

Computing Security

Secure systems, secure data, secure people, secure business

MEDIA INFORMATION 2009



Computing Security

A BTC- Network Computing publication

Introduction

IT security is a constant concern for any organisation. Those entrusted with making sure their organisations stay safe need to be fully informed on all security issues.

Computing Security magazine published on a quarterly basis deals with the key issues that organisations face as they try to maintain secure networks in the face of new and old threats.

Advances in technology and changes in the way we work present new potential risks. Are the machines used by the UK's growing mobile workforce more vulnerable because they are not sufficiently protected by the corporate defence mechanisms? How much of a threat is caused by the proliferation of mp3 players and other portable devices? A lot of people talk about UTM solutions but can a single product with a range of security functions adequately protect a modern day network? These are just a few of the real concerns that organisations have.

Computing Security aims to educate those responsible for security and give them as much help and guidance as possible. This doesn't just mean that the publication will be stressing the need for greater investment in security solutions. It will also aim to help organisations better understand their vulnerabilities and become more secure through making better use of what they already have. That includes equipment, staff and corporate policy.

Who reads Computing Security?

From all sectors of industry, a focused audience of 10,000 people has been compiled to receive Computing Security. These people have been selected from:

- 1) Those who have registered directly to receive "Computing Security"
- 2) Those who registered in the past to receive "Computing Security Update"
- 3) Those who have demonstrated a strong involvement and interest in IT security – eg through having an IT-security job title and/or through registering for any of BTC's other publications at security-focused trade shows

These readers have been categorised into 5 main groups by job function:

IT Manager/IT Director	62%
IT Security	15%
Risk/Compliance	9%
MD/CEO/Partner	8%
Other	6%

Annual expenditure on security solutions

Under 25K	22.4%
£25K-£100K	35.6%
£100K- £500K	19.3%
£500K - £1m	14.8%
£1m +	7.9%

These readers have a proven interest in security and a duty to protect their organisations' networks. They also have the authority and the means to invest in security solutions.

What does Computing Security offer that is different ?

Security threats are changing and evolving. On the positive side, there have been some impressive innovations from the supplier community in bringing to market products to combat these threats. A product can be helped enormously if it is the subject of a review carried out by an independent expert. Some publications publish a small number of reviews with products selected almost at random. Many publications do not publish reviews at all. For suppliers this effectively means that opportunities to have a product reviewed are very limited and the chance of having it published at the time of their choosing is almost zero. Computing Security runs its review service differently. For a commitment to purchase PDFs of the published review – which represent valuable marketing collateral in their own right - a supplier can ensure that its chosen product is reviewed and can select which issue of Computing Security this review appears in. If you are responsible for marketing a security solution then booking a review in Computing Security is one of the most effective ways of introducing it to an audience of potential buyers AND generating some excellent marketing material for your own use.

Standard Pricing

Advertising

Single page - £1600; Half page - £850; Alternative sizes: on request

Inserts

Up to 10g – £200 for exclusivity £150 for non-exclusive

Product Review:

A product review in Computing Security consists of an evaluation from an independent expert of around 600 words along with a photo or screenshot. PDFs are supplied which the solution provider can email, host on a web site and reprint from without restriction. Price of PDFs - £1200

Database Rental

Target readers directly with your message.

£175 per thousand names for direct mail

£275 per thousand names for email broadcast

Computing Security magazine is published by Business and Technical Communications (BTC) Ltd, 35 Station Square, Petts Wood, Kent BR5 1LZ.

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