

**Computer**

**active**

**Simple Clear Advice**

**Media Kit**

Media Kit

# active!



magazine that offers expert information and advice on how to buy and maximize computing productivity in a simple, jargon-free manner.

Computeractive aims to completely demystify the changing world of technology and connect everyday computer users to the best of digital devices, software, hardware and all other aspects of technology. It explains the potential benefits through reviews and features in a detailed step-by-step, simple, reader-friendly manner

Readers trust the information they get from it, written in a clear, jargon free style. **Computeractive attracts a fresh, eager audience, who want to know how to work their computer – and not how their computer works.**

UK's best-selling computer magazine, Computeractive was launched in India in January 2006.

In today's advanced and constantly changing technological world, computer users are inundated with a plethora of choices. **Computeractive helps make the optimal buying decision and increases overall productivity through self-learning workshops and features.** The common man is often scared of technology. Computeractive simplifies technology, makes it easy to understand, and puts the fun back in computing.

Targeted at the everyday home and office computer user, **Computeractive is a computing and technology lifestyle**

The key features of Computeractive are:

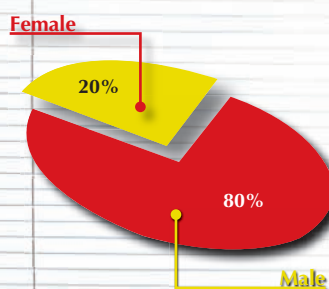
- The ability to inform the reader of the latest developments in the world of technology in a straightforward, need-to-know manner.
- Step-by-step explanations, as epitomised in the Workshops section
- Jargon busters, which enable readers to follow a review or a feature without having to reach for a manual or dictionary.
- Explanation of benefit – which clearly points out how readers can make the most of technology they have invested in.

# Readers



Computeractive draws in a broad base of home computer users from all levels of computing experience, **the majority of who don't regularly read any other IT titles. No other computer magazine offers a route to such a massive and diverse audience in such a dynamic, unique environment.**

Computeractive has a readership of over **100,000** . It attracts a broad readership from first-time PC buyers through to experienced home PC users.



Computeractive has a very high proportion of female readers for a computer title, with a 20% female and 80% male readership. **66% of readers are ABC1.** They're serious about purchasing – they are eager consumers who are looking for buying advice as well as PC knowledge

- **Family audience, with bulk between 25 – 60**
- **93 % have access to internet anywhere**
- **68% have bought something online in the last 6 months**
- **62 % refer to the internet before making a purchase**
- **98 % use their computers for online banking, digital photography and music.**

## Hot New Products

**LASER PRINTER >> RS. 15,900**  
**Samsung CLP-300**  
 Colour laser at a shocking budget

When you think of a colour laser printer, you probably picture a large, expensive machine that takes up a lot of space. Well, not anymore. The Samsung CLP-300 is a compact, affordable colour laser printer that's perfect for home or office use. It's the smallest laser printer in its class, measuring just 14.5cm high and 42.5cm wide. Despite its small size, it offers a range of features that make it a real contender in the colour laser market. It's a true all-in-one, with a scanner and fax capabilities built in. And with a print speed of up to 20 pages per minute, it's fast enough to keep up with your most demanding printing needs. The CLP-300 is a great choice for anyone looking for a compact, affordable colour laser printer. It's a real gem in the world of laser printing.



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The printer's compact size and low power consumption make it a great choice for home or office use. It's also a great choice for anyone looking for a compact, affordable colour laser printer. The CLP-300 is a real gem in the world of laser printing. It's a true all-in-one, with a scanner and fax capabilities built in. And with a print speed of up to 20 pages per minute, it's fast enough to keep up with your most demanding printing needs. The CLP-300 is a great choice for anyone looking for a compact, affordable colour laser printer. It's a real gem in the world of laser printing.

**We say...**  
**OVERALL** 4.5  
 The Samsung CLP-300 is a compact, affordable colour laser printer that's perfect for home or office use. It's the smallest laser printer in its class, measuring just 14.5cm high and 42.5cm wide. Despite its small size, it offers a range of features that make it a real contender in the colour laser market. It's a true all-in-one, with a scanner and fax capabilities built in. And with a print speed of up to 20 pages per minute, it's fast enough to keep up with your most demanding printing needs. The CLP-300 is a great choice for anyone looking for a compact, affordable colour laser printer. It's a real gem in the world of laser printing.

## Each Issue Contains

**Hot New Products:** A monthly dose of the best and most happening products launched in the Indian market

**Cover Story:** Every month, *Computeractive* takes a detailed look at how readers can enhance their computing experience. Our cover stories help readers to learn the basics of computing and then guide them gently towards the more advanced uses of their PC's. From troubleshooting error messages to must-know PC tips and tricks, the magazine has it all and more

**Net Chart:** Top downloads, best sites to visit and gain from, most-used free software, essential web-based resources—this section points out the best of the web and gives links to all resources that you should be aware of.

**Workshops:** Easy, step-by-step tutorials that help readers unleash the true potential of their PC's and digital devices.. In easy, illustrative steps with the help of lots of screenshots, the Workshops tell readers how to get the best out of technology—from taking a back-up to burning DVDs, from archiving music collections to troubleshooting and downloading software and drivers—so that readers remain productive, always.

**Features:** Scared of letting your children surf the net? Not sure of how to get podcasts on your iPod? Pondering over the future of various DVD formats? *Computeractive's* features cover all topics under the technological sun and illuminate all dark areas which readers don't understand. The features explain, detail, summarise and point out how technology can help you organise your life better.

**On Test:** Every month a range of products are tested and laid bare.. Every product is scrutinised and stretched to the limits for our verdict on what's hot and what's not.



