

**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 explicit 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 goal of **Computer Active** is to offer information and step-by-step advice for the running technology, using a way of writing clear to anyone. **Computer Active** aims at a wide base of users who have a computer at home, regardless of their level of experience, and in their majority do not read other computer magazines.



## editorial sections

The content of **Computer Active** includes a host of articles that cover fully the modern reader, who seeks for comprehensible advice, reliable and on time information, as well as for clear suggestions for the most efficient and profitable buys.

### News

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

### 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.

### Cover stories

Computer Active provides the reader 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.

### Comparative tests

Computer Active evaluates the new technology products, in order to help the reader make one's 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 the operations on one's computer, while clearly indicating the difficulty of each procedure.

### Open line

Computer Active deals with every problem the reader might encounter during the daily use of the computer, offering comprehensible advice.

### Mobile Active

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

## Step-by-step

Without reference to the reader's experience, the goal of **Computer Active** is to help one learn as much as possible about computer. In "step-by-step" advices the level of difficulty 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 one's own skill level.

### Level of difficulty I

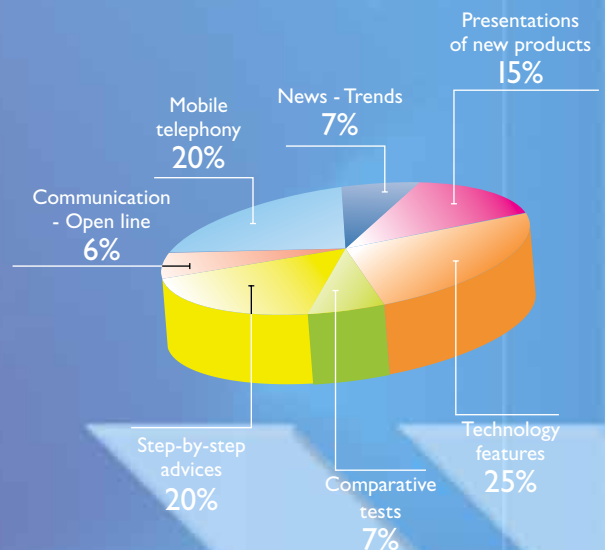
This level is suitable for the most anxious novice, who just entered the world of the computers. The step-by-step advices of this level deal with the simplest questions that puzzle the beginner.

### Level of difficulty II

Advices that demand a bit more knowledge or occupation with the computer correspond to this level, remain however simple enough, so as to be followed easily by the majority of the readers.

### Level of difficulty III

The advices of this level enforce the existing knowledge of the readers and help them see what the computer can do for them. Given that they are clear to all users, the beginners feel much satisfied after completing one of them.



# Products testing

Behind the evaluations of **Computer Active** are found the biggest in Greece technology products testing workshops, which offer a wide range of services and provide the magazine with the testing results.

The applied at the workshops testing procedures are planned on the basis of the products to which they concern, as well as on the basis of the needs of the respective client. The workshops apply a great range of tests and methods, among which the appropriate ones are chosen each time, while the oncoming technologies are explored, so as new evaluation procedures to be produced. The workshops apply an extensive range of benchmarks (measurement programs for the measurement of the performance of the systems, the peripherals and, generally, the technology products and services). They receive recognition all over the world and are in the disposal, through their developers, of the companies and the readers who wish to obtain and use them. The measurement programs are completed by the latest games, which can drive the modern computers to their limits and give a clear picture of their performance.

## How do we test in Computer Active?

Computer Active presents in each issue the latest technology products, after having examined them thoroughly, measured them in regard to their performance and tested them in regard to their potentials, whether it concerns PCs, applications or gadgets. The presentation pages of Computer Active do not contain technical characteristics that may confuse the reader. On the contrary, the text contains all the important for the user information, such as clear views concerning the ease of use, documented presentations about the performance, possible problems during installation and unusual system requirements.

## How do we evaluate in Computer Active?

Each product that is being presented in Computer Active is marked in a scale from one to five, which is being displayed with stars. Given that Computer Active has workshop facilities, we test thoroughly the products and are not... generous with the use of the stars. Three stars show that a product is good, while four indicate that it is impressive. For that reason, five stars and the Computer Active "Buy It!" stamp of approval are sure signs of excellent quality and value for money.

### Star ratings and their meaning

| Stars | Description |
|-------|-------------|
| ***** | Excellent   |
| ****  | Worth it    |
| ***   | OK buy us   |
| **    | Poor        |
| *     | Awful       |

### Rating

Each product is given a specific star rating to the following categories:

- **Easy use** • **Performance** • **Value for money** • **Overall**
- (The price affects the Value for money and the Overall categories only).

