



The magazine for PDA and Smartphone users

MARKET POSITION:

PDA & SMARTPHONE is targeting all those private and corporate users who are expecting more from their PDA & Smartphone than just basics functions. With 70 to 100 software tests per issue as well as 10 detailed hardware tests their readers' thirst of knowledge is quenched. The readership is composed by 95% of male readers, and by 61.1% of readers being between 40 and 59 years old.

		PDA & Smartphone
Print Run	Publisher Statement 2009	50 000

EDITORIAL PROFILE:

PDA & SMARTPHONE is strictly divided into sections, which means within the testing section they are neither comparing apples with pears nor office programmes with games.

The tips and tricks section helps with workshops and of **PDA & Smartphone** application reports.

More special features are the comprehensive cover story in every issue as well as a CD that comes with every issue containing all programmes that are presented and tested.

PDA & Smartphone sets great store by independent reports and a serious writing.

TECHNICAL SPECIFICATIONS:

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