

globalservicesmedia.com

# GLOBAL SERVICES

Strategies for sourcing people, processes and technologies

# \$88 BILLION

This is the value of work that *Global Services* readers will outsource during the next 12 months

Are you ready to grab your piece of the pie?

## READERSHIP 2006

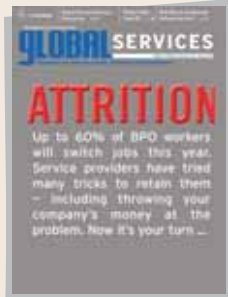


Launched in Feb 2006, Global Services has been **extremely** well received in **North America**.

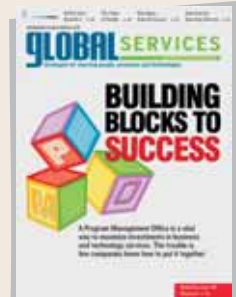
**25000** potential outsourcing services buyers subscribed to the magazine in the **first six months** since launch.



**\$88 billion** to be spent by these readers over the **next 12 months** on outsourcing work.



Media platform encompassing **print, events, online, custom media.**



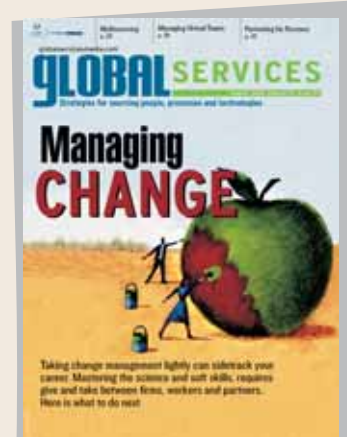
**Readership** spread across the **decision-making** spectrum from pre-purchase to post-purchase of services.



Magazine's primary readership based in **North America** and **Western Europe**.

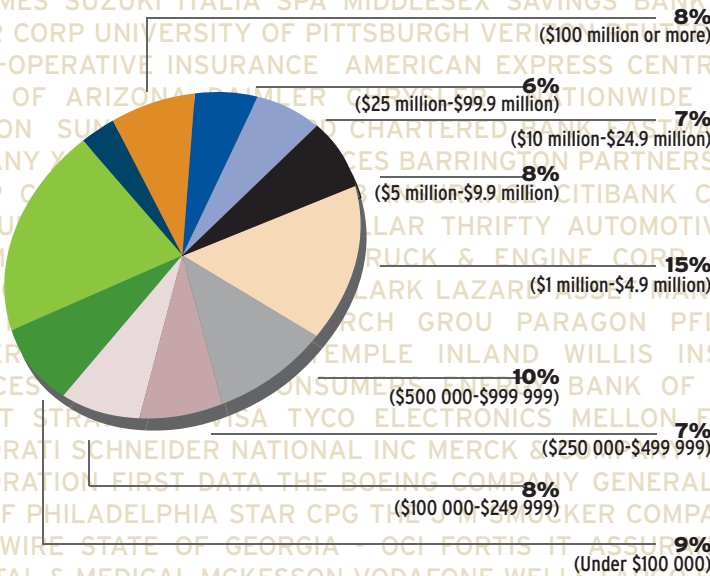


Content providing **indepth coverage** of onshore/offshore outsourcing sector.



**Global Services readers are planning to spend \$88 billion in outsourcing work over the next 12 months**

Readers' expected volume of outsourcing



The average outsourcing spend of a Global Services reader is \$17.5 million

Note: Mean was calculated using standard statistical methods, taking midpoint of each range multiplying it by number of responses to each range within the products/services were summed and the result was divided by the total number of respondents

Value of work plan to Outsource	(%)
\$100 million or more	8
\$25 million-\$99.9 million	6
\$10 million-\$24.9 million	7
\$5 million-\$9.9 million	8
\$1 million-\$4.9 million	15
\$500 000-\$999 999	11
\$250 000-\$499 999	8
\$100 000-\$249 999	8
Under \$100 000	10
*Unsure	19
TOTAL	100

SOURCE: PUBLISHER'S OWN DATA, JULY 2006



**THE MAGAZINE**

A monthly magazine delivering strategies for sourcing people, processes and technologies. It's about a worldclass collaboration with coverage spanning both onshore and offshore outsourcing. The coverage explores points of pain & potential opportunities for buyers of business and technology services.

