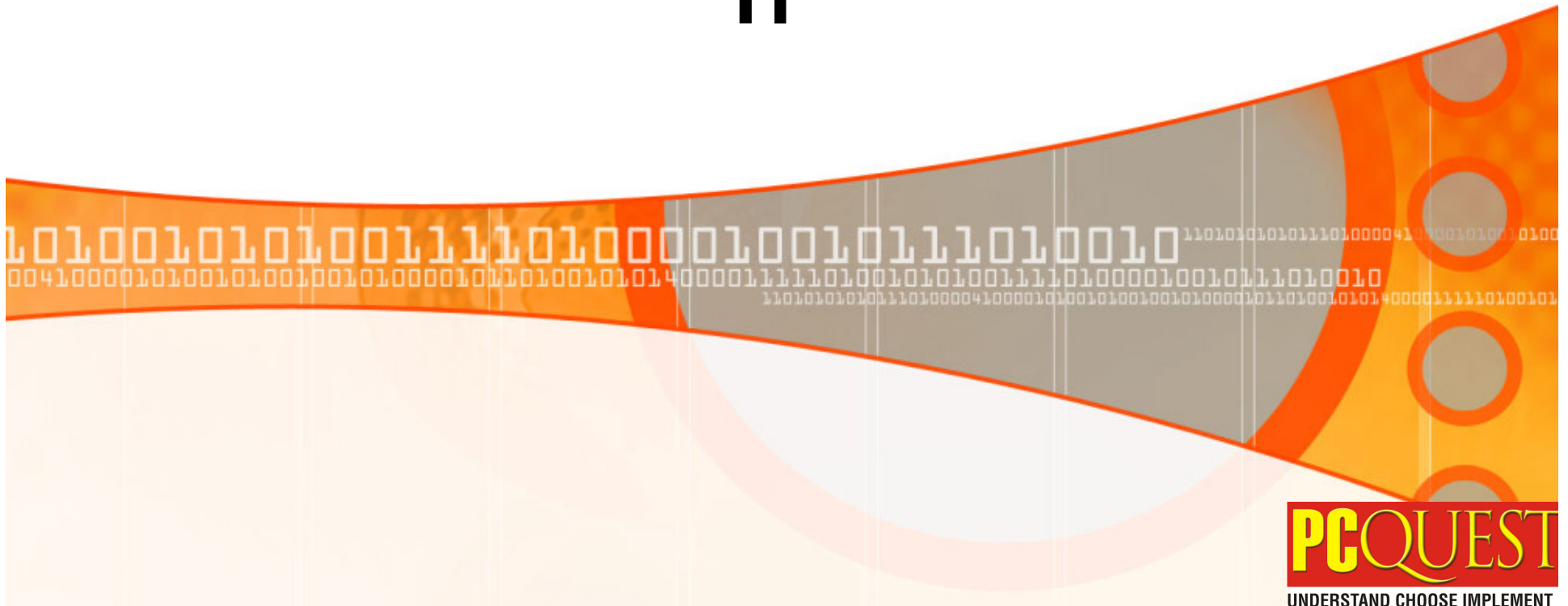




UNDERSTAND CHOOSE IMPLEMENT IT




# Understand, Choose, Implement IT



UNDERSTAND CHOOSE IMPLEMENT



# Structure

- Overview
- Content Power 
- Readership 
- Enterprise 
- Developer 
- Linux 



**PCQuest** is the only publication that helps you  
**understand** technologies, **choose** the best  
products and **implement** the most appropriate  
IT solutions



# Overview

- 3,33,000 Readers (IRS 2005-06, RII)
- Most influential IT publication
  - Largest read IT magazine referred for IT purchase decision making as per IMRB Itops
  - Single dominant magazine referred for IT product purchase decision making as per AcNielsen ORG Marg

