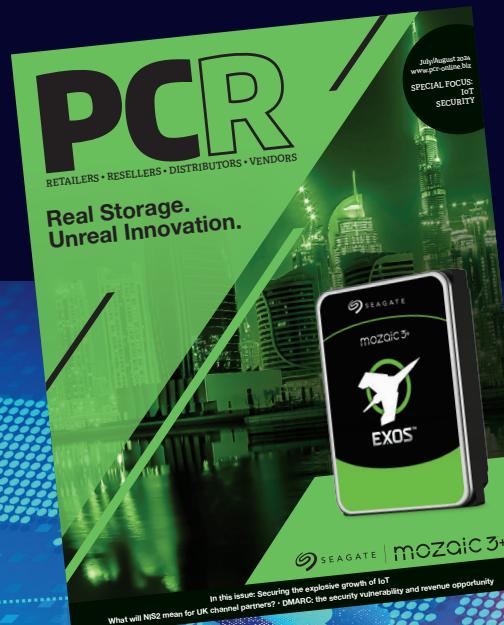


PCR

MEDIA INFORMATION 2025





PCR is passionate about the IT and tech channel, supporting small and medium businesses from retailers, resellers and MSPs to distributors, vendors and channel service providers.

The channel is constantly evolving and PCR remains on top of the burgeoning areas of business while remaining true to the PC and tech industry which has helped us get to where we are today.

It is our goal to support the industry and give those within a platform with which they can contribute. PCR is the perfect way to connect with all aspects of the market and to help grow business. Whether online, in print, or at our celebrated award ceremonies, PCR is ideally placed to put your brand in front of the most influential decision makers in this ever-growing industry.

MEET THE TEAM

Our dedicated team can help you reach your business goals.
Please get in touch using the details below:

Lynn Sencicle

Editor

T: 07793 054021

E: lsencicle@datateam.co.uk

PCR is a respected voice and valued source of news, data, analysis and opinion throughout the industry. The magazine is complimented by a digital edition, a constantly updated website, a suite of email services, and events.

Our core audiences are independent, national and online tech retailers, distributors, resellers and vendors. We truly do cover all bases across the channel. Decision makers and influencers seek our intelligence to obtain business profits and growth, and with our expertise, you can reach your core audience through a variety of marketing channels.

Simply put, PCR is the destination for anyone in the business of IT and technology.

Morgan Borthwick-Hunter

Media Account Executive

T: + 44 1622 699126

E: MBorthwick-Hunter@datateam.co.uk

datateam
Business Media



PCR

Here's what we do...

Connecting suppliers with buyers

With daily industry news and a monthly printed magazine, **PCR** can help you reach your business goals with our up to the minute marketing solutions.

PCR can help you hit the right, targeted and engaged audience with tailored content-driven messaging with our variety of multi-channel marketing programmes.

Content Creation

Influence your customers' buying decisions with informative and educational content curated by our team of expert writers and creators. Work with us to create the most effective way for you to show off your expertise and help your brand stand out in the market.

Content creation allows you to:

- Turn your research and industry knowledge into engaging content in print and in our daily news round ups and constantly updated online platform. We're a team of industry experts with the written word, and video creation at our finger tips.
- Benefit from us and utilise our access to expert knowledge and opinion to produce high quality and informed content.

If you think **PCR** can't reach your audience - think again.

PCR circulation is sent, by request, only to readers who meet our strict criteria.

They have to be the decision makers our advertisers want to reach. **PCR** knows exactly who our readers are: we know what jobs they do and what type of business they work in.



RATES

MAGAZINE PRINT

Exclusive 4 page cover	£6,250
Double Page Spread	£2,200
Full Page	£1,155
Half Page	£680
Single page strip (Horizontal)	£550
Inserts (plus postage @£195 per 10g)	£1,275
<i>Specials executions on request</i>	

PRINT AD SIZES:

Note:

The PCR logo will be accommodated in the top 65mm of the cover. Please do not use any distracting images or copy in this area.



EXCLUSIVE FRONT COVER

Trim: (W) 210mm x (H) 265mm
Bleed: (W) 216mm x (H) 271mm
Type: (W) 190mm x (H) 245mm



DOUBLE PAGE SPREAD

Trim: (W) 420mm x (H) 265mm
Bleed: (W) 426mm x (H) 271mm
Type: (W) 400mm x (H) 245mm



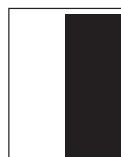
FULL PAGE

Trim: (W) 210mm x (H) 265mm
Bleed: (W) 216mm x (H) 271mm
Type: (W) 190mm x (H) 245mm



HALF PAGE (HORIZONTAL)

Type:
(W) 183mm x (H) 115mm



HALF PAGE (VERTICAL)

Type:
(W) 88mm x (H) 238mm



SINGLE PAGE STRIP (HORIZONTAL)

Type:
(W) 88mm x (H) 155mm

All prices exclude VAT at 20%. Payment terms are strictly 30 days from date of invoice, only with an approved account. All overseas advertisers will be required to make payment in full by credit card prior to publication.

PCR

Digital Advertising Advanced targeting to maximise your marketing impact.

Target and retarget your customers with compelling campaigns designed around your specific business needs.

From display advertising and page takeovers and social media, you choose the channel that is right for you.

Our digital advertising opportunities allow you to:

- Use our advanced intelligence to reach users across the web based on their site behaviour on our network.
- Build a content hub to collate highly-focused editorial content based around your marketing messaging.
- Build your social following and amplify your marketing message with social media competitions or Q&As.



DIGITAL AND ONLINE

WEBSITE

Exclusive Take Over

£5,000

Ad Frames: campaign specific

Super Leader Board	£1,500
Billboard	£2,000
Fixed Bottom	£2,000
Side Bar	£1,000
Sticky Side Bar	£1,000
Inline Ad-zone	£750
MPU	£750

DAILY NEWSLETTER

Leaderboard

£1,000

MPU

£750

Bottom Banner

£500



PCR

Features 2025

Our editorial team will be working hard to bring you BIG interviews, in-depth company and people profiles, market and product information, key news analysis, opinions and much more.

As well as our regular features programme we will also be delivering in-depth information on upcoming industry events and initiatives.

JANUARY/FEBRUARY 2025

FEATURES:

- Sustainability
- Software and cloud
- eCommerce
- State of the industry
- Recruitment

*Editorial deadline 02 January
Advert deadline 17 January*

MARCH/APRIL 2025

FEATURES:

- BETT
- Education
- Round table

*Editorial deadline 01 March
Advert deadline 18 March*

MAY/JUNE 2025

FEATURES:

- Hybrid/remote working
- Smart tech
- AV
- Top ten

*Editorial deadline 01 May
Advert deadline 17 May*

JULY/AUGUST 2025

FEATURES:

- Infosec
- Security
- IoT
- Rising stars

*Editorial deadline 01 July
Advert deadline 19 July*

SEPTEMBER/OCTOBER 2025

FEATURES:

- Back to School
- Diversity
- PCR Awards

*Editorial deadline 01 September
Advert deadline 27 September*

NOVEMBER/DECEMBER 2025

FEATURES:

- Gaming
- eSports
- Networking and Comms
- Top ten
- Marketing

*Editorial deadline 01 November
Advert deadline 17 November*