**SAMPLE REACH  
BY TITLE**

**EXECUTIVE  
MANAGEMENT**

CHAIRMAN & PRESIDENT

VICE CHAIRMAN

CHIEF EXECUTIVE  
OFFICER

CHIEF FINANCIAL  
OFFICER

CHIEF INFORMATION  
OFFICER

CHIEF OPERATIONS  
OFFICER

CHIEF IT SERVICES

CHIEF TECHNOLOGY  
OFFICER

CHIEF MARKETING  
OFFICER

MANAGING DIRECTOR

MANAGING PARTNER

VICE PRESIDENT  
STRATEGIC SOURCING

DIRECTOR  
STRATEGIC SOURCING

EXECUTIVE DIRECTOR

**IT MANAGEMENT**

DIRECTOR  
IT STRATEGY

DIRECTOR  
TECHNOLOGY

INFORMATION  
TECHNOLOGY MANAGER

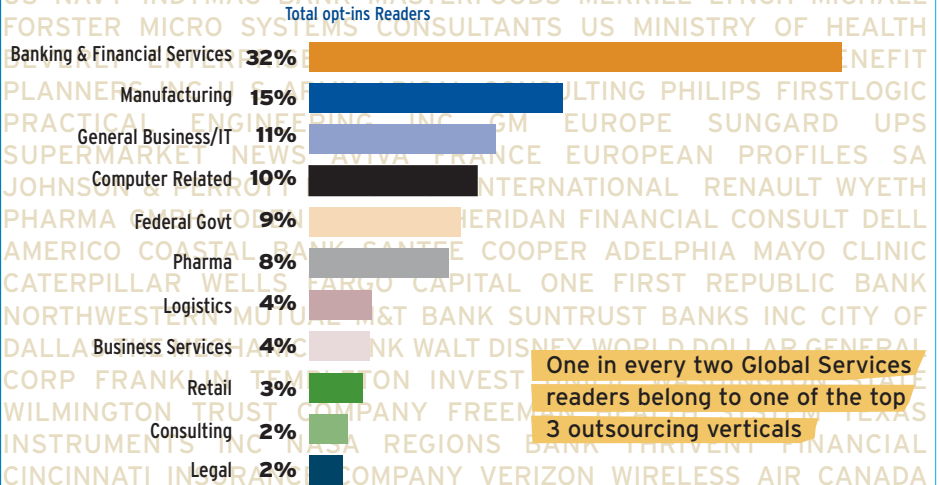
VICE PRESIDENT  
TECHNOLOGY

IT DIRECTOR

**25000 Opt-In readers in United States**

Here is the audience break-out by vertical industry

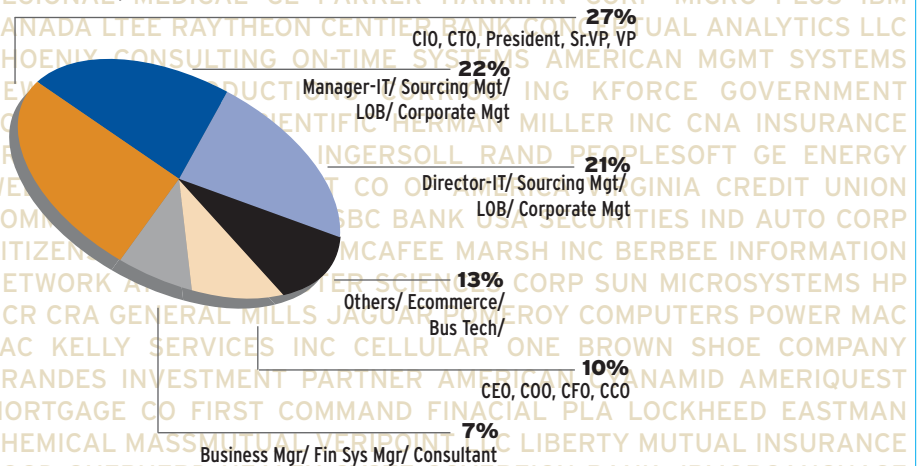
**Readers' verticals and industries**



One in every two Global Services readers belong to one of the top 3 outsourcing verticals

**High proportion of C level and director level readers**

**Readers' job title**



Primary Job Title	%
CIO, CTO, President, Sr.VP, VP	27
CEO, COO, CFO, CCO	10
Director-IT/ Sourcing Mgt/ LOB/ Corporate	21
Manager-IT/ Sourcing Mgt/ LOB/ Corporate	22
Business Mgr/ Finance Mgr/ Consultant	7
Others/ Ecommerce/ Bus Tech/	13
<b>Total</b>	<b>100</b>

