

Inserts and Creative Solutions

Computer Weekly is the perfect environment to position new products and build brands. Reaching over 138,000 individuals*, on average each week, Computer Weekly is considered to be the no. 1 most useful publication for UK CIOs.**

Inserts can provide a targeted method of reaching your core audience through demographic or geographic splits on our circulation.

For more information on placing inserts in Computer Weekly, please call **Christian Drake** on +44 (0)20 8652 2049 or **Jon Southon** on +44 (0)20 8652 8520 or email cwdisplay@rbi.co.uk

INSERT RATES

| Inserts | Notes | Cost per thousand | Full run cost (88,000 print circ) | Circulation constraints |
|----------------------------|-------------------------------|-------------------|-----------------------------------|-------------------------|
| Loose (per 1000) | up to 10gms per extra gram | £104 £1.60 | £9,152 (based on 10gms) | None |
| Bound (per 1000) | up to 10gms per extra gram | £115 £1.60 | £10,120 (based on 10gms) | None |
| Post-it note | Computer Weekly to produce | POA | POA | None |
| CD cover mount | | £250 | £22,000 | None |
| Outserts/cover wraps | | £150 | £13,200 | 40k min |
| False front cover | | £185 | £16,280 | 40k min |
| Personalised copy | | £375 | £33,000 | 70k max |
| 6-page gatefold | | £250 | £22,000 | 40k min |
| 8-page gatefold | | £300 | £26,400 | 40k min |
| Bellyband*** | | £250 | £22,000* | None |
| Attached bellyband*** | | £275 + space cost | £24,200 + space cost | None |
| Barn door | | £602 | £52,976 | Full run only |
| Ownership of special issue | | NA | £275,000 | Full run only |
| Tip on (mechanical feed) | | £100 + space cost | £8,800 + space cost | 40k min |
| Tip on (hand fixed)*** | | POA | POA | None |

***Please note that these are the media costs and do not include production costs. Separate quotes for production are available on request.

PUBLICATION INFORMATION

Publication date: Tuesday

Delivery deadline: Thursday prior to publication date

Booking deadline: Two weeks prior to publication date

TECHNICAL SPECIFICATIONS

Monica Baghi - 020 8652 8342
- monica.baghi@rbi.co.uk

A sample must be provided to Monica at:

Reed Business Information,
Quadrant House,
The Quadrant, Sutton,
Surrey, SM2 5AS

DELIVERY INFORMATION

Contact: Keith Goymour, Bindery Manager
Address: Polestar Colchester New Bindery, 2 Wyncolls Road, Severalls Business Park, Colchester, Essex CO4 4HT
Tel: +44 (0)1206 849559

Inserts - bundles must be min. 3 inches thick

Outserts - bundles must be min. 3 inches thick, untrimmed and folded as they are expected to appear when stitched to the magazine.

Deliveries must be booked in on 01206 849559 and given a reference number 24 hours prior to delivery.

Delivery details: Boxes must be labeled with magazine name, issue date, quantity delivered.

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ComputerWeekly ComputerWeekly.com

* Publisher's Statement, February 2007

** Harvey Nash CIO Survey 2005

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