

ComputerWeekly.com Email Options

Reaching the right audience for your products and services has never been more crucial. Email provides you with a response-focused route to market in a cost-effective and measurable way. By utilising the ComputerWeekly.com opt-in data and appearing under the ComputerWeekly.com brand, advertisers benefit from being linked to the website's highly respected editorial content and benefit by reaching a targeted relevant audience.

Our email database is email positive and offers excellent penetration into the IT marketplace.

Standard E-update

E-updates detail the latest products, services and events from key partners and suppliers to the IT community. There are 17 E-updates sent out to targeted databases of readers. Each email contains space for up to four advertising messages on a specific topic.



Solus E-update

A solus E-update allows you to benefit from being the only advertiser and therefore focus on getting your key message across to your target audience within a specific topic area.

Content-led E-newsletters

Content-led e-newsletters are sent to a database of IT professionals both weekly and fortnightly. The weekly e-newsletter carries editorial coverage and includes banner, skyscraper & MPU advertising slots available alongside the rich editorial content. The database is split into a number of different topic areas.



Lead Generation

ComputerWeekly.com can provide a complete lead generation service, delivering guaranteed, quality leads. ComputerWeekly.com will work in partnership with you to develop a lead generation programme centred around your campaign objectives.

ComputerWeekly.com

All advertisements are subject to RBI standard terms and conditions available at: www.reedbusiness.co.uk/adtermsandconditions

All rates are subject to VAT.

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Daily/Weekly E-newsletters

The Daily & Weekly e-newsletters are editorially-led and sent to a database of IT professionals. They provide a variety of advertising slots including a banner, skyscraper and optional MPU position, allowing you to align your brand alongside ComputerWeekly.com.



E-update Topics

There are 17 specific E-update topics, which are split into bands according to their total circulation. These include:

Band A	Circulation	Band B	Circulation	Band C	Circulation
IT Trends E-update	52,000	Mobile Computing E-Update	16,000	Virtualisation E-update	5,000
Events E-Update	28,000	Storage E-Update	12,000	Disaster recovery E-update	5,000
SME E-update	20,000	Training E-Update	12,000	IT In Finance	3,000
Telecoms and Networking	18,000	Data Management E-update	10,000	Corporate IT Strat	2,000
Security E-Update	18,000	IT Compliance E-update	8,000		
Servers E-Update	18,000	Business Software E-Update	7,000		
		Public Sector E-Update	7,000		
		E-Business E-Update	7,000		

Rates

Standard E-update	1	3	6	7+	+ Banner	+ Sponsorship
Band A	£1,800	£1,650	£1,400	£1,200	£300	£800
Band B	£1,600	£1,400	£1,200	£1,000	£300	£800
Band C	£1,000	£900	£800	£700	£300	£800

Solus E-update	1	3	6	7+	+ Banner	+ Sponsorship
Band A	£5,000	£4,500	£4,000	£4,000	N/A	N/A
Band B	£4,500	£4,000	£3,000	£3,000	N/A	N/A
Band C	£2,500	£2,250	£1,800	£2,000	N/A	N/A

Content-led E-newsletters

Content Led	Circulation
SME	26,000
Security	23,000
Telecoms	23,000
Storage	18,000
Multimedia	20,000

Rates	1	3	6	7+
All	£2,500	£2,250	£2,000	£1,750

Terms and conditions

- A signed order confirmation is required before your E-update will go ahead.
- Your E-update slot is subject to cancellation if all artwork requirements are not received 48 hours prior to schedule.

For further information or to book your e-update, please contact **Ben Savage** on +44 (0)20 8652 3613

or via e-mail at ben.savage@rbi.co.uk

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