

01. THE PC WORLD DIFFERENCE



04. INFRASTRUCTURE



05. READERS



02. OBJECTIVE



**PC WORLD**

06. ADVERTISEMENT



03. EDITORIAL



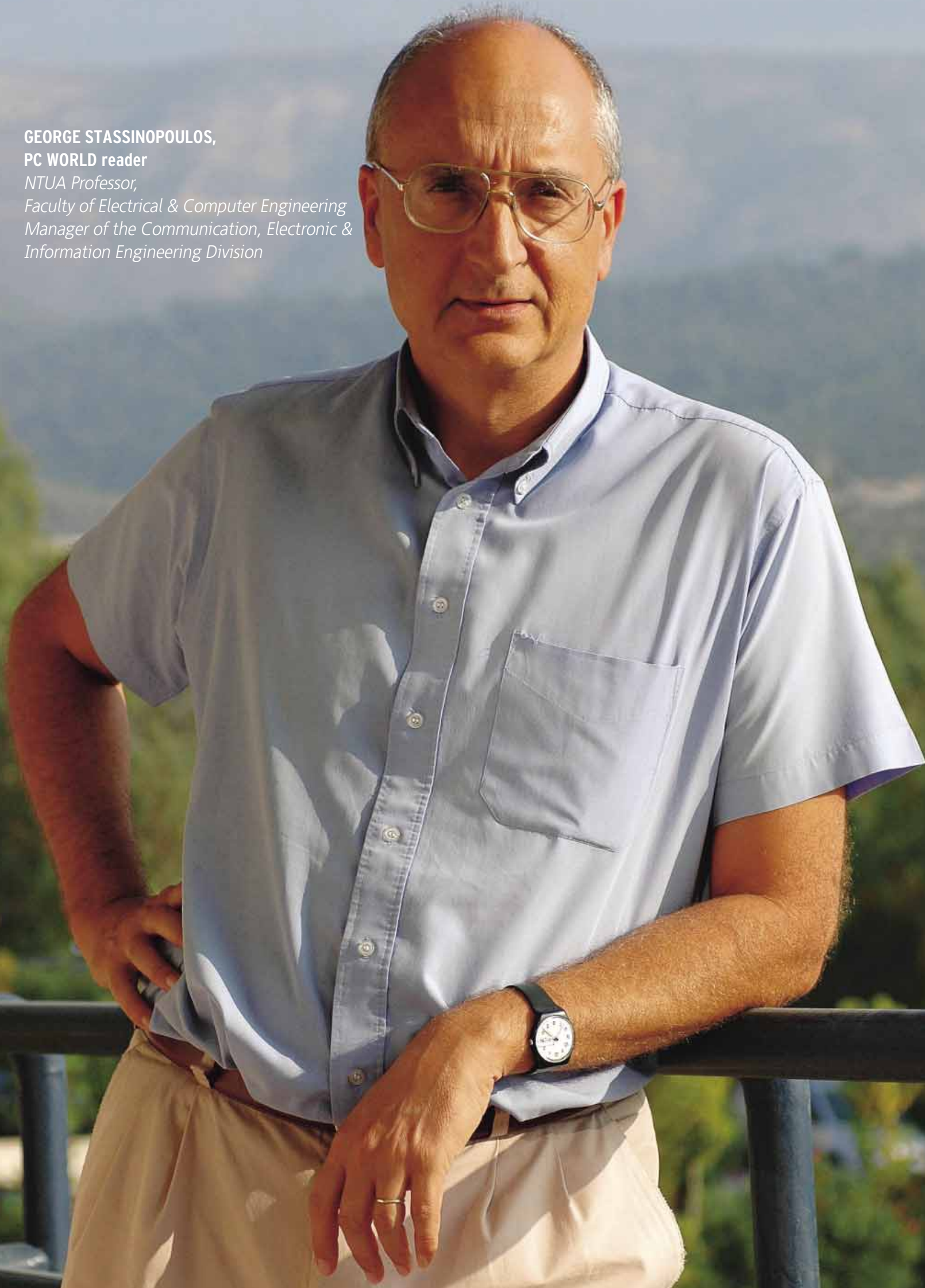
07. ADDITIONAL SERVICES



**MEDIA KIT**

**GEORGE STASSINOPOULOS,**  
**PC WORLD** reader

*NTUA Professor,  
Faculty of Electrical & Computer Engineering  
Manager of the Communication, Electronic &  
Information Engineering Division*



1 magazine  
22 years  
50 countries  
36,000,000 readers

Professionals who extensively use IT products, are based on the information offered by PC WORLD, before they decide to invest in their personal and their company's equipment. The most important people for the IT market trust PC WORLD.

