



# PROCUREMENT

PROFESSIONAL

## MEDIA KIT 2010

**Serving the professional procurement community in Australasia**

Procurement Professional is the official publication of CIPS Australia P/L, the peak body serving the needs of the procurement profession in Australasia. Published bi-monthly, Procurement Professional is the only journal in the region dedicated to addressing issues faced by procurement practitioners in the day-to-day execution of their roles.

CIPS Australia





## ***About CIPSA***

CIPS Australia (CIPSA) is the peak industry body for the procurement profession in Australia and New Zealand. With over 3,000 members in the region, it is dedicated to promoting best practice, continuous improvement in professional standards and raising awareness of the contribution that procurement and supply management can make to organisations.

CIPSA is a subsidiary of The Chartered Institute of Purchasing and Supply (CIPS), the international body serving the procurement and supply profession and one of the world's largest providers of specialist training in all aspects of procurement and supply chain management. CIPS has around 49,000 members in 150 countries around the world, consisting of leading business people, professional managers, academics and people working in the purchasing and supply chain arena.

Mandated to act in the public interest and for the benefit of the procurement profession as a whole, CIPSA aims to benefit the procurement profession by raising the standards and status of the profession through:

1. Acting as a voice for the profession.
2. Helping individuals to become better professionals.
3. Helping organisations improve their procurement practices.
4. Building the global body of knowledge for purchasing and supply.

By drawing on its global body of knowledge, CIPSA is perfectly placed to assist both individuals and organisations in achieving world best practice in professional procurement practice, policies and procedure.

CIPSA provides a wide range of services for the benefit of members and the wider business community. Membership benefits include job support, career support, representation, knowledge banks, regional branch networks, regular magazine, networking events and conferences, dedicated website and tailored training courses.

# About the Publication



## A New Publisher

CIPSA appointed BTTB Marketing Pty Ltd as publishers of *Procurement Professional* from February 2009. BTTB is best known to the procurement community in Australasia as the publisher of *Business Travel Monthly* for the last nine years and the organiser of the highly successful CIPSA and BTTB Conferences and Exhibitions.

## Editorial content

*Procurement Professional* aims to keep the profession, and others interested in purchasing and supply issues, up to date with the latest developments and thinking. The magazine takes an analytical look at the major challenges and opportunities in the procurement area, tapping into CIPSA's extensive global resources as well as local experts, practitioners, consultants and academics. With contributions from business writers and experienced commentators, *Procurement Professional* strives to educate anyone with procurement and purchasing responsibility and provides hands-on and practical advice to assist with all aspects of the discipline.

## Multiple Formats

With the appointment of a new publisher, the circulation of *Procurement Professional* has seen increased significantly by the adoption of a range of new delivery formats. These will be:

- Traditional hard-copy publication – to CIPSA members only
- PDF version available for CIPSA members
- Digital publication using Realview Technologies – available to anybody

While everybody is familiar with the first two formats mentioned above, the digital format using Realview Technologies will be less familiar. For an example of how the publication looks and feels in Realview, please visit:

[www.businesstravelmonthly.com](http://www.businesstravelmonthly.com)



The digital format allows the publisher the opportunity to cost-effectively promote the professional procurement and CIPSA agenda to a considerably wider audience than currently receive the hard-copy magazine. While the growth of CIPSA membership has been extremely impressive, there are a huge number of practising procurement professionals in the region who are not yet members. By providing the digital publication to these non-member procurement professionals, we are able to introduce these non-members to the benefits of CIPSA membership, while providing our advertisers with significantly greater opportunities to reach a wider, yet still targeted audience.

The digital version of *Procurement Professional* can be viewed by any reader until the publication of the next issue. At that point, the current issue is archived and the new issue published. So the February issue will be "live" and open to be read by anybody, until the publication of the April issue.

The digital format also lends itself extremely well to developing easily searchable archives of back issues. This archive is only available as a member benefit to CIPSA members and direct subscribers to *Procurement Professional*.



## ***Circulation***

### **Hard -Copy Printed Magazine**

Copies printed: 4,500

Mailed to members and other stakeholders: 3,500

The balance of hard copies are used for distribution to new members and for distribution at CIPSA Conferences and Regional Events.

