

whitepaper



HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

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HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

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In Brief

This whitepaper is intended for executives and managers working in the global media environment. It provides details of IT spending and a review of the IT decision makers' universe in the UK. In addition, the results of two major VNU research programs are included which demonstrate both UK enterprise IT decision makers business-to-business segmentation as well as "personal tribes" looking deeper into the personal lives of these buyers.

This whitepaper covers the editorial position of core UK IT and business brands as well as highlights the major platforms for reaching these audiences through the VNU brands.

For additional information or research on the use of surveys, or to request additional free copies of this document, visit us at www.vnuglobalmedia.net, write or contact VNU Global Media, 201 California Street, San Francisco, CA 94111, 1.415.249.1620.

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Overview: Global Tech Marketers and the Market Opportunities

With the global estimated population at 6.4 billion people and only 16% having Internet access, the potential for technology companies is vast. Since the bulk of the world's population (95%), Internet usage (78%) and IT spending (58%) are outside of North America, effectively reaching and influencing these global buyers creates an extreme challenge for the roles and responsibilities of international technology marketers.

Within North American technology companies, questions such as “who, how, when and where do I focus my global marketing budgets?” are increasingly strategic decisions.

VNU Global Media USA has been working with North America technology marketers and media agencies since 1990. In that time, we have established strong relationships with key advertisers and developed a unique understanding of their needs.

While most technology media buying is done at a local country or a regional level, the strategic planning and budget setting often comes from the US headquarters. VNU Global Media USA is structured to service and add value to these demanding global marketers.

Since 2002, we have worked with much smaller global marketing teams. These marketers are relying more on local colleagues, partners, their channel, consultants and media owners. Western Europe has increased in its importance as a growth engine for US technology marketers and the UK is a key focus point.

Many tech marketers and their ad agencies are trying to better understand these markets and their IT buyers — at work and at home — so they can reach the potentially huge market for their products and services.

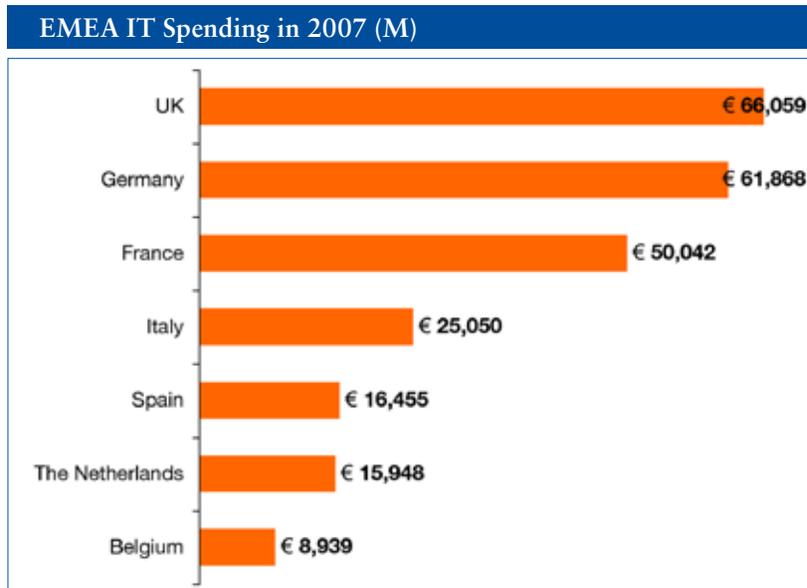
VNU Business Media Europe and its subsidiary Business Publications London, are well placed to position themselves as experts in these markets. By combining this expertise with industry, government and media research, VNU can effectively assist global marketers in planning and executing their marketing budgets into these territories.

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The Opportunity: Market Size

UK IT Spending

In 2004, the UK eclipsed Germany as the largest IT market in Europe. Spending on technology in the UK represents 27% of the total of the leading 7 Western European markets.



Source: IDC, November 2005

IT Spending

While Services is the largest portion of the UK spend, Hardware will see slightly higher overall growth from 2003 to 2007. The Services spending in the UK is driven by the Finance and Banking industry. In addition, quicker replacement cycles in PC and the movement of organizations to laptops is driving the growth in Hardware spending.

IT Spending in the United Kingdom, 2003 - 2007 (M)

	2003	2004	2005	2006	2007
Hardware total	€7,203	€8,121	€9,010	€10,233	€11,416
Packaged software total	€0,831	€1,085	€1,742	€2,459	€3,208
Services total	€6,007	€7,109	€8,343	€9,787	€11,436
Total IT	€4,040	€6,315	€9,095	€12,480	€16,059

Source: IDC, November 2005

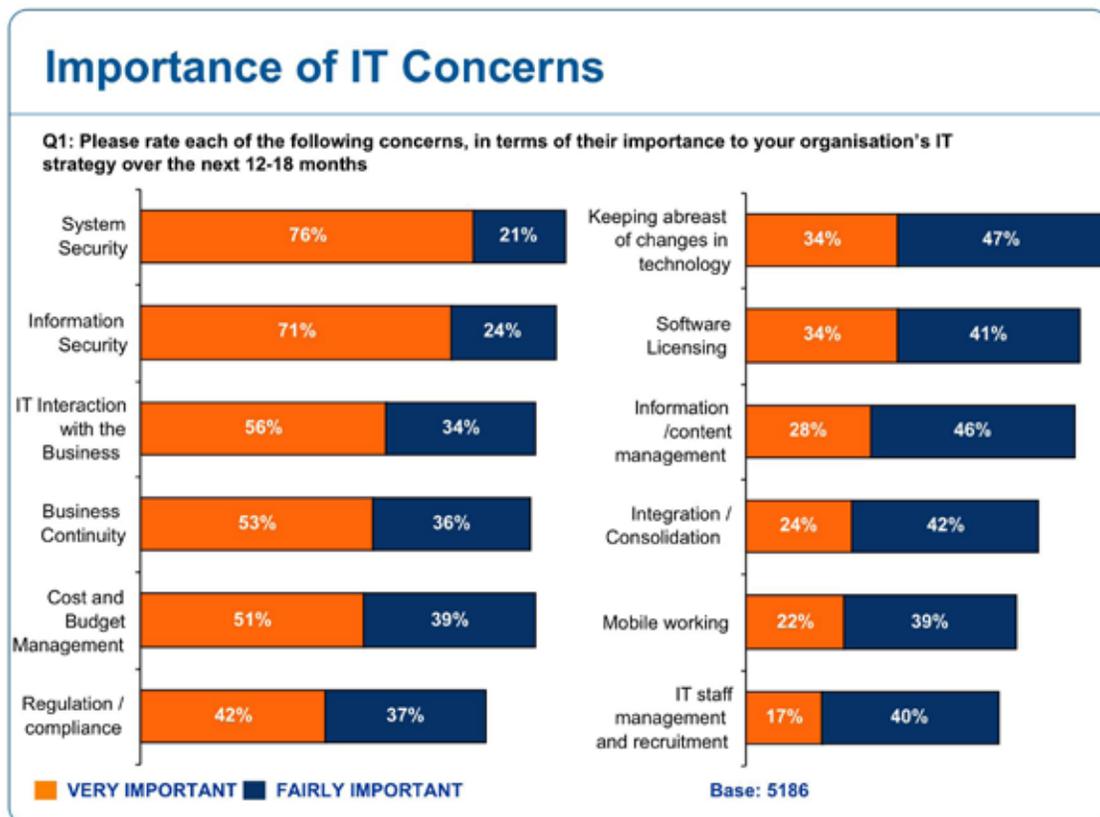
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The Importance of IT Concerns in the UK

The UK ImageTrak 2005 was an on-line survey conducted by VNU in June 2005. There were 5,186 respondents from readers of *IT Week*, *Computing* and *Financial Director*. The survey designed and managed by third party research company, NOP World.

As in the previous year, the 2005 data highlights consistency in the underlying concerns influencing IT strategy. Confidence and investment in technology is slowly returning – and results suggest more investment is being directed at business growth rather than purely cost management and reduction. The below list of IT concerns in the UK is ranked by order of importance.