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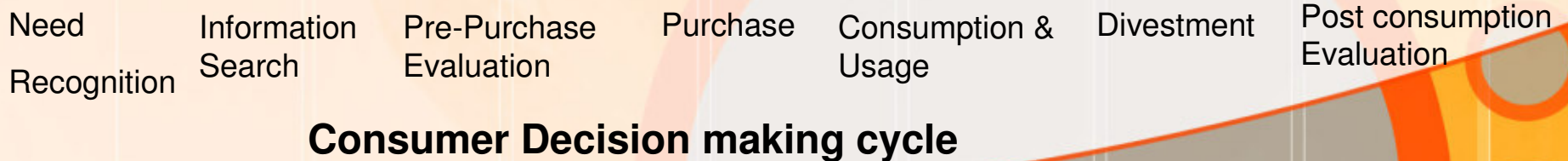


# The Reader

## An implementer of IT solutions in an enterprise

### PCQuest reader role spectrum

“As per IMRB ITOPS  
PCQuest stands as the  
leading IT Magazine  
for IT product purchase  
decision making.”  
Year after Year”





# Content – The critical differentiator

Each issue of PCQuest:

- Over 3000 man hours invested
- Not journalists, but driven by **technology analysts**
- On the radar:
  - 22+ cities across India
  - International tracking
  - 1000+ organizations including large and SMB enterprises
  - Direct interaction with key IT decision drivers



# CyberMedia Labs: The technology backbone

- First independent testing facility of its kind in India
- Over 2 Crores of investment in equipment & benchmarks
- Developed PCQLinux since the past ten years
- Strong team of technology analysts as well as renowned industry experts associated with it
- The only lab in the country with the capability to test enterprise products such as servers, firewalls, routers etc
- Only lab to have its own high performance (**supercomputing**) **cluster**

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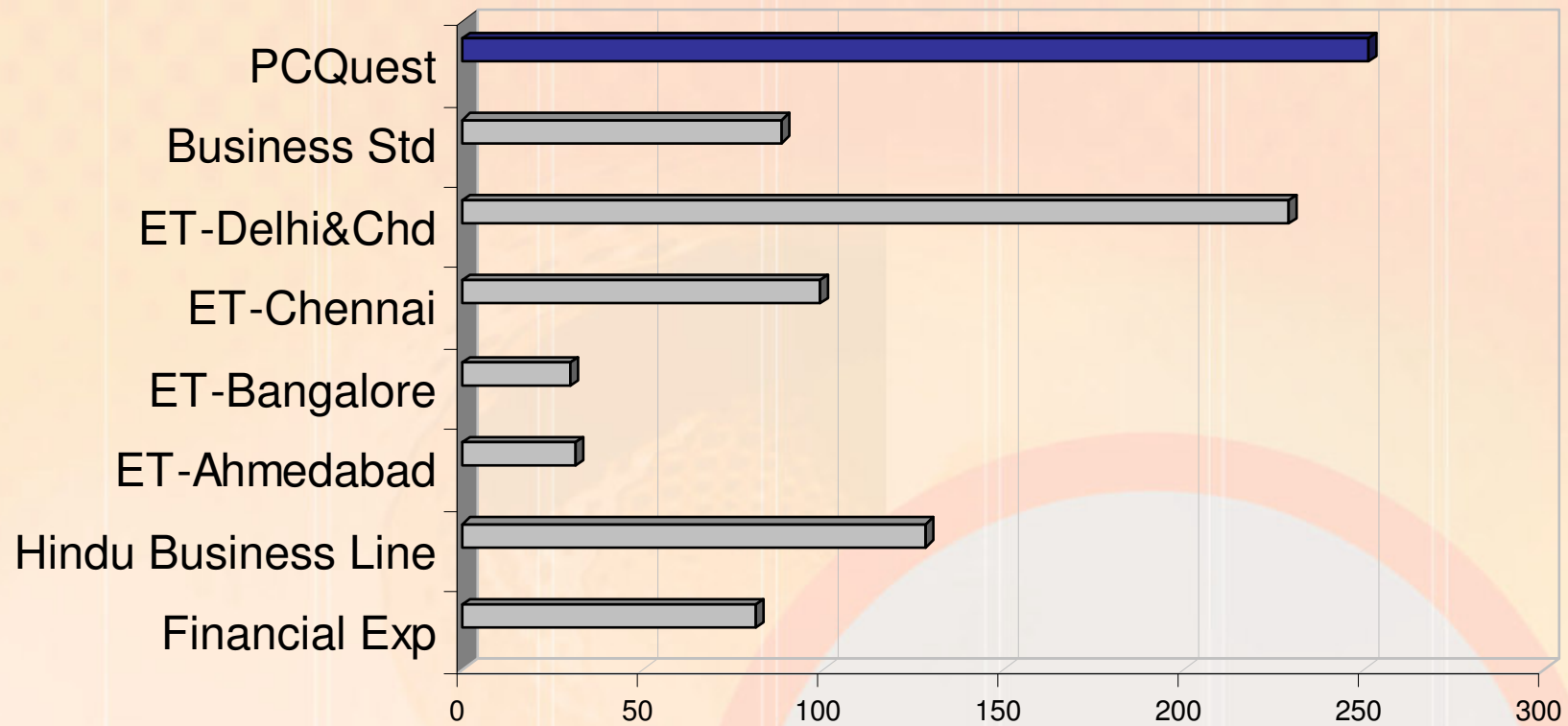
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# Readership