### **Digital Publication**

BTTB launched *Business Travel Monthly* in 1999 and has developed a large database of procurement professionals responsible for managing their organisations travel.

Since 2005, BTTB has also been managing CIPSA Conferences, enabling the creation of an even more extensive database of procurement professionals in Australia and New Zealand.

These combined lists contain over 11,000 email addresses of people either directly involved in or with significant stakes in procurement as a profession. Excluding the 3,000+ CIPSA members who receive the hard-copy publication, this leaves over 8,000 relevant potential readers to whom we are “pushing” out the new digital version of *Procurement Professional*. This “push” takes the form of an email announcing the publication of the latest issue, providing a snapshot of the editorial content and links to access the digital version of the magazine.

# Readership



One often reads exaggerated claims made by publishers as to the readership of a publication. These readership claims make certain assumptions regarding the “pass-on rate” of each copy of the publication. More often than not, these claims are no better than a wild guess. While there is anecdotal evidence to suggest that a significant number of copies of *Procurement Professional* are circulated to colleagues or team members, we are not in the position at this stage to make any claims as to actual readership. We will shortly be conducting reader research to establish a more accurate figure.

Instead, we should concentrate on the known readership. The aggregate spend of our members is well over \$40bn, with average organisational spend around \$388m pa, and average individual spend of approx. \$88m – making the readership of PP magazine the most powerful buying audience in the region.

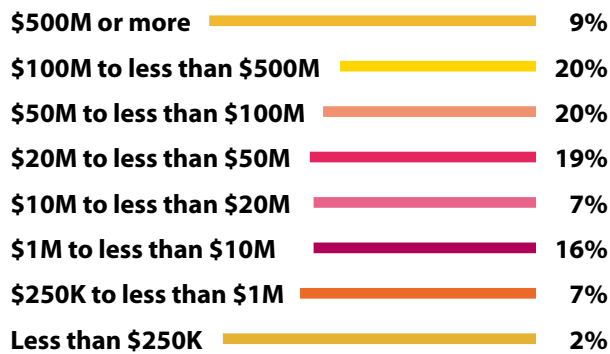
The CIPSA member list and the non-member list primarily consist of practising procurement professionals, operating in both the private and public sectors.

## Geographic breakdown of readership

- 1. Australia 84%
- 2. New Zealand 12%
- 3. Other 4%



## CIPSA members' expenditure responsibility



## CIPSA members' main area of responsibility



CIPSA research indicates that the majority of its members are primarily responsible for INDIRECT expenditure, those categories of expenditure that keep organisations running. However, this is by no means exclusive. The CIPSA membership lists include most of the Heads of Procurement in the region (whatever their titles might be) and a significant number of procurement professionals directly responsible for strategic supply lines of raw materials and critical components.

For further information on readership please contact the publishers as per page 9.

# Advertising Rates

The following rates are quoted in Australian Dollars and are exclusive of GST.

Size	Casual rate	3 x rate	6 x rate
Full Page	3750	3450	3150
Premium Full Page*	4350	4050	3750
Double Page Spread**	5950	5600	5250
Half Page	2250	2100	1950
Third Page	1850	1725	1600
Quarter Page	1450	1350	1250

## \*Premium Full Page

Inside front, inside back and outside back covers.

## \*\*Double Page Spread

Guaranteed centre spread carries a 10% loading, inside front cover carries a 15% loading.

## Advert Orientation

Half, third and quarter page advertisements can be either horizontal or vertical.

## Inserts

All inserts must be supplied to the publisher for weight and size verification as these can have a significant impact on costs. Once sighted, an accurate quotation will be provided.

# Booking and Material Deadlines

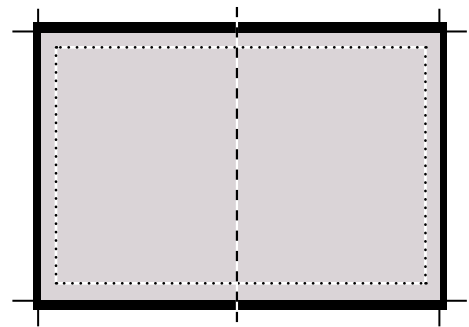
Deadlines and Mailing Schedules			
Issue	Booking Deadline	Material Deadline	Mailed Date*
February 2010	11th January	18th January	8th February
April 2010	15th March	19th March	5th April
June 2010	10th May	17th May	7th June
August 2010	12th July	19h July	9th August
October 2010	9th September	16th September	6th October
December 2010	8th November	15th November	3rd December

