

E-newsletter content

Keeping abreast of the issues in the IT market is essential for IT professionals across all industries yet it may even be more important in the SME arena where making the wrong move can have serious affects on the running of the company as a whole. This fortnightly newsletter will brief IT professionals in SMEs of the current range of technologies that SMEs should be considering and how they can put them to best use, making IT align correctly to a company's business. In short making sure IT delivers true value, makes a positive contribution to the company and effectively lets SMEs get the edge over rivals.

Circulation: 20,000

Recipients by company size (where recorded)

- 50-99 employees (11822)
- 100-199 employees (9454)
- 200-499 employees (8541)

Status in Organisation (where recorded)

• Board level director IT	(1688)	• Project/Team Leader	(7810)
• Other Director	(1750)	• Other Senior Staff	(10)
• Head of IT	(3642)	• Proprietor/Partner/MD	(2119)
• Department Head	(2779)	• Financial Director	(828)
• IT Manager	(12555)	• Other	(276)

Number of Employees (where recorded)

- 1-19 Company (391)
- 20-99 Company (12899)
- 100-499 Company (18616)
- 500-1499 Company (661)
- 1500-4999 Company (202)
- 5000+ Company (593)

Annual Expenditure (where recorded)

- up to 50k (7470)
- 51k - 250k (4876)
- 251k - 999k (2694)
- 1m - 4.99m (1517)
- 5m - 49.99m (472)
- £50 - £499m (165)
- 50m or more (7)

Frequency: Fortnightly

Advertising opportunity

The newsletters will be distributed in association with the sponsor who will receive one "in association with" logo, one banner and one skyscraper and the opportunity to place a message from the sponsor as the third news story, this will provide you with an excellent opportunity to generate leads from within a valued editorial environment.

The cost of sponsoring the newsletter is £3,500.

Advertising delivery requirements

Advertisements and/or copy must be submitted to e-marketing.operations@rbi.co.uk at least (5) five business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters).

All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>

Sales contact information

Ben Savage
 Email Team Leader
 Reed Business Information
 Quadrant House
 The Quadrant
 Sutton
 SM2 5AS
 +44 20 8652 3613
ben.savage@rbi.co.uk

Online ad production

E-marketing Operations, Central Marketing, 9th Floor
 Reed Business Information
 Quadrant House
 The Quadrant
 Sutton
 SM2 5AS
e-marketing.operations@rbi.co.uk