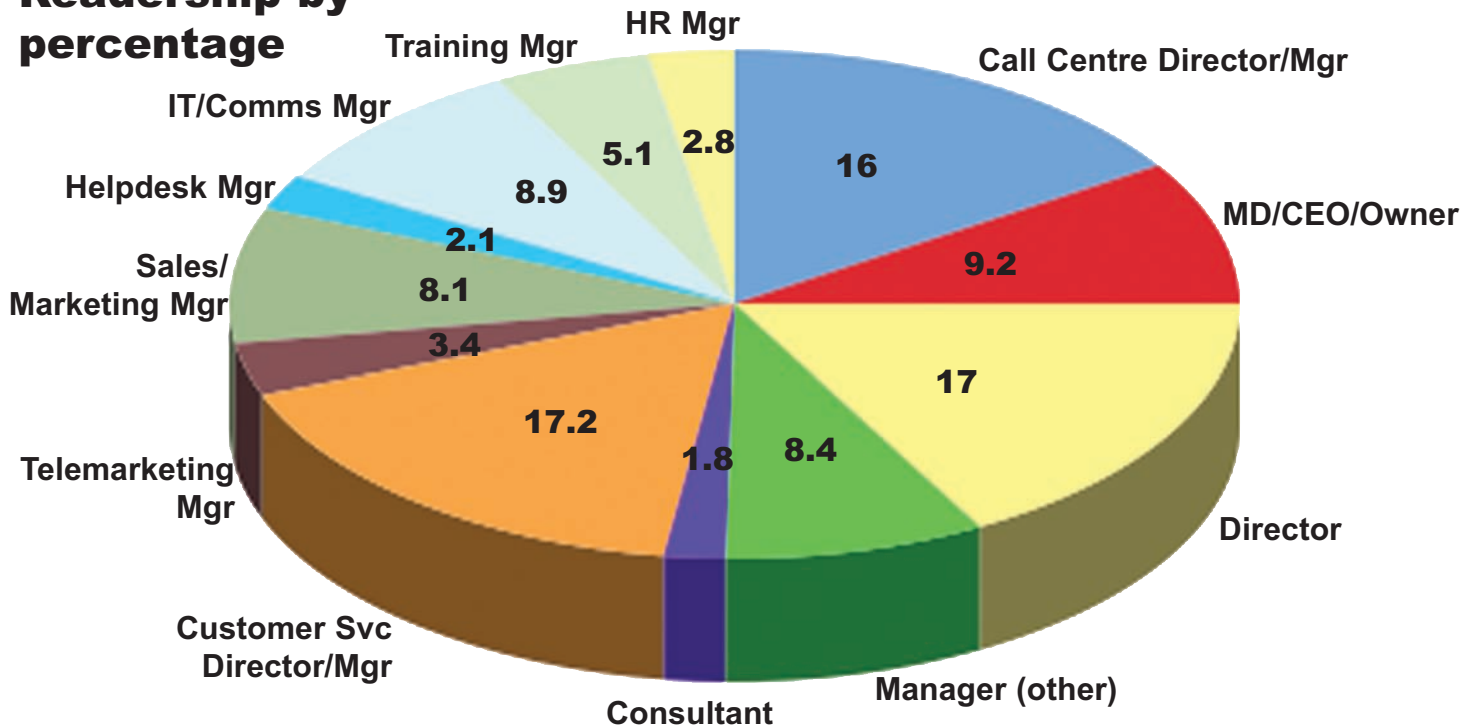


Call Centre

FOR UK CALL CENTRE PROFESSIONALS

EUROPE

Readership by percentage



The readership of **Call Centre Europe** now approaches 7,000 decision-makers across the UK, including distribution at major events. (An internal survey shows that an average of seven people read each copy.)

Call Centre Europe is read exclusively by – and written for – budget holders with purchasing responsibility (see chart above).

Our readers are in the UK's 5,600 call centres ... a market that is forecast to grow by about three per cent in the coming year. They employ more than 1m staff (full-time equivalent). That's around 3.7 per cent of the working population – more than the combined total in teaching, the police and the armed forces.

UK call centres spend about £25bn per year (ContactBabel). Although the majority of this is salaries, our readers spend heavily on products ranging from headsets to software, motivation schemes to PCs.

The entire content of **Call Centre Europe** appears on our free web site
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Remember, too, we now have a free emailed newsletter called **Your Three-Minute News Briefing**.

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