## \*Mailed Date

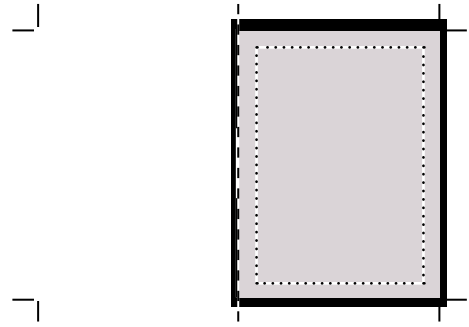
These are target dates for lodging the hard-copy magazine for post. In the event of factors outside the control of the publishers delaying publication beyond these dates, the publisher will bear no responsibility.

# Technical Specifications

Document Size	Depth (mm)	Width (mm)
Double Page Spread	297	x 420
Full Page	297	x 210
Half Page (H)	145	x 210
Half Page (V)	297	x 105
Third Page (H)	100	x 210
Third Page (V)	297	x 70
Quarter Page (H)	60	x 210
Quarter Page (V)	148	x 105

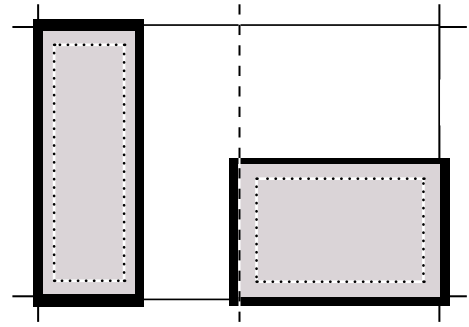


Double Page Spread

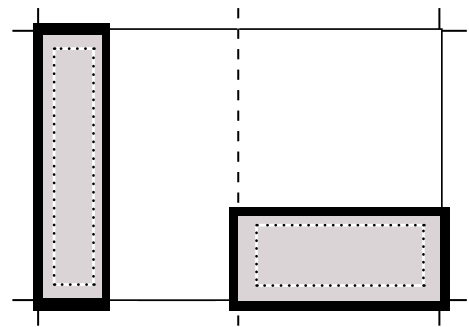


Full Page

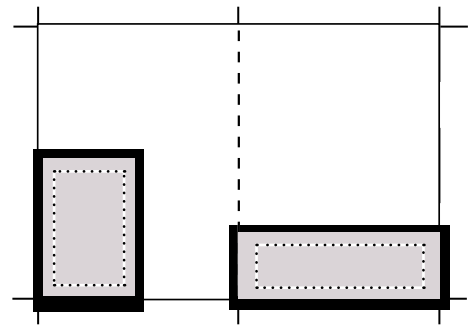
Ad Type Area	Depth (mm)	Width (mm)
Double Page Spread	277	x 400
Full Page	277	x 190
Half Page (H)	125	x 190
Half Page (V)	277	x 85
Third Page (H)	80	x 190
Third Page (V)	277	x 60
Quarter Page (H)	50	x 190
Quarter Page (V)	128	x 85



Half Page Vertical/Horizontal



Third Page Vertical/Horizontal



Quarter Page Vertical/Horizontal

Ad Bleed Size	Depth (mm)	Width (mm)
Double Page Spread	303	x 426
Full Page	303	x 216
Half Page (H)	151	x 216
Half Page (V)	303	x 111
Third Page (H)	106	x 216
Third Page (V)	303	x 76
Quarter Page (H)	75	x 216
Quarter Page (V)	154	x 111





## *Advertising Specifications*

### **Acceptable File Formats**

Adobe Portable Document Format (PDF).

Please prepare all PDFs as specified by the 3DAP guideline by visiting [www.3dap.com.au](http://www.3dap.com.au) for detailed instructions.

Artwork is accepted via email (up to 8mb) or on CD. Large digital files can be sent via FTP links such as [www.yousendit.com](http://www.yousendit.com), but please ensure that you use the correct email address for all submissions. Compression programs will not be accepted.

