

YOU WOULDN'T BELIEVE WHAT PEOPLE GO THROUGH TO GET OUR FREE MAGAZINES.

It's tough to get PC WEEK, MacWEEK and Corporate Computing. In fact, we have the most stringent qualification process for our controlled magazines of any publisher in the industry. And our advertisers wouldn't have it any other way.

After all, they want to reach a special kind of buyer who works at a large, technology-rich site—someone with

SITE	INDIVIDUAL
PCWEEK 20+ PCs Installed	Purchase for 25+ PCs and buy systems
Corporate Computing 1 mainframe or 2 minis or 100 networked micros with connections installed/planned	Purchase \$100,000+ per year of computer products
MacWEEK 10+ Macs Installed	Purchase for 10+ Macs and buy Macs

the budget, competitive drive and support to be an early adopter of new technology and a volume buyer for successive generations of products and services. Not to mention, someone



TAKE OUT YOUR NO. 2 PENCIL.
Candidates must answer detailed questions about their sites and buying power.

who can influence others in their buying decisions.

Such a buyer can help transform an advertiser's products and services into industry standards and big profit-makers. And that's the kind of buyer our controlled magazines deliver.

More qualified buyers.

To start, we've created controlled magazines that buyers want to read. Because each includes practical information to help buyers meet the challenges of working in large sites with the most advanced systems and software.

And the response to our magazines has been outstanding. More and more subscription requests arrive every day.

But not every request is approved. Potential subscribers must pass our unique two-step test regarding **both** their site and individual qualifications.

This annual test is specially designed to weed out those sites and buyers with low buying power and influence.

Site qualification is based on the quantity and type of computer technology installed at a particular facility. While a company as a whole may have enough systems



WHAT SAY WE TAKE A CLOSER LOOK?
We've spent \$5 million on software to compare their answers.



CAN YOU TAKE A LITTLE REJECTION?
Only one in three candidates qualifies for our controlled magazines.

to qualify, an individual site may still fall short of the required number.

Buyers are tested on their purchasing authority at a qualified site, however, not everyone who passes makes the cut. If a site has more potential subscribers than needed for optimum market penetration, only the top volume buyers are selected.

As a result, every year more than 60% of those who request our controlled magazines experience rejection.

Each of our magazines has its own standards. And we are con-

stantly raising those standards as more and more sites adopt advanced technology. So that only the major players are left year after year.

How do we know for sure?

We do more than take the buyers' word about their site and purchasing authority. We check them out—cross-check to be exact—with our \$5 million Big Match software program.

It uses a 24-point scoring system to match people and sites, a process called **unitization**.

We can compare the answers given by all subscribers at each site to ensure accuracy. We also make a few



LET'S DO IT AGAIN, REAL SOON.
They qualify on a yearly basis. So they get to go through the whole process again. And again.

phone calls—76,000 in 1992 alone—to verify the unitized data.

We use unitization to actively improve the quality of our subscriber file. To find subscribers at all qualified sites. And to deliver the most efficient mix of subscribers at each qualified site.

Which allows us to give our advertisers the most qualified buyers at technology-rich sites. Plus, comprehensive, unduplicated market information—audited by BPA—to make their sales calls more effective and to increase the power of their marketing materials.

That's a competitive edge only Ziff-Davis offers. All of which has made advertisers big believers in the power of our free magazines.

For more information, call 415-578-7300. And become a believer yourself.

ZD The Ziff-Davis Magazine Networks

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