PC PRESS OMNI MEDIA

MEDIA KIT 2023

pcpress.rs

facebook.com/PCPress.rs/

instagram.com/pcpressrs/

rs.linkedin.com/company/pc-press

twitter.com/@PCPressRS

youtube.com/user/@PCPressMedia

PC Press OMNI MEDIA

Media platform for the promotion of technology and IT business

PC Press is the most influential technology media outlet, effectively connecting providers and users of ICT services and solutions through online and offline formats

Five key benefits

1 Consolidated communication through online and offline channels

· Media: Web site pcpress.rs, newsletter, print magazine, e-magazine, pages on social networks, video production
· Events: BIZIT conference and seminars, Top 50 Best Online Things

2 Content creation

· Content creation, composition of professional articles and case studies
· Creation of catalogues, educational literature, and instruction manuals
· Creation of professional journals
· Design and DTP for print and online communication

3 Clearly defined audience

· Decision makers, influential consumers, early adopters
· Professionals and technology enthusiasts
· Educated, employed and highly paid professionals

4 A team of experts and creative individuals

· Experienced and credible editors
· Professional associates, with extensive practical experience
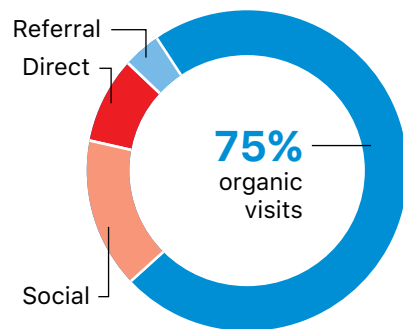· Top journalists and authors

5 Reputation and trust

· Great trust from the wide IT community
· High reputation in the IT industry
· Continuous multi-decade presence on the market

Audience

The first issue of PC Press magazine was published back in 1995. Today, PC Press is a media platform that informs, educates and promotes the application of cutting-edge technologies in business
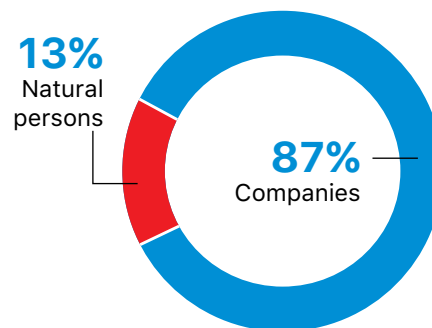
Website
pcpress.rs

Referral
Direct

75%
organic
visits

Social

· 35 years - average age
· 61.4% men, 38.6% women
· 200,000 unique visitors per month
· 59% access from mobile phones,
· 39% access from desktop
  platforms,
· 2% access from tablets
· 79% of visits from Serbia,
· 10% visits from the region,
  11% other

Magazine and e-magazine
PC Press

4.200
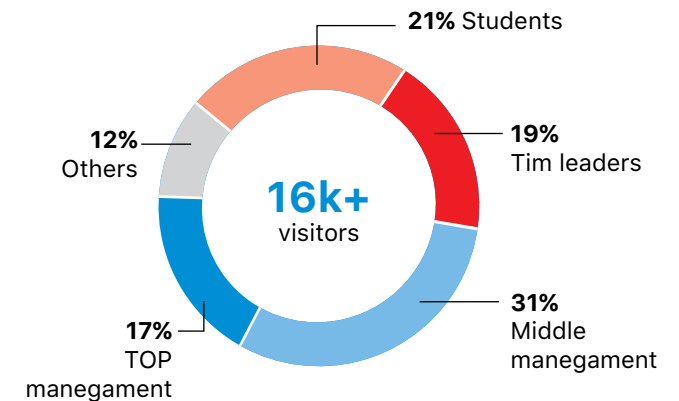subscribers

13%
Natural
persons

87%
Companies

Company size
· 38% small and medium
· 13% large
· 29% micro enterprises
· 10% government and public admin.
· 10% banks and insurance

· 98% of readers are employed
· 53% of readers are decision makers

Social Networks
PC Press

21% Students

12%
Others

16k+
visitors

19%
Tim leaders

17%
TOP
manegament

31%
Middle
manegament

Followers Profile
· 17% TOP management
· 31% Middle management
· 19% Team leaders
· 21% Students
· 12% Others

