

# information technology media pack 2009



ABC Certified circulation of 57,783

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Readership of 162,000 adults weekly

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55,000 readers are Owner/Director/Senior Manager

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66% of readers live in urban areas

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72% of readers are ABC1

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No.1 for 25-54 age group (63%)

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A 'Must Read' among Ireland's business community

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Read by IT purchasing decision makers

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National and international technology news

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Breaking stories on leading Irish IT companies

# Computers in Business 2009

Computers in Business has led the way with its coverage of information technology for business since its first issue, more than a decade ago. It has constantly pushed the boundaries, providing our readership with unrivalled coverage across all aspects of technology. Computers in Business is Ireland's largest circulating Business IT magazine.

## January

IT Training 2009: Pull-out Supplement  
The Mobile Professional - The Essential Kit  
Energy Management and "The Green" Office  
Secure Hardware Disposal  
Buyers Guide: External Hard Drives

## February

Cost Cutting ICT: How to Survive the Downturn  
- focusing on Virtualisation & Unified Communications  
Financial Software - Scalable Solutions  
Data Recovery  
Security Watch: Securing Your Network for Remote Working  
Buyers Guide: Network Storage Solutions  
Digital Lifestyle: Consumer Laptops

## March

ICT on Demand: Cloud Computing & Software as a Service  
Business Intelligence & Performance Management  
HR & Payroll Solutions  
Projectors: Handheld and portable  
Security Watch: Forensics  
Buyers Guide: Multi Function Devices  
Digital Lifestyle: Satellite Navigation

## April

Data Centres & Co-location  
Business Broadband  
AV & Tele Conferencing  
Projectors: High-end and High-Definition  
Security Watch: Anti Virus  
Buyers Guide: Projectors  
Digital Lifestyle: Netbooks

## May

Making Technology a Strategic Investment  
Start-up Technology Companies  
Computer Aided Design  
Web Hosting & Web Development  
Security Watch: PCI Compliance  
Buyers Guide: Lightweight Laptops  
Digital Lifestyle: Photo Printers

## June

Home Office / Tele-working  
Secure Hardware Disposal  
Green Technology - Energy saving in the Office  
Commercial Open Source  
Security Watch: Email and Internet monitoring and policies  
Buyers Guide: Desktop replacement Laptops  
Digital Lifestyle: Special Summer Gadget Supplement

## July

Virtualisation - Server & Storage Solutions  
Software Licencing & Compliance  
Next Generation Networks  
Business Social Networking tools  
Security Watch: Firewalls, software vs hardware  
Buyers Guide: Business Mobiles  
Digital Lifestyle: Flatscreen TVs

## September

IT Training Pull-out Supplement  
Outsourcing & Managed Services  
Financial Software - Scalable Solutions  
Storage and Backup Solutions for the Office  
Security Watch: Phishing and email scams  
Buyers Guide: Servers  
Digital Lifestyle: Consumer Laptops

## October

Keeping the Productivity Promise  
- focusing on Unified Communications  
Virtualisation  
CRM - Customer Relationship Management  
Storage - Online Solutions  
Security Watch: Anti Virus  
Buyers Guide: External Hard Drives  
Digital Lifestyle: Gaming PCs

## November

Business Intelligence and Performance Management  
Data Centres & Co-location  
Business Broadband  
Web Hosting and Web Development  
Security Watch: Encryption  
Buyers Guide: Projectors  
Digital Lifestyle: Digital Cameras

## December

HR and Payroll  
Enterprise Content Management  
Telephony Solutions  
Security Watch: Online shopping dangers  
Buyers Guide: Multi Functional Devices  
Annual Christmas Buyers Guide

Top IT contributors including:  
Ian Campbell, Leslie Faughnan, Dermot Corrigan, Emmet Ryan

Edited by Adrian Weckler  
Business Technology Journalist of the Year 2007



# IT Supplements & Features 2009

Our specialist IT supplements and features run throughout the year and in each issue we focus on the technological advancements within a particular area of IT. In a language that's not overly technical, to appeal to our board-room level audience, we explain how IT can improve your business, help to reduce costs and make your entire operation more efficient.

**February 22nd**

IT Security

**March 8th**

Green Technology Quarterly

**March 22nd**

CRM - Customer Relationship Management

**May 10th**

ERP - Enterprise Resource Planning

**May 24th**

Managed Services

**June 7th**

Green Technology Quarterly

**June 28th**

Communications

**August 23rd**

Back to School Technology

**October 18th**

Printing & Output

**October 25th**

Green Technology Quarterly

**November 15th**

Risk Management

**November 29th**

Project Management

Dates may change for operational reasons.



# Best Business 2009

Now an established Sunday Business Post title, Best Business is the only technology publication in Ireland that dedicates each issue to a different business sector, reflecting how every industry is different with its own unique ICT requirements.

In 2009 the supplement will be a valuable resource for organisations that face more pressure than ever before to make ICT investments that meet their business needs.

Each month Best Business will explore the technologies that are helping organisations cut costs, gain competitive advantage and achieve strategic change. Full of practical advice, Ireland's most experienced team of technology writers will talk to business leaders, write about projects and deployments that have helped transform small and large organisations, and report on the latest ICT that is affecting each sector.

In each issue we uncover examples of how technology contributes directly to efficiency, cost savings, business innovation and competitiveness. We focus on technologies that work well and especially those that work better. The content will reflect user experience and expert opinion rather than industry hype.

A supplement for business people, focusing on real business issues, each issue will feature:

- News and views from inside the sector, featuring thought leaders, industry voices and analysts
- Here-and-now technologies that are already impacting on the sector with best practice case examples and views from the specialist vendors
- Comment from the coalface as real business managers give practical insight into their ICT pains and gains
- Analysis of Ireland's global standing in each sector and lessons that can be learnt from overseas



**March 8th**  
Financial Services

**April 19th**  
Life Sciences: Medical Devices & Pharmaceuticals

**May 17th**  
Education

**June 7th**  
Manufacturing & Supply Chain

**June 28th**  
Food, Drink & Agri-Business

**July 19th**  
Construction & Civil Engineering

**August 30th**  
Retail Technology

**September 27th**  
Healthcare

**November 1st**  
The Public Sector

**November 29th**  
Professional Services

## Special Client Supplements

Many of Ireland's leading ICT companies have successfully used The Sunday Business Post as a channel to deliver corporate messages direct to market. At a time of economic uncertainty, commercial features and branded publications are a way to maximise the opportunities available through Ireland's only dedicated business newspaper and the guaranteed readership it delivers.

The Sunday Business Post commercial department will provide an end-to-end service, keeping the client closely in the loop from inception to sign-off. Either through run-of-page features or special supplements, the content is discussed and planned out with a project editor with specialist knowledge of the subject.

Interviews and photography are arranged in a timeframe to ensure the best possible product is published. Run-ons can be made available for the client to distribute independently.

The assigned editor works closely with the client to ensure the published material fulfils the corporate objective at the same time as meeting the Post's high editorial standards in terms of journalism and design.

To arrange a consultation with our advertising and editorial team, contact:  
Mark Webster or David McDonnell on +3531 6026000



## What our customers say...



"We have worked with The Sunday Business Post for many years now and have developed a good relationship. The mix of advertising and editorial focus provided by The Sunday Business Post is critical for us in reaching our target market, especially through the IT focused supplements".

Catherine Casey, Head of Marketing & Communications, Fujitsu

"SAP has enjoyed a long and fruitful relationship with the Sunday Business Post, participating editorially and in many of the Business and IT focused supplements. These have successfully positioned our industry vertical solutions across all business domains and added value to our customers and prospects in system selection".

Fiona Walsh, Partner, Channel and Business Development Manager, SAP Ireland Ltd.



"The IT advertising team are fantastic to work with. The Sunday Business Post ensures that our ads are seen by the right people in the Irish business community".

Michele Neylon, Managing Director, Blacknight Internet Solutions

"Lenovo has utilised The Sunday Business Post to meet two key objectives - raising brand awareness within key market segments and generating return on investment through demand generation. The metrics demonstrate both objectives were achieved; and the positive feedback that we received from customers, partners and prospects more than justified the expenditure".

Fiona O'Brien, General Manager, Lenovo International BV



"The Sunday Business Post is a critical element of the Access Accounting marketing strategy. We have used it as a primary vehicle to communicate to the key decision makers in our target market, namely Managing Directors and senior finance managers. The Sunday Business Post targets and reaches the bulk of this core market more than any other publication".

Peter O'Rourke, Managing Director, Access Accounting Ireland Ltd.

"As a supplier of innovative technology solutions, Siemens wants to communicate effectively with sectors as diverse as Manufacturing Industry, Healthcare, Government and Energy. The Sunday Business Post is the media partner of choice for Siemens to deliver our messages in a focussed and measurable way".

Michael O'Connor, Communications Manager, Siemens Limited



# Rate Card 2009

## Main Paper & Supplements (Broadsheet)

## Computers in Business magazine

SIZE	€	SIZE	€
Full Page	18,625	Full Page	10,180
Half Page	9,700	Half Page	5,090
Quarter Page	5,292	Quarter Page	2,646
20cm x 3 column	2,940	7cm x 6 column strip	2,058
S.C.C.	49	S.C.C.	49

Guaranteed position +15%

Inserts €6,460

Prices subject to Vat @ 21.5%

## Advertising Information

Advertising copy will be accepted by Quickcut, Email (up to 7Mb), CD/DVD or from an FTP Server.

Files must be in Hi-Res CMYK PDF Format, QuarkXPress 7 or earlier, Adobe CS3 or earlier or 3B2.

### Broadsheet Sizes

Column Widths: 1 = 39mm | 2 = 83mm | 3 = 125mm | 4 = 168mm | 5 = 211mm | 6 = 254mm | 7 = 297mm | 8 = 340mm

Column length: 540mm Full Page 540 x 340mm Half Page 270 x 340mm

### Computers in Business Sizes

Column Widths: 1 = 40mm | 2 = 84mm | 3 = 128mm | 4 = 172mm | 5 = 216mm | 6 = 260mm

Column length: 360mm Full Page (Trim) 365 x 280mm Half Page 180 x 260mm

## Notes / Calculations

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## Contact Details

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