

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.

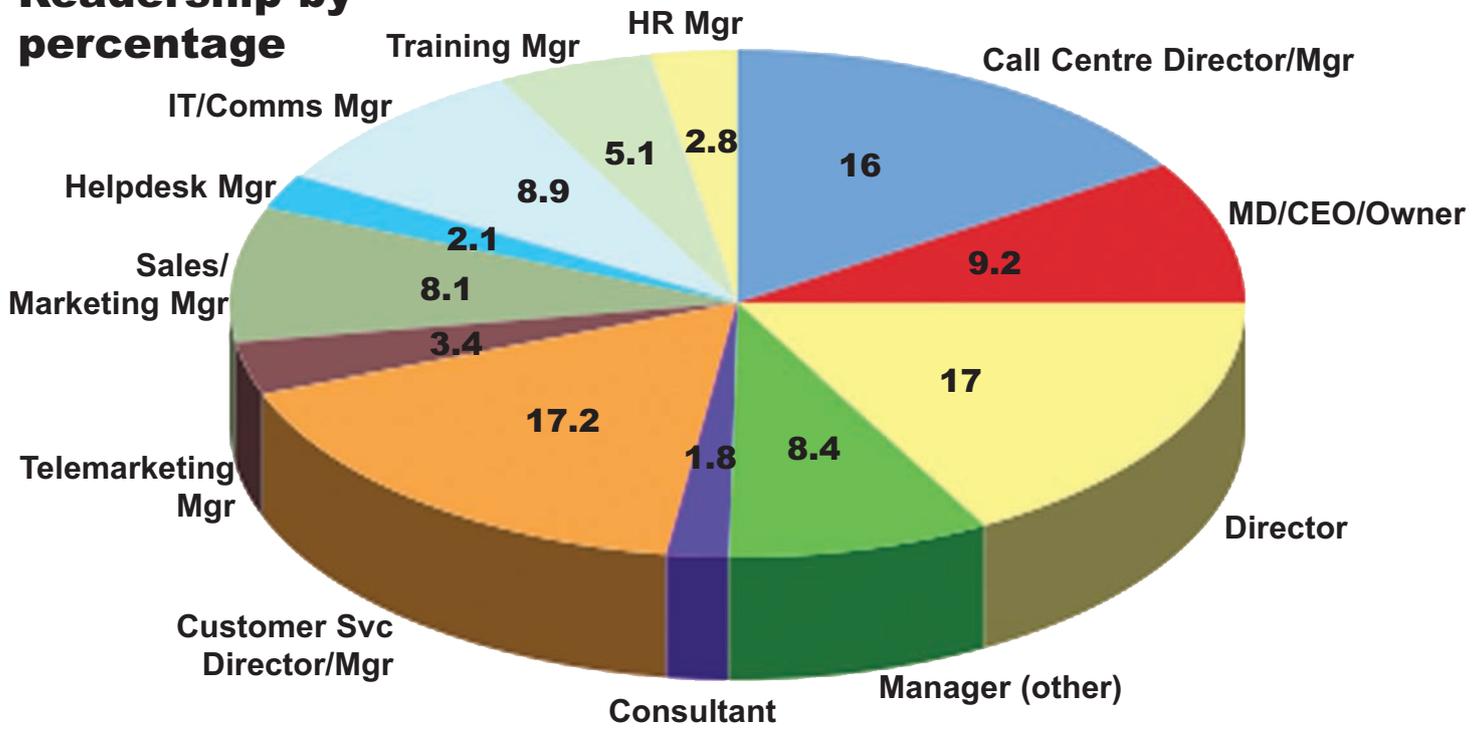
You'll see from our sample how you can benefit, with a choice of banners and/or an editorial-style column in which you can present your new products, services, offers.

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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
www.call-centre-europe.com

Remember, too, we now have a free emailed newsletter called **Your Three-Minute News Briefing**.

Contact us to reach this high-spending and growing market:

Editorial: Paul Liptrot editor@call-centre-europe.com

Advertising: Paul Summers advertising@call-centre-europe.com

Administration/circulation: circulation@call-centre-europe.com

Tel: 01932 254400 | Fax: 01932 240294

Call Centre Europe (ISSN 1357-4868) is published by Stanworth Communications
 P.O. Box 220 | Walton-on-Thames | Surrey KT12 1YQ | UK

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Rate Card 2012

Magazine

	Colour	Mono
Double page spread	£3,570	£3,045
Full page	£2,310	£1,943
Half page	£1,470	£1,260
Quarter page	£998	£840
Strip (equals quarter page)	£998	£840