That is why PC WORLD has established itself all over the world as the technology magazine with the widest readership. PC WORLD meets the professionals' needs regarding the use of IT, and offers the best way for the approach of this crucial part of the market.

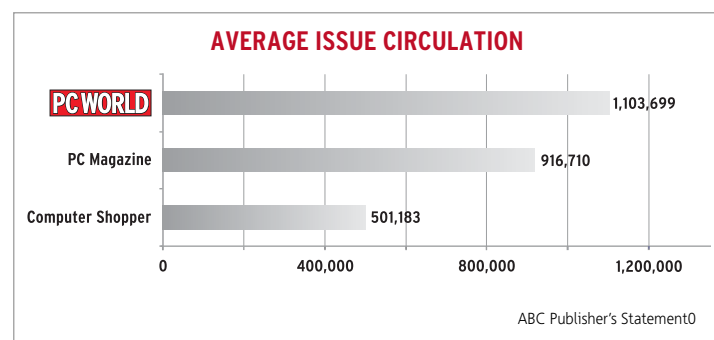


## THE **PC WORLD** DIFFERENCE

PC WORLD's award-winning editorial offers safe advice to the professional. Continuously investigating and thoroughly testing products and services, the editorial team of PC WORLD offers valuable information and complete solutions that allow professionals to take smart decisions.

PC WORLD provides professionals with all the necessary sources that cannot be found in any other printed media. That is why PC WORLD has dominated the sector of IT professionals.

**CIRCULATION:** Monthly  
**READERSHIP:** 36,000,000 (world-wide)  
**ESTABLISHED:** 1983  
**PUBLISHED BY (US EDITION):** International Data Group (IDG)  
**PUBLISHED BY (GREEK EDITION):** IT Publications Hellas Ltd.  
**WEB SITES:** [www.pcw.gr](http://www.pcw.gr), [www.itpublications.gr](http://www.itpublications.gr)



## 02. OBJECTIVE

PC WORLD is not just another “IT magazine”, but a live publication, that stands out of the existing structures, facing the IT sector from a wide combinative perspective, and conveying to its reader, in a comprehensible way, the full picture of the products and services of the IT market. It offers timely and reliable information, thorough and -the most important- the most reliable tests on all types of IT products and services. Moreover, it provides clear information about the full and most efficient development of the numerous potentials offered by digital technology. With the various technologies and types of products being incorporated in a wider interconnected network, that serves the everyday life of the home user, as well as that of the professional, original and complex solutions are laid out and developed in a way that allows the reader to compose the means offered by technology in a smart and efficient way. Given that the market offers

generously these “tools”, PC WORLD suggests clearly the way they can be combined in the most efficient way in everyday life sectors, which cannot be imagined even by the expert user.

### PC WORLD LEADS THE MARKET

PC WORLD associates immediately with the IT market the conclusions

resulting from the labs’ measurements. The monthly Top100 and the per product category Top10’s, resulting from the PC WORLD’s tests, give the full picture of the market. Moreover, combined with detailed “how to’s” and information about the choice criteria and the devices’ technical features, they become the ultimate market guide.



### IN THE DECISION MAKING CENTERS

PC WORLD is the most favored magazine by the professional technology users, company and IT managers, who demand the best possible information before their investment, as well as the necessary information for the best use of technology in their field. These managers are the most demanding audience and play a decisive part in the IT and digital technology market, in general.



### DIGITAL WORLD

Digital World is a magazine within the magazine, which has become a necessity after we entered the era of technology convergence and the invasion of digital technology in our homes. Every digital product, except computers and their paraphernalia, such as digital cameras, home entertainment systems, mobile telephones and, in general, everything that forms the digital world, finds an exclusive place in the pages of PC WORLD. Digital World includes thorough tests, solutions, news, and a complete market guide.

**MARKET-LEADING** **PC WORLD**

**EVANGELOS PAPAETHIMIOU,**  
**PC WORLD** reader  
AKTOR S.A.  
*IT Manager*



### 03. EDITORIAL

For 22 consequent years PC WORLD exceeds the confines of traditional journalism in the area of IT magazines and offers in-depth information based on laboratory tests. PC WORLD goes behind the scene and under the surface of the technology, taking its readers, in other words those who use IT and invest on it, where they should be, so as to receive proper information before making their buying decisions.

PC WORLD meets immediately the needs of the users, long before they become persistent, foreseeing the course of digital technology and properly composing its articles. The demanding reader shall find in PC WORLD's contents the answers one is seeking for, regarding the purchase of products and technology services, as well as their use at work and for entertainment reasons. Adjusted to the Greek reality, PC WORLD offers the full picture of the domestic market and reveals to the Greek user the secrets of the digital products' use.