### **Other Formats**

PhotoShop CS2 and Illustrator CS2 files are acceptable as long as all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths. These ads should be saved as maximum quality jpg and eps respectively.

Ads supplied in Microsoft Word, PowerPoint, Publisher are not acceptable and will not be used.

### **Images**

Minimum resolution of 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling. All images must be in CMYK or greyscale mode. File formats must be TIFF or composite EPS and should not be compressed.

### **Logos**

Logos should be saved as outlined EPS files (ie: Illustrator) or maximum quality JPGs scanned and saved at 300dpi or higher (ie: photoshop). PMS colours should be converted to CMYK. Logos taken from websites are not acceptable for print.

### **Bleeds**

All bleed ads must have a minimum 3mm bleed round all sides.

### **Proofs**

A colour proof must be supplied with all ads sent via disk. The proof must include trim marks and where applicable, bleed. No responsibility will be accepted for reproduction of the advertisement unless a colour printout is sent with the disk as a frame of reference for the printer and all files saved as specified above.

Ads supplied as PDFs via email will be placed in the magazine and saved as a high res PDF, which will then be sent back to you with an approval sheet attached for your sign-off. Where file size becomes so large as to not allow for emailing back, a low res version will be emailed back to you for approval. Approval must be given by return email before ad will go to print. Please ensure PDFs are supplied at 100% size, with trim marks (and bleed where applicable). NB: Artwork for ads supplied as hi res pdfs must still conform to the above specifications.

### **Design and Delivery**

Any design assistance of your advertisement for Procurement Professional should be directed to Silvana Franzé.

All advertising queries should go to Andrew Wynn.

T: 61 (0)7 5502 7326

E: [andrew@bttbonline.com](mailto:andrew@bttbonline.com)

### **Send CDs with artwork to**

Silvana Franzé

Masque Graphic Design

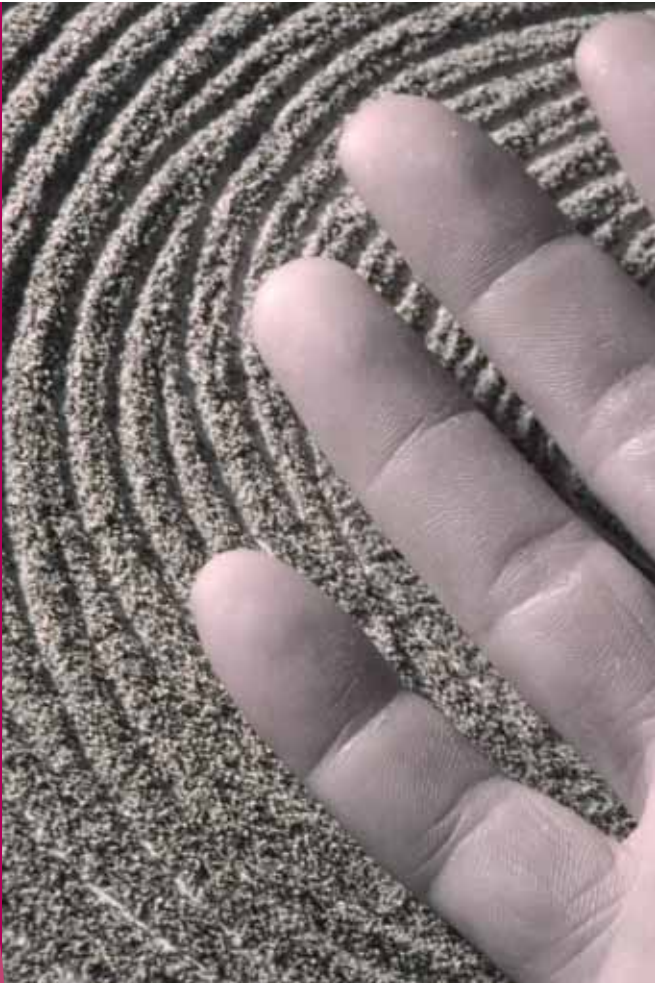
38 Cromwell Street

Croydon Park NSW 2133

Tel: 61 (0) 2 9798 7205

Fax: 61 (0) 2 9705 7254

E: [masque@optusnet.com.au](mailto:masque@optusnet.com.au)



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