

Forthcoming events

Exhibitions play an integral role in any marketing campaign, allowing suppliers to support their other marketing activities via face-to-face meetings. We produce a variety of events on behalf of various government organisations, as listed below.

DE&S Defence Suppliers Service
26 February 2009

National Sustainable Procurement
11 March 2009

SOPO Scotland
17 March 2009

Central Buying Consortium
19 March 2009

N3PD (National Public Procurement Practitioners Day) & GO Awards
4 June 2009

Procurex 2009 & GO Awards Scotland
27/28 October 2009

Health Care Supply Association
Date TBC

Society of Procurement Officers in Local Government
Date TBC

For further details call

0845 270 7066

or email
exhibitions@bipsolutions.com

or visit
www.goconferences.co.uk



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Forthcoming themed issues

March

Law procurement and consultancy services

May

Sustainability in the public sector

June

Procurement Solutions official preview

July/August

ICT and e-Procurement (incorporating Nomad Wireless Forum overview)

September

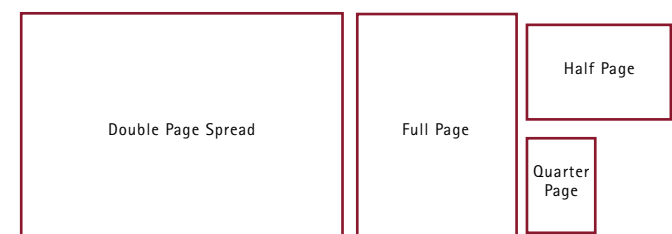
PPP and PFI in the public sector

November/December

Collaborative procurement

Non-themed issues: January/February, April and October

Advertising Specifications



Double Page Spread **£2800**

Bleed: (w) 426 mm x (h) 303 mm
Trim: (w) 420 mm x (h) 297 mm
Type: (w) 410 mm x (h) 287 mm
Please allow 6 mm gutter in centre of Advert

Full Page **£1500**

Bleed: (w) 216 mm x (h) 303 mm
Trim: (w) 210 mm x (h) 297 mm
Type: (w) 200 mm x (h) 287 mm

Half Page **£900**

Landscape: (w) 190 mm x (h) 126 mm
Portrait: (w) 92 mm x (h) 258 mm

Quarter Page **£600**

Landscape: (w) 190 mm x (h) 60 mm
Portrait: (w) 92 mm x (h) 126 mm

Series booking discounts are available as follows:

- 3-5 insertions 5% discount
- 6-11 insertions 10% discount
- 12+ insertions 15% discount

Advertising agency commission is 10% over and above the stated discounts.

Loose Inserts

Weight	Rate	Weight	Rate
Up to 20g	£1400	61g to 80g	£2300
21g to 40g	£1700	81g to 100g	£2600
41g to 60g	£2000	101g to 120g	£2900

Software Specifications

Advertising can be accepted in any of the following software packages (both Mac and PC). (Please note that any images must have a minimum resolution of 300dpi (dots per inch)):

- Adobe Acrobat (high-resolution .pdf)
- QuarkXpress (.qxd) and all associated files
- Adobe Photoshop (.jpeg or .tif)
- Adobe Illustrator (.eps) Convert all text to paths

Advertisements can be received on:

- CD-Rom (post to BiP Solutions, Park House, 300 Glasgow Road, Shawfield, Glasgow G73 1SQ)
- Email (advertising@bipsolutions.com)

Please supply a hard copy of your advertisement with your artwork or fax it to **0141 331 2652**

Any additional artwork required, or artwork received in a format other than as stated above, may incur a design charge of a minimum of £75, depending on copy. Additional design charges cannot be calculated prior to receipt of copy.

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FACILITATING BUSINESS WITH GOVERNMENT
GLASGOW - LONDON



Media Information 2009

The leading authority on public sector procurement

As the single largest customer of UK industry, the public sector will play a significant role in stabilising the economy, offering a wealth of commercial opportunities to suppliers. Will your company maximise its market share across this evolving sector?



Average Net Circulation
July 2007-June 2008 - 8287

Published by



Government Opportunities

The leading authority on public sector procurement

Suppliers wishing to promote their capabilities to the UK public sector often encounter difficulties in reaching the appropriate decision maker.

As the sole UK business publication focused specifically on public sector procurement, *Government Opportunities* (GO) magazine reaches 8287 (Audit Bureau of Circulations) procurement personnel working across the pan-government market. As such, it is used widely

by product and service suppliers who wish to communicate directly with buyers and strengthen their market share in this £140 billion sector.

Procurement processes across the public sector have evolved significantly and procurement professionals are now responsible for all aspects of purchasing and for delivering efficiency savings. This more centralised approach to procurement enables suppliers to engage directly with buyers across the market.



Promoting your capabilities

Regarded as the leading authority on public sector procurement, GO magazine and its accompanying online resource at www.govopps.co.uk informs public sector buyers on all matters relating to the area of procurement. Providing incisive coverage of public sector spending issues, GO works with leading industry experts to create an editorially led publication.

