



# Edipresse AS Romania is launching "Computer Bild"

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**Edipresse AS Romania is launching  
Computer Bild which is Europe's largest computer magazine.**

*Computer Bild* is the best-selling IT title in the German market since his launch and is published in Germany, Spain and Poland as well as in Czech Republic, Lithuania, Italy and Macedonia.

*Computer Bild* is the magazine for the young and educated people interested in the latest technical products and also interested in easy to understand information about their quality and function. Readers see *Computer Bild* as a practical source of advice and independent aid in decision making.

*Computer Bild* readers are mostly men between 20 and 39 years old, active, high school and University graduated, with urban residence (big cities and Bucharest), with high disposable income.

*Computer Bild* magazine is practical instead of complicated, uniquely informative and easy to understand, targeted to all pc users, fun to read with main interest in meeting its readers' needs. The main value of the magazine are comprehensive and independent product tests, superior use value and practicability.

The magazine has a minimum of 114 pages and will be on the market starting 10th of October, with a net print run of 25'000 and a rate card of 1'800 EUR/page. The magazine has a CD attached in every issue at the price of 6 lei. The CD offers useful programs, office software,

mobile phone melodies, photo and video processing. The Publisher of *Computer Bild* is Marius Geana who has an experience of 9 years in Edipresse and the Editor in Chief is Vasile Damian who has an experience of ten years as a journalist in computer magazines.

**Edipresse AS Romania** is a joint venture between the international press group Edipresse, with branches in fifteen countries, based in Switzerland at Lausanne and Axel Springer AG, one of the leading international media enterprises. Edipresse AS Romania publishes eleven titles: *Avantaje, Elle, Viva!, Olivia, Popcorn, Deco Style, Sana, Look, Joy, Povestea mea* and *Intimplari adevarate*.

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