

sourcingfocus.com

sourcing is our business

Published in association with:



for everything that's **HOT** in sourcing

media
pack 2011



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the portal

sourcingfocus.com, published in association with the National Outsourcing Association (NOA), was set up three years ago to provide an informative online resource for the outsourcing industry and is now the leading portal for the sourcing community with rapidly increasing traffic.

We continue to break key industry news, but have further established ourselves as a repository for articles and examples of best practice in outsourcing. Our readers participate in lively discussion and debate. The portal delivers up-to-date regular outsourcing news, in-depth analysis, features, blogs and opinion pieces from our experienced editorial team and leading industry players.

sourcingfocus.com offers unrivalled visibility and brand enhancement opportunities for outsourcing professionals. Organisations across the industry use us to enhance brand awareness through targeted advertising and thought leadership association. We are also keen to collaborate with industry players on breaking new industry research and highlighting key events.

Our team constantly develops the site in line with feedback from our 18,000 subscribers. New initiatives planned to go live throughout 2011 include an updated suppliers directory, a profile Q&A section along with a careers and offshoring portal. In addition to the online publication, sourcingfocus.com publishes a weekly newsletter rounding up the highlights from the last seven days.

We promote outsourcing best practice through a collection of archived white papers, research and case studies. Our mission is to highlight the best expertise in the industry, encourage a wide variety of end-users, suppliers and analysts to frequent the portal. We feature a full list of NOA affiliated events and encourage participation through our direct links with the NOA, its board members and membership base.

Call us on **020 7292 8696** or email **editor@sourcingfocus.com** to discuss collaborative editorial opportunities.

The sourcingfocus.com readership comprises 18,000 industry professionals spanning all sectors of sourcing. Our readership is mainly UK based but we also have a strong European and global reach.

The majority of our audience are involved in IT outsourcing (ITO) and business process outsourcing (BPO). Registered professionals on the site include CxOs and professionals working in outsourcing across the industry.

Current sourcingfocus.com subscribers include:

Banking / Financial Services / Insurance

- Santander
- ABN AMRO
- Alliance and Leicester
- American Express
- AXA
- Bank of America
- Barclays
- BNP Paribas Fortis
- Kent Reliance Building Society
- Capital One
- CitiGroup
- Credit Suisse
- Deutsche Bank
- First Trust Bank
- Friends Provident
- Clydesdale Bank
- HSBC
- Hyperion Group
- Newcastle Building Society
- Aviva
- Lloyds TSB
- Prudential
- Royal Bank of Scotland
- RSA
- Skandinaviaska Enskilda Banken
- Sun Life Financial of Canada
- The Co-Operative Group
- UBS Investment
- Zurich Financial Services

Retail & Consumer

- Shop Direct
- ASDA
- BHS
- Kingfisher
- Nestle
- Premier Foods
- Boots
- B&Q
- Carphone Warehouse
- Express Gifts
- HMV
- Iceland
- IKEA
- John Lewis
- Kodak
- Littlewoods
- M&S
- Morrisons
- Michelin
- Next Retail Ltd
- Odeon Cinemas
- PC World
- River Island
- Sainsburys
- Tesco
- The Body Shop
- Topshop
- Unilever
- Waitrose

Vendors

- IBM
- Capgemini
- LogicaCMG
- Infosys
- Fujitsu
- Hewlett Packard
- Genpact
- RR Donnelley
- arvato
- Cognizant
- FirstSource
- WNS Global Services
- Response
- CGI Group
- Convergys
- SITEL
- CSC
- Mphasis
- Oncore IT
- HH Print Management
- ICT Group
- Banctec
- Capita Group
- Pitney Bowes
- Exigen Services
- HEROtsc
- Intelenet
- Logica
- Luxoft
- NIIT Technologies
- Stream
- KenCall
- Zylog Systems
- Providence Business Services
- Steria

