

Agora Publications – IT E-newsletter subscribers
E-newsletter subscribers : 115,000 Records
Description/Profile

Agora Publications are specialist publishers in PC continuity products for the consumer market. This extremely high-quality database consists of subscribers to two of Agora's continuity e-newsletters – **Windows Secrets** and **PC Tips for Seniors**.

These e-newsletters are sent out to subscribers 2-3 times per week with a combination of editorial and ad content. These email newsletters are highly responsive as recipients have all opted-in to receive them.

PC Tips currently has a circulation of 35,000 subscribers. The profile is predominantly Male aged 50 plus.

Windows Secrets has a current circulation is 80,000. The profile is predominantly Male aged 40 plus.

These responsive subscribers have been recruited via a combination of direct marketing, inserts and online activity.

Advertisers have the option of either an Ad slot in the e-newsletter or an endorsed Solus e-mail. With the e-newsletter ad slot, advertisers have a choice of Premium position which has pride of place at the top of the newsletter, or standard position within the editorial (please enquire for further details).

Counts
E-newsletter

Windows Secrets	80,000
PC Tips for Seniors	35,000

Recommended Users

Cruise Companies, Insurance providers, PC hardware and consumables, home and garden, stationery companies plus many more.

RATES
Solus E-mail Rates:

Full file	£80/000
Partial file	£90/000

E-newsletter Ad slot:
Windows Secrets

Premium	£3200
Standard	£2700

PC Tips for Seniors

Premium	£1600
Standard	£1300

The above prices are based on 1 ad slot in 1 issue. For an ad series please enquire for pricing.

Selections (for solus only)

Geography	£10/000
Gender	£10/000

HTML Set-up	£Free
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Terms & Conditions

Minimum order (solus): £500

E-mails released: No

Ad copy would be required 2/3 working days prior to broadcast date.

For counts, or more information contact

olivia@intermedia-global.com
richard.collett@intermedia-global.com

Or call us on +44 (0) 1234 831000