



Bimonthly magazine
about IT & Business for professionals



MARKET POSITION:

Alliancy le mag is a professional magazine dedicated to IT and Digital in the business world. The objective of **Alliancy le mag** is to enable decision makers to better understand how the Digital Technologies are important and what their impact could be on the company strategy. **Alliancy** mainly targets a male audience (60%) aged between 25-34 and 50-64, mostly composed of top executives and managers.

		Alliancy le mag
Total circulation	Publishers 2016	14 000

EDITORIAL PROFILE:

Alliancy le mag is a professional IT magazine consisting of 80 pages (which shows the differences between the actors who build the digital transformation of the society and those who use it daily).

Alliancy le mag is bimonthly as its objective is not to give the latest news, but to examine the digital trends that affect activity of companies, industries or sections of the whole economy.

The magazine consists of 7 sections:

- IT Speech: Interview of a well know figure who give its idea about the digital transformation
- News: 9 pages with all the latest news of the IT Market
- Head: interview of digital actors selected by the editorial team
- Field: Focus and analysis of a country, a city, a region
- Wide angle: 20 pages of surveys and interviews about the special topic of the issue
- Practice: advice and share of good practices showing how to improve efficiency
- Reminder: Legal alerts, important events and a book to discover

ADVERTISING RATES 2018:

Format	Rates
Page	8 100 €
Page ½	4 400 €
Page ¼	2 500 €

TECHNICAL SPECIFICATIONS:

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