

[inter]active



Facts & Figures

- [inter]active is a special insert in Data News
- Language: Dutch - French
- Frequency: 5 issues a year
- Print run: 28.000 copies
- Readership
CEO, CFO, CT-decision makers, CIO, ICT-managers, Sales Managers, Marketing Managers

For more information regarding the [inter]active reader database, please contact one of our Account Managers.

Editorial Content

[inter]active analyses ICT from a 100% managerial point of view. Typical [inter]active topics are *Business Intelligence*, *CRM*, *Outsourcing* and *Knowledge Management*. In every issue a particular topic is studied in depth, giving a survey of all the players in the market and a review of the trends and events in that particular segment of the ICT-market. The publication's backbone consists of real-life cases: companies bear witness to how they have become more profitable by implementing automation projects and explain how information technology helps to achieve their companies' goals.

Editorial Calendar

Issue	Issue Date	Reservation deadline	Main topics
16	04/03/2005	09/02/2005	Document mgt/Knowledge mgt/Workflow mgt
17	29/04/2005	06/04/2005	Business Intelligence/CRM/DW
18	24/06/2005	01/06/2005	Outsourcing/ITIL
19	30/09/2005	07/09/2005	Business Process Mgt
20	25/11/2005	02/11/2005	Security

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- **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**
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