### "Buy It!" stamp

Computer Active "Buy It!" stamp of approval guarantees the product's high quality, as well as its high value for money. Only products that exceed the editorial team's high expectations are awarded this mark after being tested. Given that Computer Active applies reliable rating methods, the "Buy it!" stamp means that we were impressed with the product that bears the distinction and we think our readers will too. The "Try It!" stamp is the equivalent for anything free of charge. The "Best on Test" stamp is given to the very good but not that good to receive the "Buy It!" stamp products. It is used mainly to group tests, where readers want to know our suggestions for each product category.

## Products testing in brief

- The biggest in Greece technology products testing workshops
- Independent, reliable presentations for every product
- Thorough measurements and rigid -but fair- evaluations

# Reliable

Easy to read

## mobile active

A magazine in the magazine, dedicated to mobile telephony. Based on the **Computer Active's** philosophy, it focuses on the way of use of the mobile telephone and its services, as well as on the proper choice of a device and its accompanying products.

### News

News and trends about the new devices and services in the area of mobile telephony.

### First on testing

Presentations of all the new mobile telephones that are or will be available in the Greek market.

### Step-by-step

Smart and clear advice for the development of each supported potential of the mobile telephones and the new services.

### Cover story

Presentations of new potentials and services, group tests on specific telephone categories, etc.

### Buying guide

All devices and mobile telephony packets, accompanied by detailed tables of features and prices.

Lifestyle

Straightforward

# market

**Computer Active** is the only Greek magazine that encounters computing as a part of the modern lifestyle. The magazine shows the reader how to use the computer and not how the computer works. These unique for the Greek market features allow **Computer Active** to set as a target a wide readership, and at the same time the companies that wish to promote their products and services.

The public at which **Computer Active** is targeted seeks clear advice, opinions and suggestions, in order to always make the most profitable and good buys of computers, peripherals and applications. Given the wide readership, the magazine becomes the ideal medium for advertising products, since its readers show a vivid interest for each one of its pages.

Advertising via **Computer Active** does not stick to technology products. The philosophy of incorporating computing in the modern lifestyle results naturally to the creation of a big and dynamic target group of readers, who can be attracted by enterprises beyond the world of technology and IT.

## Computer Active is the only promotion vehicle

- It integrates computing into the modern lifestyle.
- It focuses on the use and not on the in-depth analysis of the products.
- It has a wide, dynamic readership that seeks clear, profitable and good suggestions.
- It is based on reliable measurements, adjusted to the needs of its readers, which are conducted by the biggest in Greece technology workshops.
- It fully prepares its reader for a successful buy, by providing all the necessary information.
- It offers information on every new product available in the market, by paying much attention to the needs it covers and its special features.
- It promotes the communication with its readers, by solving technical problems and potential misunderstandings between consumers and companies.

The logo for Computer Active features the word "Computer" in a white sans-serif font on a red rectangular background. Below it, the word "active" is written in a white, lowercase, bold sans-serif font on a red rectangular background that is slightly offset to the right, creating a layered effect.

**Computer  
active**

[www.computeractive.gr](http://www.computeractive.gr)

# One magazine, many markets

**ComputerActive** addresses a wide market that ranges from technology products to all products seeking a modern vehicle to reinforce their brand name. A big part in this cooperation plays the magazine's dynamic readership, that seeks the most reliable and advantageous market suggestions.

## Communication

Mobile phones, Internet



## Technology

Computers, peripherals, applications



## Consumer electronics

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



## Entertainment

Games, movies, music



# target group

**Computer Active** is targeted at the largest readership of the computer magazines that come out in the Greek market. In demographic terms, the readership of **Computer Active** consists of mostly men, aged 25-55, of middle and higher education level, who have a computer at home and, in big part, an Internet connection.

## Why they choose Computer Active:

The readers of Computer Active choose the magazine for all or some of the following reasons:

- It is coherent and doesn't leave any questions.
- It enhances their self-confidence and makes them feel more complete.
- They want to know how to use the PC, and not how the PC works.
- They don't want to read detailed technical information, but simple and clear advice and viewpoints.
- They seek ways to get updated on technology and PC usage.
- They want answers to their everyday problems with their PC.

