



Reach the Computer Technology Leaders... with the

# computing now

eNewsletter

### 2013 Media Kit

## Dynamic Content

This weekly *Computing Now* eNewsletter informs subscribers of the latest technology news, peer-reviewed research, practical articles, and exciting commentary from industry.

The Computing Now eNewsletter is sent 4X per month:

- On weeks 1 and 3, the edition features the latest articles from the Computer Society's peer-reviewed magazines.
- On weeks 2 and 4, the edition features the latest industry articles, blog entries, and technology news available within the channels of the Computing Now destination site.



## Audience

The Computing Now eNewsletter reaches the core computing professionals and technology decision makers—leaders in the field who stay up to the minute on the latest in computing news, events and developments.

- Circulation: over 119,000 opt-in subscribers
- Readers are involved
- Readers are involved in software development, programming, systems engineering, R&D, databases, security and privacy, IT, and more
- 73% have advanced degrees
- 32% work in management

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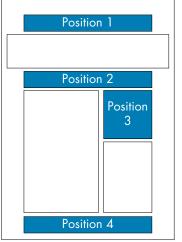
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## 2013 Advertising Rates/ Mechanical Specifications

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Due Dates		
Issue Date	Space Due Date	Material Due Date
2 January	27 December	28 December
16 January	11 January	14 January
6 February	1 February	4 February
20 February	15 February	18 February
6 March	1 March	4 March
20 March	15 March	18 March
13 April	8 April	11 April
17 April	12 April	15 April
1 May	24 April	29 April
15 May	10 May	13 May
5 June	31 May	3 June
19 June	14 June	17 June
3 July	28 June	1 July
1 <i>7</i> July	12 July	15 July
7 August	2 August	5 August
21 August	16 August	19 August
4 September	30 August	2 September
18 September	13 September	16 September
2 October	27 September	30 September
16 October	11 October	14 October
6 November	1 November	4 November
20 November	15 November	18 November
4 December	29 November	2 December