

1 MAGAZINE
22 YEARS
36,000,000 READERS

PC WORLD

The No1
technology magazine
in the world

[50 countries
45 editions]

now also in
Greece!



PC WORLD was first published in 1983, and very quickly became the readers' first choice. Today it is published in 50 countries

With 22 years of world-wide lead, the world's biggest information technology magazine has also come in Greece. It is an innovative magazine changing the status quo in the local specialized press.

Responding to today's needs, and targeted at technology users/friends who try to take advantage of the rich tools that technology offers to their everyday life, PC WORLD reveals the secrets of these products' usage, as well as various aspects of their purchase.

Besides simple users, PC WORLD

WORLD works as a huge network, with "roots" in the nucleus of technology and information technology developments, and "branches" in 50 countries all over the world. At the same time, it is not just a "Greek edition", but a Greek magazine. It turns to advantage the resources of its all-powerful global infrastructure, taking the reader to the evolutions' center of an ever-changing world, while also reporting the Greek reality of digital technology. It is a maga-

22 YEARS OF LEADERSHIP



all over the world, and every month reaches at the hands of 36,000,000 readers, professionals and not of information technology.

is the most valuable assistant to professionals who use digital equipment in their work and/or company.

zine made by Greeks for Greeks.

PC WORLD REVEALS ALL SECRETS OF TECHNOLOGY PRODUCTS' USAGE

TECHNOLOGY UNDER THE MICROSCOPE

PC WORLD monitors the whole market of digital devices, ranging from computers of every category and monitors of every technology, to digital cameras and every kind of peripheral, being the most reliable market guide, based on thorough laboratory measurements and the results coming from the extensive use of each device. PC WORLD bases its >>

Coherent but not unsophisticated, precise, reliable and also original, it has gained confidence of millions of readers all around the world. PC



PC WORLD ANSWERS THE READERS' FUNDAMENTAL QUESTIONS:

WHICH: Which product (device, application or both) is suitable for my work, my hobby, my entertainment?

WHY: Why choose it? Why is it the best for my needs?

HOW: How do I make it work for me? How do I match it up with other products, applications and services, in order to get the best of it?

PC WORLD IS THE MOST AWARDED TITLE AMONG ALL BUSINESS MEDIA

>> tests' thoroughness and reliability on its laboratories. With a long experience in testing all kinds of electronic devices, and one of the biggest private investments in technical equipment ever made in our country, the laboratories of PC WORLD have all the necessary state-of-the-art equipment, as well as the power and experience to test new technologies

PC WORLD respects its readers and stands by them. It is a magazine that became special to its audience because it provides them with original, coherent and reliable editorial. PC WORLD is not meant to be left on the library, but at the hands of the user, who has access to its handy features and its wealth of suggestions at any time.



the American Society of Business Press Editors, regarding the editorial's thoroughness, Maggie Awards, that refer to the quality layout,

GLOBAL IDENTITY - GREEK STYLE

PC WORLD

as no other representative of information technology press.

A TOOL, NOT A SHOP WINDOW!

Readers are tired of magazines that work as products' shop windows, and of editorial that demands the use of specialized vocabularies in order to become clear.

LET THE AWARDS SPEAK...

PC WORLD is the most awarded information technology magazine, with dozens of awards coming from

as well as J.H. Neal Awards, the equivalent of Pulitzer awards in the business media field.

THE MOST COMPLETE AND RELIABLE MARKET GUIDE IS FOUND IN THE PAGES OF PC WORLD

WE MONITOR

PC WORLD has access to the source of information, and timely informs the readers on technologies and products that are on the way. The team of PC WORLD lives and reports the evolutions both in the international and the Greek technology field.

WE TEST

Using its sophisticated lab infrastructure, with the state-of-the-art and most expensive equipment, as well as the technical skills and expertise of its experienced editorial team, PC WORLD provides complete and reliable results on all information technology and digital technology products of the market.

WE USE

Specialized columns, handy features, answers to common problems and presentation of combinative solutions are only some of the valuable tools offered by PC WORLD to technology users while being at home, at work, in the car, or even on vacation!

PC WORLD

PC WORLD IS...

- ... a valuable tool in the hands of digital technology users.
- ... the indispensable assistant of professionals.
- ... the most reliable market guide of technology products.
- ... the most up-to-date and informative technology magazine.

PC WORLD IS NOT...

- ... just another "information technology magazine".
- ... a "shop window" magazine.

PC WORLD RELIES ON...

- ... the most powerful IT publishing house world-wide, International Data Group (IDG, www.idg.net), with more than 100 titles in 85 countries, reaching 100,000,000 readers.
- ... one of the biggest and best equipped private information technology laboratories in Greece.
- ... the sector's most experienced and established editorial team, that works closely with the international team of IDG, and reports the technology evolutions in every corner of the world.