37 years
average age of readers

Editorial calendar

From February 2022 to January 2023

MONTH	BIZ&IT	DEVICES AND SERVICES
Feb. 2023.	· Hosting - market overview · Company activity through digital channels · Internet as a base of business operation	· Top50 - Best Online Things · Intelligent devices · CES - promotions and novelties
March 2023	· Platform as a Service (PaaS) · eHealth · AI, Big Data	· Cloud IT infrastructure · eInvoices, fiscalization
April 2023.	· HRM, Human Resource Man. · Waiting for 5G · Standardization and certification	· New generations of smartphones · Digital signage · Notebook market overview
May 2023.	· ERP solutions, overview · Accounting software and solutions	· Video surveillance and access control
June 2023.	· Data centers of the future · Physical security of data centers	· Video conferences · AV equipment and multimedia
July 2023.	· IoT · Antivirus solutions · Digital classroom	· Solar energy: application and effects · Smart houses, smart cities · TV sets market overview

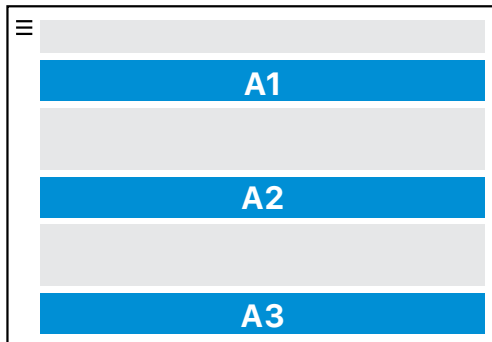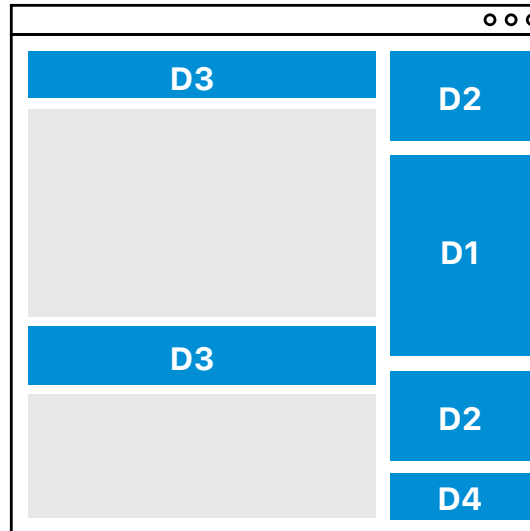| MONTH	BIZ&IT	DEVICES AND SERVICES
Sept. 2023.	· Backup, Recovery and Disaster Recovery · CRM and customer experience	· Storage systems · Mass storage, NAS devices, discs
Okt. 2023.	· E-Commerce solutions and applications · Energy efficiency · BIZIT announcement	· Network equipment, optical infrastructure · UPS - stable power source · Overview of the TV sets market
Nov. 2023.	· BIZIT block · Fintech: Technology and financial services	· Notebook market overview
Dec. 2023.	· WMS - warehouse management · Transport and logistics	· Smartphone market overview · POS equipment
Jan. 2023.	· Security of software and services · DMS and ECM solutions	· The most important products of 2023 · Gaming devices, equipment, services

Online advertising price list

Advertising on the website

EUR, mesečno

D1 Banner (300 × 600 px, 50%*)	630
D2 Banner (300 × 250 px, 50%*)	420
D3 Banner (800 × 100 px, 50%*)	420
D4 Banner (300 × 125 px)	300
Billboard (1,150 × 250 px)	500
Specific forms	dogovor
Native article (up to 3,000 char.)	420
Featured native article (up to 3,000 characters) 1 day	520

* Rotation

Advertising in the newsletter

EUR, per text publication

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

* If the text is published on the website

· Sharing PR texts on social networks at no additional cost, with a paid banner or native article
· Prices are expressed in Euros and are calculated according to the middle exchange rate of the NBS
· DISCOUNT: Based on the continuity of advertising on an annual or semi-annual level, special discounts are granted. Agency commission is 15%.
· All prices are NET, excluding the VAT

