

# PC Press Omni media



# Omnichannel media support system

for IT, Telco, FinTech, and Edu companies

## Five key benefits

### 1 Online & offline unified communications

- www.pcpres.rs website
- Email newsletter
- PC Press printed magazine
- PC Press e-magazine
- PC Press social media channels
- BIZIT conference and seminars
- Top 50 – the best online stuff
- Direct marketing

### 2 Content production

- Creating content, expert articles, and case studies
- Creating catalogs, educational literature, guides
- Creating expert magazines
- Design and DTP for print and online needs

### 3 Clearly defined audience

- Decision-makers, influential consumers, geeks
- Technology lovers and professionals
- Educated, employed and with high incomes

### 4 A team of experts and creatives

- Experienced and credible editors
- Expert contributors with the first-hand experience
- Excellent journalists

### 5 Trust and Reputation

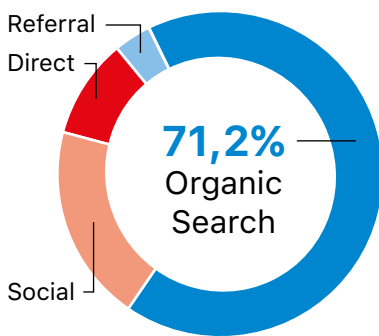
- Trusted by the IT community
- Decades of ongoing presence

# Audience

The first issue of PC Press magazine was published 25 years ago. Today, PC Press is a media platform that informs, educates, and promotes **business applications of technology**.



## Website pcpress.rs



- Average age: 37
- 56% men, 44% women
- 160,000 unique visitors
- 209,000 open pages
- 59% from mobile devices, 39% from computers, 2% from tablets

## Magazine PC Press

**1.300**  
Subscribers

**9.000**  
Circulation

- 45% of our readers are participating in decision making
- 95% are employed, with above-average salaries
- 74% are men
- More than 420 companies have been subscribed for longer than 10 years

## e-Magazine PC Press

**27%**  
of readers  
from abroad



**87%**  
aged between  
18 and 44

- Loyal audience
- 1,224 subscribers
- 31,800 open pages
- Average session: 3.04 minutes
- 74% from mobile devices, 19% from computers, 7% from tablets

