Events and Training
Directory

Introduction

What The Reg can offer

Audience

The Register
Events & Training

Introduction
Events and Training Directory

The events and training directory at The Register represents a unique opportunity to promote your products in front of one of the most dedicated and passionate online IT audiences.

Notching up its fifth consecutive quarter as the UK's most visited IT media site**, The Register can rightly claim that 'This' is where the technology audience lives.

Starting life as an occasional free email newsletter in 1994, The Register hit the Web as a daily UK-based news operation in May 1998. On that day, 300 readers visited the site; in 2003 more than 2.2 million* unique users visit the property.

The Register gained its huge worldwide audience entirely through word of mouth. Its blend of breaking news, strong personalities – and its accessible online execution - soon made it one of the most popular, authorities on the IT industry.

With an international team of journalists and columnists, The Register covers breaking news, analysis and reviews in the IT industry from enterprise software, to chip developments, from IT policy making to technical innovation.

The events and training directory provides a platform to fully exploit this strong editorial brand and deliver contextualised placements across the site. This means that your product (event or training course) appears alongside relevant content – with the reader already primed for the subject.

Through its web sites, double opt-in newsletters, wireless services, and meticulously structured content systems, The Register can offer a range of cost effective ways to reach your target audience.

> Notching up its fifth consecutive quarter as the UK's most visited IT media site**
> The Register can rightly claim that 'This' is where the technology audience lives

The Register
Events & Training

How can you reach
The Register's audience?

The Register Inbox

With more than 46,000 of the most dedicated IT professionals, signed up to its double-opt in newsletter, *The Register Inbox* promotion offers one of the most effective ways of communicating with your desired audience.

Home and Channel

The Home and channel promotion gives promoters extraordinary reach across the IT professional audience for very little investment.

Home
Taking prime position on the home page of *The Register*, in it's own Event of the Week promo box, the event is exposed to more than 700,000 unique readers – 149,345 per day (ABCe 2004).

Channel
Sponsors can take the same position within a channel of news that is more specific to their specialist topics – such as software, wireless, enterprise etc.

Ultimate Package

A combination of the above packages giving access to what is, arguably, the biggest active IT audience available today.

Advertising

Standard advertising is also available at the following CPM (cost per thousand page impressions) rates:

Top Banners	£40 CPM
Button	£24 CPM
Skyscrapers	£80 CPM
MPU	£80 CPM
Leaderboards	£80 CPM
Pop Ups	£80 CPM
Textlinks	£4 CPM

The Register — Events & Training
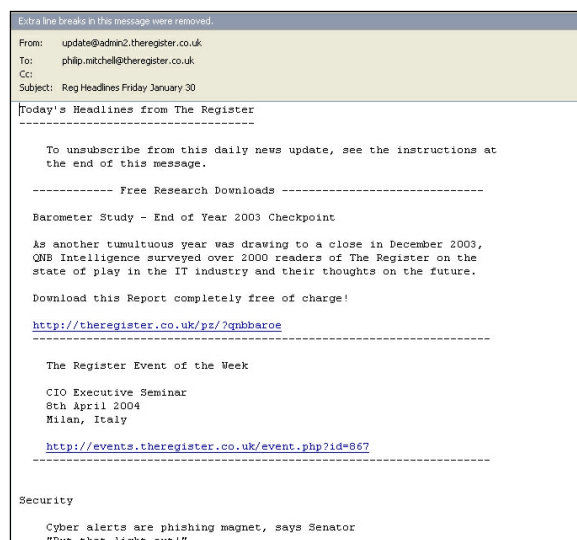
Contact

For further information, explanation or a specific tailored proposal:

Maria Luisi
Events Sales
t: +44 (0)7786 234 016
e: maria.luisi@theregister.co.uk

Philip Mitchell
Marketing Director
t: +44 (0)7980 898 072
e: philip.mitchell@theregister.co.uk

The ⊙ Register
Events & Training