

# PC World Bulgaria

<b>TYPE:</b> Magazine+DVD
<b>FORMAT:</b> A4
<b>CIRCULATION:</b> 11 000
<b>FREQUENCY:</b> montly, 12 issues per year
<b>PUBLISHER:</b> Yanka Petrovska (yanka_petrovska@idg.bg)

### ADVERTISING RATES IN EURO (ex. VAT):

Format	Size, mm	4C
A4	210 x 297	€ 950
1/2 page	178 x 127 or 180 x 120	€ 560
1/3 page	100 x 150 or 180 x 240	€ 390
Individual tests on demand and product reviews	1 page A4	€ 610

### COVERS AND SPECIAL POSITIONS

II cover	€ 1070	Double I cover	€ 1800
III cover	€ 1070	II cover +1 <sup>st</sup> page	€ 1800
Belly band	€ 600	IV cover	€ 1350
Package DVD-ROM and Paper Ad Offer			€ 1100
PC World e-weekly newsletter		€ 300 per month	
Fixed position:			+25%
Solo position:			+25%
Loose inserts:	€ 0,07 per copy for the whole print-run		
	€ 0,10 per copy for the 3500 paid subscribers		

### DISCOUNTS (one of the following)

<b>Frequency discounts:</b>		
3x – 5x - 5%	6x – 11x - 10%	12x - 15%
<b>Contract volume discounts:</b>		
€ 2000 - € 4000 - 5%	€ 4000 - € 6500 - 7,5%	
€ 6500 - € 8000 - 10%	> € 8000 - 12,5%	

**PC World Bulgaria** is the most widely-read computer magazine in Bulgaria, with a readership of about 100 000 people (Fall 2008). PC World Bulgaria is targeted to meet the information needs of tech-savvy managers, both at work and at home, information system managers and administrators in small and medium enterprises, professional and non-professional home users, consultants, engineers and technical specialists, scientists and students. With its monthly Reviews and Rankings backed by the PC World Bulgaria Test Center, news, how-to articles, features, and special reports, PC World Bulgaria helps managers and readers plan, buy, use, and integrate the technologies that keep them and their companies ahead of the competition.

**PC World Bulgaria Test Center** gives the “BEST BUY” of the month and “EDITOR’S CHOICE” awards. Our in-house editorial team supplements this information with unbiased comparative computing and



Internet product reviews, as well as the latest news and views on technology in Bulgaria and around the world. PC World Bulgaria is the only magazine in this country with in-depth reviews and accurate, repeatable testing done in our Test Center placed in the unique context of today’s business technology landscape. As the definition of personal computing continues to expand, PC World Bulgaria is growing with it, expanding its coverage to embrace hot-button trends such as WiFi, smartphones, security and small business networking. This powerhouse of information is an invaluable resource for the die-hard technology enthusiast, or for anyone looking to learn more about tech products they plan on buying. It’s the only place to go to do your comparison shopping in Bulgaria!

**DVD-ROM:** Supplied with each issue, the PC World Bulgaria cover DVD is packed full of the latest and best software available, meticulously selected by our resident software expert. From trials and demos of essential applications to full program giveaways, it is very popular with our readers. PC World is the only Bulgarian PC magazine with videotutorials on the DVD on a different topic every month - from learning programming languages to upgrading PC components.

**Supplements:** Several times per year PC World Bulgaria is bundled with an A5 supplement (80-88 pages) covering different topics – PC Security, IT in Education, Software Catalogue, Tips&Tricks. The supplements prove to be very popular among users outside the traditional readership of the magazine.



## The leading Bulgarian monthly magazine on PC and the Internet

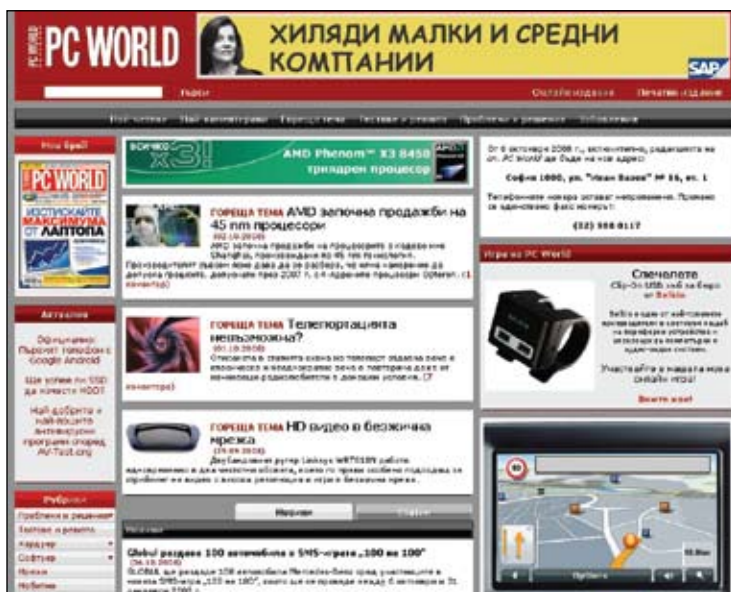
**PCWORLD.BG** is a trusted resource for buyers and users of technology products, reaching an average of 100 000 unique visitors per month and over 350 000 impressions (as of October 2008). The site offers quick access to professional reviews of technology products, the latest pricing information, continuously updated news, an extensive library of downloads including carefully evaluated freeware and shareware, interactive tools, and free e-newsletters. PCWORLD.BG helps tech-savvy managers and users plan, buy, use, and integrate technology products and services for work and home alike. Since 2007 the free PC World Bulgaria e-weekly newsletter reaches over 2 000 dedicated PC users four times a month. It has proved to be an indispensable source of information to the busiest part of our readers.

### SUPPLEMENTS TO PC WORLD BULGARIA

<b>TYPE:</b> Magazine
<b>FORMAT:</b> A5, booklets of 80 – 88 pages
<b>CIRCULATION:</b> 11 000
<b>FREQUENCY:</b> 4 issues per year
<b>DISTRIBUTION:</b> with the total circulation of PC World
<b>ISSUE DATES:</b> February, April, September, December 2009
<b>Each one is dedicated to a specific topic such as:</b> Learn with the help of your PC, Security for the SOHO segment, Software Catalogue 2009, PC Tips&Tricks

### ADVERTISING RATES IN EURO (ex. VAT):

Format A5	Size, mm	4C
Inner page	140 x 210	€ 600
II <sup>nd</sup> cover	140 x 210	€ 950
III <sup>rd</sup> cover	140 x 210	€ 800
IV <sup>th</sup> cover	140 x 210	€ 1200
<b>Product reviews on demand:</b>		
2 pages	5000 characters	€ 570



### PC WORLD TARGET AUDIENCE

- ➔ Tech-interested managers
- ➔ Information System Managers
- ➔ (non) Professional home users
- ➔ Consultants, Engineers, Technical Specialists
- ➔ Scientists, Students

### PC WORLD READERSHIP PROFILE

- ➔ 70% of PC World readers are male
- ➔ 64% make up the largest age group between 21 and 40 years old.
- ➔ 58% are either responsible or take part in the decision making process for hardware and software investment in their companies
- ➔ 67% have higher education
- ➔ 38% have Master's degrees

The annual PC World Software Expo established in 1994 is the only specialized software exhibition in Bulgaria which features the latest products, solutions and services available in this country. For its 13 years of history the show has brought success and new business to hundreds of Bulgarian software companies. The 2008's edition of the Expo highlighted the products and services of 30 prominent Bulgarian software companies on an area of 300 m<sup>2</sup>. The show renders important service to both the software industry and the public.