## What makes Computer Active different:

Responding to today's requirements, Computer Active has been formed and developed with the aim of fully meeting the needs of the big readership at which it is targeted. Some of the unique features that differentiate the magazine are the following:

- It aims at "how" rather than "why".
- It does not take much time of the reader, who seeks technology knowledge in a potentially short period of time.
- Compared to other computer magazines, which often create a sense of insecurity to the readers, and leave questions after reading an article, Computer Active is clear, coherent and enhances their confidence.
- It is targeted at those who haven't grown up with technology, or haven't studied it, but want to be able to use their computer easily, without feeling that they have fallen behind.

**Computer  
active**

## Readers' demographic profile (estimated)

- Men 80%
- Age 25-55
- ... average age 38
- Average annual income €15.000
- Use the PC at home (or intend to buy one) 50%
  - ... more than 1 year 20%
  - ... less than 1 year 30%
  - ... less than 6 months
- Connect often to the Internet 40%
  - ... daily 30%
  - ... more than 3 times a week 30%
  - ... up to 3 times a week

## Getting to know the reader (indicative features)

He uses the PC for:

Documents, MP3, photos, CD/DVD recording,  
games, web/e-mail

Usually surfs:

Portals

Favorite gadget:

Digital camera

The most difficult "mission":

Processing the vacation video

The biggest expense:

Expendable supplies (photo printing), graphics card  
(smooth gaming), phone bill (Internet connection)

## Computer Active... on scale

Beginners



Advanced users

At the office



At home

Technical



Not technical

PC for fun

(entertainment  
and work)



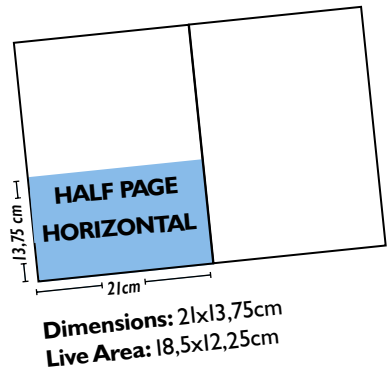
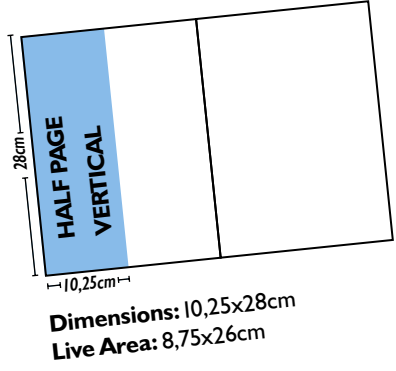
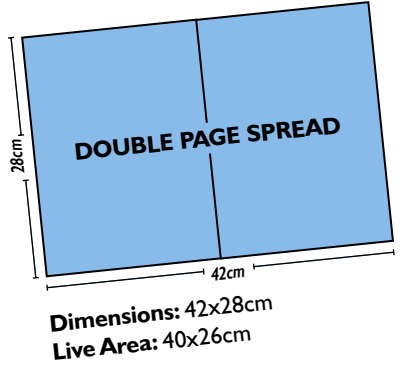
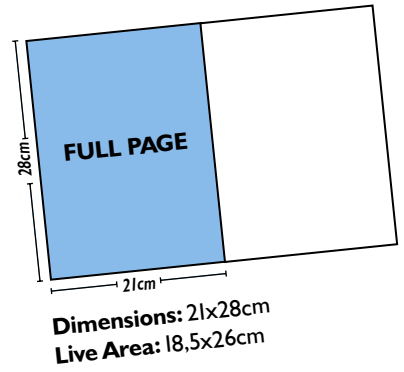
PC freak

(way of life)

# Computer active pricelist

| Zone A             |            | Zone B             |                      |
|--------------------|------------|--------------------|----------------------|
|                    | pages 5-31 |                    | pages 33-Market Zone |
| Full Page          | 3.000,00   | Full Page          | 2.300,00             |
| Double Page Spread | 4.900,00   | Double Page Spread | 4.000,00             |
| Half Page          | 1.700,00   | Half Page          | 1.300,00             |

| Special positions                  |           | Inserts        |          |
|------------------------------------|-----------|----------------|----------|
| 1 <sup>st</sup> Double Page Spread | 5.300,00  | Up to 16 pages | 4.000,00 |
| Back Cover                         | 4.900,00  |                |          |
| 1 <sup>st</sup> Inside             | 4.000,00  |                |          |
| 2 <sup>nd</sup> Inside Front Cover | 3.500,00  |                |          |
| 3 <sup>rd</sup> Inside Front Cover | 3.100,00  |                |          |
| Font Cover Flap (3 pages)          | 9.500,00  |                |          |
| Internal Flap (4 pages)            | 10.500,00 |                |          |
| Facing Editorial (left)            | 3.400,00  |                |          |
| Facing Contents                    | 3.400,00  |                |          |



The magazine can carry out various advertising activities, specially designed to meet the communication needs of each advertised company at any given moment. The cost of these activities is set accordingly.

