

Call Centre Europe

FOR UK CALL CENTRE PROFESSIONALS EUROPE

Why readers put their trust in Call Centre Europe

WELCOME to the new *Call Centre Europe*, now with a new look, new features ... and an email newsletter.

Decision makers in UK call centres have relied upon and trusted *Call Centre Europe* for nearly 18 years. Its lively and dependable editorial mix ranges from advice on technology and services to light-hearted anecdotes, from exclusive salary surveys to guidance on UK and offshore locations.

New for 2012

■ We are pleased to announce that *Call Centre Europe*, now the only UK print publication for call centres, has a new look ... a fresh new design as part of our policy of continual improvement. And we have added new editorial features.

■ **Your Three-Minute News Briefing** is a new newsletter, initially monthly, to give our readers a concise (and puff-free) summary of the important issues in UK call centres.

No wasted circulation

Both the printed magazine and our new newsletter are targeted only at the senior directors and managers (including MDs, CEOs, FDs, etc.) who have purchasing responsibility in the UK's 5,600 call centres. In addition, we cover – and exhibit at – major events (with additional distribution).

'Must-read' editorial

Call Centre Europe is not a journal or a trade publication ... it is a specialist business magazine with an approachable and easy-to-read style.

The majority of features in *Call Centre Europe* are unique, making it a must-read.

Recipients of *Call Centre Europe* read the magazine not only because they should, but also because they want to.

Our website, www.call-centre-europe.com, carries the entire content of the current issue plus an archive of previous issues.

Our readers, your buyers

Our advertisers know *Call Centre Europe* helps them raise their profile among the UK's 5,600 call centres, which now employ more than 1m people.

We look forward to serving our readers and advertisers for an 18th year!

Call Centre Europe

New for 2012 ... *Your Three-Minute News Briefing*



INTRODUCING a new and concise email newsletter. Initially monthly, this gives *Call Centre Europe* readers a quick and easy-to-read summary of the important issues in UK call centres.

There are no annoying click-throughs ... every item is succinct, complete and free of puffery. And it is targeted only at the 10,000 senior directors and managers (including MDs, CEOs, FDs, etc.) who have purchasing authority in the UK's 5,600 call centres.

These are the people we have been serving in the 18-year history of *Call Centre Europe*, so you can be sure that your investment will reap benefits for you.

We have called it Your Three-Minute News Briefing because busy executives do not have the time to plough through low-level and inappropriate material. They want a digest of what's new and important to them ... and to learn about new products and services.

You'll see from our sample how you can benefit, with a choice of banners and/or an editorial-style column in which you can present your new products, services, offers.