

We are the leading decision-makers' forum for ICT-driven development

Ranked number one by



The website

The Connect-World website, launched 15 February 1997, has evolved over the years in parallel with the new web design technologies and techniques, to improve both its immediate visual impact and its readability.

The website has a loyal readership base and continually attracts a significant number of new visitors.

Connect-World is a business-to-business (B2B) website. Top decision-makers in the ICT sector, in industry, commerce, government institutions and academia regularly access its pages. Many of our authors place their articles on their website hyperlinked to ours.

SEO Facts

- Google has over 3 billion pages indexed - a billion more than its nearest competitor.
- There are 300 million searches on Google/Yahoo every day.
- 55% of all online purchases result from an online search.
- Without your own large email list or affiliate network, 90% of all traffic comes from search engines.
- The top 3 listings in Google show up as the first 3 results in the web pages found in the Yahoo directory.
- Yahoo and Google account for 67% of all daily online searches.

The magazine

The *Connect-World* series of magazines provide a forum where the highest-level decision makers in the information communication technology (ICT) sector air their views regarding the impact these technologies have upon regional and global development. *Connect-World* recently celebrated its 13th anniversary.

Connect-World publishes editions for each of the world's major regions: Africa and the Middle East, Asia-Pacific, EMEA, Europe, India, Latin America and North America. *Connect-World* also publishes a yearly Global issue, as well as special editions to commemorate special events, shows and exhibitions, such as for the World Summit on the Information Society.

The world's top decision makers write *Connect-World* articles. They use clear, non-technical, English to discuss how ICT helps shape regional and global development. The articles examine the influence that ICT products and services have on the way people live and do business.

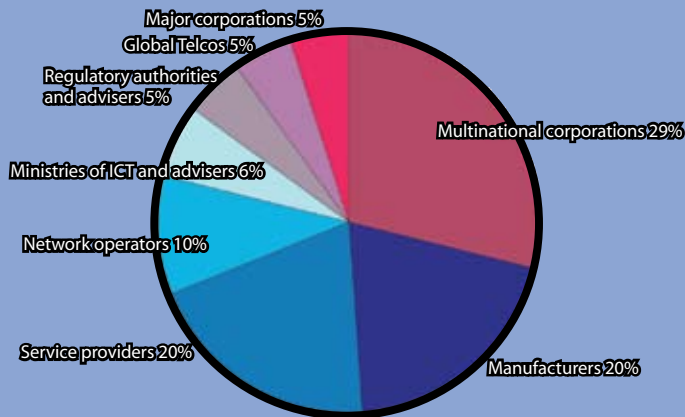
Connect-World is read not only by the same pool of decision-makers we draw our authors from, but also by those throughout the world concerned with the responsible use of technology for human and economic betterment, by industry executives, by leaders of multinationals, by international organisations and key figures in government.

Feedback

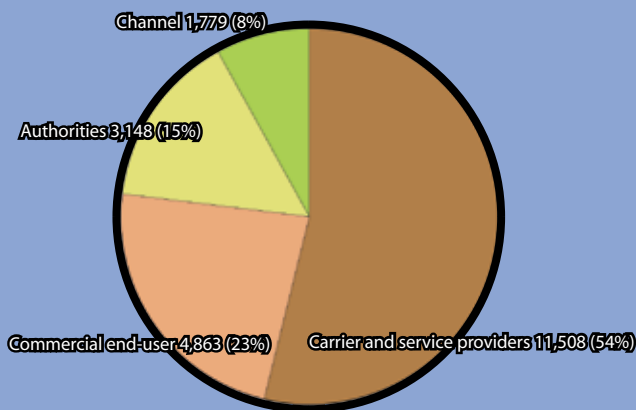
To further assist advertisers with their marketing, Connect-World can also provide statistical analysis of the traffic linked from our website to your website every month.