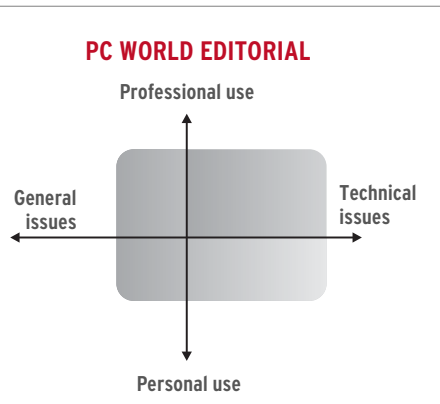
Its world-wide network, allows PC WORLD to take the reader to the source of the events, where the technology of tomorrow and its new areas of application are formed. PC WORLD is established in the readers' consciousness as the most reliable magazine in the IT area, due

to three parameters concerning its structure and content:

- » The immediate, timely, clear and thorough information for the new technologies through special cover stories.
- » The in-depth analysis of all products available in the market, thanks to the use of advanced procedures and means of measurement, which result in the establishment of the most reliable and well known monthly Top100's of technology products.
- » The development of handy and innovative solutions, which reveal all the secrets of the combinative use of technology products and services in everyday life.

Due to these three parameters, the reader of PC WORLD enjoys multiple

benefits at equally multiple levels. First of all, the reader is immediately informed about everything that is or will be offered in the future in the market. Second, one is able to choose the best products, having the full picture of all products, based on axiological criteria. Third, the reader learns how to exploit smartly and efficiently the product after the purchase. This global approach, based on the easy use of the new technologies from both the home user and the demanding professional, is the secret of PC WORLD's success all over the world. Those who form the picture of IT market trust PC WORLD's pages. Both the structure and the content, even the printed appearance of PC WORLD's content, are based on a well tried and awarded model. PC WORLD is the mostly awarded IT magazine, as it is constantly awarded since 1995. Between those who have repeatedly awarded PC WORLD are ASBPE (American Society of Business Press Editors), which awards the quality and completeness of the content, Western Publications Association with Maggie Awards, which represent a distinction for the quality publishing lay out, as well as American Business Media with J.H. Neal Awards, the equivalent of Pulitzer awards in the business media.



AWARD-WINNING **PC WORLD** EDITORIAL

**GEORGE ROPODIS,**  
*Editorial Director of PC WORLD*

## 04. INFRASTRUCTURE

PC WORLD bases its measurements and the solutions' development on the biggest technology products testing labs in Greece, which offer a great range of services and supply every action of IT Publications Hellas with the testing results on technology products and services.

The testing procedures applied at the labs have been drawn according to the products they concern and the needs of the reader. The labs use a wide 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 technical and technological equipment, which was the result of one of the biggest private investments in the IT area, and the biggest in the area of the printed media, can be compared only with that found at university labs and big manufacturing firms. Virtually, there is no restriction to the kind of the product or service evaluated. The selection of products

being tested in the labs includes a big list of hardware, such as computers (desktop, laptop, PDAs), all kinds of monitors (CRT, TFT), printers (inkjet, laser), portable entertainment systems (MP3/media players), graphics cards and sound cards, digital cameras, all means of storage, smart phones, power supplies and UPS, etc. Moreover, the laboratory equipment allows the objective measurement of all kinds of web services.

The labs use a wide range of benchmarks (measurement programs), so as to measure the performance of systems, peripherals and, generally, technical products and services. Starting from Worldbench, the benchmark used all over the world from all the titles of IDG, these benchmarks are established world-



wide and are at the disposal, through their developers, of the companies and readers who wish to obtain and use them.

Besides the vital part of technical tests, the "user" factor is of similarly great importance for a well shaped opinion on every kind of product or service. PC WORLD is based on the most recognized editorial team in the IT area, which is comprised of technically trained professionals, who have all the necessary knowledge for the products' evaluation. At the same time, their articles are written in a well understood language, which provides the reader not only with full information about the products' specifications and performance, but mostly with detailed information about their use and application in combination with other digital products.

### THE RELIABILITY OF PC WORLD

In the most dynamic market section, where there is no room for "perhaps" and "more or less", manufacturers, representatives and vendors ask for the fastest cooperation with the market's most powerful publication, knowing that they get not only thorough tests of their products, but also the necessary respect and objectivity guaranteed by the high professionalism of the editorial team and the solid infrastructure of PC WORLD's laboratories.

