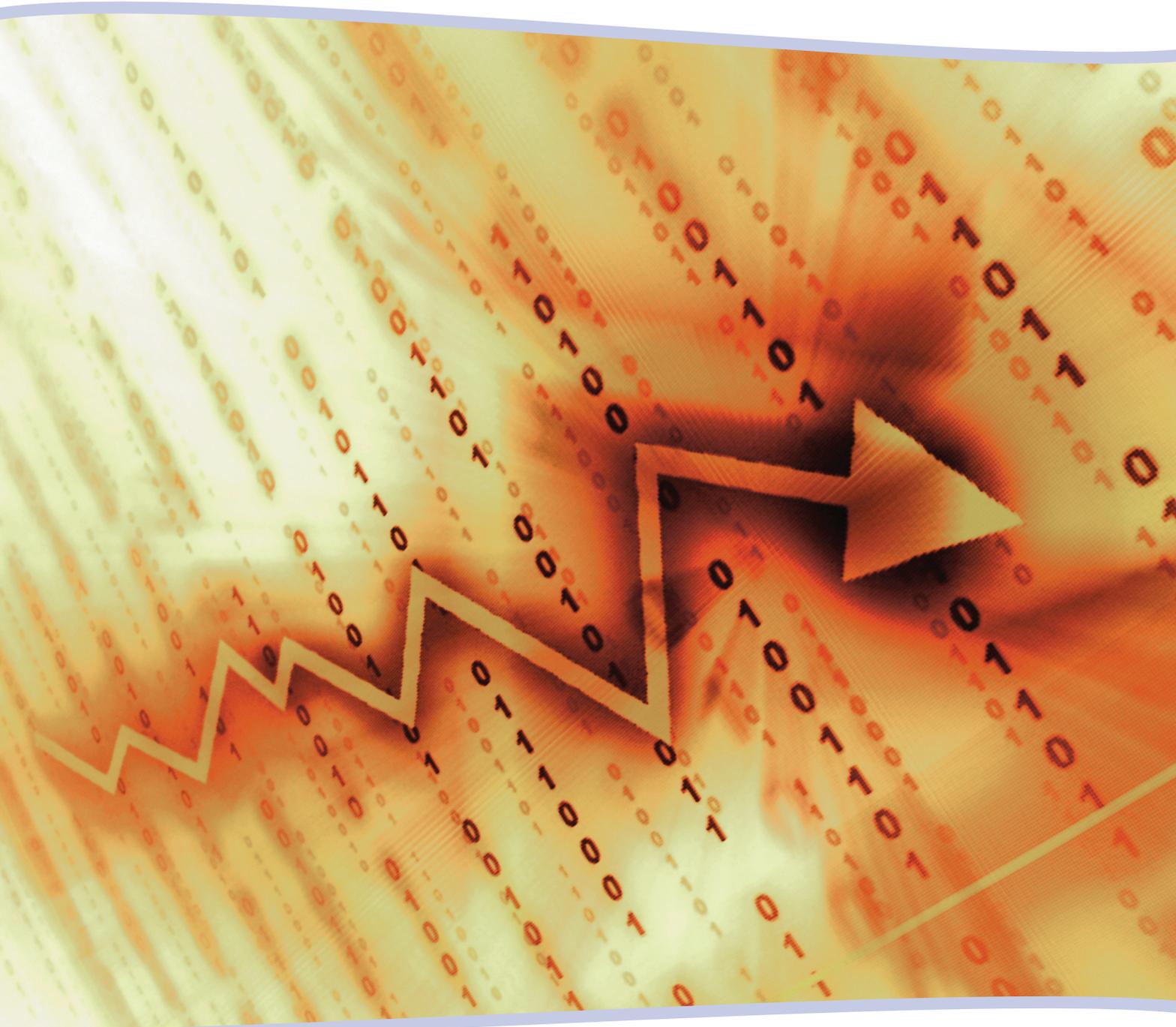


Computing Security

Secure systems, secure data, secure people, secure business

MEDIA PACK 2014



Introduction

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

Computing Security deals with the key issues that organisations face as they try to remain fully protected against the plethora of threats that now menace their organisations - with new ones emerging constantly, as advances in technology and changes in the way we work present new potential risks.

Computing Security aims to keep those responsible for the security of their organisations abreast of all that is happening in the industry - not only the dangers that exist for their organisations, but also the tools, technology and solutions that are now available to counteract these.

Circulation and Readership

From all sectors of industry, Computing Security has a focused readership of 12,000 key people who make and/or influence decisions in the IT sector.

97% approve or influence the purchasing of IT security products and services

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.

Computing Security's Independent Product Reviews

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Many publications do not publish reviews at all.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. See costs below.