For you, the supplier, GO magazine offers an

invaluable platform to promote your organisation's capabilities to individual buyers as well as procurement consortia across the UK.

Many high-profile and distinguished professionals have written for GO magazine in the past, making it the definitive guide to public procurement. To view a list of GO's 2008 contributors, please visit:

www.govopps.co.uk/pdf/GOcontributors2008.pdf

Why advertise in GO magazine?

- Communicate directly with a pan-government audience of procurement specialists
- Accelerate your business growth across this evolving sector
- Harness the collective spending power of UK government bodies
- Deliver your company's message to real decision makers
- Optimise commercial opportunities in this high-value market
- Understand the issues facing public sector buyers, and the solutions they seek

Also received by all members of:



Publication Information

Circulation profile

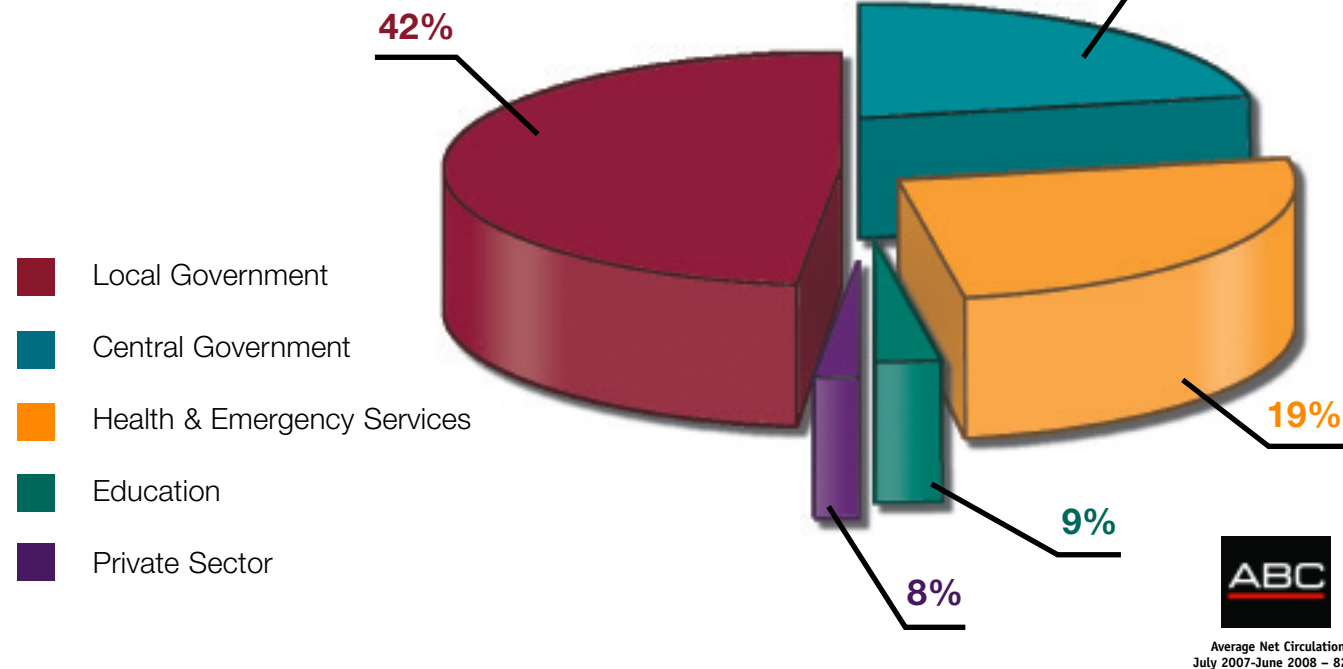
Published nine times a year, GO offers a circulation of 8287 (ABC), encompassing key personnel involved in all aspects of public sector procurement across the pan-government marketplace:

- Procurement Managers & Directors
- Contract Managers
- Chief Executives
- IT Managers
- Finance Managers & Directors

Areas of spend

- ICT (including IT systems, CRM technology, shared services & mobile technology)
- Office Technology
- Fleet
- Travel & Accommodation
- Building & Property Management
- Education
- Consultancy Services
- Recruitment/Interim Staff
- Training

Readers by organisation



- Local Government
- Central Government
- Health & Emergency Services
- Education
- Private Sector

Recommended reading within:



Government Opportunities

The Complete Marketing Solution

The GO name is synonymous with public sector procurement. We have built up a solid brand of communication platforms including GO magazine, the GO website and a growing series of public sector procurement conferences and exhibitions.

Working with you, we can create a bespoke marketing campaign which will offer visibility and exposure of your capabilities across a variety of media, including:

- GO magazine
- Online
www.govopps.co.uk
- Conferences & Exhibitions
www.goconferences.co.uk

To discuss your marketing requirements please contact the advertising team directly on

0845 270 7066

or email
exhibitions@bipsolutions.com

or visit
www.goconferences.co.uk



www.govopps.co.uk