Media/Telco/Publishing

- Alcatel Lucent
- TalkTalk
- BBC
- Bertelsmann
- The Guardian
- Microsoft
- BSkyB
- BT
- Penguin Group
- Channel 4 & 5
- ITV
- Walt Disney
- John Wiley & Sons
- Virgin Media & Mobile
- Pearson Education
- Vodafone
- Sungard
- Orange
- Time Warner
- Vivendi
- McGraw-Hill
- T-Mobile
- Hutchison 3G
- Tesco Mobile

Support Services

- Gartner
- Deloitte
- Alexander Mann
- Kemp Little
- Olswang
- KPMG
- Philippine Trade and Investment
- Invest in Spain
- Invest Mauritius
- Reynolds Porter Chamberlain
- NelsonHall
- Northwest Regional Development Agency
- Alsbridge
- Baker & McKenzie
- Berwin Leighton Paisner
- CMS Cameron McKenna
- Edenbrook
- Invest Northern Ireland
- Lovells
- Quantum Plus
- EightyTwenty Insight

Central Government/Local Government

- Councils nationwide
- National Blood Service
- DWP
- BUPA
- HMRC
- Avon & Somerset Police
- Inland Revenue
- Hugh Baird College
- Silver Kettle Foundation
- Identity & Passport Services
- HM Land Registry
- Warwick Business School
- Metropolitan Police
- NHS
- Department of Health
- The Law Society
- Kingston University
- Crown Prosecution Service (CPS)
- Foreign and Commonwealth Office (FCO)
- Ministry of Defence (MoD)
- Office of Government Commerce (OGC)

Transport/Travel

- McLaren
- Air Canada
- Bombardier
- Thomas Cook
- lastminute.com
- Angel Trains
- Airports (Manchester Gatwick etc)
- BAE Systems
- Expedia
- EasyJet Plc
- Ford
- Virgin Atlantic
- Volvo
- RAC
- Ryan Air
- Rolls-Royce
- Transport for London

Utilities

- BP International
- British Gas
- EDF Energy
- Powergen
- Yorkshire Water Services
- Southern Electric
- Anglian Water
- Centrica
- Veolia
- EON
- Welsh Water
- Areva
- SITA
- BIFFA
- Bristol Water
- United Utilities
- Scottish Power
- National Grid

Pharmaceutical

- Johnson and Johnson
- Pfizer
- GlaxoSmithKline
- AstraZeneca
- Eli Lilly and Company
- Baxter International
- Procter & Gamble
- Astellas Pharma (Europe)

The sourcingfocus.com team are experts in helping companies maximise online media opportunities to build their brands. Here are some of the packages we are able to offer. If you would like us to create a bespoke package tailored to your company's budget and goals please do not hesitate to contact us to discuss your requirements.

Event Listings/Featured Events

sourcingfocus.com provides an excellent platform to promote your events to a wide audience involved in all sectors of outsourcing – proven to deliver quality delegates to a broad range of industry events.

£150 per listing
£500 for 6 listings over a year

- Events are listed on the sourcingfocus.com homepage with a direct link to the advertiser's site
- The event will be a featured item on the sourcingfocus.com newsletter for one week

Suppliers Directory

The suppliers directory is a comprehensive list of key suppliers of specific services in the outsourcing industry. The directory is a great opportunity to enhance the visibility of your organisation and provide contact and service information directly to those looking to purchase specific outsourcing services. Entries will also be included in Outsourcing Yearbook 2012.

£200 per enhanced entry – NOA members
£300 per enhanced entry – Non NOA members

- A suppliers directory entry consisting of a company profile, service information, contact information and logo
- Direct link to suppliers website through logo
- The entry will be included in the suppliers directory for one year
- The entry will also appear in print and online in the Outsourcing Yearbook 2012.

White Papers

sourcingfocus.com provides organisations with the opportunity to showcase their white papers on the home page. White papers will appear as a featured item along with a brief summary and image.

£250 per upload

- The featured white paper will appear on the homepage for one week
- Inclusion of the white paper in the sourcingfocus.com library for a period thereafter (min one year)
- The white paper will appear in the sourcingfocus.com newsletter for one week along with a website link.