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Advertising Rates

PRINT ADVERTISING:

Cover Wrap/Belly Band/ Gatefold - POA
Double Page Spread - £3,450
Full Page - £1,950
Half Page - £1,000

PREMIUM POSITION

Outside Back Cover - £2,600
Inside Front Cover - £2,600
Inside Back Cover - £1,950

INSERTS

Loose:
Up to 10g - £300 per 1000 (for exclusivity)
£225 per 1000 (for non-exclusive)
Bound In:
Up to 10g - £375 per 1000 (for exclusivity)
£300 per 1000 (for non-exclusive)

INDEPENDENT PRODUCT REVIEWS

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 of the review are supplied; which the solution provider can email, host on a web site and reprint from without restriction. Independent Product Review and pdf. - £1,950

DATABASE RENTAL

Mail or email prospects on the Computing Security database. Select prospects by job title, size of organisation, annual expenditure on IT security products etc. Tailored to suit your specific requirements. Email Broadcast: £300 per thousand names for email broadcast

LEAD GENERATION

There are many options available; including a sponsored question on the reader registration form, reader competitions and our specialist telemarketing services. POA

Mechanical Data

ADVERTISEMENT SIZE DEPTH/WIDTH

Double-Page Bleed 307 mm x 440 mm
Double-Page Trim 297 mm x 420 mm
Double-Page Type 287 mm x 400 mm
Single-Page Bleed 307 mm x 220 mm
Single-Page Trim 297 mm x 210 mm
Single-Page Type 287 mm x 200 mm
Half Type 130 mm x 190 mm
Verticle Half 280 mm x 90mm

TECHNICAL REQUIREMENTS:

PDF File	<ul style="list-style-type: none">• High Res 300 dpi• Registration Marks• 5 mm bleed all around
Tiff	<ul style="list-style-type: none">• High Res 300dpi• 5 mm bleed all around
Jpeg	<ul style="list-style-type: none">• High Res 300dpi• 5 mm bleed all around

Please call the Production department on +44 (0) 1689 616 000 before submitting digital copy of any kind in order to ensure system compatibility.

WEB BANNERS

375 x 60 pixels. Files should be provided in gif format or flash with all url's embedded and targets set to _blank (opens new window)

MASTERCLASS

Sponsorship of a MasterClass allows you to have your own regular page in the magazine, dedicated to a subject area in which you have strong expertise. It needs to be informative and discuss the subject rather than the suppliers' products. Each article should have value to the readers in its own right. In addition, when put together, the whole collection of articles should form a valuable guide to the subject area. Very strictly, we only allow one MasterClass per subject area. Therefore, a MasterClass really does enable a company to be seen as the voice of authority on the subject. To call something a regular column we ask that it runs for at least a year (6 issues) although the sponsor may feel that the subject and/or their own profile may benefit more from a longer period of exposure. The cost to run a MasterClass would be £1,600 per issue. This includes a pdf of each page that the sponsor can use for their own unlimited marketing/pr purposes. The sponsor must be able to supply 600 words of copy in good time for each issue. The column is credited to the company, not an individual, so you could call on a number of people within your organisation during the course of the year.

FOR FURTHER INFORMATION CONTACT:

Edward O'Connor
Media Sales Executive
edward.oconnor@btc.co.uk

Telephone: 01689 616000

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BTC Ltd, 35 Station Square, Petts Wood, Kent, BR5 1LZ



COMPUTING SECURITY E-NEWSLETTER

While Computing Security magazine is published bi-monthly, we want to keep readers up to date and in the loop all of the time - which is why we also publish an eNewsletter in between issues. That means, every month, you are kept fully informed and up to speed with what is happening across the industry.

Sent out to 22,000 key IT security professionals, the Computing Security eNewsletter brings you all the latest news, features and product reviews from the magazine itself.

ADVERTISING RATES FOR THE E-NEWSLETTER

Large Digital Banner in Page Header -
£1,500 per insertion (exclusive to one company per newsletter)
Size: 468 x 85

Large Digital Banner in Email Body -
£1,000 per insertion.
Size: 444 x 71

KEY WORD SEARCH

You can have exclusive sponsorship of key words that can be searched within our online database.

When people search on any of our websites, using one of your keywords, your header banner will appear at the top of the page, above the search results. This means that you're advertising to an audience who are already interested in the products/services your company provides.

Our websites are linked into a central database, which has approximately 112,000 visits per month.

You can select which key words you want your banner to be linked to. Each key word is offered exclusively to one company, so your banner ad will be the only one showing when your key word is searched.

Cost per Key Word:

6 Months Exclusivity - £2,700

12 Months Exclusivity - £4,800

