

ABOUT US

DCD Publishing is publisher of independent technology magazines and the company is widely respected in the IT sales channel community on Czech and Slovak market. We offer printed magazines and wide portfolio of digital titles. Our firm is also recognized for the seminars and daily updated web portals. We provide marketing services in B2B – internet marketing and content marketing. We organize e-learning courses, conferences and meetings for partners. We help regional institutions with content for their members.

MAIN TOPICS

- ICT trends
- Market analyses
- Cloud
- Virtualization
- Networking
- Security
- Infrastructure
- Case studies
- Interviews
- Communication
- Big Data
- Printing solutions
- Hardware
- Software

PUBLISHER

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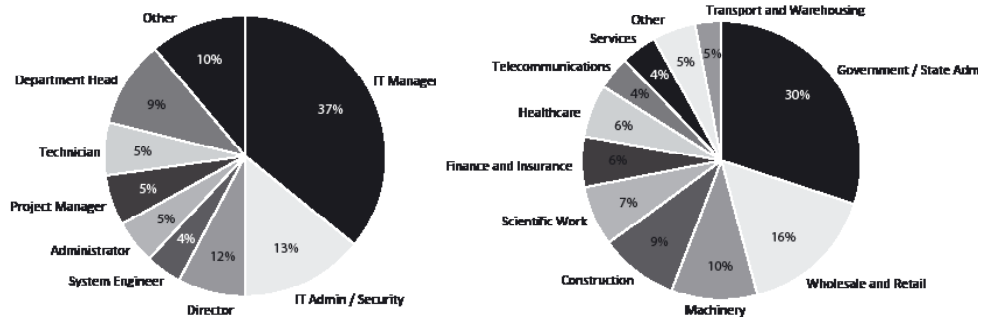
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PROFESSIONAL COMPUTING

Professional Computing internet portal is oriented on the readers recruited from IT professionals and it brings them daily news of latest trends, products and technologies from the world of IT and telecommunication technologies, including market analyses. With the information we contribute to more efficient management, operation and competitiveness of the companies. Three digital channels serve for the communication with this target group (see below).

- Internet portal for users from Enterprise, Midrange and SMB segments.
- Addressing the needs and shopping habits of these users, publishing articles, interviews and case studies about this topic.
- Enlisting examples of IT solutions from real business environment.
- In the interviews the reader gets to know representatives of IT manufacturers and their offers.
- 11 300 receivers (end users database, owned by DCD Publishing).
- A part of mailing invitations to specialized seminars.
- Statistics of article display.

BASIC FACTS



9 000+ MAILING RECEIVERS

6 200+ UNIQUE WEBSITE VISITS

7m 69s AVERAGE LENGTH OF MAGAZINE VISIT

DIGITAL CHANNELS EXAMPLE

WEBSITE



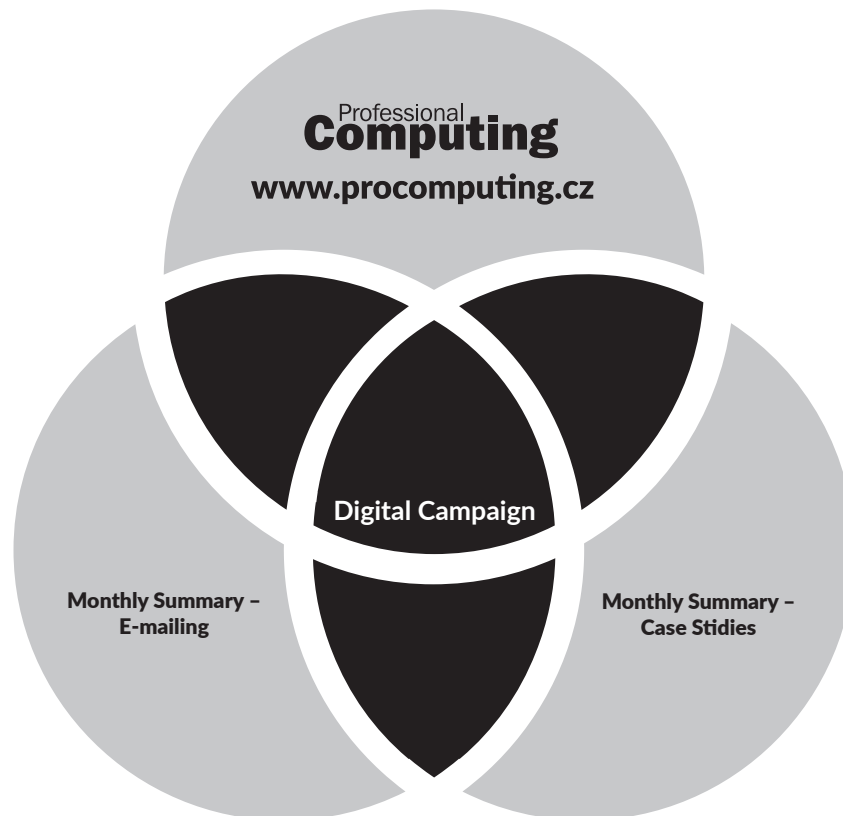
CASE STUDIES



NEWSLETTER



YOUR CAMPAIGN WILL BE CREATED  
FROM FOLLOWING DIGITAL CHANNELS



**Measurement,  
Statistics**



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