

**THE COMPUTER
IN PLAIN GREEK!**

**Computer
active**

For those interested more in
“how” and less in “why”.

The magazine in
which 3,000,000
readers in Europe
trust, now also in
Greece!

Computer Active is the only computer magazine in Greece to be addressed to a wide readership that wants to know how to use the computer and not how the computer works. Far from focusing on in-depth analyses, **Computer Active** offers clear advice, makes suggestions and introduces opinions in a comprehensible language that helps the reader answer every possible question, without bringing about confusions by the end of reading. The target group of **Computer Active** is mainly men, aged 25-55, with secondary and/or higher education. They have a computer at home, and in big part they are connected to the Internet.

Because the PC means fun and not trouble

Computer Active came out for the first time in England in February 1998, aiming at the home PC user, who want to learn easily and quickly. Soon it became the first in circulation numbers magazine in its category, boasting the powerful weapon of common, comprehensible language, and offering practical advice on the best usage of the computer. Based on the successful "recipe" of the common and comprehensible language, as well as on the introduction of explicit and immediate opinions and advice, the Greek Edition of **Computer Active** is addressed to a wide readership, which does not wish to read about technical details or the way the computer and its peripherals work, but is interested in the easy and immediate computer and technology usage.

Why should I choose Computer Active?

- It is easily understood and does not bring about questions.
- It enhances the reader's self-confidence and improves a sense of completeness.
- It aims to familiarize the reader with the use of the computer, and not with the way the computer works.
- It does not contain technical details, but simple and straightforward advice and opinions.
- It offers the readers ways to fill their gaps in technological knowledge and the use of computers.
- It provides answers on everyday problems with the computer.



Simple, straightforward step-by-step advice

Regardless of the reader's experience, **Computer Active** aims at offering the reader as much as possible about the use of the computer. The difficulty level of "step-by-step" advice is marked, for the reader to recognize immediately the easiness of each procedure. Even though each one is able to follow these steps and complete operations regardless of the difficulty level, their marking helps the reader find out his own skill level.



EDITORIAL SECTION

✓ News

Computer Active informs and entertains the reader, illustrating everything that happens or is going to happen in the technology field.

✓ First on testing

Computer Active tests every new technology product available in the market, has a clear point of view about it, and suggests to the reader the best buys.

✓ Comparative tests

Computer Active evaluates the new technology products, in order to help readers make their choices, while it awards the best products to their respective categories.

✓ Step-by-step

Computer Active guides the reader through a procedure of logical, simple steps, in order to complete successfully and without questions the operations on the computer.

✓ Open line

Computer Active solves every problem the reader encounters during the daily use of the computer, offering comprehensible advice.

✓ Mobile Active

A magazine inside Computer Active, dedicated to the mobile telephony. It includes all the news and the new models in the market, as well as practical advice for the reader who wants to improve his relation with the device that has become an essential accessory.

✓ Cover stories

Computer Active provides its readers with interesting and entertaining articles regarding technology, explains the use of the products using simple language, makes suggestions on how to save money, and, on the whole, gets down to interesting and up-to-date subjects.

The computer magazine that leaves no questions

Computer active

Everything you wanted
to ask about
your computer,
and never dared to...



Technology

Computers,
peripherals,
programs



Communication

Mobile phones,
Internet



Consumer electronics devices

Plasma/LCD TVs, digital
cameras, digital camcorders,
MP3 devices, other audio/
video devices



Entertainment

Games, movies, music