Case Studies

sourcingfocus.com provides organisations with the opportunity to showcase their case studies on the home page. Case Studies will appear as a featured item along with a brief summary and image.

£250 per upload

- The featured case study will appear on the homepage for one week
- Inclusion of the case study in the sourcingfocus.com library for a period thereafter (min one year)
- The case study will appear in the sourcingfocus.com newsletter for one week along with a website link.

For companies looking to enhance their brand visibility and align themselves to industry specific news and comment, sourcingfocus.com offers advertising opportunities across the site.

Please see below for further information about the options available.

thestats

sourcingfocus.com Statistics

sourcingfocus.com is the outsourcing industry's informative online resource which has experienced excellent growth over the past 12 months. The website continues to impress those in the know with its range of relevant and up-to-date outsourcing news, features, blogs, opinion pieces and event listings.

Over **10,000** page visits a month
 Over **14,000** unique views a month
 Over **18,000** page views a month
 Over **300** visitors a day
 Average time on site **2** mins
 Average **2** page views per visit

sourcingfocus.com Newsletter

Our weekly newsletter is read by at least 4,000 end users and is distributed to the readership database of 18,000. The newsletter showcases a collection of the weekly sourcingfocus.com highlights including: news stories, case studies, white papers, features, blogs, analysis pieces and information on upcoming events.

A readership database of **18,000**
 End user membership of **4,000**

One Month Advertising Packages



sourcingfocus.com offers a selection of banners and showcasing opportunities to suit your requirements and budget. Organisations such as KPMG, Fujitsu and Luxoft have already benefited from this exposure.

Full Site

Horizontal or Vertical Banner **£3000**

- Appearing in rotation on sourcingfocus.com across all pages (except sponsored features) for one month
- Inclusion of one banner in the sourcingfocus.com newsletter for two weeks

Homepage

Horizontal or Vertical Banner **£1000**

- Appearing in rotation on the sourcingfocus.com homepage for one month
- Inclusion of one banner in the sourcingfocus.com newsletter for two weeks

Rest of Site

Horizontal or Vertical Banner **£2000**

- Appearing in rotation on all sourcingfocus.com pages (except the homepage and sponsored features) for one month
- Inclusion of one banner in the sourcingfocus.com newsletter for two weeks

Sponsored feature

Horizontal or Vertical Banner **£500**

- The banner appears alongside a sourcingfocus feature for one year
- The sourcingfocus feature will appear on the homepage and on the newsletter for two weeks

Gold Combination Package

£4000

The gold combination package allows for enhanced visibility and a selection of advertising opportunities at an competitive price.

The package includes:

- Full site horizontal or vertical banner appearing in rotation on sourcingfocus.com across all pages (except sponsored features) for one month
- Horizontal or vertical banner appearing on the sourcingfocus.com newsletter for two weeks
- A suppliers directory entry for one year consisting of a company profile, service information, contact information and logo
- A combination of 4 white papers and case studies over the course of one year
- 6 event listings over the course of one year

Roundtable Events

£3000 - £8000 (dependent on event)

A sourcingfocus.com roundtable provides an unbeatable opportunity to discuss cutting edge industry issues, gain editorial coverage, meet with key decision makers, NOA board members and produce attractive business-enhancing content that can be reused to impress potential clients.

Roundtable discussions will be written up by our editorial staff, comments recorded and developed into a podcast, and all content will be available for you and published online. sourcingfocus.com provides a dedicated, end-to-end event management service with participation from key industry players.

Roundtable benefits include:

- Editorial and reprints – tailored to your organisation's needs
- Podcast – developed by our team for your use and uploaded to sourcingfocus.com
- Business development – the roundtable agenda can be devised to discuss and develop potential business opportunities with the attendees while also providing peer to peer networking opportunities
- sourcingfocus.com – branding opportunities and roundtable promotion through the site and weekly newsletter