

For further information contact—

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**aop** Association of Online Publishers

Digital Publisher of the Year 2010

# V3.co.uk

## Technology at work

V3.co.uk provides technology professionals with 24/7 news and analysis on the happenings of the IT industry.

V3.co.uk serves an audience of IT buyers and business decision-makers with up-to-the-minute news, reviews and special reports written by a team of expert IT journalists in the UK and Silicon Valley. V3.co.uk delivers real-time IT news, features and analysis alongside product reviews, software downloads, video demos, blogs, white papers and IT jobs to a broad audience of IT professionals and enthusiasts.

### Who are the V3.co.uk audience?

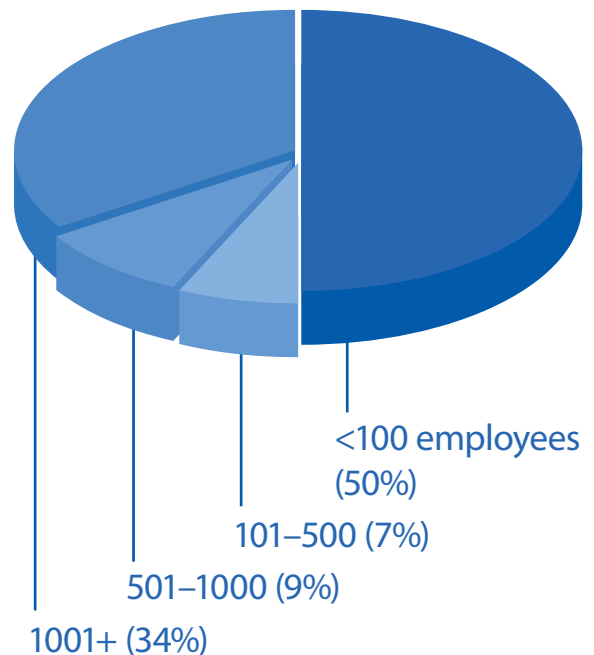
The typical viewer is a male IT professional working within a UK company in a management or technical role. They refer to V3.co.uk to keep up to date on the IT industry relevant to the UK including the latest products and technologies used in business today.

#### Target Audience

- IT managers
- IT directors
- Heads of IT
- Technical project managers
- Developers



#### Company size



### V3.co.uk's unique offering includes:

- Delivering a unique blend of news, reviews, video reports and in-depth analysis
- Providing high-value, accurate and reliable IT content around the clock
- Reviewing the latest must-have technology for businesses today
- Encouraging audience interaction and discussion

Media Solutions  
2011

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Two thirds of our audience visit V3.co.uk more than once a week

Media Solutions  
2011

## 5 Reasons to advertise on V3.co.uk

- V3.co.uk is the only UK IT professional site to provide 24/7 news and video coverage with dedicated teams in the UK and Silicon Valley
- Reach an audience of IT professionals, business managers and technology implementers looking for product and vendor information. V3.co.uk connects you with the entire decision-making chain from brand specifiers to budget holders and decision makers.
- Premium online IT brand providing a high-quality environment for your marketing campaigns.
- Multiple marketing opportunities available from mass awareness and branding campaigns to lead generation and education
- We offer scalable solutions to fit all budgets and objectives from display advertising through to integrated multi-platform campaigns.



\* Publishers statement March 2010

## Advertising opportunities

A customised advertising package could include any of the following:

### Online Products

Full suite of online display, section takeovers and targeting, microsites

### User Participation

Sponsored poll, video Q and A, podcast, chatroom

### Digital Events

Web Seminars, Filmed round tables, V3.co.uk summit

### Push Marketing

Email newsletters, Mobile advertising/ sponsorship



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