



www.govopps.co.uk

www.bipsolutions.com

## contact

To discuss events/advertising opportunities please contact our advertising team on

**0845 270 7066**

email  
[advertising@bipsolutions.com](mailto:advertising@bipsolutions.com)

or visit

[www.govopps.co.uk](http://www.govopps.co.uk)

## Other Marketing Platforms

We are able to offer a wealth of online opportunities using BiP Solutions' home and affiliate sites:

[www.govopps.co.uk](http://www.govopps.co.uk)

[www.n3pd.com](http://www.n3pd.com)

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

[www.cbconline.org.uk](http://www.cbconline.org.uk)

[www.contracts.mod.uk](http://www.contracts.mod.uk)

[www.healthcaresupply.org.uk](http://www.healthcaresupply.org.uk)

[www.lcsg.org](http://www.lcsg.org)

[www.sopo.org](http://www.sopo.org)

## 2008 features

*Features may be subject to change*

- FEB Business Travel Services**
- MAR Procurement Law, incorporating Collaborative Purchasing**
- APR Comprehensive Spending Review (CSR07)**
- MAY Commercial Opportunities for the Third Sector**
- JUN e-Procurement & Official Preview of Procurement Solutions event**

## ADVERTISING RATES

All adverts are full-colour display:

- Double Page Spread £2800
- Full Page £1500
- Half Page £900
- Quarter Page £600

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

## ADVERTISING SPECIFICATIONS

Publication dimensions (width x depth):

- Double Page Spread 420mm x 297mm (A3)  
(please add 3mm bleed if required)
- Full Page 210mm x 297mm (A4)  
(please add 3mm bleed if required)
- Half Page 92mm x 258mm (portrait)  
190mm x 126mm (landscape)
- Quarter Page 92mm x 126mm (portrait)  
190mm x 60mm (landscape)

- JUL Procurement of Fleet Solutions and review of N3PD/GO Awards**
- AUG SME Focus (Small to Medium-sized Enterprises)**
- SEP Sustainable Procurement for the Public Sector**
- OCT ICT Procurement & Shared/Outsourced Services**
- NOV Building Management Solutions**
- DEC/ JAN09 Collaborative Purchasing**