## Workshops

**STEP 3...**  
**THE PODCASTS** can only play a specific type of video file. These are audio programs that can be downloaded, although they are not always in the same format. To play them, you need to use a specific application. In this workshop, we'll show you how to download and play podcasts on your PC.

**STEP 4...**  
**THE NEW HARDWARE** in the market. The PCP (Personal Computer Power) is a new type of hardware that's designed to be used in a variety of ways. It's a great choice for anyone looking for a compact, affordable colour laser printer. It's a real gem in the world of laser printing.

**STEP 5...**  
**PREPARING THE CONVERT DVD** provides an option for those who want to burn their own DVDs. It's a great choice for anyone looking for a compact, affordable colour laser printer. It's a real gem in the world of laser printing.

**STEP 6...**  
**FOR NOW, LET'S STOP** with a standard. We'll be using our standard for now. It's a great choice for anyone looking for a compact, affordable colour laser printer. It's a real gem in the world of laser printing.

**NEXTSTEP**  
 turnover

**On Test Mobile phones**

## Wireless

We've bare 16 multimedia and smartphones from top brands to help you choose the right one.

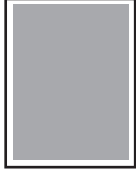
**A** mobile phone is a smart necessity. It's a great choice for anyone looking for a compact, affordable colour laser printer. It's a real gem in the world of laser printing.

**On Test:** Every month a range of products are tested and laid bare.. Every product is scrutinised and stretched to the limits for our verdict on what's hot and what's not.

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# Techs

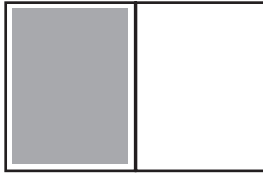
## MAINSTREAM



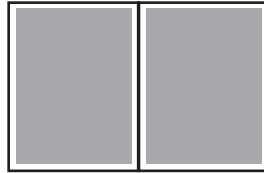
**Back Cover** Rs. 2,50,000  
Non Bleed : 19.5 cms x 25.3 cms  
Bleed : Cut Size -21.5cms X 27.3cms  
Key no./visual and text within  
19.5cms X 25.3cms  
3mm bleed from all sides.



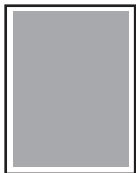
**Back Inside Cover** Rs. 1,50,000  
Non Bleed : 19.5 cms x 25.3 cms  
Bleed : Cut Size -21.5cms X 27.3cms  
Key no./visual and text within  
19.5cms X 25.3cms  
3mm bleed from all sides.



**Front Inside Cover** Rs. 1,75,000  
Non Bleed : 19.5 cms x 25.3 cms  
Bleed : Cut Size -21.5cms X 27.3cms  
Key no./visual and text within  
19.5cms X 25.3cms  
3mm bleed from all sides.



**Double Spread** Rs. 1,70,000  
Non Bleed : 41 cms x 25.3 cms  
Bleed : Cut size 43 cms x 27.3 cms  
Key no./visual and text within  
41 cms x 25.3 cms  
3mm bleed from all sides.



**Full Page** Rs. 85,000  
Non Bleed : 19.5 cms x 25.3 cms  
Bleed : Cut size 21.5 cms x 27.3 cms  
Key no./visual and text within  
19.5 cms x 25.3 cms  
3mm bleed from all sides.



**Half Page** Rs. 45,000  
Non Bleed (H) : 19.5 cms x 11.5 cms  
Non Bleed (V) : 9.5 cms x 25.3 cms



**Gatefold (Front/Back)** Rs. 3,00,000  
Non Bleed : 40 cms x 25.3 cms  
Bleed : Cut Size -42cms X 27.3cms  
Key no./visual and text within 40cms X 25.3cms  
3mm bleed from all sides.

## Inputs

Advertising material can be sent to us as a PDF 1.3 (Acrobat 4) file, generated by Adobe Acrobat Distiller and not directly by an application or PDF writer. Postscript type 1 or type 2 fonts only to be used. All images used in producing the PDF MUST be CMYK not RGB. PDFs must be press optimised not print optimised. A colour iris or chemical proof must be supplied. Documents must be set to the correct size and in the case of a full page must have 3mm bleed on all sides. PDF files cannot be altered in any way by us, all changes must be done by the client prior to dispatching. We cannot be held responsible for the reproduction of adverts if the original material used was of a low resolution or if RGB colours were used. It is recommended that all black type be made up using process black only, NOT 4 colours. We can accept advertising material in a variety of ways. Ads can be emailed or burnt to a CD or we can download from your ftp site with the necessary password etc. All CDs must be clearly marked and should be accompanied by material instructions. We have an obligation to you and others to deliver our publications on time and therefore material MUST be received by the close of business on the deadline. CDs will not be returned unless specified.

# About us



Next Gen Publishing Ltd. (NGPL) has been jointly setup by The Forbes Group and HDFC Limited to offer the best in the field of print publishing through niche / special interest magazines and business directories. NGPL plans to become a leading content generation company. Within 18 months of starting operations in January 2005, NGPL has already launched Smart Photography, already India's No.1 imaging magazine, Forbes Yellow Pages, India's fastest growing Yellow Pages in Ahmedabad, New Delhi & Mumbai, Car India & Bike India for automobile enthusiasts, Computer Active, a jargon-free magazine for all computer users and Commercial Vehicle exclusively for the heavy automotive and truck industry. The Ideal Home and Garden is dedicated to young home makers, styled to enhance the indian home with international trend and thoughtful designs the sixth magazine from NGPL.

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