

## COMPUTERWORLD MAGAZINE LAUNCHES REDESIGN WITH MAY 24<sup>th</sup> ISSUE

*Same Strategic IT Content, New Format and Design*

Framingham, Mass. – May 24, 2010 – IDG’s [Computerworld](#), the leading IT media brand dedicated to providing peer perspective, IT leadership and business results, unveils its magazine redesign showcasing a clean, modern and functional design. *Computerworld*'s editorial maintains its focus on providing insightful, real world perspectives on IT through news analysis, in-depth management advice, transformational technology features, hard-hitting opinion columns, career advice and more.

“Magazines continue to be a primary resource for enterprise IT managers looking to keep up-to-date on technologies during the purchase process. In fact 92% of *Computerworld* subscribers report taking action after seeing an ad in *Computerworld*,” said John Amato, publisher of Computerworld. “The investment in this redesign will benefit readers by showcasing the IT strategy and needed insight in a more contemporary format designed to enhance our readers’ journey throughout the magazine to view editorial and advertiser information.”

*Computerworld*'s 1,059,000 average issue audience<sup>2</sup> will enjoy the new design elements including:

- New typefaces giving the magazine a modern (even edgy) look throughout
- Clean, sophisticated magazine cover design
- Article pages with more white space and dramatic photos
- Makeover of the popular Shark Tank section—featuring anecdotes about clueless users and bosses

“For more than 40 years, readers have turned to Computerworld as a trusted and unbiased source for the technology industry,” said Scot Finnie, editor in chief, *Computerworld*. “This redesign will showcase our superb content in a fresh, clean design, fitting to the evolving and emerging technologies that we cover.”

These changes accompany the recently announced [Computerworld.com](#) site enhancements—including updated navigation and appearance—improving the user and advertiser experience.

### **About Computerworld**

Computerworld is the leading source of technology news and information for IT influencers worldwide, providing peer perspective, IT leadership and business results. Computerworld’s award-winning Web site (<http://www.computerworld.com>), bi-weekly publication, focused conference series and custom research forms the hub of the world’s largest (40+ editions) global IT media network. In the past five years alone, Computerworld has won more than 100 awards, including 13 American Society of Business Publication Editors (ASBPE) awards in 2009, the 2009 Best Blog from the Neal awards, and 2006 Best Overall Web Publication from ASBPE. Computerworld leads the industry with an online audience of over 3 million unique, monthly visitors and a print audience of 1,059,000 readers each issue (IntelliQuest CIMS Fall 2009). Computerworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world’s leading media, events, and research company. Company information is available at [www.idgenterprise.com](#).

<sup>1</sup>Computerworld Harvey Study, February 22, 2010

<sup>2</sup> IntelliQuest CIMS Fall 2009

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