**CONSUMER IT** is a publication from **Channel Media Europe Ltd**. While CONSUMER IT focuses on computer retailers, distributors and OEMs, other publications from Channel Media Europe reach nearly 100,000 high technology channel executives throughout Europe, Middle East and Africa.

CONSUMER IT is the only pan-European publication that concentrates on news about retailing computers (desktops, notebooks, netbooks, tablets, smartphones) , peripherals, and accessories to EMEA consumers.

As such it is a useful tool for retail, distributor and OEM buyers to find products and suppliers, to spot trends before they reach national markets, and to understand the strategies of major retailers.

Channel Media Europe Ltd. is a pan-European company with journalists, offices and representatives throughout EMEA. Additionally, it has representatives in Taiwan, India, Hong Kong and USA. The company itself is based in Malta.

## Editorial

Led by known industry veteran, Bob Snyder, CONSUMER IT is interested in trend-setting product that sells at retail to consumers...industry developments that affect consumer IT at retail and distribution...trends in retailing (both industry-specific nad general)...and technology (developed with consumer in mind).

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CONSUMER IT offers vendors and distributors a practical and cost-effective way to reach EMEA's most important buyers. Our business model is not traditional advertising: instead we have opted for a digital marketing model that provides a broader service to our clients in conjunction with banners.  If you are a vendor that needs more distribution or brand awareness in the channel (or a distributor that wants to sell across multiple EMEA markets), then please contact us and ask about our **Europium Digital Marketing** plans.

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