SOURCE: PUBLISHER'S OWN DATA, JULY 2006

# Service providers can influence decision makers who are involved in purchase and evaluation of outsourcing services

Readers' involvement in all stages of the vendor selection process

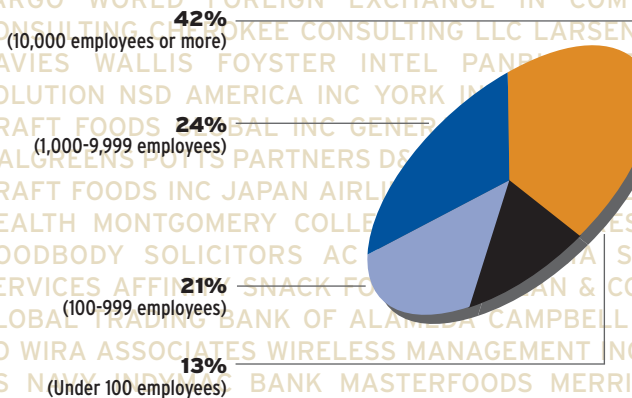
	ITO	BPO	CS*
	%	%	%
Create Strategy & Set Goals	63	45	30
Determine Needs	60	45	28
Establish or Manage Budget	52	38	23
Select/Manage Vendor	47	32	20
Evaluate Vendor	52	36	22
Negotiate with Vendor	45	31	19
Authorize Vendor/Sign Contract	38	27	16
Consultant/Advisor	37	27	17
Legal Counsel	19	14	9
Work Extension	25	18	12
Manage Contracts/SLAs	30	22	14
Others (please specify)	2	1	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>

SOURCE: PUBLISHER'S OWN DATA, JULY 2006

Since any one respondent may have checked more than one response, the totals for these questions may exceed 100% and should not be added together.

63% of readers are strategic leaders who create outsourcing strategy and set goals

## Readers' company size



SOURCE: PUBLISHER'S OWN DATA, JULY 2006

40% of readers are from very large companies

## SAMPLE REACH BY TITLE

### LINE OF BUSINESS MANAGEMENT

DIRECTOR PLANNING

DIRECTOR PRODUCT DEVELOPMENT

DIRECTOR PROGRAM MANAGEMENT

DIRECTOR SUPPLY CHAIN

DIRECTOR VENDOR MANAGEMENT

DIRECTOR FINANCE

DIRECTOR HUMAN RESOURCES

FINANCIAL CONTROLLER

VICE PRESIDENT OPERATIONS

ALLIANCE MANAGER

OPERATIONS MANAGER

SR PRODUCT MANAGER

SOURCING MANAGER

EXECUTIVE VICE PRESIDENT GLOBAL SOLUTIONS

PROGRAM MANAGER

CHANGE MANAGEMENT DIRECTOR



**Marketing tools you can use**

- Full page advertising
- Spread advertising
- Case studies
- Advertorials
- Cover positions
- Strip ad series
- Section sponsorship
- Cover gatefolds
- Focus features
- GS100 showcase
- Recruitment ads
- Reprints
- Content services
- Sponsored property
- Outsourcing handbook

**Global Services readers plan to outsource**

**Outsourcing under way or under consideration in these areas**

	Currently planning	Considering
	%	%
Receivables Management	61	12
Contact centers-electronic mail	17	11
Call Centers-inbound	20	14
Call Centers-outbound	17	11
Insurance Claims Processing	11	7
Customer Analysis/Data Warehouse	12	9
Distribution and Logistics	11	7
Human Resources	12	8
Financial report and analysis	13	7
Finance-General Accounting	13	7
Finance-Taxes/Compliance	13	7
IT-Appl.Development and maintain	33	17
IT-Remote Infrastructure Management/Data	26	14
IT e-commrce	24	13
IT-ERP & CRM implement/custom	21	12
IT-End user support	22	12
IT-Helpdesk	22	12
Market Research	11	7
Medical/Pharma field test	7	5
Payment Collection	9	6
Print Design & Publishing	10	6
Procurement	8	5
Research and Development	10	7
Sales and Marketing	9	5
Strategy Consulting	9	6
Manufacturing	8	5
Transportation/Logistics	6	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>

SOURCE: PUBLISHER'S OWN DATA, JULY 2008  
 Since any one respondent may have checked more than one response, the totals for these questions may exceed 100% and should not be added together.