## Pricelist

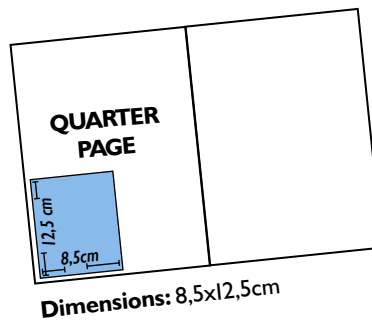
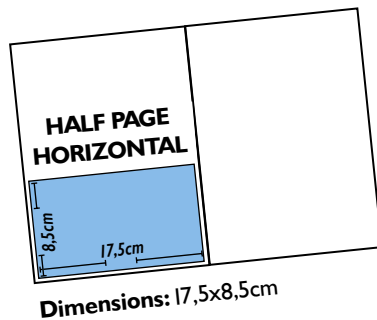
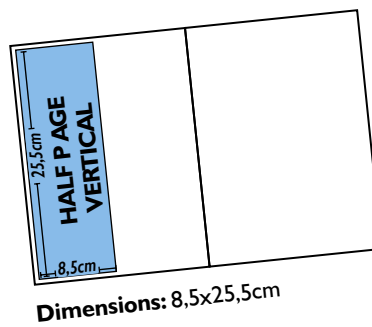
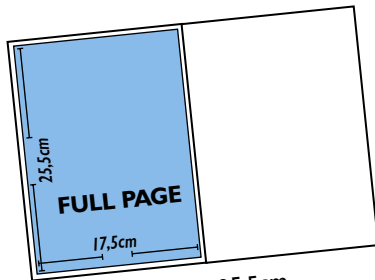
|              |          |
|--------------|----------|
| Full Page    | 1.800,00 |
| Half Page    | 1.050,00 |
| Quarter Page | 750,00   |

Computer Active provides its readers with a further, important means, in order to make their final choice as far as technology products' purchases are concerned. It is a special advertising section in the magazine, called "Market Zone".

Market Zone is a section which the reader can consult, in order to get complete information as well as real street prices for as many technology products and services as possible, since it works as a "shop window" where the advertised companies (computer shops, software houses, etc.) have an immediate contact with the reader.

Market Zone has specific format and specific appearance specifications:

- Advertisements are published in right and left pages.
- The dimensions and page sections are specific, and are shown at the following diagrams:



# Remarks

## DISCOUNTS

On technology related advertising insertions there is a special discount of 25% on the pricelist. In case of an intermediary advertiser, the above discount is reduced by 10%.

Established advertising agencies are given a discount of 20%.

Those who have a billed advertising presence in 3 consecutive issues are given a further discount of 3% on the total billed amount.

Those who have a billed advertising presence in 5 consecutive issues are given a further discount of 5% on the total billed amount.

Those who have a billed advertising presence in 8 consecutive issues are given a further discount of 10% on the total billed amount.

## BENEFITS

Those who have a billed advertising presence in five out of seven consecutive issues are given free space equal to 1/5 of the last one.

Those who have made a billed advertising presence in eight consecutive issues are given free space equal to 3/8 of the last one.

**NOTE:** Those who have an advertising presence bigger than 11 full-page insertions within a year are given discounts and benefits upon special agreement.

## SURCHARGES

All advertising insertions are charged with 20% advertising tax, payable by the advertised company.

All advertising insertions are charged with 18% VAT.

## PROGRAMMING - DEADLINES

Delivery of insertion orders: 30 days before the circulation date.

Delivery of material: 20 days before the circulation date.

Delivery of insertion formats: 15 days before the circulation date.

## PUBLICATION STANDARDS

Advertising insertions must be in compliance with the code of ethics of the Hellenic Advertising Agencies Association.

The magazine retains the right to refuse the publication of an insertion that does not respond to its look and feel, or is contrary to its principles.

In case an advertising insertion could be taken for the magazine's editorial, the magazine retains the right to put in a prominent position the indication "Paid Insertion".

The magazine includes advertising insertions in its planning only after having received a written order, called "Insertion Order", signed by the customer or the intermediary advertiser. Precise identification of both the customer and the intermediary advertiser (Customer's Company Name, Address, Telephone, Tax Registration Number, Tax Registration Office) as well as a full description of the agreement (Date of publication, Number of pages, Size, Color, Spot, Discount) must be included in the Insertion Order. Any other form is not acceptable.

The cancellation of insertion orders must be forwarded in writing to the magazine's Advertising Department 25 days before the issue's circulation date. After the above deadline, the principal is charged with the cost of the insertion according to the pricelist, and is not entitled to any discount.

## APPROVALS

The magazine always sends the advertising insertion (PDF file) to every customer before its printing, in order to get his approval. This is a standard procedure followed by the magazine for all advertising insertions, even for the repeats. In order to follow this procedure, an instant reply to the magazine's email to the customer is needed, whereby his approval is asked. If the magazine does not receive an answer within a specific period of time, it moves on with the insertion's printing, taking for granted that the insertion is acceptable, and that it can get printed. In this case, the magazine is not responsible for any mistakes.

# Specifications

## TECHNICAL SPECIFICATIONS

The magazine accepts advertising material only in digital file format, which should fulfil the magazine's file requirements, as there are described below. The magazine disclaims any responsibility if the printing of an advertising insertion presents any variances, in case the delivered advertising material doesn't fulfil the magazine's requirements.

## FILE SPECIFICATIONS

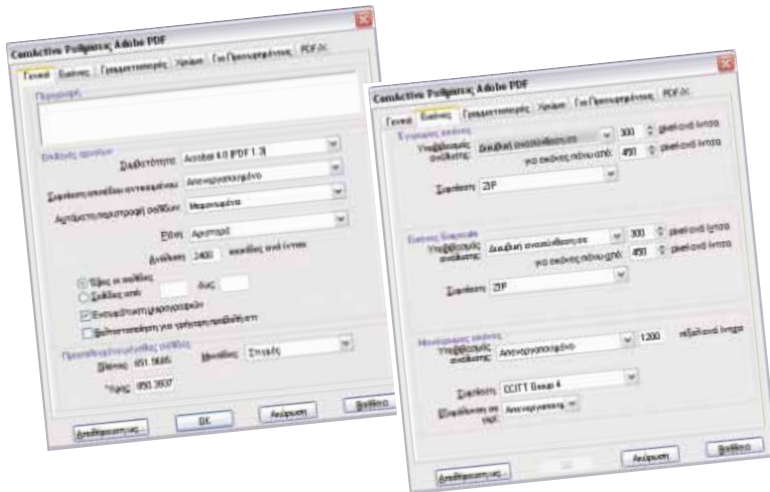
We require PC files, in one of the following formats:

- .cdr – CorelDraw
- .eps – Photoshop, Illustrator
- .tif – Photoshop, 300dpi resolution, CMYK, in real size (not smaller or bigger than the size to be printed)
- .indd – InDesign2
- .pdf – High resolution file

## FILE PROOFS

Files must be accompanied by lithographic proofs for the best possible printing. Proofs coming from printers don't guarantee the result's quality.

Advertisements that bleed, regardless of size, must have a 0,5cm border all around.



## HIGH RESOLUTION PDF FILES

- We require composite CMYK PDF files created using Adobe Distiller 4 or 5. Create a file named Job Options (to be placed in the Settings folder; within Distiller; and selected when creating the PDF). The PDF document area should measure the trim size of the advertisement plus 10mm all around to allow for registration marks and/or bleed. The example above is for a full page ad.
- The magazine is printed using the four color process (CMYK). If you have used Pantone or custom spot colors in your files, please make sure they are converted to their process equivalent. NOTE: The color gamut of four color printing is limited. We cannot guarantee that all Pantone colors used will be accurately matched when converted to their process equivalent.
- Files must contain all images in high resolution, CMYK format. They should not contain any JPEG, RGB images, or copy dot scan elements. We recommend saving Photoshop images as TIFF wherever possible.
- All fonts must be embedded at Postscript stage. Files should not contain any True Type, Open Type or Multiple Master fonts.
- Password or security options should not be applied to the files.
- When supplying more than one advertisements, each one should be saved as an individual PDF file. As far as double page spreads are concerned, each page should be saved as a separate PDF file.

IF THESE GUIDELINES ARE FOLLOWED CAREFULLY, THERE SHOULDN'T BE ANY PROBLEMS PROCESSING YOUR PDF FILES.  
IF THERE IS ANYTHING IN THIS DOCUMENT THAT NEEDS TO BE CLARIFIED, OR IF YOU JUST NEED SOME HELP WITH THE INITIAL SETUP, PLEASE DO NOT HESITATE TO CONTACT US.