Advertisement dimensions

	(height x width)	(with bleed)
Double page spread	297mm x 420 mm	303mm x 426mm
Full page	297mm x 210mm trim: 270mm x 190mm	303mm x 216mm
Half page (horizontal)	133mm x 190mm	139mm x 196mm
Half page (vertical)	288mm x 90mm	294mm x 96mm
Quarter page	133mm x 90mm	139mm x 96mm

Inside front cover or back cover 15% premium. Outside back cover 20% premium
Guaranteed position, e.g. first right hand page, within specific editorial, etc., 10% premium

Front cover (front cover, page three strip advertisement and half-page of editorial, including all design and free pdf proofs £3,250

Inserts (per '000) loose/bound-in inserts, based on single A4 sheet (others on request) £200

Web advertising (per calendar month)

Banner top of home page £800; run of site top of page £500; banner bottom of home page £400; run of site bottom of page £300. See our guide to these and a choice of banners, buttons, bars, leaderboards and skyscrapers

Recruitment One job on website only £250 per month; one job also in magazine £100 per month

Newsletter

Micro Bar (196x60) £800; banner (720x160) £1,000; New for You (headline and 80 words) £500

Your contacts:

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Some guidance and an invitation from the editor

We always welcome editorial contributions (and pictures) from our readers. Listed below are the topics we plan to cover in 2012. If you would like to get involved, do contact me, Paul Liptrot, at editor@call-centre-europe.com or call 01932 254400.

Note that we prepare guidance notes which give advice on the content of features, number of words, deadlines and so on. Please ask for a copy in the fortnight leading up to the deadlines. Have in mind that, as with all specialist magazines, readers like to read about other readers ... so examples of technology and products in real-life use will be particularly well read.

Do also feel free to contribute to the regular features which appear in every issue of Call Centre Europe. We issue guidance notes for these, too.

And remember that we now have an emailed newsletter, Your Three-Minute News Briefing, (initially monthly) to which you can also contribute.

We look forward to hearing from you.

Features in every issue

Case studies

A detailed look into the call centre of one of our readers, including: use of technology, tackling staff issues and plans for the future

Telethons

Each year, scores of call centres volunteer their services for telethons such as Children in Need and Comic Relief. Our extremely popular pages of pictures focus on how call centre managers and directors organise the events

The Things They Say ...

... is a light-hearted page of jokes and anecdotes contributed by our readers

Pay and Conditions

Exclusive reports from respected research bodies, such as Incomes Data Services and ContactBabel, on the pay and benefits of directors and managers in companies that run call centres. They include data on staff as a guide on how to attract and retain employees

Industry Comment

Leading figures in the call centre world comment on the issues that matter and how our readers can stay ahead in a fast-moving and competitive industry

News

Not just the latest press releases ... we look behind the news to let our readers know just what matters to them

New Products

We look at the latest products and services and examine how/whether they can help call centres of all sizes ... from 10 seats to 600.

NEW:

Your Three-Minute News Briefing
Remember to register for this free email newsletter

Features Q1, 2012

Outsourcing

As call centre directors look to their budgets, many are considering outsourcing some or all of their activities. We have expert comment to ease the transition and make it a success

Unified Communications

Ahead of the Unified Communications exhibition, we look at the benefits UC can bring to call centres of all sizes.

Pay and conditions

How much do our readers earn ... and what should they be paying their staff? Our exclusive report is from the respected research organisation, Incomes Data Services

Telethon

Picture special: how our readers raised money for Children in Need

Events: Unified Communications; Call Center Summit; The Social Customer

Features Q2, 2012

Motivation and incentives

It's always been a challenge for call centres to retain their best staff and motivate employees to perform at the highest level. This feature has tips and ideas that our readers can act upon

Voice and data recording, and speech analytics

These topics now go hand-in-hand as

technology can examine and report on the content of conversations.

Telethon Picture special: how our readers raised money for Sport Relief
Events: European Customer Experience World; Call Centre and Customer Services Summit

Features Q3, 2012

Call Centre Expo

Special issue previews the new products and services at the UK's big call centre exhibition

Headsets

New models and prices and features

Outbound

How to choose the right dialler

Event: Call Centre Expo

Features Q4, 2012

Call Centre Expo

Review of the outstanding products and services launched at the exhibition

Cloud computing

How hosted services can improve efficiency and RoI for call centres

Pay and conditions in call centres

Exclusive report from Incomes Data Services

Telethon

How our readers tackled the challenge of handling thousands of charity calls

Customer relationship management (CRM) software

New products and guidance from the experts

Subject to change, please check

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