1. System Security
2. Information Security
3. IT Interaction with the Business
4. Business Continuity
5. Cost and Budget Management
6. Regulation/Compliance
7. Keeping Abreast of Changes in Technology
8. Software Licensing
9. Information/Content Management
10. Integration/Consolidation
11. Mobile Working
12. IT Staff Management and Recruitment

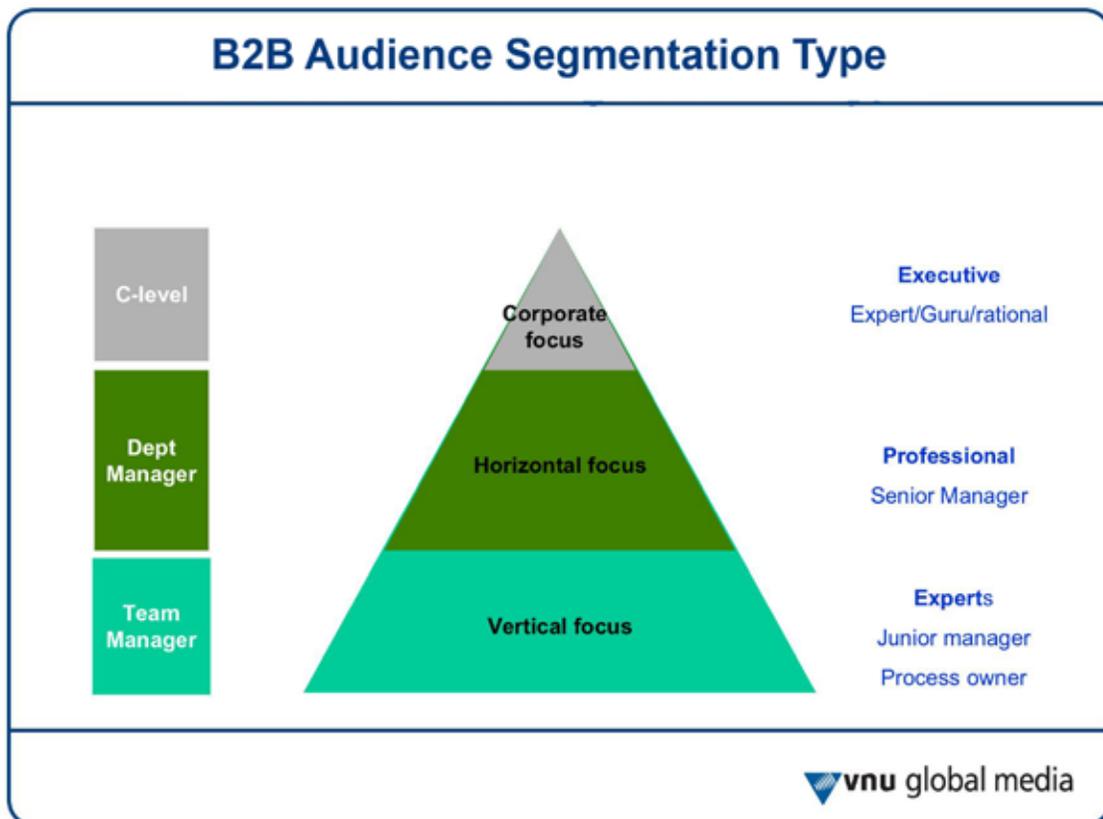


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How Many to Target – IT Decision Maker Universe

The British Business Survey (2005) estimates for total business people are 1.551 million in the UK. IT Decision Makers (ITDMs) are estimated to 620,00 (40% of this audience).

The Labour Force Survey (2004) estimate for IT Professionals is 946,000 which includes people who work within the IT industry (i.e. for IT vendors). The Labour Force Survey (LFS) is a quarterly sample survey of households living at private addresses in Great Britain. Its purpose is to provide information on the UK labour market that can then be used to develop, manage, evaluate and report on labour market policies. The questionnaire design, sample selection, and interviewing are carried out by the Social and Vital Statistics Division of the Office for National Statistics (ONS) on behalf of the Statistical Outputs Group of the ONS.



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Part 1: How to Target Them – Business-to-Business Audience Segmentation Study

VNU conducted 1,500 interviews drawn from our publication databases. The goal was to analyze the information needs and the business media consumption of this audience based on their activity in Q1 2005.

This research identified seven business audience segments based around their habits and behavior when consuming business media in 2005. We then extrapolated the results to show how they would look if they were to be accurately representative of the UK IT B2B audience.

Segment	%	Estimated Universe (Total: 750,000)
IT Community networkers	9%	65,000
Technews seekers	19%	146,000
Business trend browsers	25%	186,000
Strategic decision makers	2%	17,000
“Connected” manager	9%	68,000
Mainstream majority	28%	210,000
Cautious techies	8%	58,000

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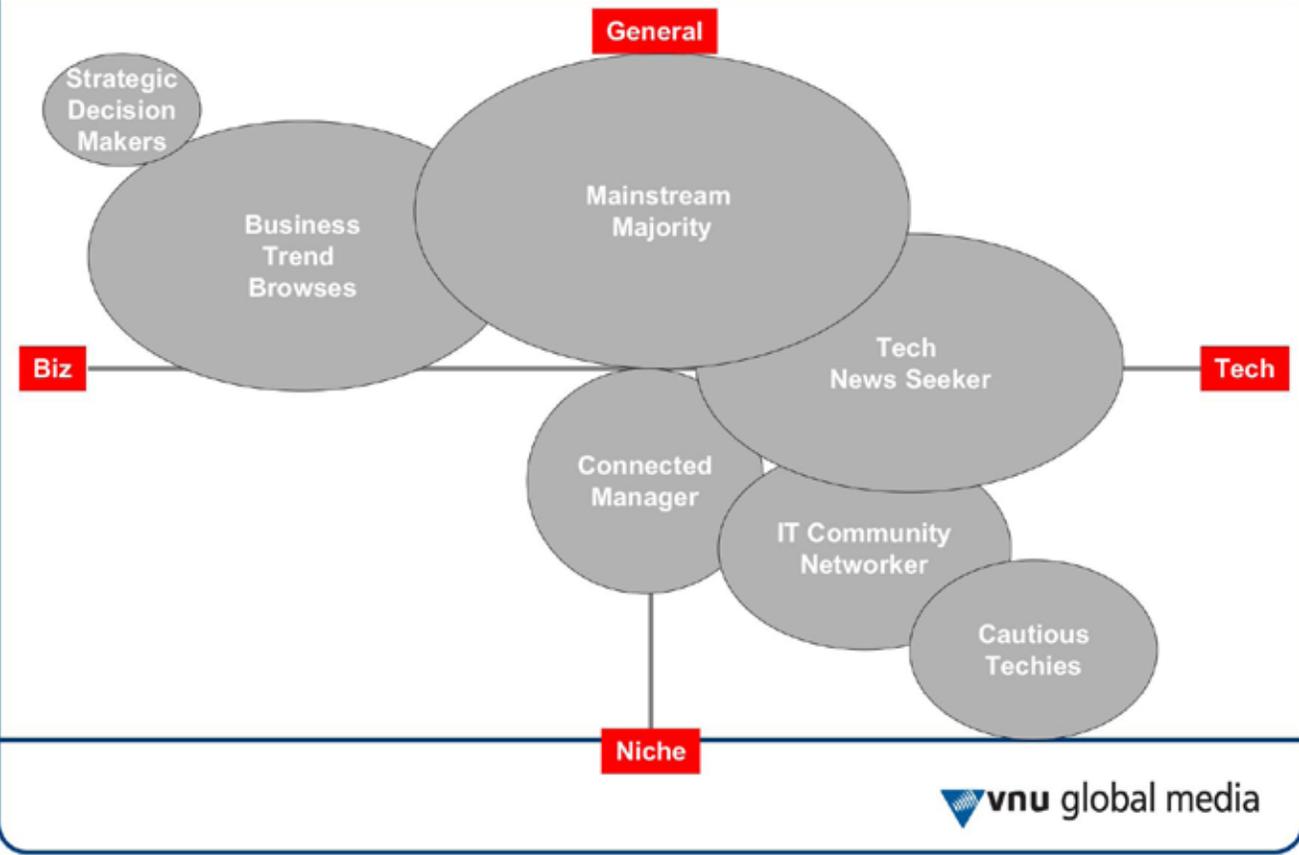
Segment	What do these segments mean?	VNU Positioning Analysis
<p>Mainstream Majority Audience: 28% or 210,000</p>	<ul style="list-style-type: none"> • Called mainstream as there is a large part of the audience whose business media consumption is yet to be defined – many are middle/junior managers in medium sized companies • They use the web 50% more than they did two years ago and look for product reviews and news on IT vendors • They continue to expect their usage to grow – 49% have read an ebook and 21% have attended a web seminar 	<ul style="list-style-type: none"> • An audience still to capture. Undecided • They are positioned in the general area, spanning technical and business • Remain potentially lucrative due to size and opportunity to engage them
<p>Business Trend Browser Audience: 25% or 185,000</p>	<ul style="list-style-type: none"> • Use the Internet to search for information required; the most sought after are newsletter links with product reviews and IT Vendor news • This group remains very loyal to print – 71% would turn to an IT magazine first, while 41% also cite daily/Sunday newspapers as important for business information • This group also likes to have only one website of choice. VNUnet is popular with 18% of this audience • 42% have not tried any of the new content platforms (web seminar, PDA, etc) 	<ul style="list-style-type: none"> • Slow to adopt new platforms, strong print offering will continue to be vital • Like one website of choice: cross media offering likely to yield brand loyalty • Use the Internet for search rather than specific technical knowledge or news • More managerial, less likely to make specific IT decisions/recommendations • Therefore, positioned as general and business/non-technical
<p>Technews Seeker Audience: 19% or 146,000</p>	<ul style="list-style-type: none"> • 85% use IT news sites daily for product reviews and IT Vendor news which are the key content hooks • Around half of this group is heavily depending on a single preferred source of information; the other half regularly uses multiple sources: VNUnet claims 66% of this audience • Around 1 in 5 are contractors, and overall there is an even split of organizational sizes across this group, and they tend to be niche oriented, getting involved in specific decisions regarding IT, not consulted on all • Moderate use of new platforms (50% ebook, 32% PDA) 	<ul style="list-style-type: none"> • Third of the large segments, requires strong news offering as very news hungry for product reviews and IT vendor information • Still only moderate use of new platforms – this sets the group apart from the IT Community Networkers, though some further migration to that group likely • Segment split between solo and multi source users • So, remain relatively general in scope, though technical in content interest