# Topics calendar

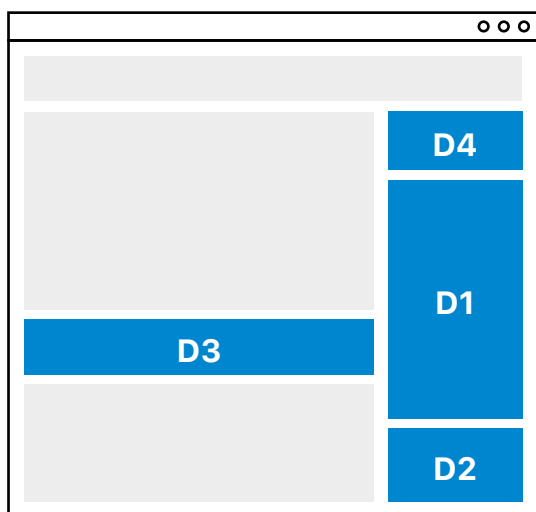
February 2020 - January 2021

	BIZ&IT	Uređaji i servisi	IT dating
Feb	<ul style="list-style-type: none"> <li>Web Hosting</li> <li>Corporate communications via digital channels</li> <li>Internet as the business HQ</li> </ul>	<ul style="list-style-type: none"> <li>Top 50 – the best online stuff</li> <li>Intelligent devices</li> <li>Las Vegas: CES report</li> </ul>	<ul style="list-style-type: none"> <li>Web development</li> <li>IT management</li> <li>Success stories</li> </ul>
Mar	<ul style="list-style-type: none"> <li>Information systems in agriculture</li> <li>Platform as a Service</li> <li>Agile world</li> </ul>	<ul style="list-style-type: none"> <li>Cloud IT infrastructure</li> <li>Printers and printing technology</li> </ul>	<ul style="list-style-type: none"> <li>Formal vs informal education</li> <li>Outsourcing: How to find work online</li> </ul>
Apr	<ul style="list-style-type: none"> <li>Information systems in HORECA</li> <li>Big data and business intelligence</li> <li>Human resource management (HRM)</li> </ul>	<ul style="list-style-type: none"> <li>Notebook market overview</li> <li>Windows 10 update</li> <li>Barcelona: MWC report</li> </ul>	<ul style="list-style-type: none"> <li>IT schools and faculties</li> <li>Outsourcing: How to get paid</li> <li>Business application of social networks</li> </ul>
May	<ul style="list-style-type: none"> <li>ERP solutions market overview</li> <li>Digital signage</li> </ul>	<ul style="list-style-type: none"> <li>Smartphone market overview</li> <li>Business in motion</li> </ul>	<ul style="list-style-type: none"> <li>Schools and faculties admission</li> <li>How to look for a job</li> </ul>
Jun	<ul style="list-style-type: none"> <li>Data centers of the future</li> <li>Data centers' physical security</li> <li>Drones and aerial videography</li> </ul>	<ul style="list-style-type: none"> <li>TV market overview</li> <li>Video surveillance and access control</li> <li>Audio equipment and multimedia</li> </ul>	<ul style="list-style-type: none"> <li>Working for software companies</li> <li>User experience (UX) in modern software</li> </ul>
Jul	<ul style="list-style-type: none"> <li>ICT in the automotive industry</li> <li>IoT, AI, Big Data</li> </ul>	<ul style="list-style-type: none"> <li>Mobile devices and photography</li> <li>Smart Home equipment</li> </ul>	<ul style="list-style-type: none"> <li>Professional specialization</li> <li>Digital classroom</li> </ul>
Sep	<ul style="list-style-type: none"> <li>CRM and user experience</li> <li>Fintech: Technology and financial services</li> <li>Backup, recovery, and disaster recovery</li> </ul>	<ul style="list-style-type: none"> <li>Storage systems</li> <li>Video surveillance and intelligent features</li> <li>NAS devices, HDD, SDD</li> </ul>	<ul style="list-style-type: none"> <li>Education reform</li> <li>Faculty admission, the second enrollment deadline</li> </ul>
Oct	<ul style="list-style-type: none"> <li>Information systems in healthcare</li> <li>Energy efficiency</li> <li>BIZIT 2020 announcement</li> </ul>	<ul style="list-style-type: none"> <li>Network equipment</li> <li>UPS – stable power source</li> <li>Berlin: IFA report</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge certification</li> <li>Startup: How to start a software company</li> <li>Digital marketing</li> </ul>
Nov	<ul style="list-style-type: none"> <li>BIZIT 2020</li> <li>How to sell ICT services</li> </ul>	<ul style="list-style-type: none"> <li>Notebook market overview</li> <li>Servers</li> </ul>	<ul style="list-style-type: none"> <li>HR branding</li> <li>Long-distance learning</li> </ul>
Dec	<ul style="list-style-type: none"> <li>E-commerce solutions</li> <li>WMS – warehouse management</li> </ul>	<ul style="list-style-type: none"> <li>Smartphone market overview</li> <li>POS equipment</li> </ul>	<ul style="list-style-type: none"> <li>IT audit and IT forensics</li> <li>HR branding</li> </ul>
Jan	<ul style="list-style-type: none"> <li>PC Press security report</li> <li>DMS and print management</li> </ul>	<ul style="list-style-type: none"> <li>Next-gen consoles and gaming</li> <li>TV market overview</li> </ul>	<ul style="list-style-type: none"> <li>IT Dating – large employers</li> <li>Career development in Serbia</li> </ul>