THE MODERN **PC WORLD** INFRASTRUCTURE

**ALEXANDROS BECHRAKIS,**  
PC WORLD reader  
*Area Manager*  
*Cisco Systems Hellas S.A.*

## 05. READERS

PC WORLD is targeted at both demanding professionals and restless users of any age and experience level, who consciously seek the benefits of digital technology in their work and everyday life. The most active and dynamic readership, demanding reliability, quality, thoroughness and originality, that PC WORLD is able to offer them.

PC WORLD primarily meets the needs of professionals who make extensive use of information technology and digital technology in their work. It is the audience that forms the picture of the IT market, demanding return on investment and specific technical standards. The most demanding market section bases its information and choices on the information provided by PC WORLD. This specific part of population consists of mainly men aged 30+, of higher education and economic level, who invest disproportionately big amounts (compared to their percentage on the population) in technology. An equally important factor of the

market formation is the everyday user of digital technology. Either at home, in the car or on vacation, more and more people use digital products, while separate technologies are converging, establishing new product categories. Consumer products that either associate their usage with computers, or operate as stand-alone technology devices, the form and market of which are developing rapidly. Products that due to adherence to

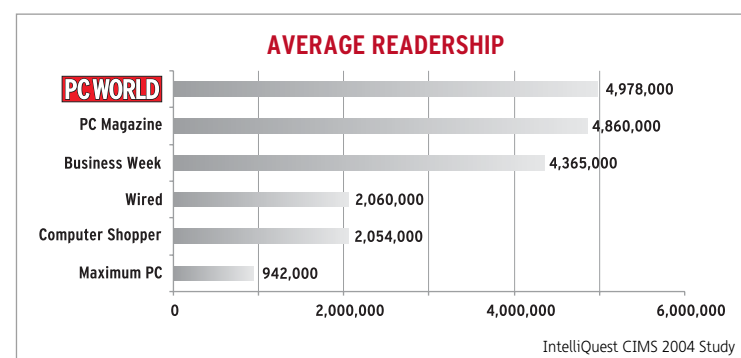
anachronistic structures, are not fully or properly covered by the specialized press in Greece. This dynamic market section meets its needs in the pages of PC WORLD, that has the necessary flexibility and completeness to monitor the evolutions and guide its audience to buying choices and end usage (combinative or not) of these products. It is a large population section,



consisting of mostly men, as well as women, aged 20-40, of middle-to-higher education and economic class. The conclusion is clear: PC WORLD is a flexible magazine with a well-defined objective, that meets the demands of its special audience (professionals, tech savvies, as well as active users in a wide range of digital applications, at work and at home).

### THE READERS OF PC WORLD ARE...

- ... of middle-to-higher education and economic level.
- ... demanding everyday users of technology products.
- ... mostly men, aged 25-45.
- ... Internet users in their vast majority (more than 80%).
- ... professionals and managers (with decision making power).





**QUALITY PC WORLD READERS**

**PANAGIOTIS MAKRIS,**  
**PC WORLD reader**  
*Social Services Computer Center  
Director of Computers and Informations  
Utilization Dept.*

## 06. ADVERTISEMENT

The advertising services of PC WORLD are so dynamic and flexible, that allow for the wise usage of each and every euro invested by the companies. Apart from the immediate return of the advertising money ensured by the targeted audience, PC WORLD is able to provide special promotional activities, responding to each advertised company's specific requirements, besides the traditional advertising insertions.

The special activities provided by PC WORLD include a wide range of communication alternatives with the audience of buyers, resulting in the uniqueness of each promotion in the magazine. The creative team of PC WORLD is able to design and deliver the appropriate promotion vehicle, with specialized editors and designers doing everything from the initial conception to the complete realization. The services' flexibility is ensured by a big number of alternative suggestions.



These include:

- » Special advertising sections in the magazine's pages.
- » Targeted inserts, the designing and writing of which is carried out by the team of PC WORLD.

- » Separate sponsored sections.
- » Advertorials where the client presents his product or service utilizing the technical knowledge and communication skills of the magazine's editorial team.
- » Special positions in the pages of PC WORLD.

The magazine's team provides full support and freedom while projecting activities, by informing, consulting and supporting the client in every stage of the collaboration.

Taking into account the additional discounts available through long-term advertising deals, the return of each euro invested in the magazine reaches unprecedented levels for the printed media standards.

*More information about advertising deals and specifications can be found in the attached pricelist.*



**UNIQUE PC WORLD ADVERTISING**

**VASSILIS ANAGNOSTOPOULOS,**  
**PC WORLD** reader  
*Optical Media Production Europe S.A.*  
*Technical Manager*

## 07. ADDITIONAL PROMOTIONAL SERVICES

A number of additional services provided by PC WORLD significantly increases the effectiveness of the advertising investment. With a variety of benefits in every stage of the promotional activities, PC WORLD pays back each and every euro invested by the client. Benefits that improve the company's communication level with the audience of buyers, inform it about its products' presence, while supporting its multiple promotion and contributing to its promotional activities.

