

Computer Magazine



Facts & Figures

- Language: Dutch
- Frequency: monthly (12 issues/year)
- Print run: 19.266 copies (CIM 2003)
- CD ROM covermount on every issue
- Reach: 205.600 readers (source: CIM 2004)
- Computer Magazine is a member of Febelma
- Readership
Computer Magazine is aimed at all those who take an active interest in the computer world and IT professionals. The target group consists of Experienced PC-users , SOHO market (Small Office Home Office), Hardcore gamers and Users of digital appliances.
- Distribution: Newsstand sales and subscribers

Editorial Content

Computer Magazine is the Belgian reference for the digital world. In-depth comparison tests and reviews of all the latest innovations from the world of computers are the basic elements that make Computer Magazine the definitive publication for the interested and active PC-user. A lot of attention is paid to non-Windows platforms such as Linux, Mac, etc. 60% of the magazine consists of tests: PCs, notebooks and PDA's, monitors, peripherals, CD-RW, DVD-RW, sound cards and more. No wonder people read this feature for the best all-round advice on what to buy.

Computer Magazine



Editorial Calendar

Issue	Issue Date	Reservation deadline	Main topics
161	21/01/2005	29/12/2004	Media Center Edition (MCE) pc's PDA's
162	18/02/2005	26/01/2005	Wireless networking Beamers for home cinema Color laserprinters for networks - below 1000
163	18/03/2005	23/02/2005	5.1 Soundcards Barebones
164	15/04/2005	23/03/2005	Videocards Inkjet all-in-ones
165	13/05/2005	20/04/2005	Navigation Notebooks for students, max. 1000
166	17/06/2005	25/05/2005	5 megapixel digital camera's below 750 Flash Memory
167	22/07/2005	29/06/2005	
168	26/08/2005	03/08/2005	
169	23/09/2005	31/08/2005	The editorial calendar for Q3 and Q4 will be announced during Q2 of 2005
170	28/10/2005	5/10/2005	
171	25/11/2005	2/11/2005	
172	23/12/2005	30/11/2005	

* topics and specials can be subject to change

Fixed topics: GSM Zone, Workshops, Reseller News, Games, ...

Computer Magazine



- **Welcome Premium**
 You never advertised in our magazines or you are a starter and corporate branding is important for the success of your company. We offer you 15% extra advertising space in the magazines you select for your campaign.
- **Welcome Back Premium**
 You didn't advertise in 2004 but decide to include our magazines in your mediaplan for 2005. We offer you 10% extra advertising space in the magazines you select for your campaign.
- **Non ICT Premium**
 Your company is active in a non ICT sector but wishes to reach Top Management and ICT Professionals. We offer you a reduction of 15%.
- **ICT Full Contact Premium**
 You are planning to invest a minimum amount of 125.000 euro in advertising space in our magazines (print/online). Your media plan involves Data News, [inter]active, [corporate]solutions and Computer Magazine. We offer you 10% extra advertising space (valid from 01/01/2005 until 31/12/2005).

These premiums are not compatible with other promotions.
 For the general conditions, please contact our Account Managers.
 VNU Business Publications has the right to attribute or refuse premiums.

Computer Magazine website



Facts & figures

- url: www.compmag.com
- Language: Dutch, French
- Part of VNUnet.be, ICT portal of VNU Business Publications
- 106.784 unique visitor per month (source: metriweb, November 2004)
- 470.752 pageviews per month (source: metriweb, November 2004)
- Visitor profile: people who take an active interest in the computer world and IT professionals, Experienced PC-users, SOHO market (Small Office Home Office), Hardcore gamers and Users of digital appliances

Editorial content

In addition to the magazine, Compmag.com offers regular updates on the latest hardware and software news. Readers can also participate to several contests. Compmag.com is part of VNUnet.be, the ICT portal of VNU Business Publications (106.784 unique visitors and 470.752 pageviews per month).

Computer Magazine Newsletter

Facts & figures

- Language: Dutch, French
- Frequency: weekly
- 18.500 subscribers
- Format: html
- Subscriber profile: PC users and enthusiasts

Editorial content

In addition to the magazine, Computer Magazine newsletter offers regular updates on the latest hardware and software news. Subscribers can also participate to several contests.



Computer Magazine Expert Guides



Facts & figures

- Language: Dutch - French
- Frequency: 10 issues a year
- Pagination: 100 pages (Tools & Utilities: 68 pages + 2 cd's)
- Print run: 18.000 copies
- Cover price: 8.99 euro
- CD ROM covermount on every issue (cover cut-out)
- Format: 210mm x 280mm (NOT A4)
- Pagination: 100/116 pages
- Readership: Mid-level PC users and enthusiasts
- Distribution: Newsstand sales (on-sale period: avg. 2 months) and Direct sales

Editorial content

What started as a local initiative, has become an international success. The Computer Magazine Expert Guides are specials with high quality, educational content for computer users of all abilities. The Guides are published simultaneously across VNU Business Publications Europe. They are coordinated centrally by VNU's European Publishing Team.

As of January 2005, the instant expert guides will be divided into 3 product lines

- Tips & tricks
- Tools & Utilities
- Special

Topics are Windows XP, CD/DVD Burning, Wlan@Home, Digital Photography, Audio & Video Editing

Editorial Calendar

Issue	Topic	Product line (*)	AD close	European on-sale date	Product specs
1	Windows XP	Tips & Tricks	14-Dec	14-Jan	100pp, 1 CD
2	CD/DVD burning	Tools & Utilities	27-Jan	23-Feb	68pp, 2 CDs
3	Wlan @ Home	Special	beg. Mar	March	100pp, 1 CD
4	Digital Photography	Tips & Tricks	beg. Apr	May	100pp, 1 CD
5	Windows XP	Tools & Utilities	mid May	June	68pp, 2 CDs
6	Audio/Video editing	Special	mid June	July	100pp, 1 CD
7	DVD Burning	Tips & Tricks	end Jul	Sep	100pp, 1 CD
8	Digital Photography	Tools & Utilities	beg Sep	Oct	68pp, 2 CDs
9	Windows XP	Special	mid Oct	Nov	100pp, 1 CD
10	DVD burning	Special	mid Nov	Dec	100pp, 1 CD

Dates & topics subject to change.

(*) ONE product family >> THREE different product lines

Computer Magazine Expert Guides




European sponsorship

(7 countries: Spain, France, Italy, Holland, Belgium, UK, Germany)

European print run: 250.000 copies

Package includes:

- Logo on front cover
- Two internal pages
- One cover position
- Space on the CD-ROM
- coverage in 7 countries

 vnu business publications