

twilight

CHIP on Assignment

Current News

Most young ones eventually have siblings. And CHIP is no exception

After one glorious year of alone cornering the respect of advertisers, and the affection and loyalty of readers, CHIP now has to share the limelight with someone.

The new arrival in the family is *Computer Reseller News*, a just-out publication on Information Technology, in collaboration with CMP Media International.

All of us here are very clear that our basic business objective is to provide knowledge of information technology. And therefore, even much before the launch of CHIP, we had planned to expand the segments of readers that we cover. We were also clear that if we were to be successful in providing international-quality information to our audience, we would need to partner with a global leader in information technology media.

Happily, we have been successful in sealing such an alliance. CMP Media International is a 26-year-old company that is part of a \$2.5 billion group. It has been a leading provider of the highest-quality editorial to readers across different segments of information technology needs. Among their prominent publications are *BYTE*, *Windows* magazine, *Information Week*, *Network Computing* and of course *Computer Reseller News*. CRN, as the title is popularly known, is the world's leading magazine for professional providers of technology and information. Which means that it is targeted at distributors, dealers and resellers who sell IT hardware, software or solutions.

Computer Reseller News has been the global leader for the past 17 years and is present in 22 countries worldwide, where it is the trusted source for all professionals in this business.

Since CRN is a trade magazine, you are never going to see it in the newsstands. Ever.

Distribution shall be strictly by controlled subscription. Which means that even if you want to pay, you will not get a subscription unless you happen to be

a dealer, distributor or reseller of hardware, software or services. Elsewhere in this issue of CHIP, you will find details of how you can subscribe if you happen to be part of the audience that CRN will address. And this is quite likely, since there are several thousand of our readers who are professionals in the business of Information Technology.

In fact, an incident that happened a couple of weeks ago serves to highlight the standing that CHIP has among professionals in this business. Our marketing team was in discussion with the Vice President of one of India's largest IT companies, who wanted bulk subscriptions to CHIP for all his dealers, distributors and resellers (more than two thousand in number). Our team informed him about the imminent arrival of CRN—which he was very familiar with due to its global presence—and recommended that he should take subscriptions for this magazine, since it was specifically targeted at dealers and resellers. His unexpected response was that "*Bhai, hamare dealers CHIP ko hi pasand karte hain aur wohi padte hain.*"

Although this may burn the ears of our enthusiastic CRN team, we are sure that, in a short time, their hard work will ensure that they get the respect and loyalty of their audience—much as CHIP has.

So we hope that ALL of you wish best of luck to a magazine MOST of you are not likely to see.



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