## 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](mailto:advertising@bipsolutions.com))

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

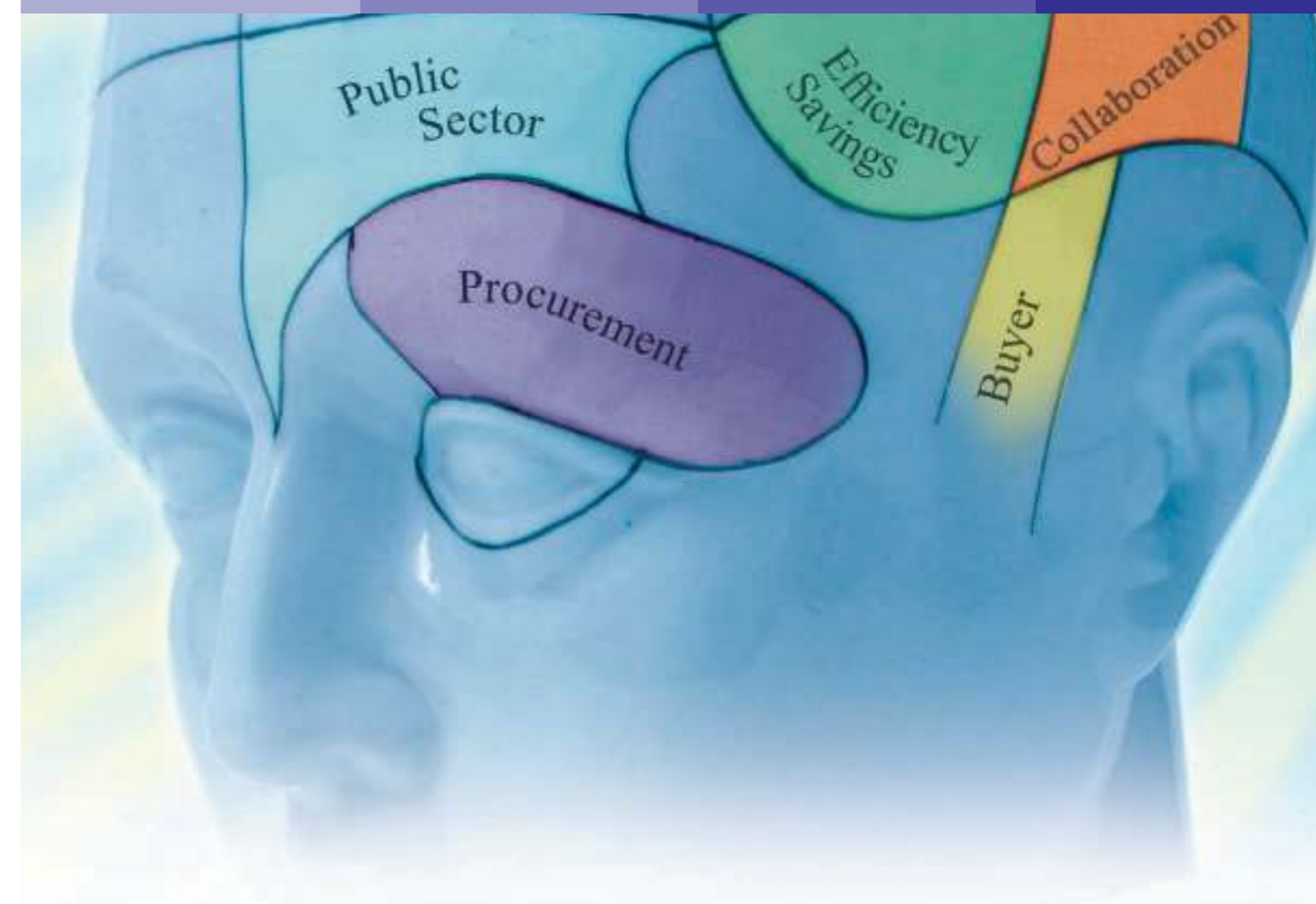
Any additional artwork required, or artwork received in a format other than as stated above, may incur a design charge of a minimum of £75, depending on copy. Additional design charges cannot be calculated prior to receipt of copy.



# Government Opportunities

FACILITATING BUSINESS WITH GOVERNMENT

[www.govopps.co.uk](http://www.govopps.co.uk)



## MEDIA INFORMATION 2008

The UK's leading public sector procurement magazine, providing procurement-related news, features, opinion and debate from around the world



Average Net Circulation  
July 2007-June 2008 - 8287

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ADVERTISING SALES REPRESENTATIVE

[advertisingteam@bipsolutions.com](mailto:advertisingteam@bipsolutions.com)



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Shawfield, Glasgow G73 1SQ  
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F 0141 331 2792  
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E [bip@bipsolutions.com](mailto:bip@bipsolutions.com)

BiP SOLUTIONS LTD

FACILITATING BUSINESS WITH GOVERNMENT  
GLASGOW - LONDON

# Government Opportunities

**Government Opportunities (GO)** magazine is recognised as the industry leader in the provision of business intelligence for the public sector procurement market. With a monthly circulation of 8415 (ABC), **GO** is the must-read publication for all personnel involved in any aspect of the purchasing of goods and services across this evolving sector. Reporting on all aspects of public sector spending – balancing up-to-the-minute news with in-depth feature articles, we aim to ensure that our content continues to inform, direct and often shape public sector procurement.