Each month PC WORLD provides the advertised companies with a special newsletter including crucial information about the companies' presence in the magazine, their product awards, their creative activities, stats regarding the magazine, its circulation and readership, as well as targeted market researches. Advertised companies get detailed information about their presence in PC WORLD, the promotion of their products and best customize their promotion investments.

PC WORLD provides those means that bring even closer, and at personal level, the advertised company with its audience of buyers. Companies are able to access the readers' list (upon their approval), and through PC WORLD they can send promotional material, customized based on their choices and the readers' needs. Upon agreement with the companies, PC WORLD can be sent to a certain number of their clients, so as to

achieve a targeted promotion to a specific audience.

A number of promotional activities, such as the production of sponsored special inserts of advertising or informative nature, and the also sponsored CD/DVD-ROM supplement,

provide advertised companies with the opportunity to appear in multiple spots. Furthermore, they can distribute demos of their products, informative material, etc. in digital form, in the CD/DVD-ROM supplement, while combinative activities with the PC WORLD's web site can also be carried out.

Finally, PC WORLD, upon an advertised company's request, can reprint the pages that it is interested in, and offer them -along with the front cover of the magazine's specific issue- to the company, in order to use them as separate promotional material.

### THE FLEXIBILITY OF PC WORLD

PC WORLD's flexibility goes beyond its editorial, providing a variety of additional promotional services. The combination of traditional advertising activities and extra dynamic benefits provided by PC WORLD takes the effectiveness of the advertising investment to unprecedented levels.



THE **PC WORLD** ADDED VALUE

**HARRY ANTHIS,**  
PC WORLD reader  
*Lawnet S.A.*  
General Manager

For more than 30 years IDG (International Data Group) has been the leader in IT publications and research. IDG offers the largest range of media, reaching 100 million readers in 85 countries all over the world. From this audience also comes 95% of the world-wide IT investments. Today IDG publishes more than 300 IT magazines and newspapers, more

than 4.000 books in 38 languages and has established 300 web sites in 70 countries.

International Data Corporation (IDC), the research branch of IDG, is one of the world's pioneers in the sectors of research, analysis and IT consulting services, with more than 50 research centres in 43 countries all over the

world, and the capability of conducting researches in many local markets.

PC WORLD is published in 50 countries and it is the world's biggest technology magazine, with 22 years of leadership.

### **AMERICA**

PC WORLD - Argentina  
PC WORLD - Venezuela  
PC WORLD - Brazil  
PC WORLD - Ecuador  
PC WORLD Central America -  
Costa Rica  
PC WORLD - Colombia  
PC WORLD - Mexico  
PC WORLD - Panama  
PC WORLD - Peru  
PC WORLD Professional - Peru  
PC WORLD - Puerto Rico  
PC WORLD - Chile  
PC WORLD - USA

### **ASIA - OCEANIA**

PC WORLD - Australia  
PC WORLD - Vietnam  
PC WORLD - China  
Digital Power - China  
PC WORLD - Bangladesh

PC WORLD - Myanmar  
PC WORLD - New Zealand  
PC WORLD - Thailand  
PC WORLD - Philippines

### **AFRICA**

PC WORLD West Africa  
- Nigeria  
PC WORLD - Morocco

### **EUROPE**

PC WORLD - Belgium  
PC WORLD - Bulgaria  
PC Welt - Germany  
**PC WORLD - Greece**  
PC WORLD - Denmark  
PCtip - Switzerland  
PC Advisor - United Kingdom  
PC Live! - Ireland  
PC WORLD - Iceland  
PC WORLD España - Spain  
PC WORLD - Italy

PC WORLD Extra - Italy  
e-Pasaule - Latvia  
PC WORLD - Lithuania  
PC WORLD - Malta  
PC WORLD Norge - Norway  
PC WORLD Ekstra Norge  
Computer! Totaal  
- Netherlands  
PC WORLD - Hungary  
PC WORLD - Ukraine  
PC WORLD/PLUGIN - FYROM  
PC WORLD KOMPUTER  
PC WORLD - Romania  
Mir PK - Russia  
Micro PC WORLD - Serbia &  
Montenegro  
Mikro Datorn - Sweden  
PC for Alla- Sweden  
PC WORLD - Turkey  
PC WORLD - Czech Republic  
MikroPC - Finland

**PC WORLD**

