

PCRetail

INCORPORATING

CTO

MEDIA INFORMATION

News | Hardware | Software | Digital Home | Retail | MarketPlace

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WWW.PCRETAILMAG.COM

PCRetail

PC Retail incorporating CTO is the only trade magazine dedicated to home computing.

It is the trade magazine of choice for UK PC retailers, resellers and system builders.

"The editorial focus of the publication delivers a far better return on our investment than we have experienced with other publications."

**Michael Breeze,
Marketing Manager,
Interactive Ideas**

CIRCULATION

| | |
|---|-------|
| High Street Independent Resellers/VARS | 4,756 |
| High Street Multiple | 4,076 |
| Online Retailer | 2,762 |
| Distributors | 594 |
| Hardware Manufacturer | 737 |
| Software Publisher | 835 |
| Media | 294 |
| System Builder | 157 |
| Other | 764 |
| | 338 |

(agencies, recruitment, research, store fitters)



TOTAL CIRCULATION 15,313

(Audit issue, November 2006)

THE NEW PCRETAIL

We're proud to introduce a fresh look PC Retail, as we continue to evolve the publication to keep it relevant and vital to the IT Trade:

- »» Editorial features
- »» IT Channel analysis
- »» Full Advertising Campaigns
- »» Sponsorship opportunities
- »» Web banner and buttons
- »» Recruitment advertising
- »» Leaflets
- »» Belly bands



ONLINE

"The PC Retail website features new content everyday and hits over 17,000 retail and industry desks via its newsflash service."



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FEATURES LIST 2007

JANUARY 2007

CES: Preview of the big US consumer electronics show

Inkjet printers/MFDs: Everything from traditional to small format photo printers and MFDs

Wireless devices: All those peripherals and accessories which use infrared and bluetooth

FEBRUARY 2007

PC audio: With a hard drive full of MP3s, demand for improved audio on PCs is rising

Budget games: A key sector, even for retailers who don't stock many games

Motherboards and processors: A look at the latest technologies and products for the PC's engine room

MARCH 2007

Computer Trade Show preview issue: Who's going to be at the UK's biggest computer trade show?

CeBIT: Your guide to the world's biggest technology show

Displays: What's new in the world of monitors and projectors

Business software: Office, database, accounting and any other software a business needs

APRIL 2007

Computer Trade Show issue: Everything you need to know about the channel event of the year

Security software: Still the biggest selling software category

Input devices: Keyboards, mice, joysticks, scanners, tablets and so on

MAY 2007

Computer Trade Show review issue: A round-up of this year's event

Adult education software: Languages, hobbies, sports, computer skills, self-improvement, etc

Distributor focus: A full guide to all the UK technology distributors

JUNE 2007

Leisure utility software: Disc burning, creative, digital editing, music, etc

Laptops, bags and accessories: Laptops are outselling desktops now, and there are plenty of add-on sales

PC cards: Graphics, sound, PCTV and any other cards which add functionality to a PC

JULY 2007

PC gaming peripherals: The latest games and technologies for gamers

Back to school software: All the latest educational aids to sell at this crucial time of year

Laser printers/Multi Function Devices: Printers which scan, photocopy and fax

AUGUST 2007

Reference software: Encyclopedias, genealogy, driving test, atlases, etc

Broadband: Selling broadband packages and the growing VoIP market

Networking: All the equipment you need to set up a network

SEPTEMBER 2007

Mobile devices: PDAs, smartphones, satnav and any other devices which fit in your pocket

MP3 players: The iPod and the chasing pack

Children's software: Teach them a thing or two without them getting bored

OCTOBER 2007

Storage: Hard, optical and flash drives, optical and flash media

High-end gaming: Components, peripherals and accessories used by hardcore gamers

Operating systems: The latest Windows, Mac and Linux offerings

NOVEMBER 2007

Digital cameras: Round up of all the current brands and models

Ipod accessories: No margin on iPods? Try selling accessories instead

Security software: What are your options in this must-have category?

Christmas gifts: It's as important as ever to cash in on the festive season

DECEMBER 2007

Laptops, bags and accessories: Laptops are outselling desktops now, and there are plenty of add-on sales

Distribution opening times: Make sure you get your orders in on time

Annual review: A look back at all the news products and events of the last year

"PC Retail is the key communications platform for the creative channel".

Karin Jones,
Sale & Marketing Director,
VIP Computers

MARKETPLACE

The marketplace section of PC Retail features a full listing of supporting suppliers and offers a low-cost advertising solution for companies seeking a regular presence and new business.



