

Digital advertising

Today, individuals access information in a variety of different ways depending upon their time constraints, mindset or specific information requirements.

Launched in April 2004, the digital version of Computer Weekly is delivered by email one working day in advance of the print edition. It is browser-based, thus serving a complete issue in an interactive and innovative format.

The digital version is received by an exclusive circulation of, over 40,000 recipients every week. 100% of these recipients have requested the digital version.

The digital version is also able to accommodate sponsorship and rich media ads using audio and visual material, offering a unique space to develop original high impact marketing campaigns.

DIGITAL ONLY RATE CARD

| Type of ad | x1 | x26 | x52 |
|--------------------|----------------------|--------|--------|
| Page | £2,000 | £1,800 | £1,500 |
| Double page spread | £3,500 | £3,000 | £2,500 |
| Supplement | Price on application | | |
| Annual sponsorship | Price on application | | |
| Inserts | Price on application | | |

PUBLICATION INFORMATION

Publication date Tuesday
 Booking deadline 8 days prior to publication date
 Copy deadline Tuesday prior to publication date

ARTWORK SPECIFICATIONS

File specifications: Copy is preferred in digital format.

| | | |
|----------------------------|---------------------|------------------------|
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| User name: adverts | | The Quadrant, |
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For further information about how Computer Weekly digital magazine can help your promotional campaign, call +44 (0)20 8652 2049 or e-mail cwdisplay@rbi.co.uk

ComputerWeekly **ComputerWeekly.com**

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