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Segment	What do these segments mean?	VNU Positioning Analysis
Connected Manager Audience: 9% or 68,000	<ul style="list-style-type: none"> • This is an emerging group that perhaps aligns to the much talked about ‘technoratie’ – they claim that “having Internet access all day is critical to my job” and “the Internet replaces the need for all other sources of IT information” and 18% do indeed claim to be ‘always online’ • Again they are looking for product reviews first, then news, with 66% using ITNews sites: VNUnet is most popular with 31% of this audience, though unsurprisingly they use multiple sites en masse • 89% use a PDA, 83% a wireless hotspot, 58% a datacard • 25% in 2-50 person small companies, though 21% claim to be in senior IT management and 29% principal decision-makers 	<ul style="list-style-type: none"> • This group feels a “need” to be always online, for business or technical reasons • Working in small or large companies, they are connected by this ‘need’ • It is reasonable to anticipate a growth in this sector
IT Community Networker Audience: 9% or 65,000	<ul style="list-style-type: none"> • This group is key to the spread of user generated content with comments like “the Internet is now my main forum for sharing information” • 99% forums, 24% P2P forums, 21% blogs, 43% websems, 61% ebooks • Information wise, they are again looking for product reviews and then information specifically on developers, with 42% describing themselves as IT Developers, Programmers, Analysts, Project Managers • Consequently, most are involved in specific decisions only, with 39% working in 1,000+ companies • VNUnet is used by a third of this audience 	<ul style="list-style-type: none"> • This group is avidly embracing all platforms to share knowledge • This is what sets them apart from the larger ‘tech news seeker’, but this is surely set to grow going forward
Cautious Techies Audience: 8% or 58,000	<ul style="list-style-type: none"> • This is the undecided or non-believers of the specific developer niche – “I am cautious about the reliability of information I find on the Internet” 	<ul style="list-style-type: none"> • Reliant on trusted, established media brands
Strategic Decision Makers Audience: 2% or 17,000	<ul style="list-style-type: none"> • Small but very interesting: seek product reviews and IT vendor information, and are prepared to pay for high quality content • 94% still use their IT magazines; 51% have read an ebook and 46% have attended a web seminar, so their usage for the right content is varied • Senior (49%), large company (60%) and make a range of decisions (77%) 	<ul style="list-style-type: none"> • Small group but highly influential

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IT B2B Audience Segmentation



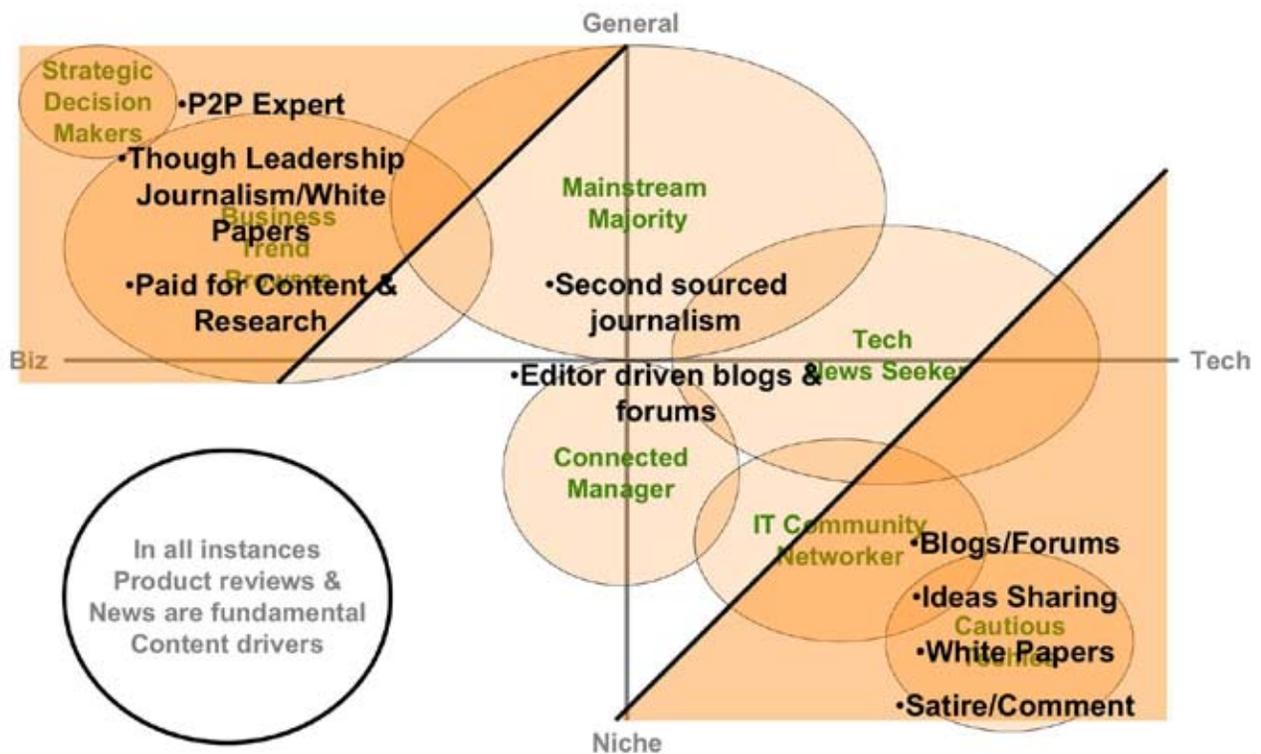
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What information do they require, seek out and/or respond to?

