



www.bipsolutions.com

contact

To discuss events advertising opportunities please contact our advertising team on

0845 270 7066

email
advertising@bipsolutions.com
or visit
www.bipsolutions.com

Other Marketing Platforms

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

- www.govopps.co.uk
- www.n3pd.com
- www.bipsolutions.com
- www.cbconline.org.uk
- www.contracts.mod.uk
- www.healthcaresupplies.org.uk
- www.lcsg.org
- www.sopo.org

2007 features Features may be subject to change

- | | | | |
|------------|---|------------|--|
| FEB | Fleet Services
(Incorporating Asset Management and GIS Systems) | JUL | Collaborative Purchasing |
| MAR | Shared Services | AUG | Public Sector Property Management |
| APR | Security | SEP | Climate Change and Renewable Energy |
| MAY | Olympics and Overview of LCSG | OCT | Outsourced Services |
| JUN | eProcurement/ Procurement Solutions Preview | NOV | ICT |
| | | DEC | OGC and Beyond |

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)

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.



Government Opportunities

FACILITATING BUSINESS WITH GOVERNMENT



MEDIA INFORMATION 2007

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

For information on advertising or to discuss exhibition opportunities please contact the advertising/events team on 0845 270 7066, email advertising@bipsolutions.com or visit www.bipsolutions.com

ADVERTISING SALES REPRESENTATIVE
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BIP SOLUTIONS LTD

FACILITATING BUSINESS WITH GOVERNMENT
GLASGOW - LONDON



introduction

Since the inception of Efficiency Savings, public sector purchasing professionals have emerged as frontline decision makers responsible for all aspects of procurement. As the single publication designed to cater for the public sector procurement market, Government Opportunities magazine continues to bring together buyer and supplier creating a platform from which market knowledge can be shared.

Editorially led, *Government Opportunities* is firmly established as the leading information publication servicing the central and local government procurement market. With over 22 years' experience servicing this sector, BiP Solutions Ltd has used its knowledge of the industry to create a unique, reader focused publication designed to bring together buyers and suppliers from across this diverse sector.

Each month 7786 (ABC) copies of *Government Opportunities* are received by central and local government procurement professionals.

This includes all members of:

- Society of Procurement Officers in Local Government
- Central Buying Consortium
- London Contracts & Supplies Group
- Health Care Supplies Association
- Authorities Buying Consortium

“As a relatively new organisation working within the public sector, *Government Opportunities* provides Adit with an ideal vehicle to help promote our brand and raise awareness of the role we play in public sector procurement. GO is also a tremendous reference publication for some of the current issues facing the public sector and regularly features articles provoking further debate amongst readers”

SUSAN McDONNELL, COMMUNICATIONS DIRECTOR – ADIT

Read within:

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



market overview

- No other publication can offer you access to such a strong and diverse audience of key decision makers
- During 2006/07 it is estimated that the central and local government market will spend in excess of £245 billion
- Local government alone represents a spend of over £43.3 billion
- Procurement professionals are tasked with sourcing a vast range of products and services, from ITC and office consumables through to fleet management and financial services

Some of the many products and services purchased by procurement professionals:

- Education Supplies
- Office Supplies/Services
- IT Equipment & Consumables
- Catering, Gas & Electrical Supplies
- Office, Education & Residential Furniture
- Fuel & Energy
- Consultancy Services
- Fleet Management
- Recycling Products & Services
- Financial Services
- Market Overview

