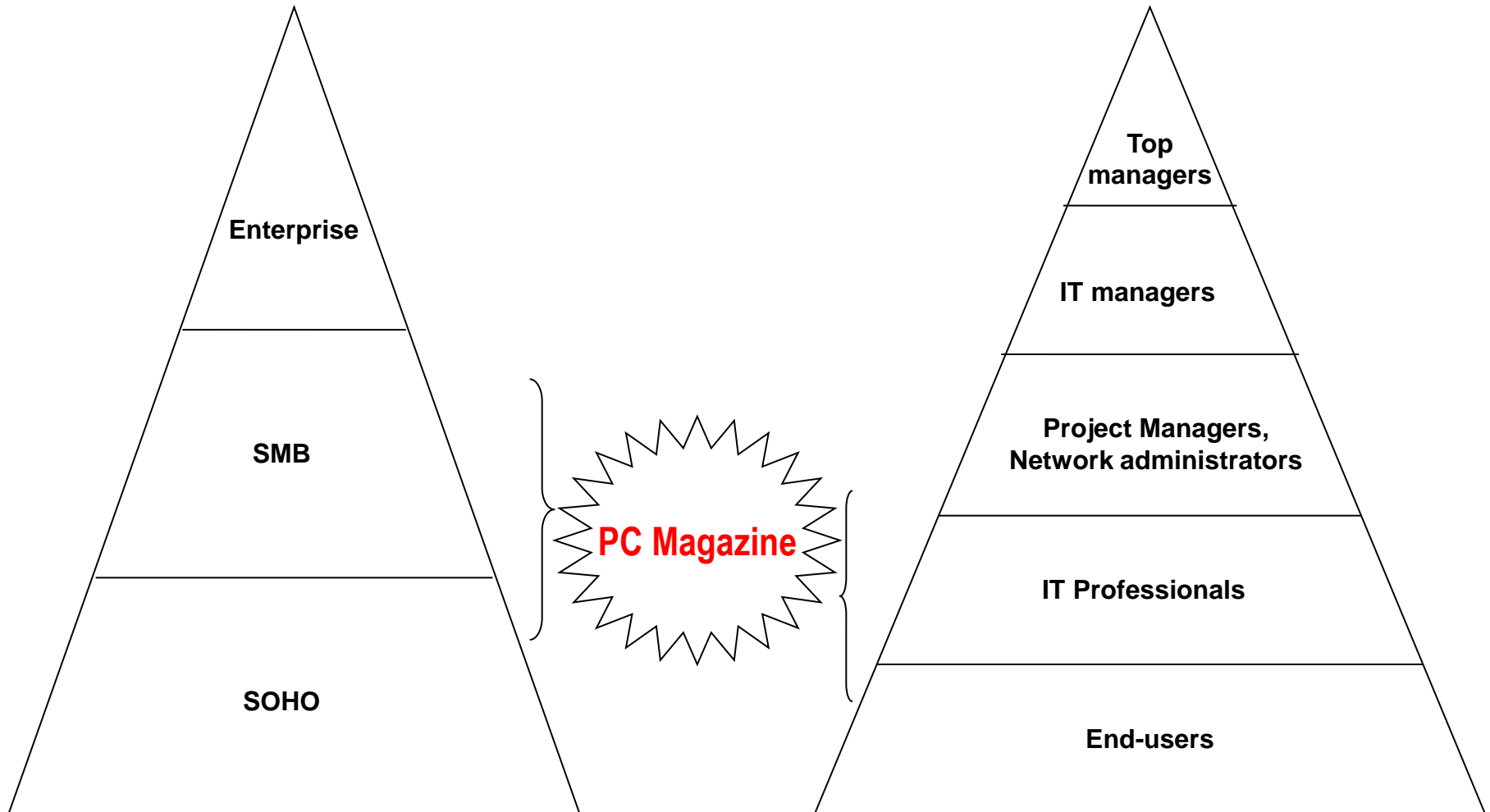


Portrait of PC Magazine Reader



- ❖ *Age* – 25 to 40
- ❖ *Gender* - 76% male
- ❖ *Family status* – mostly married, have children
- ❖ *Occupation* – professionals from SMB (IT practices)
- ❖ *Monthly income* – \$2000 to \$2500
- ❖ *Consumer's preference* – more expensive but high-quality products
- ❖ *Principles* – responsible approach to decision making

Target Readership



Magazine structure

- ❖ «**News**», «**First Look**»: new product releases
- ❖ «**Laboratory**»: Articles contain description, editors opinion, local retail price on the product, contact information etc
- ❖ «**Comparative product tests**»: Products of leading manufacturers from one class devices are compared and described. Based on test results, the best products are awarded with “Editor’s Choice”
- ❖ «**Consumer guide**»: unique project based on own systems of automated analysis of technical-economical characteristics
- ❖ «**Problems and solutions**»: Advices and recommendations on how to solve Hardware and Software problems
- ❖ «**Software**»: Articles dedicated to Operating Systems, Office Software, Utilities, new software products review
- ❖ «**Tribune**»: interview of main players from one market segment
- ❖ «**Internet**»: review of Internet solutions
- ❖ «**Infrastructure**»: materials dedicate to IT-infrastructure organization and operation
- ❖ «**Special projects**»: several projects per year

PC Magazine Awards



Editors' Choice



Best of the Year



Best of the Month



Best soft



Best site



Green Tech



Readers' choice



5 Stars



«Tested»

Why PC Magazine



- Profound approach to materials presentation ⇒ Your Ad reaches people involved in IT-market and its trends
- Distributed all around Russia and CIS ⇒ Your Ad reaches the readers in the most distant regions
- Our readers choose computers, components and peripherals for home and offices ⇒ Your Ad reaches people who buy
- Our readers belong to reference groups ⇒ Your Ad reaches people who advice
- Comparative tests help readers to choose products ⇒ Your Ad is an additional incentive for people to choose just your product