- Peer-to-peer expertise
- Paid for content & research
- Editor driven blogs & forums
- Ideas sharing
- Satire/comment
- Thought leadership journalism/whitepapers
- Second sourced journalism
- Blogs/forums
- Whitepapers

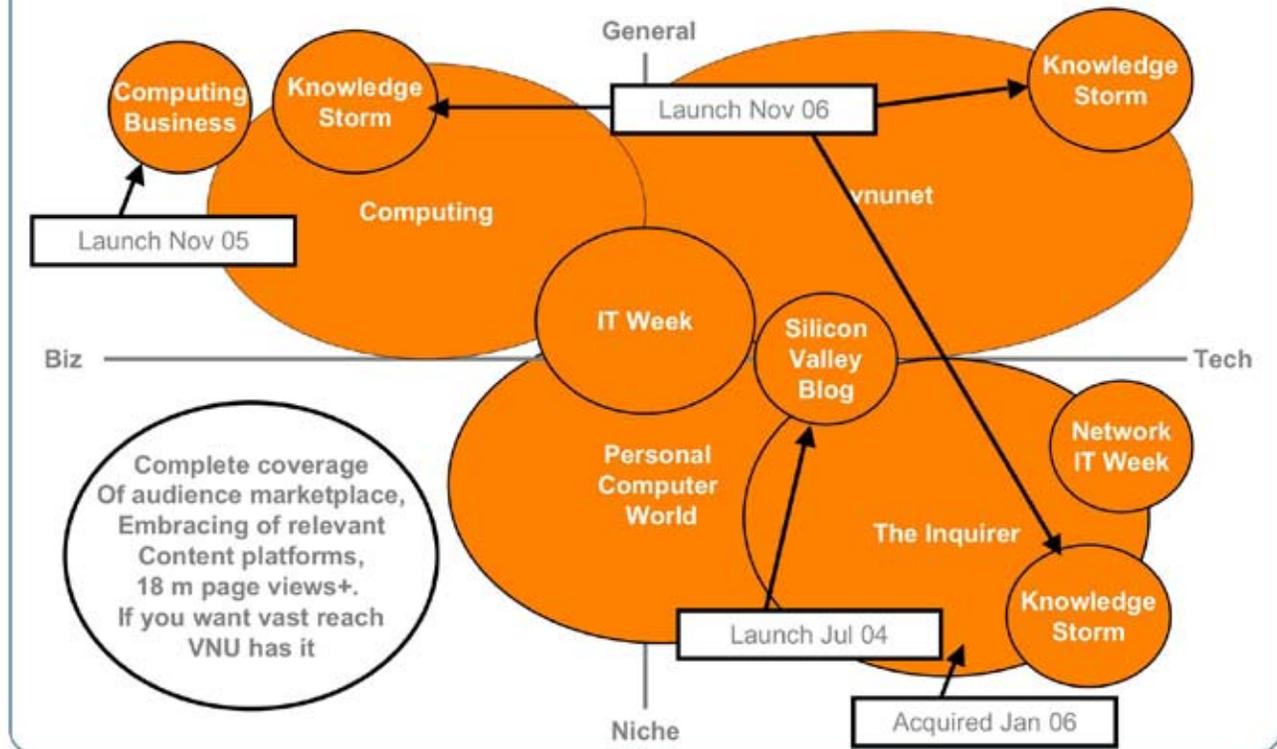
Where to target them – VNU Strategic Media Map

IT B2B Audience Segmentation: Content Drivers



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The VNU Enterprise IT Network is the UK's Largest Technology Network



Part II: How to Target Them – VNU Tribes: Personal Audience Segmentation Study

Traditionally media selection has classified potential purchasers in two ways:

- As consumers
- As business people

Consumers are typically targeted with lifestyle products and business people with business products. Yet in many circumstances these definitions blur: e.g. car, travel, finance. More importantly, the individuals often do not seem themselves in such one-dimensional terms:

- The businessman has a family and a home.
- Leisure time can be work related, such as corporate entertainment at sports events.
- Car choice can be influenced by home life as much as working life.

Until now there has been little opportunity to cross target a business-to-business audience in a multi dimensional way, outside using capital intensive national newspapers or mainstream magazines. VNU have now developed a method of attaching consumer understanding alongside our in-depth business to business knowledge.

VNU Tribes – So What Are They?

Tribes are a means of classifying VNU readers into easily recognizable groups for whom both consumer and business data is available. To create tribe data, lifestyle as well as business questions have been added to circulation subscription data. A full “Experian” consumer analysis was then run based on supplied home postcodes. This sits alongside the extensive existing business data.

In total how much can tribes tell us?

- Job title, job function, salary, company, company profile including size and sector, professional responsibilities including budget and products, skills and experience
- Gender, age, marital status, person type, children, home ownership, household income, share holding, household composition, financial profile, touch point, lifestyle type, media consumption, investments & loans, cars, holidays, interests
- An immensely detailed and unique profile to enable powerful media selection and targeting. Eight tribes were created covering the spectrum of the VNU controlled circulation base.
- Tribes can be accessed by title or across the VNU Group (*Accountancy Age, Computing, Financial Director, IT Week*). This holistic approach is unique in the computer-publishing marketplace and uncommon within the business-to-business market.

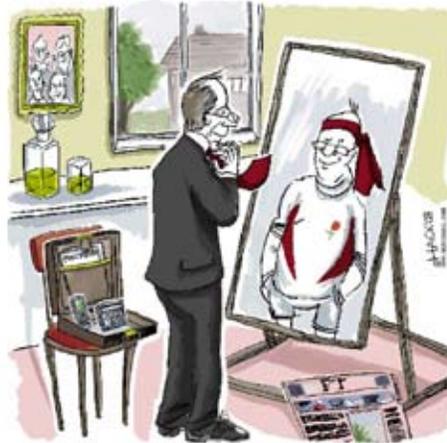
Tribes can be used to...

- Target individuals across VNU brands (*Computing, IT Week, Financial Director & Accountancy Age*)
- Target individuals within VNU brands
- Refine display media creatives, appealing to both the professional and personal motivators of the tribes you want to target
- Support general branding campaign with direct marketing adapted to each individual tribe
- Tribe specific media targeting with inserts, direct mails, emails and telemarketing

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Tribe 1: Power Players (5,292)

- Proprietor, Partner, MD, Board Level Director, IT Director, Head of IT, CEO, CFO
- Top earners, £100K+
- Company loyal
- Techno efficient, like gadgets
- Smaller companies
- Higher end business spenders



- Older
- 45 to 55
- Affluent
- FT & Sunday Times
- Settled
- Married, kids
- Leaders
- Wine, Rugby, Golf
- 3 + cars
- Southern villages
- Invest

Arrived at the summit, capable, confident, discerning and informed LEADERS

Tribe 2: Future Captains (36,540)

- General Managers
- Board Level Director or job function overall Head of IT, FD or Treasurer
- High earners, £60-£70k
- Job movers
- Technology users
- Smaller companies
- BCS members



- Married
- 40 to 45
- Families
- Transitioning
- Ambitious
- High income
- Entrepreneurs
- Hard working
- Wine, golf, rugby, cricket
- Creating wealth

Entrepreneurs, ambitious, hardworking; Creating high positions in life

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Tribe 3: Comfy Commuters (22,428)

- Directors
- General roles, especially financial
- Earning less than £70k
- Job movers
- Technology as necessary
- Big companies
- Top end spenders



- Languid leisure
- 45 to 55
- Country
- Settled
- Content
- Mature
- Married
- Commuters
- Techno literate

Achieved their personal goals at home and at work

Tribe 4: Middle England (55,188)

- Head of IT, Accountant, Financial Manager
- Same job, different companies
- Long service
- Good earners, £30 – 60K
- Very large co's, 5000+
- Into trade mags
- Specifiers & spenders of applications & equipment



- Company man
- 35 to 45
- Affluent
- Safe
- Middlemen
- Families
- Increasing investments
- Decreasing responsibility
- Multi interests

**Middle Men - age/income/responsibilities/suburbia.
Aspirations routed in reality; Comfortable, controlled and safe**

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Tribe 5: Young Believers (64,512)

- IT Manager, Project or Team Leader, Business Manager, Financial Manager, Financial Controller
- Same company, same job
- Good earners, £25 – 60K
- Purchasers
- Outsource
- Large co's, 2000+

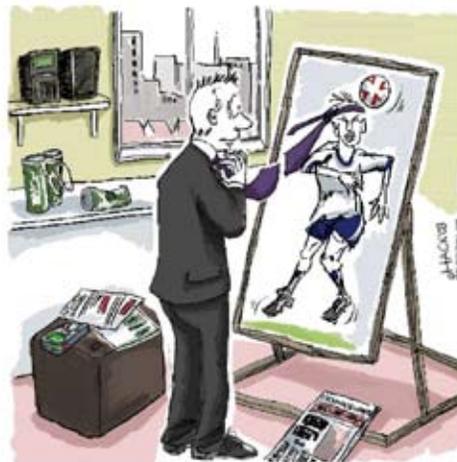


- Younger
- 25 to 35
- Work/social blur
- Comfortable
- Urban
- Pub
- Media consumers
- Single males
- Independent
- Low mortgage
- Managers and employees