Website statistics

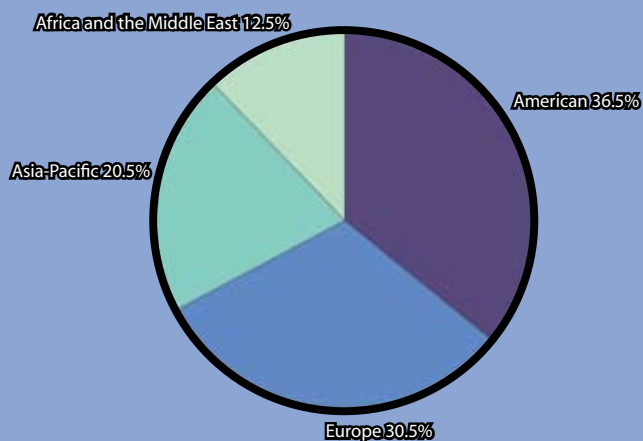
Organisational breakdown



Industry sector



Geography



Traffic

The website receives between 2 million hits per month, which means that advertisers receive 2 million indentations per banner per month.

The page impressions are between 1.1 - 1.4 million per month.

Unique visitors to the website are on average 9,000 per month.

To provide our advertisers with additional targeted distribution, every two weeks we email a PDF of a current Connect-World article to the 38,000+ readers in our e-Letter subscriber base.

Connect-World's up-to-date Events page provides a comprehensive source of information about ICT-related events throughout the world and drives a constant stream of traffic to the site.

To ensure a high volume of quality traffic, Connect-World's website has over **1,800 FREE articles** by the world's ICT leaders available to read and download.

Value

Connect-World's website provides excellent value and performance, targeting ICT industry decision-makers and focusing your online marketing.

Website mechanical data

Top banner
468x60 pixels
max. file size: 80KB

Skyscraper
120x600 pixels
max. file size: 80KB

Events banner
160x60 pixels
max. file size: 30KB

File format:
JPEG, Gif. (Colour mode: RGB, 72dpi)
We **DO NOT ACCEPT** Adobe Flash .swf

Website advertising (monthly rates)

1x Month

Home page top position	£1,835
Home page skyscraper	£1,315
e-Letter top position (two issues per month)	£1,840
e-Letter skyscraper (two issues per month)	£1,925
e-Letter sponsorship (two issues per month, top position + skyscraper)	£2,360
Events page top position	£1,315
Events skyscraper	£ 790
Regional pages top position	£ 830
Regional pages skyscraper	£ 790
e-Promo (two issues per month, for specific events, press releases or product launches)	£1,050

3x Months - (price per month)

Home page top position	£1,470
Home page skyscraper	£1,050
e-Letter top position (two issues per month)	£1,470
e-Letter skyscraper (two issues per month)	£1,260
e-Letter sponsorship (two issues per month, top position + skyscraper)	£1,890
Events page top position	£1,050
Events skyscraper	£ 630
Regional pages top position	£1,050
Regional pages skyscraper	£ 630
e-Promo (two issues per month, for specific events, press releases or product launches)	£ 840

6x Months - (price per month)

Home page top position	£1,290
Home page skyscraper	£ 920
e-Letter top position (two issues per month)	£1,290
e-Letter skyscraper (two issues per month)	£1,100
e-Letter sponsorship (two issues per month, top position + skyscraper)	£1,655
Events page top position	£ 920
Events skyscraper	£ 550
Regional pages top position	£ 920
Regional pages skyscraper	£ 550
e-Promo (two issues per month, for specific events, press releases or product launches)	£ 735

12x Months - (price per month)

Home page top position	£ 920
Home page skyscraper	£ 660
e-Letter top position (two issues per month)	£ 920
e-Letter skyscraper (two issues per month)	£ 790
e-Letter sponsorship (two issues per month, top position + skyscraper)	£1,180
Events page top position	£ 660
Events skyscraper	£ 395
Regional pages top position	£ 660
Regional pages skyscraper	£ 395
e-Promo (two issues per month, for specific events, press releases or product launches)	£ 525

For more information contact our sales team at: email: sales@connect-world.com, telephone: [+44 20 7540 0876](tel:+442075400876)