PC REVUE

MEDIAKIT

2012

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About publishing house DIGITAL VISIONS

Digital Visions is the most meaningful Slovak publishing house among digital media. Company was established in 1993 and from the beginning was focused especially on information and communication technologies. In its portfolio, there are not just magazines (PC REVUE, INFOWARE), but also other specialized publications (IT rocenka). We also organize special IT events (IT GALA), contests, exhibitions (Notebook Expo), IT surveys... Portfolio of printed and electronic media reaches all of the most important segments of IT.

PC REVUE is generally most expanded computer magazine in Slovakia and according to independent surveys (MML + OMV) PC REVUE has 3 to 4 times higher readability than its nearest competitors for a long time. INFOWARE don't have relevant competitors in their segments. Total month circulation of all printed media is around 43 000 pc with impact on more than 200 000 readers.

Media of publishing house Digital Visions provide yearly about 70 special IT conferences with media cooperation. More than 9000 IT specialists participate on these conferences. Media representatives are seen as respected personalities, they are regularly giving statements about actual situation in TV and radio programs.

Periodical media:

COMPUTER MAGAZINE
Hardware, software, internet, reviews, comparative tests, overviews, tips and tricks, technological articles
Monthly periodicity, 12 issues a year with cover DVD 8 GB,
format A4 (210 × 297 mm)
range: 128 ÷ 196 pages
price: 3.98 EUR

INFORMATION TECHNOLOGIES
IT infrastructure, new trends, technologies and products, security, outsourcing, networking, market researches, overviews, technological articles, technical presentations of products and solutions, interviews, conferences, reviews
Monthly periodicity, 9 issues a year, format A4 (210 × 297 mm)
range: 64 ÷ 96 pages
price: 1.98 EUR

ON-LINE NEWS FROM IT
Server www.itnews.sk is a daily actualized server from IT sector. It is one of the most visited servers oriented on computers, infocommunication technologies and internet.

CHARACTERISTIC:

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Computer magazine **PC REVUE** is dedicated to wide computer community. It has been established more than 19 years ago and during this time it has built a stable position on the media market, oriented on information and communication technologies. According to data published by independent exploration agencies, PC REVUE has long lapse of time leading position among IT magazines as well as among general oriented weekly or monthly issued newspapers and magazines with IT addition.

READERS

Business sector, public administration, SMB´s, households, schools, IT managers, administrators, developers, technical stuff, students.

CONTENT

Hardware, software, home entertainment, internet, networking, technologies, business, communications.

ARTICLES

Newcomers, reviews, comparison tests, technological articles, product articles, technical presentations of products and solutions, tips and tricks, instructions and advices, market research

TECHNICAL DATA

Periodicity: monthly, 12 issues a year; format A4 (210 × 297 mm); range 112 ÷ 168 pages; distribution: newsstands, subscribers, direct mail; circulation: 20 000 pcs;
price: 3.98 EUR, binding: glued (V2). DVD 8 GB is part of each magazine.

CONTACT:

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TEST PLAN PC REVUE 2012

The most popular articles in PC REVUE are comparative tests, presentations of new products on our market and technological articles. If you would like to read about your products in our magazine, please contact us: **testy@pcrevue.sk**

PC REVUE is preparing following tests, topics and overviews for the year 2012:

Series in each issue

Notebooks
PC Security
Shareware
Linux, tips for Linux
WWW sites
Advisory servise
New products on slovak market and abroad
Advisory jury
What is new in HW componenets
IT Vocabulary
Games

January 2012

(dead-line for products arrival into the editorial office: 15.11.2011)

Home cinema projectors
GPS navigation
LCD TV
Ultrabooks
Laser multifunction devices
Notebooks for gamers
Multimedial players
Security
Start Windows 7 quickly
IT visions for the year 2012
Anonymously on the web

February 2012

(dead-line for products arrival into the editorial office: 15.12.2011)

CES 2012
Office notebooks
Cheap multifunction devices
Windows 8
Motherboards for INTEL and AMD
Tablet PC with OS Android
Digital cameras
Intelligent mobile phones
Norton Ghost
Antiviruses
New product Adobe
Social nets in 2012
Schedules programs

March 2012

(dead-line for products arrival into the editorial office: 15.01.2012)

Current laptops
USB 3.0 and Thunderbird
Color laser multifunctional devices
Multimedia players
External hard drives
3D televisions
Videocameras
Graphic cards
Notebook bags
Hacking tools
Video codecs
Television on the web
Optical networks
LED displays
Back-up programs

April 2012

(dead-line for products arrival into the editorial office: 15.02.2012)

Test of UPS
Best players for multimedia files
Multimedia players
Mobile phones
iPad3 is comming
3D televisions and new Blu-ray players
Wireless internet
Bing vs. Google
Video editing
Service Pack for Windows 8
Home accounting
Phising protection
IT security
Contactless payments
Children and internet
How to remove adverts from video
Keyboards and mouses for PC
New SSD discs

May 2012

(dead-line for products arrival into the editorial office: 15.03.2012)

Windows 8 Consumer Preview and Windows Phone
Satellite receivers with the possibility of recording programs
Test laser MFPs
GPS for sport
Office suites
LCD TV
Stylish ultrabooks
Safety programs
Where to find drivers for Windows 8 CP?

