

# Computing Security

Secure systems, secure data, secure people, secure business

MEDIA PACK 2015



## Introduction

With the rise in cybercrime in recent years, new security technologies have had to keep pace. This is most evident within the business sector, with more and more high profile breaches and attacks regularly hitting the news. It seems not a day goes by without some new form of Malware, DDoS - or any of the other myriad forms a cyber attack may take - coming to light.

Computing Security magazine is a bimonthly Business-to-Business End User focused publication, bringing our registered readers the latest news and product reviews relating to IT security. It covers the major issues that businesses are having to engage with, as they seek out the best solutions, advice and strategies to keep their operations safe, productive and always ahead of the game.

The magazine discusses the processes and mechanisms by which digital equipment, information and services can be protected from unintended or unauthorised access, change or destruction, and attempts to highlight the growing importance of education and training, as well as showcasing emerging technologies needed in line with the increasing reliance on computer systems of most businesses worldwide.

## 2014 in Numbers

- We produced 6 issues of Computing Security Magazine with a circulation of over 12,000 per issue.
- We sent out 264,000 E-newsletters, and grew our subscriber base to over 22,900 each month.
- We sent 114 email blasts on behalf of our clients, and had over 200 people attend the Computing Security Awards.
- As of September 2014 under the handle @CSMagAndAwards . We also sent out over 400 tweets and gained 280 followers.
- Our website had over 23,500 unique visitors each month, generated in excess of 64,500 page impressions and our visitors spent on average just over 7mins 30 seconds on our site.
- Gained approximately 1450 new subscribers through our media partnerships with Infosecurity Europe and IP Expo this year.



## Circulation and Readership

- 12,000+ subscribers for hard copy of the magazine
- 22,900+ subscribers the newsletter and E-marketing options
- Average of 23,500 visitors to the website per month
- 96% of our subscribers are UK based.
- 84% approve or influence the purchasing of IT security products and services

## Who reads Computing Security Magazine?

Our targeted, focused and controlled subscription based circulation gives companies the opportunity to talk directly to the people that matter with the minimum of wastage. Our bi-monthly magazine is delivered directly to their business address and is addressed to the named individual subscriber.

- C-Level Executives including business owners, CTOs or CIOs who are working to formulate strategies in order to guard against threats to their systems and data in an increasingly cyber orientated world.
- IT Managers and IT Directors - Decision makers with budget control.
- Service providers seeking to keep up on the latest cyber security developments in customer demand, new products and business strategy.
- Application developers aiming to keep abreast of end user and network operator needs and opportunities.
- Equipment or services vendors, distributors and channel partners looking to learn more about technology buying trends and partnership possibilities.

# 84%

of Readers Influence  
or Make Purchasing  
Decisions for Their  
Company

**OUR READERS ARE INTERESTED IN  
PURCHASING SOLUTIONS AND SERVICES  
WHICH ADDRESS:**

- Anti Malware
- Application Security
- Authentication
- Challenges of Compliance
- Cloud Security
- Cybercrime
- Data Leakage Prevention
- Encryption
- End OF Life IT / Secure IT Asset Disposal
- Exploit Prevention Technology
- Human Error/Information Risk Management
- Identity and Access management
- Managed Security Services
- Mobile Device Management and BYOD
- Penetration Testing
- Secure File Transfer
- SIEM (Incident and Event Management)
- Zero Day Attacks

## READERSHIP ANALYSIS BY JOB ROLE, BUSINESS SECTOR, AND BUSINESS SIZE

### Breakdown By Job Role

- IT Management (IT Manager/Director, CSO/CISO, etc) - 63.6%
- Risk/Compliance Officers - 9.3%
- MD/CEO/Partner/Other Directors - 17.3%
- Other - 9.8%

### Breakdown by Sector

- Agriculture/Mining/Oil/Chemical - 1.1%
- Architecture/Construction - 1.4%
- Computer Consultancy - 9.2%
- Computer Dealer/Retailer - 3.8%
- Computer/peripherals manufacturer - 3.4%
- Distributor/Retailer (non-computer) - 2.1%
- Education - 4.5%
- Engineering - 3.3%
- Finance/Banking/Accounting - 16.8%
- Government - 10.6%
- Hotel/Catering - 0.9%
- Legal/Insurance/Property - 9.9%
- Manufacturer (non computing) - 4.6%
- Media/Marketing/Advertising - 3.7%
- Medical/Health - 2.7%
- Telecoms - 4.2%
- Transportation - 1.4%
- Utilities - 2.3%
- VAR/System integrators - 8.2%
- Other - 5.9%

