

ZDNET UK – EVENTS MARKETING

ZDNet UK (www.zdnet.co.uk) is the complete interactive resource for technology decision makers who need authoritative, analytical and insightful coverage of the latest developments in technology.

The ZDNet UK events page (<http://www.zdnet.co.uk/events>) provides a list of key industry events and conferences taking place over the forthcoming months. This is a vital resource providing business and technology professionals with a quick and easy way to research and plan which events to attend.

The ZDNet UK events marketing packages are ideal for promoting any business technology seminar, conference or exhibition.

LinuxWorld Conference & Expo

LinuxWorld is the must-attend event for the IT, Linux and Open Source community. The two days will offer:

Date: 25 - 26 October

Subject Area:

Event type: Exhibition

EVENTS MARKETING PREMIUM LISTING

See your event showcased at the top of the list by premium listing. Your event will then benefit from the following promotions:

- **Premium listing on the Events page** – your event is featured at the top of the listings on the ZDNet UK Events page
- **Premium listing in the Events email** – your event is promoted in the top position of the ZDNet UK Events email (c. 16k subscribers)
- **Contextual links** – links to your event will appear within relevant editorial content on the ZDNet UK website.
- **Listing in the Breaking News email** – inclusion within Breaking News email for the week prior to event (c. 96k subscribers)
- **Delegates to your door** – ZDNet UK will drive quality delegates to you for event registration

The Premium Listing package costs **£2,000** per event for a 1 month promotion.

Upcoming Events

OCTOBER 2006						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Meet the ZDNet UK editors where you see this symbol

You can submit details of your own event using the button below.

[Click here to submit an event](#)

SITE STATS

2.1 million unique users
10.5 million page impressions



AUDIENCE

6% CIO and final IT decision makers
55% IT Managers and IT Pros
29% non-IT C-Level business decision makers
85% will make IT purchases this year
Source: ZDNet UK Demographic Survey - Sept 05

The screenshot shows the ZDNet UK website interface. At the top, there's a navigation bar with links like Home, News, Opinion, Reviews, Prices, Resources, and Community. Below that, a search bar and a 'LOGIN' section are visible. The main content area is titled 'RESOURCES EVENTS' and features a calendar for 'OCTOBER 2006'. A prominent message says 'Meet the ZDNet UK editors where you see this symbol' and 'You can submit details of your own event using the button below.' Below the calendar, there's a list of 'Upcoming Events' including 'LinuxWorld Conference & Expo', 'Data Management and Information Quality Conference 2006', 'IDCA's Business Continuity for Competitive Advantage conference', 'WORKTECH06', 'The National Outsourcing Association's 4th Annual Outsourcing Summit', 'Rapid Delivery of Enterprise Architecture for Business Integration', 'Rapid Delivery Technologies for Enterprise Integration', and 'Gartner Data Center Summit 2006'. On the right side, there are sections for 'MORE IN THIS TOOLKIT', 'ZDNET JOBS', and 'BUSINESS DIRECTORY'.

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