

Professional Computing

SPECIAL 2012

Released **six times a year** in **21 400 copies**

What is Professional Computing?

- IT-focused magazine for SMB segment users.
- Topics about midrange and enterprise segments also to be found in the magazine.
- Needs and market habits of users, case studies.
- Interviews – examples of real business experience outside IT area, across all industrial sectors.
- Interviews – presentation of vendors and their offers.

Basic information

Released: 6 times a year
 Circulation: 21 400 copies
 Target audience: final SMB segment user + IT reseller
 Size: 200 x 270 mm
 Length: 16 – 32 pages + 4 cover pages

Rates – basic formats

EDITORIAL SPACE	LENGTH	PRICE
Specialized article about certain topic	2 pages – about 9 000 letters	37 500 CZK
Product description	1 page – about 5 000 letters	35 000 CZK
Case study	1 page – about 5 000 letters	35 000 CZK
Company profile *	1 page – about 5 000 letters	45 000 CZK
Interview *	1 – 2 pages	50 000 CZK

* This mark indicates limited space in each magazine for this type of article

You can elaborate your presentation by yourself, or you can contact our editorial stuff – they will process everything according to your instructions.
 Our editorial representative will manage the interview, which will subsequently be sent to authorization and emendation.

ADVERTISING	SIZE	PRICE
1/1 whole page (inside the publication)	200 x 270 mm	59 000 CZK
II. and III. cover page	200 x 270 mm	65 000 CZK
IV. cover page (rear page)	200 x 270 mm	104 000 CZK



Main topics and dates of release

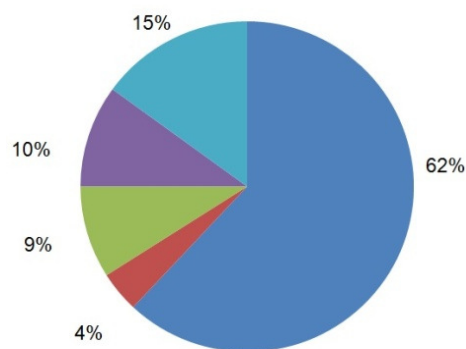
EAS A BACK OFFICE <i>Servers and storage for SMB; Networking</i>	27. 2. 2012
SECURITY OF IT IN SMB <i>Data backup; Printers</i>	30. 4. 2012
SYSTEMS ADMINISTRATION <i>Outsourcing and data centers; Displaying units and systems</i>	11. 6. 2012
PRINTING SOLUTIONS FOR SMB <i>Consumer material in business; Unified Communications</i>	10. 9. 2012
NETWORKING <i>Cables, switchboards; Security of IDS/IPS, firewalls, antispams</i>	29. 10. 2012
CLOUD <i>Final device for PC companies, NB, PC tablets, smartphones; Data transfers, data services of operators</i>	26. 11. 2012

Distribution

Form of distribution	Estimation
In addition to economical magazines *	10 500 copies
In addition to Reseller Magazine (in Czech Republic)	8 200 copies
DCD Publishing conference and direct distribution	1 500 copies
Our project partners personal use	600 copies
DCD media partnership	600 copies
TOTAL	21 400 copies

* may vary according to the topic of publication and selected media.

Target audience analysis



- Manager in a company with ten or more employees, on a executive position (according to a size of the company)
- Self-employed specialist with higher education, employing at least one employee (sales above 1,5 million CZK)
- Entrepreneur with three or more employees (volume of investments above 400 000 CZK)
- Civil service employee, participating in decision-making process about expeditures exceeding 1 million CZK
- Qualified employee with income over 30 000 CZK (or 40 000 CZK in Prague)

Contact information

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