Aspiring Yuppies & Dinkies with Internet and new media taking over from fashion as the must have

Tribe 6: Helpdesk Huggers (38,808)

- General IT & helpdesk, Financial Analyst, Auditor
- Some finance responsibility
- 2 years same job, same company
- Fair earnings, £25 – 50K
- Less trade press readership
- Not specifiers or buyers
- Very large co's, 5000+



- Single males
- 25 to 30
- Young families
- Football
- Lottery
- Debt
- London
- New cars
- Less technology

Cautious & concerned

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Tribe 7: Steady Eddies (23,184)

- Some job movement
- Lower earners, < £40K
- Not high fliers
- Non managerial
- Peripheral IT & finance roles within general business roles
- Lower trade mag readership
- Interested in new jobs
- Into 3G



- Singles
- 45 to 50
- Urban
- No kids at home
- DIY
- Traditionalists
- Lower value housing
- Cash
- Football

Indians not Chiefs

Tribe 8: Techno Genies (6,048)

- IT Manager, Project Manager, Team Leader, Software Developer, Web Developer
- Company loyal
- Job consistency
- Mid earners, £25 – 60K
- Especially in to job ads
- Totally 'e'mersed in internet, e-biz, techno developments



- Young
- 25 to 35
- No kids
- Music
- Guardian
- Male
- Single
- Technology
- Lottery
- Watersports, football
- Footloose
- Financial hurdles

Young, footloose and fancy free, but financial hurdles
TECHNOLOGY GENIES

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Part III: Cross-Media Offers Challenges and Access to Advertisers and Providers

“...attention is becoming the scarcest — and so most strategically vital — resource in the value chain. Attention scarcity is fundamentally reshaping the economics of most industries it touches; beginning with the media industry.” — Umair Haque (Bubblegeneration - Strategies for a Discontinuous Future)

The Use of Media Platforms to Educate

The supply of media is increasing dramatically, fuelled by a massive increase in delivery capacity; there is no corresponding increase in the amount of time / attention that users have. It's therefore essential to use a number of media platforms to reach IT decision makers, especially if those media platforms allow a different type of interaction and meet a different need of the decision maker. We see print, online and events as an essential integrated mix to best influence the audience.

Print content is essentially a browsing experience for the reader; online content is a search experience. When browsing through a print publication a reader's attention may be caught by a news story, feature or analysis that they weren't originally intending to read, broadening their knowledge gain.

Online, a user tends to search only for a specific content subject they are interested in and the web site has to work hard to broaden their interest and interaction. In overly simplistic terms, online search lends itself best to higher volumes of news, print lends itself best to features and analysis.

Face-to-face and web events take the interaction to a deeper level with a smaller audience than either print or online and deliver you further along the decision making chain. Print and online techniques are likely to drive readers to a face-to-face or web event. The event requires more time from the user / reader therefore their attention is higher (they are expressing more interest) but your reach is most often lower. An event requires a highly compelling topic and delivery of the highest level to engage an audience initially and then to satisfy the attention they have given.

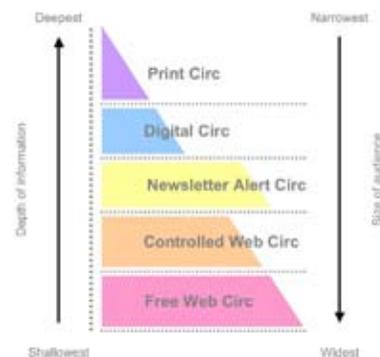
For example, you will see from the new *Computing* (UK) design we see print and online as a totally integrated method of delivering content to audiences. Print editions should have high levels of linking to online further reading and use online techniques to encourage greater interaction with readers with the use of online polls, blogs, forums and “have your say@computing.co.uk.”

In the modern media information economy, it's essential to use all platforms to deliver information to audiences. It's also important to understand the different dynamics of the platforms and to use them intelligently and not just replicate the same information or services across platforms.

In a cross-media world, advertisers are challenging media owners, needing...

- Increased focus on ROI** A lower cost and more measurable internet and tougher economic times have increased advertiser focus on ROI
- Increased focus on integrated programs** Not only internet, but also other media like face to face and direct marketing have strongly increased in importance in the last 5 years
- Increased focus on targeting qualified users** Publishers that enforce tight qualifications in very targeted categories will offer the most compelling and highest value services

Cross-media provides access to the audience across all platforms or by platform, varying reach and depth



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Part IV: Editorial Positions of Key UK Enterprise IT and Business Brands

	<p><i>Computing</i> reports on the power of IT to drive business advantage and transform the enterprise. Information-rich editorial is designed for rapid and intense reading. <i>Computing</i>'s stories are about projects, plans, integration, budgets, licenses, skills and staff rather than about hardware or software. <i>Computing</i> concentrates on success stories and the people and companies that make IT central to improving business strategy.</p> <ul style="list-style-type: none"> • Print/Digital Circulation: 115,479 • Online Monthly Visitors: 130,000
	<p><i>IT Week</i> is written with a strong technical focus, solely to help senior IT managers do their jobs better. <i>IT Week</i> covers all aspects of IT technology and its integration across the business, including vital information for partners, customers and suppliers.</p> <ul style="list-style-type: none"> • Print/Digital Circulation: 50,000 • Online Monthly Visitors: 150,000
	<p><i>Computing Business</i>. The traditional role of the IT director is rapidly evolving - the days of a technical specialist running the IT department are disappearing. Today's chief information officers are expected to develop the business, technology, leadership and personal skills needed to make an effective contribution to decision-making in the boardroom. The magazine brings together this exclusive community of the UK's most senior IT executives to examine the personal, organizational and management issues that affect their ability to inspire IT-enabled change.</p> <ul style="list-style-type: none"> • Print/Digital Circulation: 30,000
	<p><i>Personal Computer World</i>'s readers have a high technical ability and are interested in the technology behind products. <i>Personal Computer World</i>'s main focus is to highlight the latest technological developments in the industry, delivering cutting-edge, authoritative editorial, news and in-depth reviews and group tests. "Hands On" helps readers get the most out of hardware and software they already own, while "Network" concentrates solely on network-related hardware, software, news and trends, providing vital product information for network users.</p> <ul style="list-style-type: none"> • Print/Digital Circulation: 76,020 • Online Monthly Visitors: 250,000

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Financial Director gives you a unique opportunity to reach key decision makers in UK corporations, in the pages of an award-winning and influential business magazine. Every month, *Financial Director* delivers its demanding readers a powerful mix of topical and insightful articles to help them manage their organizations. As a winner of three major awards in the last four years we're more confident than ever that our content and design are perfectly pitched to keep readers engaged.

- Print/Digital Circulation: 20,086
- Online Monthly Visitors: 26,927



Accountancy Age is the leading news and information brand for accounting and finance professionals with products and services available on many different media platforms. For 36 years, we have celebrated the role accountants play as key drivers of our business landscape, helping them to do their job and develop the skills they need to progress their careers. We offer powerful marketing tools to reach business decision-makers by providing quality content attracting a powerful reader profile. Advertisers can run measurable multi-channel campaigns with the brand through a weekly print magazine, at anytime through our website, generate leads through weekly email newswires or run co-branded research and seminars.

- Print/Digital Circulation: 65,892
- Online Monthly Visitors: 194,480



CRN is the first with the most relevant, most accurate and hardest hitting news in the channel. In addition, its features and columns are written by the "A-list" of contributors that are former editors of channel publications. In all CRN strives to be a business tool that enhances the prospects of the channel professional. News, analysis, channel research, technology information, in-depth features and dedicated "How to Sell" and "Focus" guides make CRN the most respected, quality editorial newspaper. "Dave's Diary" looks at the lighter side of the reseller channel and "CRN Condensed" ensures even the busiest people can digest the week's news in less than 90 seconds.

- Print/Digital Circulation: 16,000
- Online Monthly Visitors: 40,180



The Inquirer.net (Acquired UK site in January 2006; launched across Europe in July 2006)

A site that is first for news, written in a unique punchy style and devoured by a vast and loyal audience. Created five years ago by Mike Magee to deliver news and reviews to a technical audience, local language versions are now published across Europe and it has developed into a site and a brand of worldwide appeal.

