

**TradeWorld** is a new, modern product catalogue which has an online and a printed version also.

This new publication introduces all the products available to potential buyers on the Hungarian IT market.



## PREFERENCES

What advantages does **TradeWorld** have for importers, distributors and traders?

- Helps inform business partners and end users about their product range
- Allows the introduction of products in online and printed media
- Increases online sales of partner companies by website publication

## TARGET GROUP

Target group of **TradeWorld**

**IDG – in line with the motto of its other publications – considers the readers its most important target group**

**In printed PC World:**

- 108 000 readers per month (age 20-39, AB status based on employment)\*
- Readers highly interested in digital technology and IT

**Online:**

- More than 180 000 further readers with IDG's online publications\*\*  
(can be reached via Computerworld's, PC World's, GameStar's website and the TradeWorld's site as well: tradeworld.pcworld.hu)

**Our aim is:**

- Endusers find the closest retailers and the most suitable products
- Retailers of IT distributors can inform their buyers through reliable media sources
- Companies without dedicated budget for media campaigns can also become active participants of the market

Furthermore, with **TradeWorld**, we also aim to reduce the existing share of „the grey market” in Hungary.

This means we can only publish products purchased from confirmed, official sources.

## TECHNICAL INFORMATION

Average print run	28 000
Length	8–16 pages
Colour	4 + 4
Published	monthly
Printing method	offset rotation
Paper	65 g Stellapress
Acceptable material	300 dpi TIF, EPS, JPG files
Trim size	205 × 297 mm

### Frequency discounts

2 publications .....	3%
3 publications .....	5%
4 publications .....	10%

### Surcharges

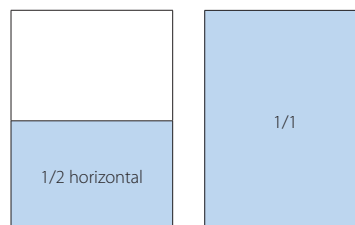
If the advertisement is graphically produced by IDG, an additional technical surcharge is invoiced. If the advertisement can not be cancelled earlier than 16 days prior to the publication of the issue, the surcharge is 50%.

ONLINE SIZES & RATES		
Name	Size (mm)	USD/month
Box*	120 × 90	200
Vertical banner 1**	120 × 400	475
Vertical banner 2**	120 × 600	525
Vertical banner 3**	160 × 60	575

\* Demonstration of one product on computerworld.hu, pcworld.hu and tradeworld.pcworld.hu websites.

\*\* Exclusive (non rotated) banner on tradeworld.pcworld.hu website.

PRINT SIZES		
Format	Type size (mm)	Bleed size (mm)
1/2 horizontal	182 × 127,3	210 × 148,5
1/1	182 × 258	210 × 307
2/1	–	420 × 307



## AD SIZES AND RATES

SURFACES	Minimum package	Minimum+ package	Standard package	Premium package	Platinum package	Online package
Size of a 4 colour advertisement	½ page	1 page	1 page	1 page (+PR)	double page	×
Distributor's header strip (name, web site address, distributions' list)	✓	✓	✓	✓	✓	×
Product demonstration surface (picture, specification, quick link from outside, price, guarantee)	8 products	8 products	16 products	16 products	40 products	16 products
Partner zone footer strip (name, address, phone number, website address)	6 resellers	12 resellers	12 resellers	12 resellers	12 resellers	12 resellers
Online appearance (on www.tradeworld.hu website product description, links of resellers and distributors)	✓	✓	✓	✓	✓	✓
Appearance in „Company info” (online, via www.computerworld.hu and www.pcworld.hu)	×	×	✓	✓	✓	✓
PR article (new products, brands and technology)	×	½ page	×	1 oldal	×	×
Rate (USD)	935	1100	1200	1750	2300	350



**FOR FURTHER INFORMATION PLEASE CONTACT OUR INTERNATIONAL SALES EXECUTIVE!**

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