

Face to Face Marketing Opportunities

Exhibitions play an integral role in any marketing campaign, allowing suppliers to support all other marketing activities via face-to-face meetings. We are producing a variety of events and exhibitions this year, including:



Defence Equipment & Support Annual Conference



GO National Sustainable Procurement



Procurex National



SOPO Scotland



Central Buying Consortium



GO Excellence in Public Procurement Awards



Procurex Scotland 2010



Health Care Supply Association Annual Conference and Exhibition



Society of Procurement Officers in Local Government (SOPO) Annual Conference and Exhibition

For further details call

0845 270 7066

or email exhibitions@bipsolutions.com

or visit www.goconferences.co.uk

www.govopps.co.uk

Forthcoming themed issues

January/February

Procurex National preview.

March

Consortia overview (including feature from Pro5).

May

Harnessing innovation for improved services. Also Procurex National review.

June

eProcurement (Procurement Solutions preview).

July/August

Learning and development (including feature on PASS). Also National GO Excellence in Public Procurement Awards review.

September

Procurement law (including update on the EU Remedies Directive).

November/December

Olympic and Commonwealth Games. Also Procurex Scotland 2010 review.

Non-themed issues:

April and October

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 – Please embed all fonts (high-resolution .pdf)
- QuarkXpress (.qxd) and all associated picture & font files
- Adobe Photoshop (.jpeg, .tif or .psd)
- Adobe Illustrator (.eps) Convert all text to paths

Advertisements can be received on:

- CD-Rom (post to BiP Solutions, Medius, 60 Pacific Quay, Glasgow G51 1DZ)
- Email (advertising@bipsolutions.com)

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.

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

ADVERTISING SALES REPRESENTATIVE

advertisingteam@bipsolutions.com

BiP SOLUTIONS LTD

DELIVERING EXCELLENCE THROUGH INNOVATION

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Collaboration
Frameworks
Buyer
Public Sector
Procurement
efficiency savings
eCommerce

Media Information 2010

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?

Published by



Government Opportunities (GO)

The leading authority on public sector procurement

If your company is interested in the public sector marketplace, *Government Opportunities (GO)* will offer you direct access to the people who make the decisions on public sector spending. *GO* is the only UK-based business publication whose readership is made up entirely of procurement professionals across all areas of the public sector.

Published nine times a year with a circulation of over 7900, *GO* covers all areas of procurement and offers its readership a detailed insight into all the issues affecting both the policies and practices of public sector buyers. *GO* also offers suppliers the perfect platform to promote their products and services to a highly influential readership. With an annual spend now in excess of £150 billion, this is a market you cannot afford to ignore.



Highly Commended Business and Professional Magazine Award 2008



Promoting your capabilities

GO and its partner website, www.govopps.co.uk, has long been considered the leading authority on public sector procurement, allowing public sector buyers to keep up to date with all aspects of their market.

With regular contributions from leading public sector procurement experts, *GO* is the only editorially led publication recognised by buyers as an authority in the field.

As public sector buyers are constantly looking to deliver efficiency savings as well as value for money, the market has now opened up to all levels of suppliers. *GO* offers suppliers the opportunity to inform both individual buyers and procurement consortia about the products and services they provide and how they can offer a solution to a buyer's needs.

Why advertise in *GO* magazine?

Advertising in *GO* will allow you to:

- Directly target a pan-government audience of procurement specialists
- Accelerate your business growth across this evolving sector
- Harness the collective spending power of all UK government bodies
- Deliver your company's message to real decision makers
- Optimise commercial opportunities in this high-value market

Also received by all members of:



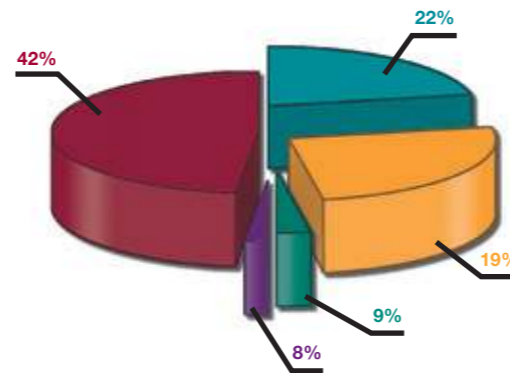
Publication Information

Circulation profile

Published nine times a year, *GO* offers a circulation of 7901 (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

Readers by organisation

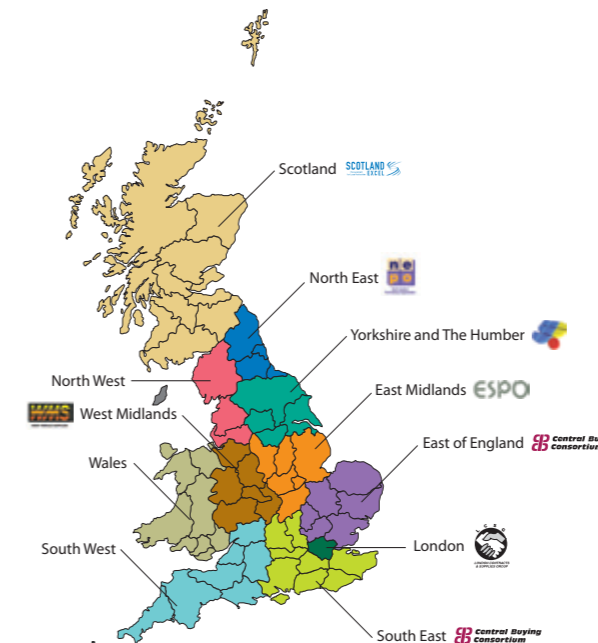


- Local Government
- Central Government
- Health & Emergency Services
- Education
- Private Sector

Areas of spend

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

Regional Consortia



Government Opportunities

The Complete Marketing Solution

The *GO* name goes hand in hand with public sector procurement. *GO* is more than just a magazine; we have built up several platforms including the publication, the website and a growing series of public sector procurement conferences/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
- SOPO eNewsletter
- LCSG eNewsletter



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Recommended reading within:

