



50
2007

COMPUTERWORLD

The Voice of the IT Community

Our Mission

More than any other IT or business publication, *ComputerWorld Canada* remains the most focused on the agenda of enterprise IT professionals.

Reach: 40,000 IT Managers and Professionals



Rate Card & Editorial Feature Highlights

WHY COMPUTERWORLD CANADA?

Cross-section of I.T. community

More than any other information technology (I.T.) or business publication, *ComputerWorld Canada* remains focused on the agenda of enterprise I.T. professionals.

The publication targets I.T. executives and professionals who are at the forefront of adopting new technologies found in Fortune 500 companies, nonprofit and government organizations.

Purchasing Influence

- **21%** of respondents estimated that their entire organization has more than 5000 employees
- **45%** of readers work for companies with 500 or more employees
- **20%** of respondents stated that more than 500 employees are at their location

Source: *ComputerWorld Canada Circulation Survey Report*, May 2004

Vital Statistics

Circulation: 40,000 qualified subscribers*

Frequency: 25 times a year

Marketshare: 56%**

Editorial Sections: News
Opinion
Programming
Software
Infrastructure
Careers
Logging Off
Feature

*Source: CCAB, December 2004

**Source: *The Independent Auditor Report*, Oct. 2003 - May 2004

For more information contact:

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Rates

A Volume Incentive Program exists for clients placing advertising across multiple IT World Canada publications (*ComputerWorld Canada, Network World Canada, CIO Canada, CIO Government Review and IT Focus*).

*Please note rates and editorial calendar may change without notice.

	1x	6x	12x	18x	24x
Tab Page	\$8,880	\$7,992	\$7,459	\$7,104	\$6,838
Mag Page	\$5,772	\$5,195	\$4,848	\$4,618	\$4,444
2/3 Mag	\$4,723	\$4,251	\$3,967	\$3,778	\$3,637
1/2 Mag	\$3,286	\$2,957	\$2,760	\$2,629	\$2,530
1/3 Mag	\$2,397	\$2,157	\$2,013	\$1,918	\$1,846
1/4 Mag	\$1,953	\$1,758	\$1,641	\$1,562	\$1,504

Colour Rate (per page) \$1550.

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- For premium positions, add 25%; for guaranteed positions, add 15% to the earned frequency rate.
- Cancellation of insertion orders cannot be accepted after space reservation deadline. Cover positions cannot be cancelled and must have a minimum of one additional colour.
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Please provide the following:

- Pre-Flighted PDFs (all fonts embedded). Black & White – all embedded files should be B/W. Colour PDFs – CMYK (files must not contain RGB, LAB or indexed colours). Maximum ink density 240. PDFs distilled at high resolution (1200dpi).
- Please allow bleed pages a 1/4" (0.25") bleed.
- Digital files must be accompanied by a colour match proof. Publisher accepts no responsibility for contents or colour accuracy where no proof has been supplied.

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2005 Editorial Schedule (Volume 21)

ISSUES	SPACE CLOSE	MATERIAL CLOSE	FEATURE
January 7 (issue 1) January 21 (issue 2)	December 13 January 4	December 20 January 10	Data Management I Data Management II
February 4 (issue 3) February 18 (issue 4)	January 17 January 31	January 24 February 7	Mobile & Wireless I Mobile & Wireless II
March 4 (issue 5) March 18 (issue 6)	February 14 February 28	February 21 March 7	Security I Security II
April 1 (issue 7) April 15 (issue 8) April 29 (issue 9)	March 14 March 28 April 11	March 21 April 4 April 18	Application Development I Application Development II Application Development III
May 13 (issue 10) May 27 (issue 11)	April 26 May 9	May 2 May 16	E-business and Online Presence I E-business and Online Presence II
June 10 (issue 12) June 24 (issue 13)	May 24 June 6	May 30 June 13	Communications & Collaboration I Communications & Collaboration II
July 8 (issue 14) July 22 (issue 15)	June 20 July 4	June 27 July 11	Integration & Enterprise Software I Integration & Enterprise Software II
August 5 (issue 16) August 19 (issue 17)	July 18 August 2	July 25 August 8	IT Leadership I IT Leadership II
September 2 (issue 18) September 16 (issue 19) September 30 (issue 20)	August 15 August 29 September 12	August 22 September 6 September 19	Careers & Career Management I Careers & Career Management II Careers & Career Management III
October 14 (issue 21) October 28 (issue 22)	September 26 October 11	October 3 October 17	Hardware & Personal Productivity I Hardware & Personal Productivity II
November 11 (issue 23) November 25 (issue 24)	October 24 November 7	October 31 November 14	Networking & Storage I Networking & Storage II
December 9 (issue 25)	November 21	November 28	SMB & Public Sector

Editorial schedule subject to change.

Tradeshows and Bonus Distribution:

IT World Canada continues to participate as a media partner/sponsor in various shows, seminars and events at which *ComputerWorld Canada* will be distributed. Event names, dates and locations will be provided as the information becomes available.