- Online Monthly Visitors: 2.7 million
- Online Monthly Page Views: 14 million

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VNUnet.com

One of the UK's leading technology sites, VNUnet.com delivers real-time IT news, features and analysis alongside product reviews, software downloads, hot topics, forums, email newsletters and IT jobs.

- Online Monthly Visitors: 1 million
- Online Monthly Page Views: 2 million



SiliconValleySleuth.co.uk

VNU's flagship IT weblog, *Silicon Valley Sleuth* offers an insiders' view from the very heart of North American technology. All the latest industry developments and new technology launches are analyzed, discussed, and seized upon by a loyal, influential and growing IT community who want to remain "in the know."

- Online Monthly Visitors: 27,000
- Online Monthly Page Views: 42,000

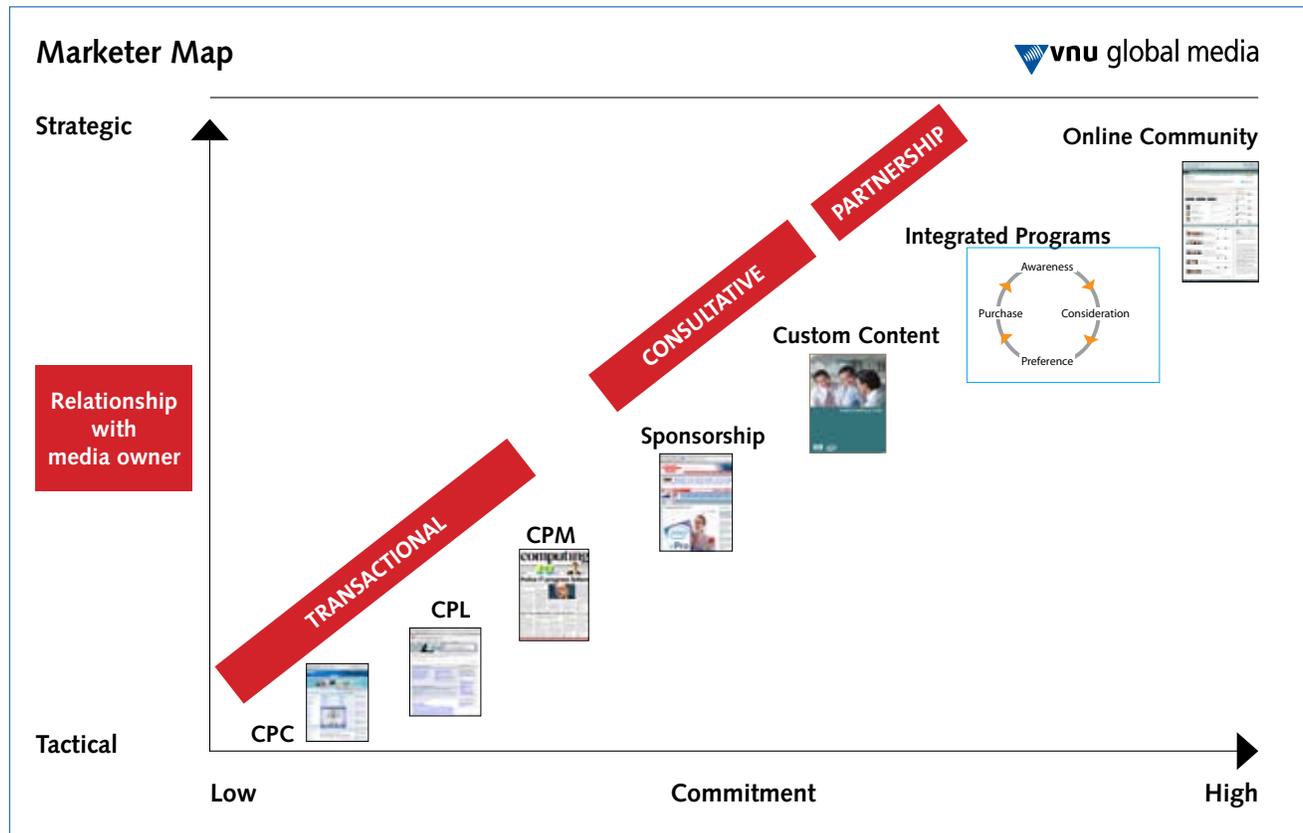


KnowledgeStorm (Launched UK version in July 2006; launches across Europe in 2007)

Backed by the VNUnet Network, *KnowledgeStorm* provides the most effective and intelligent way of generating qualified leads from IT professionals, by intelligently connecting registered technology and business buyers with relevant client information (whitepapers, product listings etc), at the point where they are actively looking for solutions on the web.

HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

Part V: Review of Media Platforms: What They Are, How and When They Are Used



VNU offers an extensive array of media platforms and options for marketers. Each is designed to reach and influence specific target audiences in unique ways. These include:

- Print edition
- Digital edition
- Website – CPM advertising
- Website – contextual sponsorship
- Newsletter sponsorship
- Email
- Product updates
- Blog sponsorship
- Webcast
- IPTV
- Podcast
- Audio/video product focus
- Whitepaper and product directory
- Whiteboarding
- E-symposium
- Online business clubs – social networking

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Print Edition

Print



Computing Business
Circ: 30,000
Target: C-Level Executives

CRN
Circ: 16,000*
Target: Channel Partners

Computing
Circ: 115,479*
Target: Enterprise IT, SMB

PCW
Circ: 76,020**
Target: SMB, Tech Expert

IT Week
Circ: 50,000*
Target: Enterprise IT, SMB

You can choose from any of the following ad sizes:

- Double-page spread
- Full-page ad
- Junior page portrait ad
- Junior page spreads
- Single column vertical strip
- Double column vertical strip
- Half-page horizontal ad
- Single column vertical strip
- Double column vertical strip
- Half-page horizontal ad
- Single column vertical strip
- Double column vertical strip
- Half-page horizontal ad
- Loose and Bound Insert
- BellyBand

* BPA Jan - Jun 2006

** ABC, Jan - Dec 2005

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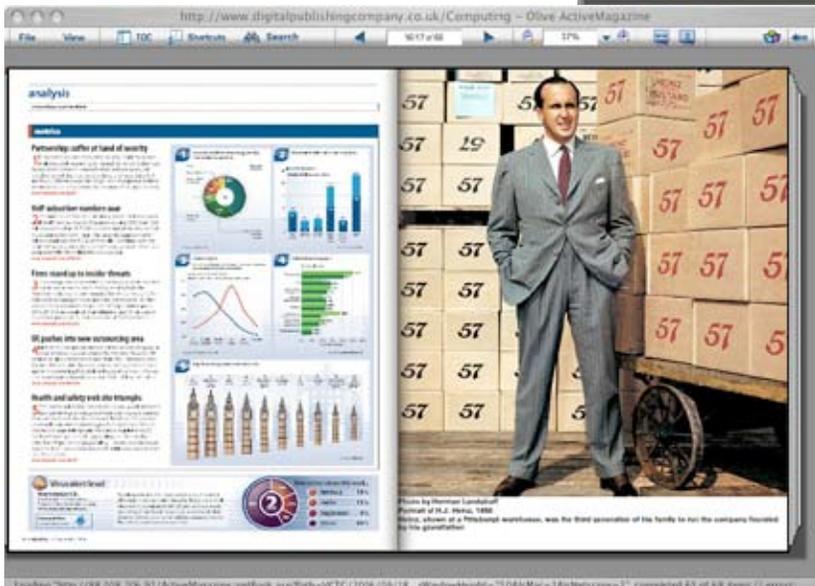
Digital Edition



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There were 2 errors opening the page. For more information, choose Activity from the Window menu.



Loading "http://88.208.206.31/ActiveMagazine/getBook.asp?ch=VCTG/2006/09/18..._width=750&Mac=1&height=1000..._completed: 63 of 68 items, 0 errors.

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Website

CPM online advertising - different creative solutions



Leaderboard
728 x 90

Skyscraper
120 x 60

MPU 336 x 280



New Creative Ideas



'Page Peel'

Tabulated MPU



Contextual Sponsorship

Category Takeover – Contextual Sponsorship



- Ownership of all ad formats within a news category
 - Leaderboards, Skyscrapers,
 - MPU's, Buttons and
 - Text Links, integrated company logo.

