

**B2C communication for readers from the enterprise, midrange, SMB and government segments.**

**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.

**MAIN TOPICS**

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

**PUBLISHER**

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On the Professional Computing web portal, we bring IT readers daily information on **the latest trends, products and technologies from the world of computing and telecommunications technology**. You will find **editorial articles, case studies, market analyzes, IT vendors' offers and interviews with their key representatives**. Our goal is to help streamline management, operations and ensure the competitiveness of companies.

**WE SPLIT YOUR CAMPAIGN INTO THE FOLLOWING DIGITAL CHANNELS**

>> WEB (BANNER) <<



>> E-MAILING (CASE STUDIES) <<



NEWSLETTER (BANNER)



**8 500+**  
MAILING  
RECEIPTS

**1 900+**  
AVERAGE  
MAILING READERS

**8 m 41 s**  
AVERAGE  
READING TIME

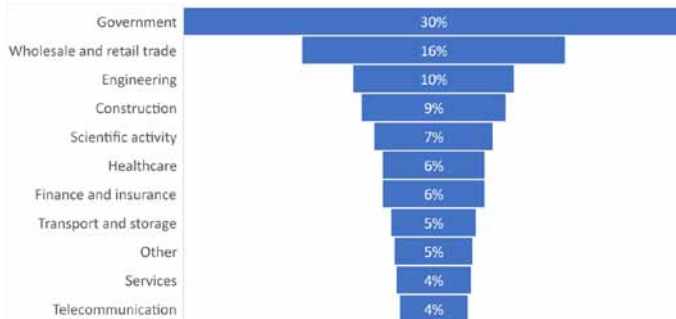
**YOU'LL GET FROM YOUR CAMPAIGN:**

- Statistics (readership, audience composition)
- Leads
- Editorial recommendations for your next campaign

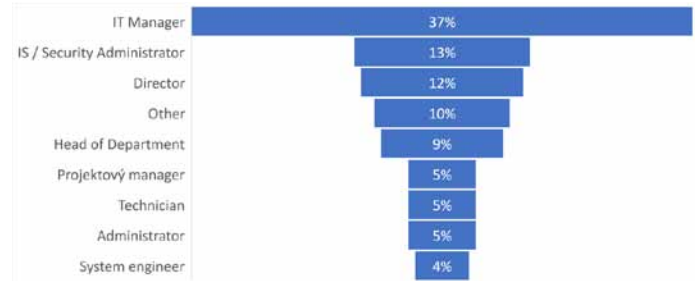
**We will prepare a monthly digital campaign for CZK 35,000 per month. We also offer the possibility of using editorial services (content preparation).**

## COMPOSITION OF WEB READERS

BY INDUSTRY



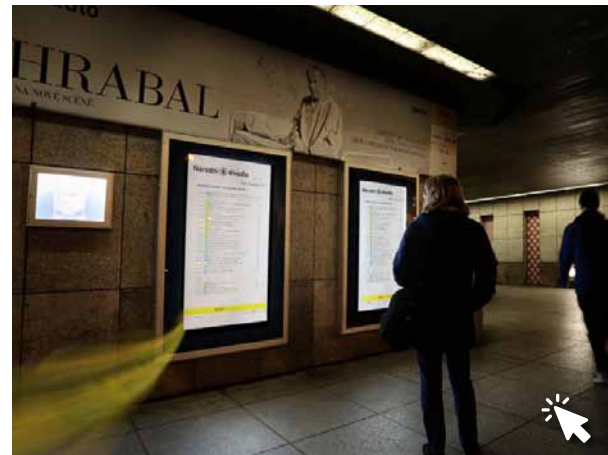
BY JOB POSITION



## CASE STUDIES WITH THE BIGGEST TRAFFIC (2019)



CENTRUM PARAPLE WILL SOLVE THEIR IT SECURITY BY SWITCHING TO GFI UNLIMITED



DIGITAL SIGNAGE IN NATIONAL THEATRE



SAMSUNG DISPLAYS AS THE AD CHANNEL FOR DR. MAX PHARMACIES



EPSON PRINTERS EXCITED HIGH SCHOOL CANTORS