## Surpassing Business Newspapers

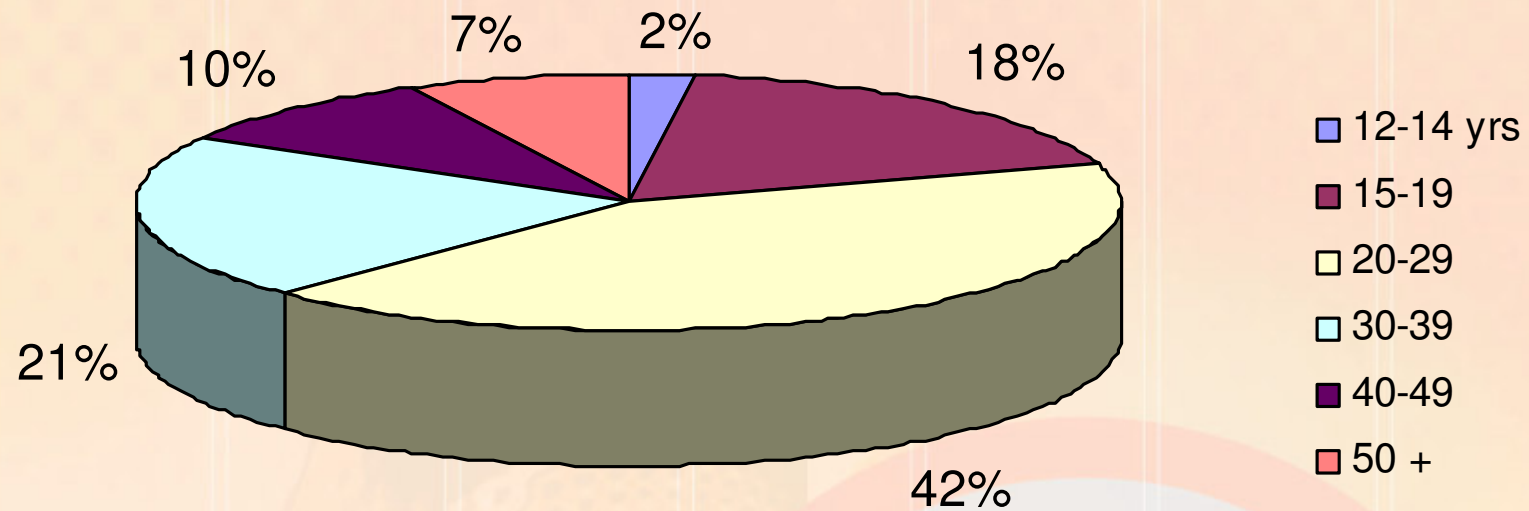


\* Source: IRS 2005-06, RII

# Reader Profile



73% in the 20-49 age group

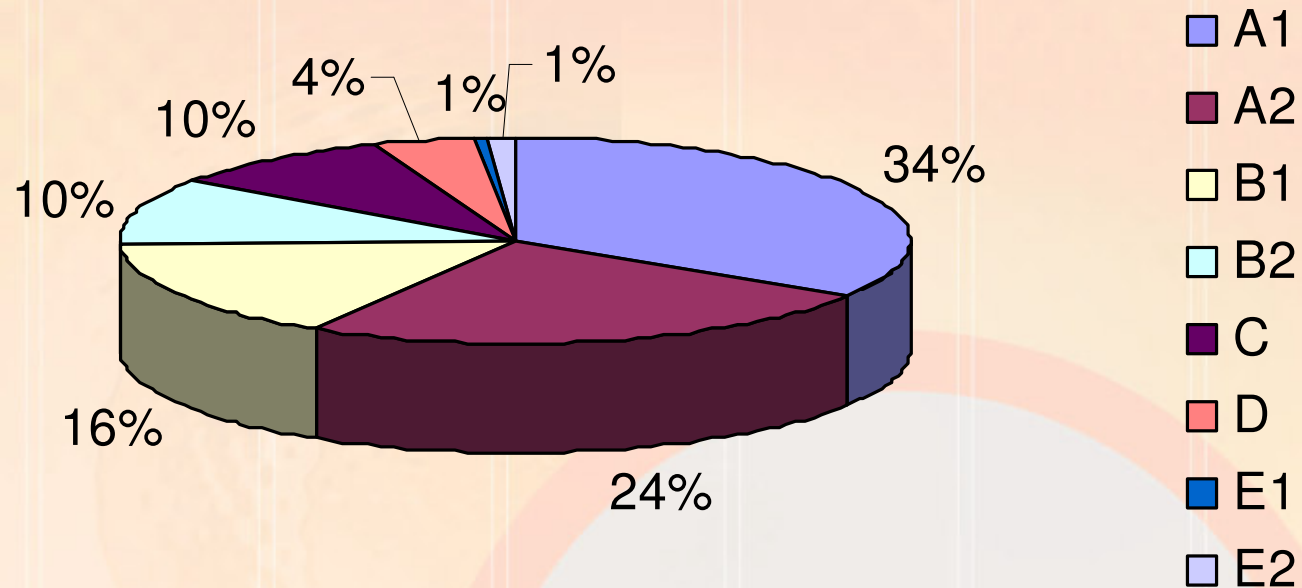


\* Source: IRS 2005-06, RII

# Reader Profile



**48% in SEC A alone, 74% in SEC A & B**

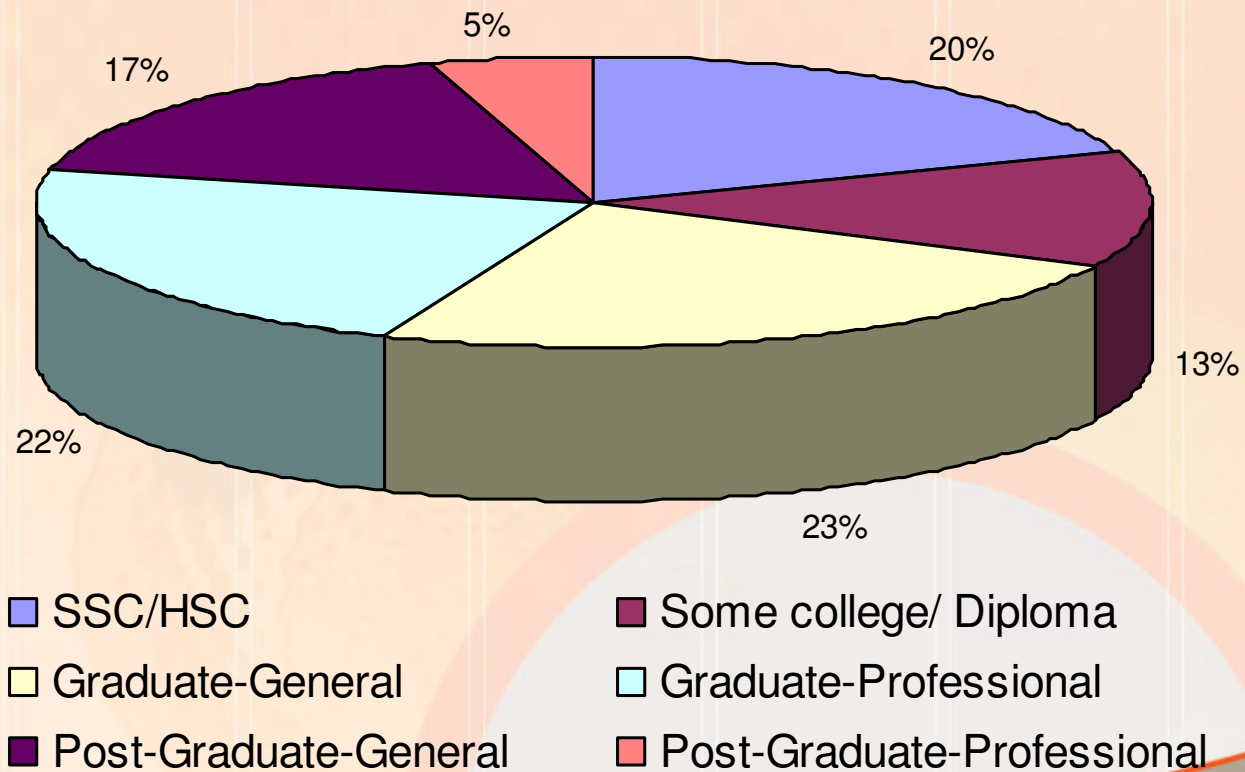


\* Source: IRS 2005-06, RII



# Reader Profile

**22% post graduates, 68% graduates and above**



\* Source: IRS 2005-06, RII



# Reader Facts

- PCQuest ranks as the single dominant magazine referred for IT product purchase decision making
- A PCQuest reader is a high spender with an average annual IT budget of 1.7 Crores
- Belongs to an organization with an average of 3500 employees.