- Match a client's product or service with the most contextually relevant section of the site.
- Lock out all competitors.

- Examples of available sponsorship categories

- Business hardware
- Business Software
- Communication
- Security
- Network and Infrastructure

HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

Newsletter Sponsorship

Newsletter Sponsorship

Dear Katie

The latest Security news from vnunet.com:

Microsoft has begun the traditional 'find hole, patch hole, repeat as necessary' cycle for Vista early. The software has not yet been released and the company is already issuing security fixes.

***** The Networked Office *****

A one-stop shop providing everything the business decision maker needs to know about next-generation IP networking.

Find out how network switches, mobile solutions, IT support, wireless LANs, voice-over-IP, broadband and e-commerce can enhance your business.

Click here to explore the Networked Office:
<http://mail.vnunet.com/cgi-bin1/flo/y/etV60Ek5St0T0o0DHMF0Ag>

The two patches are necessary because Vista is subject to the same security holes addressed in other Microsoft products during the huge patch delivered on 8 August.

Security patches are not normally issued for beta software, because no one is supposed to be using it in a critical environment. Of course, if the software wasn't already years behind schedule, then quite so many people might not be using the beta as much.

The critical patch plugs the holes affected by the WHF flaw that hit the company's other operating systems a week earlier.

Some commentators have suggested that Microsoft issued the patches to preempt security software companies creating 'we've found a hole in Microsoft's software'.

Newsletter	Subscribers
Daily Technology news	14,000
Ebusiness News	6,000
NEW Linux	3,500
Business Hardware News	3,500
Business Software News	5,000
Security	14,000
Technology News Round-up	14,500
Comms / Network News	8,250
Computing Essentials	20,460
IT Week Insider	9,382
CRN - Channel News	4,085
SME News	4,000
Computing- Public Sector News	13,000
Computing- Health Sector News	6,000
Product Reviews Round-up	13,000

Key Marketing Solution:

- Product offers
- communication of key product message

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Email

Targeted email List Rental

Solving the PC Management Dilemma:

What You Should Do Today

Date: 22 September 2006

Time: 10:00 BST (60 minutes)

[Register & Attend Online](#)

[REGISTER](#)

If you are unable to attend the [live event](#) you may still register and will receive an e-mail when the on-demand version becomes available.

IT helpdesk calls often result in costly desk-side visits; these visits statistically account for a substantial portion of the IT budget. The new age of remote PC management helps IT departments increase PC fleet manageability while reducing costs.

Join Gregory Bryant, Intel's Digital Office Platform Division General Manager and former Director of Office Computing in Intel's Information Technology (IT) group, as he demonstrates Intel® vPro™ technology's powerful remote management, security and performance capabilities on an exciting array of the new desktop PCs from leading manufacturers using software from leading ISVs.

Attend this event and you will learn:

- How to remotely and accurately inventory hardware and software
- How to diagnose and repair PCs even if the OS is inoperable
- Ways to securely wake, reboot and push security patches even when the PCs are powered down
- How to automatically disconnect and quarantine infected PCs from your network
- How Intel® Core™2 Duo processor-based PCs can improve office productivity



[REGISTER](#)



As a global information and media company VNU is expert at maintaining the databases that underpin our market leading media products. Our registration forms give us a highly detailed understanding of the reader's role in their company and their influence over purchasing decisions. This information allows us to precisely target those who are most likely to buy, minimising wastage and maximising your return on investment.

Selections Include:

Job Function
Industry Sector
PCs Installed
Employees at organisation

Key Marketing Solution
•Direct Marketing route to target buyer

HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

Product Updates

New Product Updates

computing IT SME Product Update Issue 1 October 2005

In today's issue:

- Consolidate storage to save money, improve efficiency and simplify management.
- The move to IP Telephony has just been made easier
- Do you properly understand how CRM can help your business?
- Revolutionise Your Business with Web-Based Collaboration and Support: Free 14-Day Trial

Consolidate storage to save money, improve efficiency and simplify management

Consolidate storage to save money, improve efficiency and simplify management.
Businesses are looking for feasible ways to save money and streamline operations. The best way is to bring together and consolidate all fragmented storage into one robust, simply managed IP storage system. Keeping storage simple is at the heart of all our storage solutions and EMC customers gain best-in-class, powerful, cost-effective and easy-to-install networked storage. [Click here](#) to explore EMC networked storage solutions.

[Click here for more info](#) BACK TO TOP

nti: You know VoIP can save you money. Save even more with a Free IP PBX from nti. [Learn more](#)

The move to IP Telephony has just been made easier
Are you moving or consolidating offices this year?
Is your PBX nearing or at the end of its life?
Under pressure to improve and future-proof your organisation's communications efficiency but don't know where to start?

nti's flexible IP Telephony solutions include IP PBXs allowing you to install a gateway solution supporting your existing phone infrastructure, while enabling IP trunking and converged services, so you can roll-out a full VoIP solution at your own pace.

Product Updates provide a powerful way to disseminate white papers and product updates to key decision makers

Client provides us with 468 x 60 banner, 50 word abstract and a whitepaper for download" to "Client provides us with 468 x 60 banner, 50 word abstract and a whitepaper for download or link to website

The USP of product updates is managed data capture: prospects click from our email to a VNU page showing their details, name, company name, job title, telephone number, fax no, vertical sector, company size and best of all, email address. Click to capture rate is 40%

New Product Update categories and subscriber numbers

Enterprise	59,219
SME IT	58,243
Public Sector	27,827
Software Dev	48,912
Storage	64,839
Networking Security	63,201

HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

Blog Sponsorship

The Security Watchdog Video Blog



Concept

- A weekly 5 to 10 minute editorially-led video presentation streamed from VNU's Security Watchdog Blog, and aimed at the UK IT Security community
- Covering range of subjects, the key focus being malware education
- Promoted across key sections of VNU's online network and You Tube and Google Video

Sponsor logos will be **exclusively** integrated into the Video Blog.

COST

\$5,000 for exclusive sponsorship

Key Marketing Solution

- Front of mind brand recognition,
- Association with thought leadership on range of key, topical IT Security issues

Webcast

Webseminars

- A ground breaking means of delivering informed debate and information to an exclusively targeted audience.



HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

IPTV

CRN Channel TV



- **CRN Channel TV**
- Hosted online on CRN website
- Promoted on Homepage
- All weekly broadcasts archived
- No registration required
- Exclusive sponsorship opportunities

- **CRN Channel TV**
- Videos are brief news clips
- Can incorporate high definition video commercials
- Video workshops - product demonstrations
- Interviews of senior industry figures
- Links to other sites
- Free downloads available



Podcasting

Podcasting

- A podcast is an audio program that can be downloaded and listened to on any PC, Mac, digital audio player, PDA or smartphone capable of playing the industry standard MP3 audio format.
- Exclusive interviews, roundtable discussions, reviews and conference coverage
- Users can then listen to the Podcast at their convenience
- RSS feeds allow you to subscribe ensuring you new podcasts are downloaded automatically
- Recent VNU / Computing podcasts include
 - Evolution of the Smartphone
 - Preview of Microsoft Mix06 Conference
 - Google's double standards
 - Apple keynote analysis
 - CES 2006

computing

Disc Stakka CD & DVD Manager

Computing podcasts

computing podcasts

Exclusive interviews, roundtable discussions, reviews and conference coverage

Over the coming weeks and months, we will be offering you extended coverage and analysis to complement the content in Computing, and to cater to the Data Business and Computing Business, as well as providing you with unique editorial evidence to the industry, including interviews, roundtable discussions, reviews and conference coverage.

Episode One - Product and Portable Media Expo

Computing's Technology Editor **Elina Green** recently attended the Product and Portable Media Expo in San Jose, California, the largest conference and exhibition dedicated to portable and on-demand content distribution.

In this first of two podcasts, we explore the origins of a podcast, the merits of downloading, multimedia content, video streaming, and talk to some pioneers in the UK and USA about how and why both consumers and businesses are using podcasting as a communications medium.

What is a podcast?

A podcast is an audio programme that can be downloaded and listened to on any PC, Mac, digital audio player, PDA or smartphone capable of playing the industry standard MP3 audio format.

