

IT Professional, applying IT to business

In May of this year Minoc Business Press launched a journal for ICT decision makers, called IT Professional. Here follows an account of the contribution made by Computer Profile to this.

“Thanks to the live link with the Computer Profile database, every change in the Belgian market is reflected in our reader file with the least possible delay. This dynamism is one of the main factors that distinguishes IT Professional from our competitors.”

Minoc Business Press, the leading Belgian publisher of ICT magazines such as Clickx, Smart Business Strategies, PC Magazine and ZDNet, launched a journal called IT Professional in May this year, intended for ICT decision makers. Caspar van Rhijn, the editor of Minoc Business Press, explains why the partnership with Computer Profile was essential for the success of the new magazine.

IT Professional is aimed towards men and women who are responsible for the ICT infrastructure and the purchasing policy of Belgian companies and institutes. This journal is intended for ICT decision makers who want to hear about the latest technological developments and want to know what is going on in the IT sector.

“In order to be sure that IT Professional would reach the mark, we knew that the underlying database would have to provide more or less complete coverage of all ICT investments in Belgium and Luxembourg. That is why we opted for a new method of controlled circulation and a partnership with Computer Profile. IT specialist journals are traditionally sent out according to databases that have been compiled using details provided by the readers themselves. However, there is little benefit to the reader of providing correct or complete details – sometimes quite the reverse – which means that thousands of magazines are sent to a contaminated and consequently incorrect target group. The database of IT Professional, on the other hand, is a dedicated target group database that has been compiled meticulously by Computer Profile, an independent database specialist for whom an accurate, comprehensive and updated database is a top priority, as this is their core business. As a result we can guarantee that advertisers will reach an ICT investment potential of 8.5 billion euros in Belgium alone.”

The compilation of a reader file is important, of course, but keeping this up to date is equally important. In order to maximize the return on advertising expenditure, Minoc Business Press ensures that the subscriber file of IT Professional constantly reflects the Belgian market. This is a dynamic market, which means that ICT decision makers are often inclined to change their job or employer. This dynamism has to be reflected in the subscriber file of IT Professional. This is achieved by means of a live link with the database of Computer Profile, which allows any change on either side to be passed on and followed up immediately. This makes IT Professional unique in the Belgian market.