

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

Frequency:	Fortnightly
Launched:	2001
Circulation:	31,619*
Core target:	Adults 25-55 78% male
www.webuser.co.uk	
Unique users: (average per month)	326,696
Page views: (average per month)	856,698
E-newsletter – Daily	16,194
E-newsletter – Fortnightly	35,142



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

- Re-launched – Sep 09
- Daily updated website
- Product and service reviews
- News
- Security forums
- Downloaded editorial
- Daily and Fortnightly E-Newsletters



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



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)*

Channel sponsorship: - Price on application

Video content: – Price on application

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



Creative Solutions:



We are happy to integrate your campaigns on or offline

Reader offers from £750

Sponsorship strips from £750

Competitions: £pg rate & production costs

£1,500 (prize offline)

£800 (online)

Advertorials & Supplements: cost dependent on size



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