**17% readers are considering outsourcing IT application development & maintenance**

**13% are considering outsourcing call centers - inbound**

## Rate Card Print (us \$)

PLATINUM (first 25 pages) 4 COLOR	1X	3X	6X	12X
Full Page	7000	6300	5950	5600
Double Spread	14000	12600	11900	11200
Half page	4900	4410	4165	3920
Strip/column ad	2800	2520	2380	2240
Inside Back Cover	12600	11340	10710	10080
Inside Front Cover	12600	11340	10710	10080
Back Cover	16800	15120	14280	13440
Ist page (pg. facing IFC)	8400	7560	7140	6720
Page opp. Editor	8000	7300	6950	6500
Half Double Spread	9600	8820	8330	7840
PREMIUM (between page 25-50)				
Full Page	6500	5800	5350	5100
Double Spread	13000	11600	10900	10200
Half Page	4500	4010	3765	3520
Quarter Page	2800	2520	2380	2240
Strip	2500	2220	2080	1940
Island ad on selected pages	2000	1800	1600	1400
VALUE (51+ pages) (Business Pages)				
FPC (24.0 x 17.1 cm)	4500	4100	3800	3500
Single Box (12.0 x 8.0 cm)	1875	1665	1560	1455
Half Page (12.0 X 17.1 cm)	3500	3010	2765	2520
Strip (24.0 x 4.0 cm)	1875	1665	1560	1455

### Digital ad size requirements (SIZE IN cms)

Ad Size	Height x Width	Bleed Size	Trim Size
Full page	24.1 x 17.1	26.7 x 19.7	26.6 x 19.7
Double Spread	24.1 x 36.8	26.7 x 39.45	26.7 x 39.35
1/2 page (horizontal)	12.0 x 17.1	-	-
1/2 page (vertical)	24.1 x 8.0	-	-
Island Ad	3.0 x 3.0	-	-
Vertical Srtip Ad	23.8 x 5.0	-	-
Horizontal Strip Ad	5.0 x 17.1	-	-
Quarter Page	12.0 X 8.0	-	-

### IMPORTANT NOTE

1 cm gutter margin required for bleed double spread

Cut marks to be on Trim size

To ensure that live matter is not cut in trimming, it should be well within 0.5cm from cut mark

### Material Requirements

High resolution PDF, preferably in 300 dpi with colour print out or EPS file with convert to curve fonts

## Rate Card Online (us \$)

Ad Specifications	Dimension	File Size	Format	Looping	Special Scripting	Display Time
Lead Banner	-	Max of 15KB	Gif, Flash, HTML tags	Forever/Continuous	-	-
Sky Scraper	-	Max of 20KB	Gif, Flash, HTML tags	-	-	-
Tile Ads	-	Max of 15KB	Gif, Flash, HTML tags	-	-	-
Section Banner	-	Max of 15KB	Gif, Flash, HTML tags	-	-	-
White Paper Posting	25 words	-	Text link + 25 word discription	-	-	-
Sponsored Text Links	5 words	-	Text Links	-	-	-
Corner Peel Back Unit	40x40 pixels Outer Triangle	Max of 22KB	Gif, Flash, HTML tags	-	-	-
Ticker	-	Max of 22KB	Gif, Flash, HTML tags	-	-	-
Key Word sponsorship (per word)	-	-	URL & text frame	-	-	-
Shoshleles	700x200 or 700 x250 pixels	Max of 22KB	JPG, Flash (.swf file), png	Once	-	15 sec. with close button
Quick Poll Sponsorship	-	-	Gif, Flash, HTML tags	-	-	-

### Creative Deadlines:

Macromedia Flash version: MX-2004 or lower versions are acceptable  
 To be put up on Global Services site, four business days prior to start date  
 Creative must be delivered as a .swf file  
 Fla file to be given along with the creative in case of flash creatives  
 Frame rate is 16 frames per second  
 Click through URL to be given separately  
 Global Services tracking will be done

Basic Options 4 COLOR	1X	3X	6X	12X
Platinum Sponsor	20000	16000	12000	10000
Home Page Sponsorship	14000	12000	10000	8000
Lead Banner	4000	3700	3300	3000
Sky Scraper	3500	3200	2900	2600
Tile Ads	2500	2300	2000	1600
Section Banner	2000	1800	1600	1400
White Paper Posting	800	600	500	400
Sponsored Text Links	1000	800	600	400
Corner Peel Back Unit	6000	5200	4800	4200
Ticker	4000	3700	3300	3000
Key Word sponsorship (per word)	1000	800	600	400
Shoshkelef	2500	2300	2000	1600
Quick Poll Sponsorship	3000	2600	2400	2100
News Letter				
Sponsorship (Exclusive)	5000	4500	4050	3650
Sponsorship (Non-Exclusive)	4000	3700	3400	3100
Advertorial	2000	1800	1600	1400
Text link ad	1500	1300	1100	900

## Our Partners

Beyond Soft	IAOP
Cambridge	Infosys
Conscient Partners	Lionbridge
Epam	Lohika
Equaterra	Mindtree
Everest	neolt
FAO Research	NIIT
Forrester	Objectiva
Freeborders	Satyam
Gartner	SBPOA
Genpact	Softtek
HCI-DNL	TPI

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