- Spends an average of 1.56 hours on PCQuest in a week. The highest time spent on any IT magazine in India

Source: AcNielsen ORG Marg Survey



# How we **Interact** with our audience

## Print

- Feedback
- RQS
- Custom

## Events

- 22 cities
- 123/100 achievement

## Online

- [www.pcquest.com](http://www.pcquest.com)
- [forums.pcquest.com](http://forums.pcquest.com)
- 1Lac+ users

## Video

- **PCQ Live**  
(CD / DVD)

## Mobile

- SMS

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**Listen Debate Survey Take opinions Talk**



# Enterprise Focus

- Multiple mediums
  - Print
  - Events
  - Custom
- Implementation and Implementation strategy focus
- Large and growing enterprises
- Surpasses all other magazines as the leading reference for IT product purchase decision making
- Sample list of names where we go to – to come



# Focus: Linux

- First to talk about Linux in 1996
- The first and only magazine till date to introduce its own Linux distribution
- Has been influential in expanding Linux usage in the country
- Hosts its own Linux and Open Source seminars for organizations
- Many enterprises run PCQLinux
- More than 10000 posts on Linux on the forum



# Linux & Open Source coverage

## Content Spread:

- Linux and Open Source software implementation
- Implementation perspectives on IT infrastructure management
- Messaging and groupware
- CRM, ERP
- Content management
- Clustering
- Linux desktop usage

