

Living IT

A woman with shoulder-length brown hair, wearing a black turtleneck sweater and black leggings, is sitting on a white stool. She is looking towards the camera with a neutral expression. To her left, a silver laptop is open on a silver stand. The background is a plain, light-colored wall.

Making the most of technology for business
www.living-it.co.uk

Media Pack

Summer 2005

Ad Sales: Allson Mauger amauger@computer2000.co.uk

Living IT is distributed to over 10, 000 IT decision makers within UK SMEs (sub 250 employees).

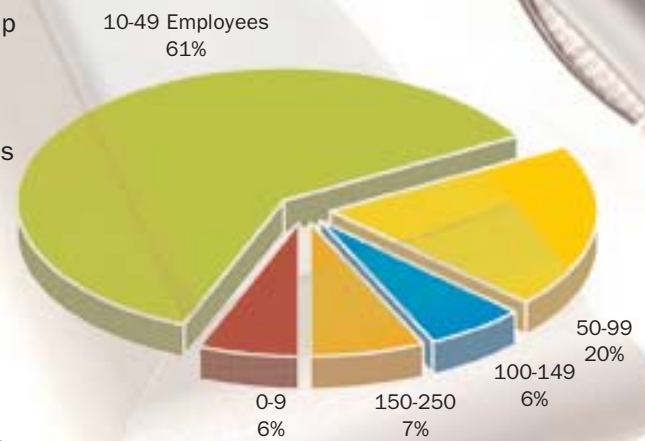
Living IT is a magazine that explains, in simple terms, exactly how new technologies can be put to practical use in small businesses. Written in plain English and avoiding jargon and techno-speak, it aims to outline all the benefits that investments in computer and communications solutions might have for the sole traders, partnerships and small firms of all kinds.

The publication's familiar and attractive look and feel makes it friendly, appealing and informative, and allows SMEs to get a clear understanding of what new technologies really mean to them.

In every issue, the reader will find a mix of IT-related news items - things that it may be useful for them to know - and a series of features that focus in on the latest technology trends and issues and outline what they might mean to the smaller business. There will also find useful 'How To' features that help them get more out of their technology or provide step-by-step guides to buying or setting up new solutions.

In addition, Living IT publishes case studies that show SMEs how other firms, like their own, are making good use of their technology investments, and a variety of stories on the latest gadgets and gizmos, as well as the more practical products that small businesses can make use of every day.

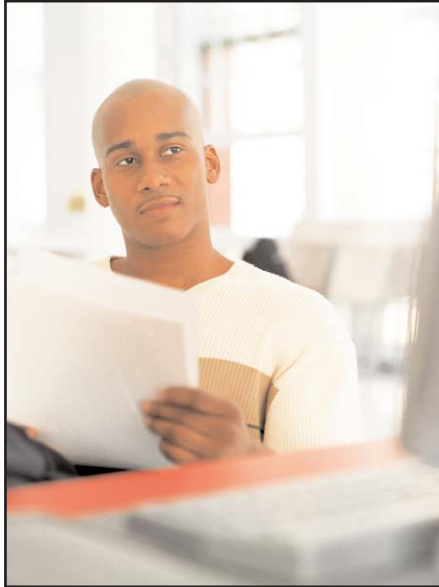
Living IT provides an excellent vehicle for getting a positive message about your technologies and solutions to small businesses in the UK - in a language that they can understand and to which they are much more likely to respond.



Breakdown of distribution by company employee size

All recipients are growing companies all operating in a Windows environment. 72% have one location only, 62% use e-procurement and 90% have a server / client network topology.





Advertising Rates

Double page spread £4500 per issue

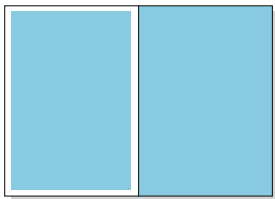
Full page £2500 per issue

Half page £1125 per issue

Loose inserts accepted – details on request

(All prices exclusive of VAT)

Mechanical Data



Full Page

- type area 264 x 180mm

- trim area 297 x 210mm

- bleed size 303 x 216mm

Column width 45mm, Column length 263mm



Half Page

Horizontal 130 x 180mm

Artwork supplied in the following format

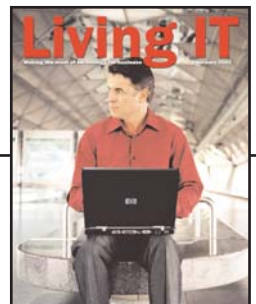
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File formats: Mac Quark XPress, Adobe Illustrator or High-res PDF



Living IT - Features List

July 2005

- Making your business virtual - how you can use technology to give you and your staff more flexibility (VPN, 3G, ADSL at home, Wimax)
- Hosted services - are they a better choice than buying outright?
- Broadband - what else can you do with high-speed web links?

September 2005

- Converging technologies. Can you make use of IP telephony
- Brand names or white boxes – the pros and cons of buying each way
- Educating users – how can you benefit from IT training?

January 2006

- Getting the best deal – how you can get the best price and the best service from your supplier?
- Recycling IT equipment – the WEEE directive and how it affects you and your supplier
- Understanding software licensing - how can you see the wood through the trees?

Advertising Copy Deadlines

Issue

July	6th June 2005
September	3rd October 2005
January	5th December 2005