

# WEB USER.... BRITAIN'S LEADING INTERNET TITLE

Frequency: Fortnightly  
Launched: 2001  
Circulation: 33,589\*  
Core target: Adults 25-55  
78% male

[www.webuser.co.uk](http://www.webuser.co.uk)

Unique users: 434,439  
Page views: 1,049,300  
E-newsletter – Daily 15,599  
E-newsletter – Fortnightly 35,176



Web User covers subjects as diverse as music, film, travel, sport & news with practical guidance and support for all internet needs.

People use Web User because it is a trusted source of information for consumers who use the internet to feed their lifestyle.

Web User was designed to make time online more rewarding.

*Editorial research carried out in 2008 has further improved our audience insight.*

- More hints & tips
- More product reviews
- Further info on free downloads
- New checkout page – special offers/deals
- Practical Web User – workshops, helpdesk & getting the best out of the web



## The Website

- Daily updated website
- Product and service reviews
- News
- Security forums
- Downloaded editorial
- Daily and Fortnightly E-Newsletters



**Webuser** is at the forefront of all technological developments, from podcasts, vodcasts, streaming TV and VOIP to blogs.



## Research shows that Web User readers are:

- Tech savvy – 83% like to keep up with developments in technology
- 85% agree advertising has made them more aware of new technology products on the market
- Spend on average 99 hours a month online compared to the national average of 18 hours\*
- 98% have a broadband connection
- 53% would like their home to be totally wireless
- 89% think that protecting their pc from infection is very important
- 98% use anti virus security software
- 81% use the internet for purchasing products
- 91% agree you can get better deals online than in the high street
- 19% either run, own or are key decision makers in a small/medium sized business



## Planning Rates

### Display



Build your brand, shout about a high impact launch, new product or service.

Get ahead of your competition!

Page Run of magazine (ROM)	£1,945
Page front half (FH)	£2,042
Inside front cover:	£2,246
Inside back cover:	£2,144
Outside back cover:	£2,348
Double page spread:	£3,501
Half page (ROM)	£1,070

**WIN! HOME NETWORK STARTER KITS** **259** websites inside!

The UK's best-selling internet magazine!

# Webuser

**GREAT VALUE £1.99 EVERY FORTNIGHT** 13 - 25 March 2008 ISSUE 183 www.webuser.co.uk

## 32 FREE SECURITY DOWNLOADS

Fantastic software that keeps your PC safe

- Anti-virus programs
- Phishing and spam filters
- Spyware blockers
- Secure firewalls

**PLUS**  
**Edit and share your videos**  
We review the best software  
**How to:** Record a snapshot of every website you visit

**ON TEST** Ricoh's latest digital camera **Windows Live OneCare 2.0**

**72 FREE DOWNLOADS!** Music, video, software & more!

**ULTIMATE PORTABLE SOFTWARE**  
 **Store top programs on a USB stick**

**Workshop:** Share large files over the internet  
**Revamp your home online**  
Top interior design tools  
**Time to ditch your passwords?**  
Create a fast login with OpenID



## Planning Rates



### Classified

Our readers turn to the Market Place at the back of the magazine specifically to purchase products and services.

Ideal if you want to sell off the page!

Whole Page:	£1,000
Half Page:	£550
Quarter Page:	£305
Eighth Page:	£175



## Planning Rates



Webuser.co.uk

The Website

Creative

Planning Rate

Banners

£20 CPM

Buttons

£10 CPM

Skyscrapers

£25 CPM

MPU's

£25 CPM

### Creative Solutions Online:

Microsite: £2,500 for 500 words updated weekly (price is per month)

Daily E-Newsletter: £250

Fortnightly E-Newsletter £250 (price is per month)



## Creative Solutions:



We are happy to integrate your campaigns on or off line

Reader offers from £750

Sponsorship strips from £750

**Competitions:** Epg rate & production costs

£1,500 (prize offline)

£800 (online)

Advertorials & Supplements: cost dependent on size

## Online Directory

To advertise on our directory, you can choose from the following packages:

### Bronze:

£20 per month

£200 per year

### Silver:

£30 per month

£300 per year

### Gold:

Company Logo

£40 per month

£400 per year

*(All options include web link/e-mail and description of business. Platinum also includes a 1/16<sup>th</sup> page advert in the magazine)*

### Platinum:

Company Logo

£170 per month

£1900 per year → → →

## Contacts:



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## WEB USER.... MAKES TIME ONLINE MORE REWARDING



For further information please visit  
[www.inspiredigitalsolutions.co.uk](http://www.inspiredigitalsolutions.co.uk)