PCQLinux 2006: Brought out after feedback from more than 10,000 users



# Linux: Our reach

- Enterprises deploying linux
- Planning to deploy
- Linux Developers



# The Developer focus

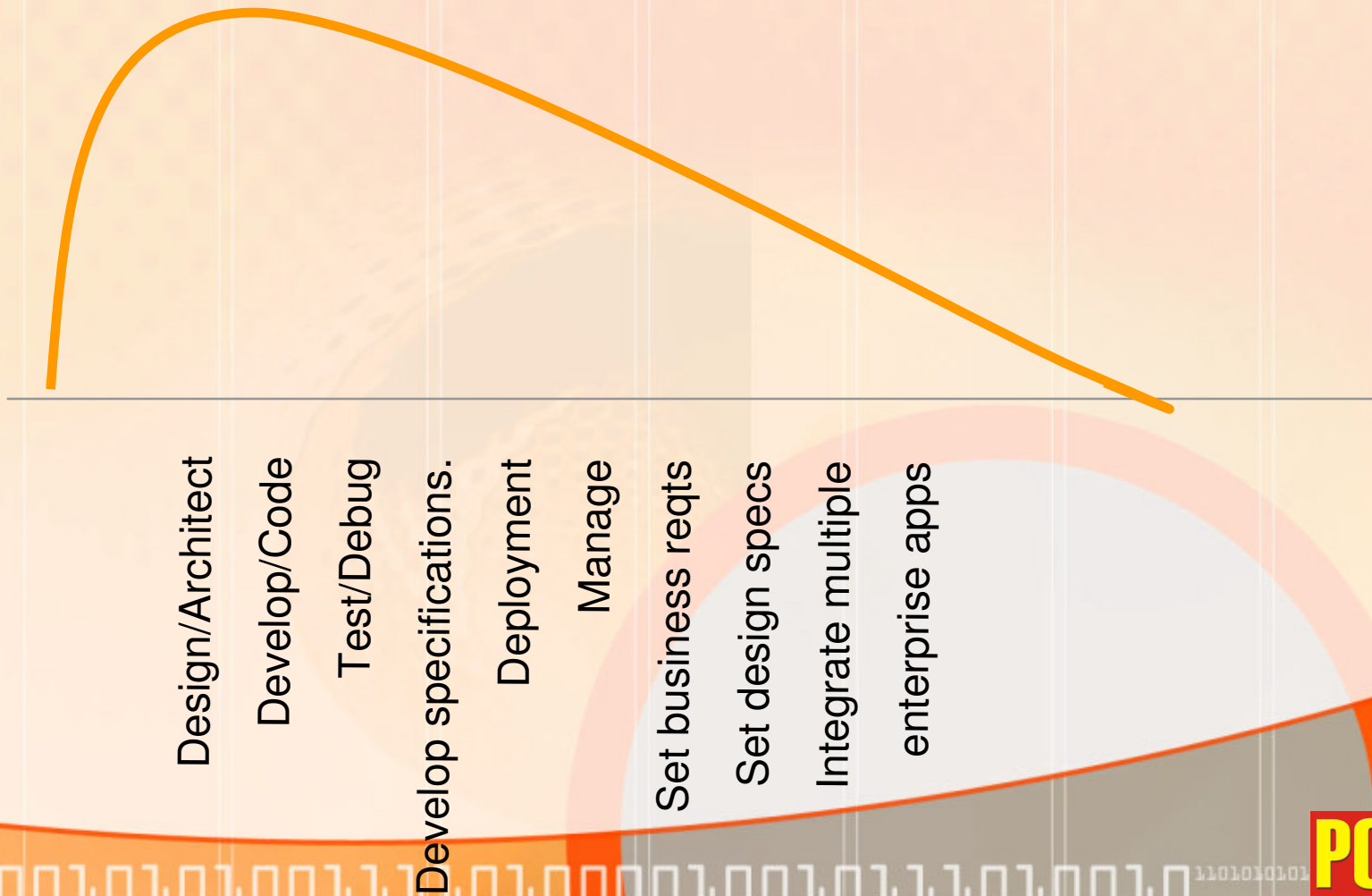
**.NET    JAVA    PHP    Windows    Linux    Mobile devices**

- All major developer platforms covered
- Nationwide survey tracking developer software usage with the Developers' Choice survey
- Multiple channels:
  - Magazine
  - CD
  - Forum
  - Events