Advertising on the YT @PCPressMedia

Once on the Internet - always on the Internet

EUR

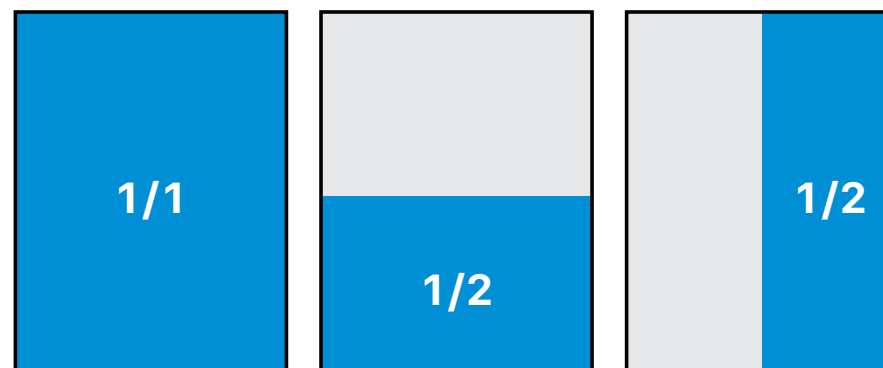|	
Guest appearance on the show (approx. 60 min)	~~1200~~ *600
Sponsored post, presenter announcement (up to 2 minutes)*	150
Advertisement during the show, two broadcasts (up to 30 sec.)**	150
Product positioning in the studio*	150

* prices include the 2023 discount
** announcements, advertisements and products that are not in direct competition with the company of the guest of the show

Price list of print advertising

Magazine advertising

	Format	Price in EUR
Full page 1/1	225×297 mm	900
Half page 1/2	225×148 or 112×295 mm	500
Other formats available upon request		agreement
PR text or advertorial	2/1 to 7,000 characters	1,100
PR text or advertorial	1/1 to 3,000 characters	900

Special positioning

	Format	EUR
C2 (inside cover) 1/1	225 × 297 mm	1,200
C3 (back inside cover) 1/1	225 × 297 mm	1,000
C4 (back cover) 1/1	225 × 297 mm	1,500
First double 2/1	450 × 297 mm	1,500
Cover page announcement	210 × 205 mm	2,500

Publication of article as part of the main topic*	1/1 - 3,000 characters	600
Publication of article as part of the main topic*	2/1 - 7,000 characters	750
Publication of article as part of the main topic + announcement on the cover page	2/1 - 7,000 characters	850

* Editorial calendar

· Native article or advertorial prepared by the editorial team of PC Press + 30%.
· Publication of the article in the digital issue at no additional cost, with paid publication in the printed issue.
· Sharing the article on social networks and via the newsletter at no additional cost, with paid publication of the article as part of the main topic.
· Prices are expressed in Euros and are calculated according to the middle exchange rate of the NBS.
· DISCOUNT: Based on the continuity of advertising on an annual or semi-annual level, special discounts are granted. Agency commission is 15%.
· All prices are NET, excluding the VAT.

Live and online events

PC Press organizes various events throughout the year. These are excellent opportunities for company promotion, brand affirmation, business and IT solutions. The three most important events:

BIZIT

BIZIT is recognized as the most important business IT conference on the map of events.

During last eight years BIZIT has gathered a large number of participants, representatives of important companies, both on the provider and on the user side of ICT solutions and services. More than 50 lecturers participate in the main program each year.

Calendar of events:
beginning of November
www.bizit.rs

BIZIT Seminar

BIZIT seminars were created due to the need to cover certain topics of the big BIZIT conference in more detail

We have successfully organized a number of seminars focusing on topics such as private and family companies, GDPR, marketing, eCommerce... This approach had a very good response in the community and the seminars are now an integral part of the calendar of events.

Calendar of events:
second half of March
www.bizit.rs

Top 50

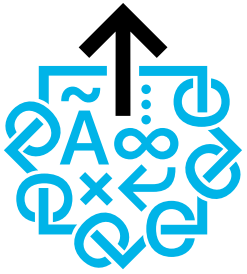**The event, which has been held since 1997, is a selection of the 50 best online performances in Serbia**

The goal is to find, affirm and support domestic websites, applications and accounts on social networks that proved to be the best in the previous year.

Calendar of events:
beginning of February

www.top50.rs

• Please, request terms and conditions if you are interested in presenting at an event or sponsoring an event •

Content Lab

Content Factory

ContentLab – a team of PC Press experts specializing in content creation. We dedicatedly and successfully conceive, create, design and realize all kinds of professional and promotional content

Communication Content

PR Content
Marketing Content
Native Content

Corporate publishing

Catalogues and leaflets
Magazines (print and online)
Professional literature

Event production

Concept and script
Organization and realization
Live and online broadcasts

Advertising

Creation of advertisements and banners
Audio and video advertisements
Media Buying

Contact

Director

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