

computing

Insight for IT leaders www.computing.co.uk

■ overview

Computing is the UK's leading business technology publication and a pioneering multimedia brand. The title has been established for more than 35 years and extends across the widest portfolio of channels in its sector, covering print, internet, digital, email and mobile versions, plus web seminars, blogs, video, podcasts, discussion forums, jobs, and the most successful awards event in the UK IT industry. Computing's name is widely recognised and highly respected – when the PPA created a Business Media Brand of the Year award for the first time in 2008, Computing numbered among only seven brands shortlisted.

■ readership

Computing focuses exclusively on the needs of IT managers, IT directors, CIOs and CTOs working in the UK. Computing's weekly print edition is circulated to 86,567* of these senior IT decision-makers across the private and public sectors – 26,239* of whom receive a digital edition.

■ editorial

Computing plays a vital role in keeping readers up-to-date with the trends and issues that will inform their decisions on how to use technology for the benefit of their organisations. Through the weekly newspaper and the growing online audience, Computing is at the heart of the UK's IT community.



■ computing print advertising ratecard

SIZES	INSERTIONS				
	1	4	7	13	25
DPS	£12,350	£11,733	£11,115	£10,498	£9,880
FP	£7,350	£6,983	£6,615	£6,248	£5,880
Portrait	£5,530	£5,254	£4,977	£4,701	£4,424
HP	£5,450	£5,178	£4,905	£4,633	£4,360
QP	£3,230	£3,069	£2,907	£2,746	£2,584
10cm strip	£3,795	£3,605	£3,416	£3,226	£3,036
5cm strip	£2,475	£2,351	£2,228	£2,104	£1,980

To book advertising space or for further information contact **Matt Bush** on 020 7316 9121 or email matthew.bush@incisivemedia.com

*Circulation figures above are quoted from Computing's publisher's statement, issued September 2008