

SK Press Publishing House has published PC Week/Russian Edition since March 1995 under a license from Ziff-Davis Publishing. PC Week/Russian Edition is a weekly publication.

**Publication Profile.** Every edition contains the latest product reviews, technology innovations, Russian and international IT news. Aimed at corporate and enterprise-wide PC users, PC Week/Russian Edition offers the latest information on hardware, software, networking products and IT Market trends as well as important intelligence on management strategies. 75% of articles are devoted to the Russian IT market and explore different options of applying the products of foreign vendors to the business of Russian companies, 25% of articles are translated from eWeek (USA).

**Structure of the publication.** PC Week/Russian Edition comprises the following regular sections:

- Diverse News
- Distribution
- Mobile and Desktop Systems
- Communications and Network solutions
- Netweek
- Servers and Data Storage systems
- Software
- Corporate Systems
- Strategies
- Opinions

There are also two periodical sections “Industrial Systems”, “CAD/CAM & GIS” and thematic reviews such as “Retail & wholesale trade systems”, “Educational centers”, “Corporate portals”, “Medical Informational Systems”, “Bank Systems”, “Mobile Perspectives” and so on in the PCWeek/Russian Edition.

Special issues of PC WEEK/Russian Edition are distributed during basic exhibitions that show widely adopted informational and digital technologies in various branches of economy.

**PC WEEK/Russian Edition is directed to 5 primary groups of readers:**

- **Heads of IT Departments of all kinds of enterprises** - in our newspaper you can find a lot of actual information about the latest events in the IT-market, analytical materials and marketing forecasts of the specialists;
- **Top Managers and Business Development Directors** - There are a lot of articles in the PC Week that cover problems of business processes optimization and show practical benefits of implementing and using IT-technologies in a business development of mid-sized and large companies;
- **Corporate users** - Many organizations use wide range of equipment and software, so they pay strong attention to the mobile and desktop PC, servers and Unix-stations, telecommunication and communication facilities, network equipment and software solutions;
- **System Integrators and Consulting Firms** - The most complicated problems of the organization of informational hardware and software infrastructure from the business effective view and its protection reserved to the competence of specialized firms. PC WEEK/Russian Edition reviews problems, that appear in front of system integrators and consulting firms and talks about new technologies and the most interesting solutions;
- **Corporate Systems developers** - Development of informational systems – is the well developed branch of the Russian IT business. In our newspaper you can find a lot of useful information in this direction for IT specialists of enterprises and organizations, that use and implement Data processing for production and business management.

**Test Lab.** PC Week/Russian Edition Test Lab conducts:

*First Look*- testing of particular hardware and software products with the purpose to inform readers with the Russian market novelties.

**Circulation. 35000 issues per week**

**Distribution.**

- 80% of the circulation is under controlled free of charge corporate subscription for organizations using ten or more computers. Corporate users should fill in the form that contains 24 questions about company's field of activity, number of employees, number and characteristics of workstations, network features and type of server, hardware and software applied, etc. This subscription procedure let us know the precise profiles of corporate readers.
- Corporate free delivery to IT and business decision makers of large industry, commerce and business companies, Government authorities, to IT departments of 1500 Banks and their regional branches in the all territory of Russia.
- Free of charge distribution through major computer firms and educational centers.
- Paid subscription. Sale in computer and book stores.