News & iPad users: Open iTunes, select the advanced menu tab, then choose 'Subscribe to Podcast'. Paste the RSS feed address (above) into the box that appears and click OK. The Podcast will now download directly into iTunes, and all future podcasts will download automatically as they are made available.

Podcasting tools

If you're looking for some software to manage your podcast subscriptions, here are three:

- Example Podcast running order – client sponsor package**
- (0:00) Hello and welcome (Plus in association with Message)
 - (1:10) Today's Top Five Vnunet Stories about Security
 - (6:40) News in Brief
 - (8:35) Feature
 - (9:34) Reviews Section
 - (15:30) Nearly all Over
 - (16:02) Clients' Podcast
 - (18:24) Show Complete

HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

Audio/Video Product Focus



HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

Whitepaper and Product Directory

Knowledge Storm Lead Generation



• KnowledgeStorm, www.knowledgestorm.co.uk, provides the UK's most effective and intelligent way of generating qualified leads from IT Professionals.

• KnowledgeStorm UK is backed by the largest network of internet sites for technology buyers in the UK: The VNUnet Network.

www.computing.co.uk

www.theinquirer.net

www.financialdirector.co.uk

www.managementconsultancy.co.uk

www.itweek.co.uk

www.accountancyage.com/

www.vnunet.com

The above sites deliver approx 4.4million unique users per month, and over 20m page impressions

• By intelligently connecting registered technology and business buyers with relevant client information (whitepapers, product listings etc), at the point where they are looking for solutions on the web, KS delivers qualified leads

COSTS

• \$150 per qualified lead

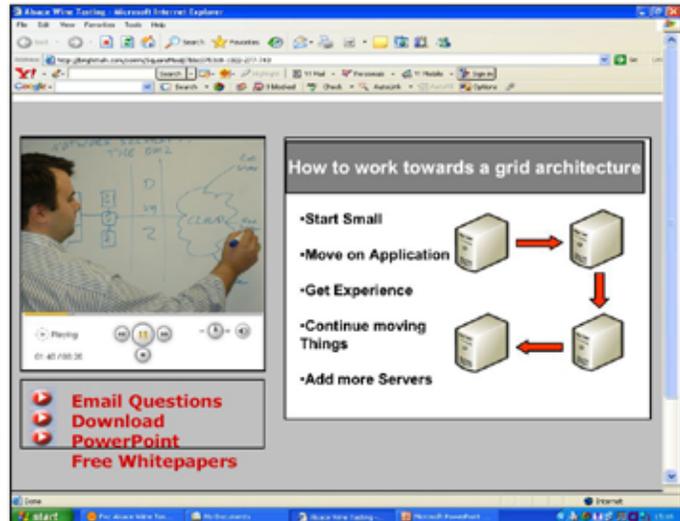
Key Marketing Solution

• High volume, no risk, qualified Lead Generation (you only pay for leads generated)

Whiteboarding

Whiteboarding

- Technology Explained & Explored
- Short videos on hot IT topics
- Hosted online
- Presented by VNU experts
- An invaluable information and resource platform.
- Generating positive user awareness of specific technology & associated sponsor
- Accessible, demonstrative, powerful
- Sponsor fully promoted across multiple platforms and option for video commercial



- **Benefits to sponsor**
- Interact with readership base, via association with independent video programming.
- Be identified as the 'thought leader' in a selected sector.
- Establish themselves as an enterprise that understands and delivers cutting edge knowledge.
- Deliver added value-business critical information in an ever increasingly competitive market.
- Event will be targeted to client audience demographics

HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

e-Symposium



Reach, Track & Interact
with a Worldwide Audience



- Main
- Host
- Event
- Delegates
- Programme
- Sponsors



live & online
25 Oct 2006

FREE Registration
CLICK HERE to secure
your place now!

Sponsors



Programme Highlights



Official Invitation
Damian Wild
Editor In Chief AccountancyAge

user id
password
Submit

Terms and Conditions Demo FAQ's Support Archive Sponsor the e-Symposium

powered by **BrightTALK**

HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

Online Business Clubs – Social Networking

Online Business Clubs – Social Networking



- Regular participation in live editorially-controlled and interactive discussions for club members
 - Privileged access to industry movers and shakers
 - Archive provides knowledge repository
 - Editorial-rules prevent product-push
- Sponsors gain regular access to their most important customers
 - Goodwill association
 - Visibility to individuals taking part
 - Detailed information on members interests
 - Easy for presenters to participate
 - Regular profile in the publication

HOW TO REACH AND INFLUENCE THE UK ENTERPRISE IT DECISION MAKER

Summary

- In 2004, the UK eclipsed Germany as the largest IT market in Europe. Spending on technology in the UK represents 27% of the total of the leading seven western European markets.
- The British Business Survey (2005) estimates 1.551 million total business people in the UK, with “IT decision makers” (ITDMs) estimated to be 620,00 (40% of this audience).
- VNU conducted interviews with 1,500 IT decision makers from our publication databases about their media business consumption and activities. VNU created seven business audience segments based around their habits and behaviors.
- Below are the topline results for each B2B segment:
 - The **Mainstream Majority** (28% of interviewees) uses the web 50% more than two years ago to look for product reviews and news on IT vendors.
 - The **Business Trend Borrowers** (25%) use the Internet to search for information required and newsletter links; product reviews and IT vendor news are the most sought after; 71% remain loyal to print.
 - The **Technews Seekers** (19%) have 85% using IT news sites daily and have migrated from print; key content hooks are product reviews and IT vendor news; half use multiple sources with VNUnet claiming 66% of this group.
 - The **Connected Managers** (9%) are the “technoratie” who claim having Internet access all day is critical to their jobs; they look for product reviews first, then news; 89% use a PDA, 83% a wireless hotspot and 58% a datacard.
 - The **IT Community Networkers** (9%) use the Internet as their main forum for sharing information; 99% are in forums, 61% read ebooks, 43% attend web seminars; 24% are in P2P forums, 21% read blogs.
 - The **Cautious Techies** (8%) are non-believers of the specific developer niche and are cautious about the reliability of information found on the Internet.
 - The **Strategic Decision Makers** (2%) seek product reviews and IT vendor information; 94% use IT magazines; 51% have read an ebook and 46% have attended a web seminar, so their usage for the right content is varied.
- To create “tribe” data (lifestyle as well as business data) questions have been added to the VNU circulation subscription data. VNU then created a full “Experian” consumer analysis which was run based on supplied home postcodes. This sits alongside the extensive existing business data.
- Eight personal tribes were created. These cover the spectrum of the VNU controlled circulation base. Tribes can be accessed by title or across the VNU Group (*Accountancy Age, Computing, Financial Director, IT Week*). This holistic approach is unique in the computer publishing marketplace and uncommon within the Business-to-Business market.
- The Eight Personal Tribes include:
 - Power Players (5,292)
 - Comfy Commuters (22,428)
 - Young Believers (64,512)
 - Steady Eddies (23,184)
 - Future Captains (36,540)
 - Middle England (55,188)
 - Helpdesk Huggers (38,808)
 - Techno Genies (6,048)
- With the supply of media increasing dramatically, it’s essential to use a number of platforms to reach IT Decision Makers with cross-media advertising in print, online, face-to-face and web events
- VNU provides a variety of business brands and media platforms to attract each of the UK Enterprise IT users: from print and digital editions to webcasts, whitepapers, whiteboard sessions and online business clubs.

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To find out more, please contact:

James Miller, VP International
jmiller@vnuglobalmedia.com
VNU Global Media
T: (+1) 415.249.1624

About VNU Global Media

Through Global Insight, Agile Execution and Precise Measurement, our aim is to empower our technology and business clients to make the most of their marketing and media investments.

VNU Global Media offers:

- A global-leading media and information company with an unequalled best-of-breed media portfolio, thought leadership, program measurement, campaign integration and VNU's heralded research—all with a single point of contact.
- An experienced, San Francisco-based VNU Global Media Team that is the exclusive North American media representative for over 160 market-leading print, online and face-to-face media brands in 47 countries, including VNU Business Media Europe, the international editions of Ziff Davis Media, plus other leading worldwide IT and business media owners.
- The worldwide strength of VNU, Inc, our parent company, employing more than 38,000 people in over 100 countries.