# Advertising rates

Rates for native advertising and web banners

## Web site Banner and text

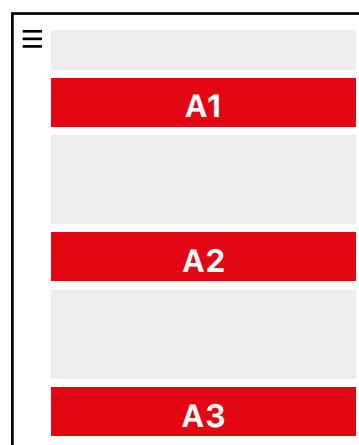


EUR, monthly

D1 Banner (300×600 px, 50%*)	630
D2 Banner (300×250 px, 25%*)	420
D3 Banner (800×100 px)	420
D4 Banner (300×125 px)	300
Billboard (1,150×250 px)	500
Special designs	dogovor
Native text (up to 3,000 characters)	420
Highlighted native text (up to 3,000 characters) 1 day	520

\* Rotation

## Newsletter banners and text



EUR, one time

Native text up to 3,000 characters)*	150
A1 Banner (800×120 px)	100
A2 Banner (800×120 px)	75
A3 Banner (800×120 px)	50

\* Mandatory publication on the site

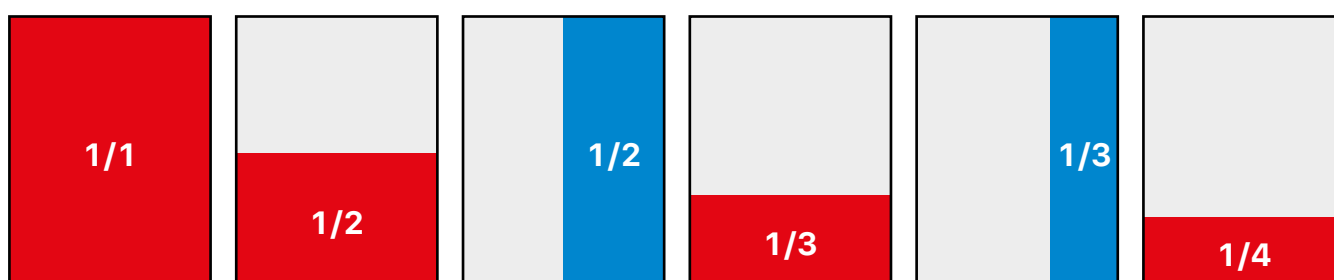
### Additional notes:

- Basic social media support at no extra cost with a paid banner or original text
- Native text or advertorial created by the PC Press editorial team + 30%
- Prices are in Euros and are calculated at the Unicredit Bank purchase rate.
- DISCOUNTS for continued advertising (six-month or annual contract) Agency fee 20%.

# Advertising rates

Print edition, PC Press

## Magazine ads



	Format	Cena EUR
Full page 1/1	225×297 mm	900
Half page 1/2	225×148 or 112×295 mm	500
One-third of the page 1/3	75×297 or 225×99 mm	320
One-fourth of the page 1/4	225×75 mm	280
Native text or advertorial	2/1 max 7.500 characters	1.100
Native text or advertorial	1/1 max 3.500 characters	900
<b>Special positions</b>		
K2 (inner cover) 1/1	225×297 mm	1.200
K3 (third cover) 1/1	225×297 mm	1.000
K4 (back cover page) 1/1	225×297 mm	1.500
First centerfold 2/1	450×297 mm	1.500

Publishing an article in a topic block	1/1 - 3.500 characters	500
Publishing an article in a topic block	2/1 - 8.000 characters	680

### Additional notes:

- Native text or advertorial created by the PC Press editorial team + 30%
- Ads in the print edition will be displayed in the digital edition at no additional cost
- Prices are in Euros and are calculated at the Unicredit Bank purchase rate.
- DISCOUNTS for continued advertising (six-month or annual contract) Agency fee 20%.

# Contact

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