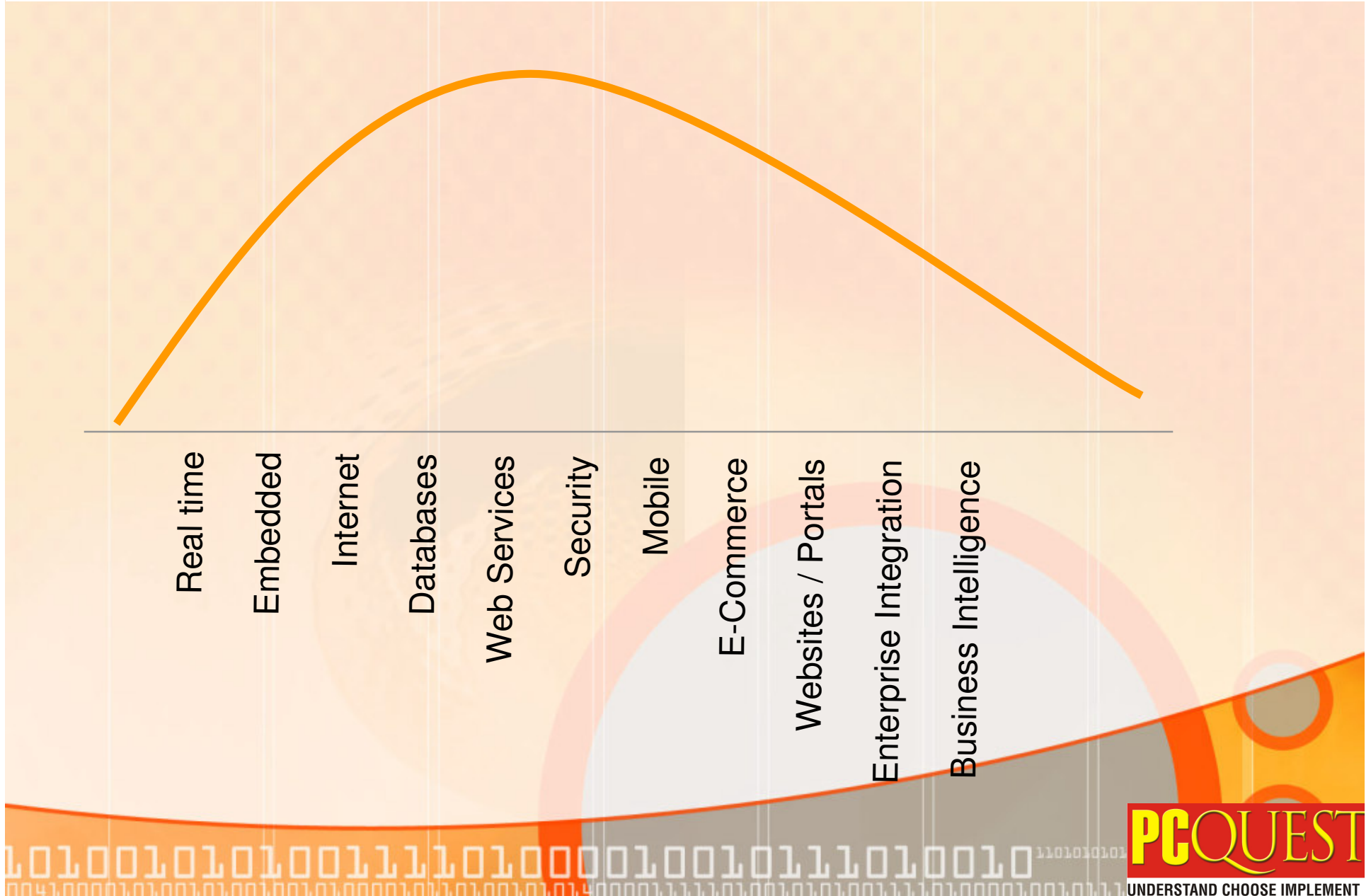
# Developer reach



The Developer responsibility spectrum: Our reach



# Developer work area spectrum covered



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# Innovative Channels

## The CD and DVD

- **A first by any magazine in the world: PCQuest Live**
  - Half an hour live TV on technologies, product demos and usage
- Latest software brought out: Debian, VS 2005 etc
- High resolution pictures of all products reviewed on the CD

## Insight, Spotlight

- Special supplements talking about technology, product usage and implementation
- Along with the magazine, catch attention
- Neutral content powered by experts

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Looking forward to addressing your communication needs. Thank You