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POSITIONS, RATES & SPECS

STANDARD SPACE

| | |
|--------------|--------|
| Centrespread | £2,625 |
| First DPS | £2,625 |
| Standard DPS | £2,100 |
| Full Page | £1,155 |
| Junior Page | £800 |
| Half Page | £630 |
| Quarter Page | £370 |

COVER POSITIONS

| | |
|-------------------|--------|
| Full Cover Wrap | £5,750 |
| Frontcover | £2,000 |
| Inside Frontcover | £1,450 |
| Inside Backcover | £1,450 |
| Outside Backcover | £1,450 |

SPECIAL POSITIONS

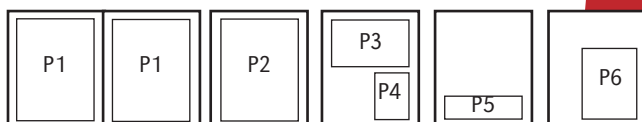
| | |
|---------------------------------------|--------|
| Gatefold (4 pages) | £4,750 |
| DPS with tip-on (+postage) | £3,415 |
| Full Page with tip-on (+postage) | £2,215 |
| Early DPS (before middle) | £2,200 |
| Loose Inserts (+postage) | £1,275 |
| Editorial Page Strip | £550 |
| Belly Band opening up onto Centre DPS | £4,750 |
| Belly Band & Outside Back Cover | £4,250 |

MARKETPLACE CLASSIFIEDS (for 12 issues)

| | |
|--------------------------------|--------|
| Box (50mm h x 100mm w) | £750 |
| Double Box (50mm h x 205mm w) | £1,500 |
| Double Box (100mm h x 100mm w) | £1,500 |

For any bespoke advertising ideas please call the advertising team on **01992 535647**

PAGE SIZES



Double Page Spread: (P1)

| | |
|------------|---------------------|
| Trim: | (w)460mm x (h)315mm |
| Bleed: | (w)466mm x (h)321mm |
| Type area: | (w)440mm x (h)295mm |

Single Page : (P2)

| | |
|------------|----------------------|
| Trim: | (w)230mm x (h)315mm |
| Bleed: | (w)236mm x (h)321mm |
| Type area: | (w)212 mm x (h)295mm |

Half Page: (P3)

| | |
|----------------|---------------------|
| Landscape Type | (w)206mm x (h)143mm |
| Portrait Type: | (w)103mm x (h)295mm |

Quarter Page: (P4)

| | |
|-------|---------------------|
| Type: | (w)103mm x (h)143mm |
|-------|---------------------|

Editorial Page Strips: (P5)

| | |
|------------|--------------------|
| Trim: | (w)230mm x (h)40mm |
| Bleed: | (w)236mm x (h)43mm |
| Type area: | (w)206mm x (h)40mm |

Junior Page: (P6)

| | |
|-------|---------------------|
| Type: | (w)148mm x (h)200mm |
|-------|---------------------|



Web Button
(w) 141 x (h) 118 pixels



Web Banner
(w) 468 x (h) 60 pixels



Skyscraper
(w) 160x (h) 600 pixels

NEWSFLASH ADVERTISING



Banner
Skyscraper

WEB SPONSORSHIP*

Web Banner: (w) 468 x (h) 60 pixels - £750 per month
 Skyscraper: (w) 160 x (h) 600 pixels - £750 per month
 Button: (w) 141x (h)118 pixels - £250 per month

Web Banner & Skyscraper Newsflash Sponsorship: £1,000 per month

Accepted Files:

JPG, Flash, GIF, PNG

Animated GIF's:

The number of frames in an animated GIF does not matter, but the final file should not be more than 40k in size.

You can embed a link to your website from the artwork or you can send us your http:// address and we can create the link for you.

COPY SUPPLY

Any queries please contact: Suzanne Powles on 01992 535647 or email: Suzanne.Powles@intentmedia.co.uk
 PDF - This is the preferred method of supply. It is important that files are supplied to the correct technical specification. Please contact Suzanne Powles for more information and/or Acrobat Distiller settings files. More information about pdf supply can be found at www.pensord.co.uk in the pdf toolkit.

Other Formats - If you cannot supply pdfs to our specification then we can also accept 300dpi Tiff or EPS files at 100% (including bleed) of size, Adobe Illustrator (10 or earlier) or Photoshop (up to version CS) files.

Please ensure that fonts are either embedded into files or converted to curves. All image files should be CMYK colour separated and a minimum of 240dpi. Compressed file formats should be avoided. Please phone before sending artwork created in other software applications to ensure that we can output from them. We do not accept Passport files. We can accept CD-ROM, 100 or 250Mb Zip disks.

All artwork supplied on disk must be accompanied by a hard copy colour proof. (Not PDF file).
 We cannot accept responsibility for errors or omissions on advertising copy that is not supplied to the correct technical specifications or that is not accompanied by a high quality proof.