### Business Size by Number of Employees

- Less than 25 - 19.7%
- 26-100 - 23.2%
- 101-500 - 18.5%
- 501-1000 - 12.2%
- 1001-5000 - 14.8%
- 5000+ - 11.6%

### Business Size By Turnover

- Under £100K - 9.6%
- £100K-£500K - 28.5%
- £500K-£1m - 24.9%
- £1m-£5m - 19.8%
- £5m-£10m - 10.2%
- £10m plus - 7%

### Role In Decision Making

- Approve acquisition - 48.4%
- Determine need - 84.6%
- Define product - 82.3%
- Evaluate supplier - 64.4%
- Select brand - 51.8%
- Select vendor/Source - 61.2%
- None of the above - 6.3%

## Prices for Advertising and other services

### MAGAZINE ADVERTISING RATES

- Double page: £3450
- Single Page: £1950
- Half Page: £1000
- Premium for cover position: 40%
- Agency Comm: 10%

Other sizes only available by special arrangement.

Price discounts for multiple insertions available on application

### INSERTS UP TO 10G - price on application

### MASTERCLASS SPONSORSHIP

The Computing Security "Masterclass" series enables suppliers to connect with readers in an educational way on a subject they have particular expertise in via their own regular column. A great way of developing thought leadership status! Digital (PDF) copies of each article will be supplied to the client for their own unrestricted use.

- £1600 per issue

### PRODUCT/SERVICE REVIEWS

Product reviews provide an independent and accurate assessment of a product. The review will be published in the magazine, on our website and on our E-Newsletter.

- £1950 - includes Digital Copies (PDF) for the clients own unrestricted use

### DIGITAL ADVERTISING RATES

As well as directing visitors/subscribers to the client's website and for brand awareness we can use the digital banners both on the newsletter and the website to generate sales leads (prices on application)

- Header Banner on E-Newsletter - £1500 per broadcast
- Banner in body of E-Newsletter - £950 per broadcast
- Header Banner on website homepage - £1000 per month
- Banner in body of website homepage - £400 per month
- Banner on side panel of website homepage - £400 per month

All Banners include URL link to page of client's choice.

Varying sizes can be discussed on application

Discounts will be offered for bulk bookings on application.

### LEAD GENERATION

There are many options available to those wishing to generate leads by reaching out to the Computing Security subscribers. Prices are available on application and will be dependent on volume of leads required and level of qualification. To give examples;

- Leads generated via white paper download - £40 per lead approx
- Leads generated from telemarketing campaign - £50 - £100 per lead approx

### DATABASE RENTAL

Mail or email prospects on the Computing Security database. Select prospects by job title, size of organisation, annual expenditure on networking products or by any other field shown on the Computing Security reader registration form

- Email broadcast - Prices from £200 per 1000 names dependent on volume.

FOR FURTHER INFORMATION CONTACT:

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# Issues and Dates for 2015

(these dates are approximate and subject to change)

We will be producing 6 issues of Computing Security Magazine for 2015 as follows:

Issue	Materials Date	Publication Date
Jan/Feb	16 Jan 2015	20 Jan 2015
March/April	27 February 2015	2 March 2015
May/June	30 April 2015	4 May 2015
July/August	30 June 2015	6 July 2015
Sept/October	31 August 2015	3 September 2015
Nov/December	30 October 2015	3 November 2015

We will also be producing 12 Computing Security on line E-newsletters:

Issue	Materials Date	Publication Date
January	16 January 2015	20 January 2015
February	6 February 2015	12 February 2015
March	6 March 2015	12 March 2015
April	6 April 2015	13 April 2015
May	6 May 2015	12 May 2015
June	5 June 2015	12 June 2015
July	6 July 2015	13 July 2015
August	6 August 2015	12 August 2015
September	7 September 2015	14 September 2015
October	6 October 2015	12 October 2015
November	6 November 2015	12 November 2015
December	7 December 2015	14 December

## 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  
 Vertical Half 280 mm x 90mm

### TECHNICAL REQUIREMENTS:

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

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

### DIGITAL BANNERS

- Newsletter Header Banner - 540x86 pixels
- Newsletter Banner in body of newsletter - 450x75 pixels
- Header Banner on website homepage - 460x85 pixels
- Banner in body of homepage - 375x60 pixels
- Banner on side panel of homepage - 180x244 pixels

Variant size banners available on request



# Computing Security

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Published by:

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