“GO magazine features public sector procurement across the range of its different guises and is an invaluable source of knowledge and interesting snippets outside our direct remit but still under the public sector umbrella”

**David Pointon – Head of Procurement, Portsmouth City Council, and SOPO Chairman**

### Recommended reading within:

- HM Revenue and Customs
- Department for Transport
- Greater London Authority
- Department for Work and Pensions
- Department for International Development

### Also Recieved by all members of:



# Why advertise within Government Opportunities?

**GO** provides a unique, pan-government platform from which you can promote your expertise:

- 1) Deliver your message to procurement and contracts personnel across the public sector
- 2) Communicate directly with purchasing staff responsible for transforming public sector procurement
- 3) Reach an audience responsible for a procurement spend in excess of £140 billion per year
- 4) Distribution to all members of the following organisations:
  - Society of Procurement Officers in Local Government (SOPO)
  - Central Buying Consortium (CBC)
  - London Contracts & Supplies Group (LCSG)
  - Health Care Supply Association
- 5) Independent editorial which our readers can trust

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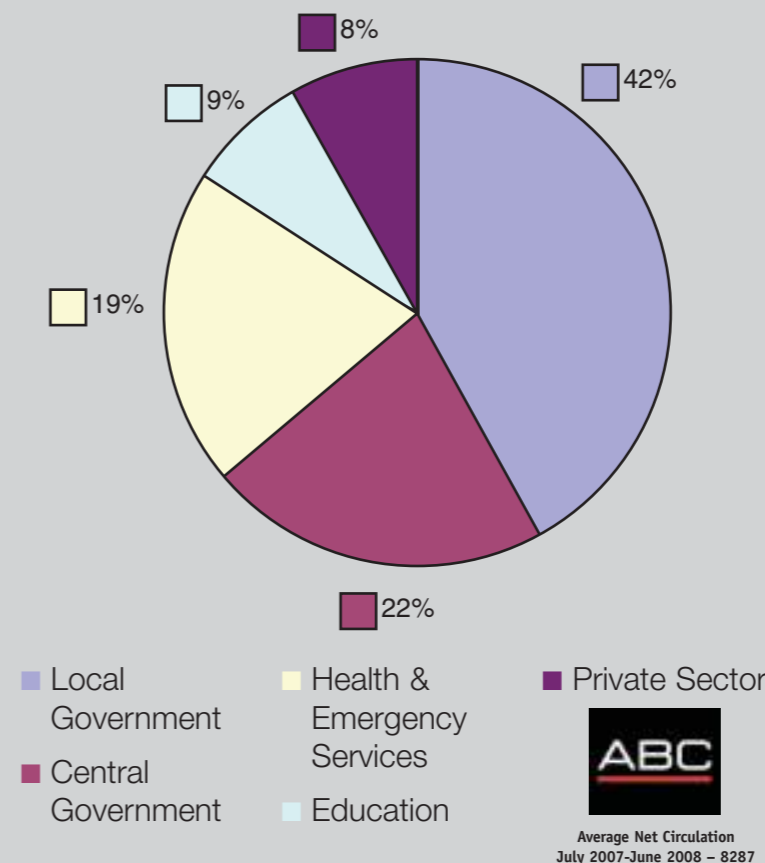
email [advertising@bipsolutions.com](mailto:advertising@bipsolutions.com)

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## Readers by sector



### Circulation profile

- 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

# Forthcoming events

Exhibitions play an integral role in any marketing campaign, allowing suppliers to support all other marketing activities via face-to-face meetings.

We produce a variety of events on behalf of various government organisations as listed below:

### SOPO Scotland

11 March 2008

### Central Buying Consortium

20 March 2008

### National Sustainable Procurement

26 March 2008

### London Contracts + Supplies Group

7 May 2008

### N3PD (National Public Procurement Practitioners Day) & GO Awards

5 June 2008

### Defence Procurement

23 October 2008

### Health Care Supply Association

7/8 November 2008

### Society of Procurement Officers in Local Government

date tbc

For further details call **0845 270 7066** or email [exhibitions@bipsolutions.com](mailto:exhibitions@bipsolutions.com)  
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### Planning your marketing campaign

Alongside **GO** magazine we have a vast portfolio of public sector procurement-focused products, including:

- Online – [www.govopps.co.uk](http://www.govopps.co.uk)
- Conferences & Exhibitions – [www.bipsolutions.com/events](http://www.bipsolutions.com/events)
- SOPO e-newsletter
- LCSG e-newsletter

Using this diverse portfolio we can work with your organisation to ensure that your expertise is constantly visible across the entire public sector buying market.

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