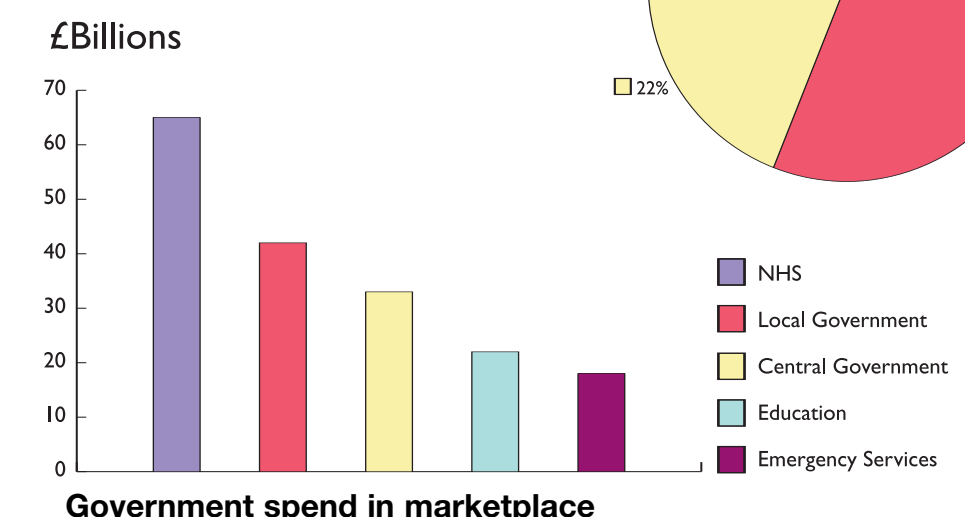
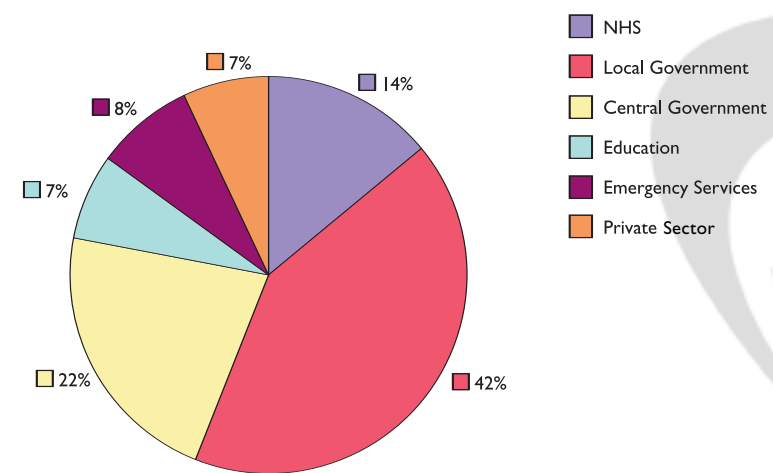
The public sector can be divided into nine vertical sectors:

- Central government
- Local government
- Regional government
- Health
- Education
- Criminal justice
- Transport
- Defence
- Emergency services

Government Opportunities can deliver your message to these sectors as demonstrated in the diagrams below.



GO circulation breakdown by area



conferences & exhibitions

Over the years we have developed affiliations with many of the key buying consortia and associations representing procurement professionals across the UK. Authorities and associations realise the benefits of doing business face to face, and to facilitate this BiP has worked directly with the following consortia and societies to produce a series of annual conferences and exhibitions.

- Central Buying Consortium**
(annual conference/exhibition)
16 March 2007
- London Contracts & Supplies Group**
(annual conference/exhibition)
24 May 2007
- N3PD**
(conference/exhibition)
6 June 2007
- SOPO/OGC**
(conference/exhibition)
Date to be confirmed
- Authorities Buying Consortium**
(annual conference/exhibition)
Date to be confirmed
- Scottish Executive**
(annual conference/exhibition)
Date to be confirmed
- Health Care Supplies Association**
(annual conference/exhibition)
Date to be confirmed
- Society of Procurement Officers in Local Government**
(annual conference/exhibition)
Date to be confirmed

Each of these events will provide you with the opportunity to raise your company's profile and meet face to face with procurement professionals from across the UK. To discuss these exhibition opportunities in more detail please contact the advertising team on **0845 270 7066** or email advertising@bipsolutions.com

GO magazine has its finger on the pulse of the procurement marketplace. We strive to continuously develop the circulation of the publication and the visibility of our events to ensure that we grow in line with the industry that we serve. As procurement professionals become further involved in the decision making process for the purchasing of a wealth of products and services, so the value of this diverse sector increases. GO magazine will continue to drive the market, working with experts from across the industry to deliver the information that matters and closing the gap between buyers and suppliers in the public procurement marketplace.