Jun 2012

(dead-line for products arrival into the editorial office: 15.04.2012)

GPS navigators
Cameras for your holiday
The new generation of graphics boards
Compress DVD movie from to your computer
Tools for reading QR codes
Free antivirus
Free program equipment for mobile phones
Cloud Computing in practice
Reducing energy consumption in IT
IT insurance
Internet on holiday

July 2012

(dead-line for products arrival into the editorial office: 15.05.2012)

Pocket videoplayers
Pocket cameras with superzoom
Test of NAS servers
Security cameras
Equipment for "spies"
Monitors
Edit photos from vacation
Tools for uninstaling aplications
USB key as an encryption tool
Tips and tricks for Windows
3D pictures in PC
Summer surfing via Wi-Fi
LTE - highspeed surfing on mobile phone

August 2012

(dead-line for products arrival into the editorial office: 15.06.2012)

GPS navigators for tourists
Test of DSLR
Test low-cost monochromatic laser printers
Data on HDD
Ulrabook vs. tablets
Backup photos
Sound editing
Interference of Wi-Fi
Anonymously on internet
Upgrade PC
Report: Computex 2012

September 2012

(dead-line for products arrival into the editorial office: 15.07.2012)

What to choose from your old
Photo printers
External HDD for backup
Miniprojectors
Shopping in Windows Store
FTP utility
Tools for deleting data
Andriod, Windows, Mac OS on mobile phones
I lost my mobile phone. What can I do?
How to delete already „deleted" data
Viruses for mobile phones
Photoprint provider vs. photo printing at home

October 2012

(dead-line for products arrival into the editorial office: 15.08.2012)

Notebook tunning
The best equipment for videocalls
Projectors for home use
Multimedia players
How to overtake biometrics?
Antispam tools
Hackers tools
Report: IFA 2012
Free music from internet
Best on-line safe
Telephone vs. GPS navigator?
Laser printers and multifunction devices
LCD monitors with TV module

November 2012

(dead-line for products arrival into the editorial office: 15.09.2012)

Headphones
MP3 and MP4 players
TV in notebook
SSD and mechanical disc
Equipment for 4G
Microsoft Office
Internet Explorer 9
Analog audio and video recordings
Removal commercials from recordings
Free PDF editing
Online shopping
Data recovery
Useful equipment for laptops
How to shop through internet
Laptop service
Spam protecion

December 2012

(dead-line for products arrival into the editorial office: 15.10.2012)

Projectors for home cinema
GPS navigators
LCD TV
Test of power supplies
Telephones for social networks
DSLR without mirror
Internet browsers - comparison
How to clean MS Windows
Video conversion
Drawing programs on internet
Software on USB key
What happened in the year 2012 in IT
Presents for Christmas
Mobile internet in Slovakia
How to replace the old battery in a laptop?
Hybrid HDD
Take pictures with your mobile phone

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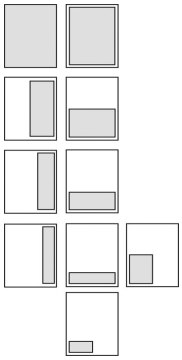
PRICE LIST 2012:

(value added tax not included)

CLASSIC ADVERTISMENT:

1/1 A4 (210 × 297 mm):	2 940 eur
1/2 A4 (90 × 265 mm, 185 × 125 mm): bleed (100 × 297 mm, 210 × 140 mm + 5 mm orez)	1 560 eur
1/3 A4 (58 × 265 mm, 185 × 82 mm): bleed (68 × 297 mm, 210 × 97 mm + 5 mm orez)	1 090 eur
1/4 A4 (42 × 265 mm, 185 × 62 mm, 90 × 125 mm): bleed (52 × 297 mm, 210 × 77 mm + 5 mm orez)	850 eur
1/8 A4 (90 × 62 mm):	450 eur
2. cover (210 × 297 mm):	3 820 eur
3. cover (210 × 297 mm):	3 520 eur
4. cover (210 × 297 mm):	4 380 eur
Inserted advertisement (e.g. leaflet)	0,106 eur/pcs
Inserted advertisement on special page	0,113 eur/pcs



ADDITIONAL PAYMENTS AND BONUSES:

right-hand page:	+10 %	frequency 3×:	- 5 %
requested page:	+20 %	frequency 6×:	- 10 %
bleed:	+10 %	frequency 12×:	- 15 %

SPECIAL FORMATS:

variant A: 90 x 62 mm, black and white, price: 73 eur
variant B: 90 x 40 mm, black and white, price: 53 eur

DEADLINES:

order:	5. of the previous month
materials:	15. of the previous month
expedition:	2. of the month

PRINTING MATERIALS:

Digital file in .eps or .pdf format, press quality (300 dpi), CMYK, texts in curves, no ICC profile

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