

25,000
COPIES

GOVERNMENT SUPPLIERS GUIDE

Advertising Rate Card

25,000 copies inserted into **June / July, 2011** Anniversary issue of
GOVERNMENT TECHNOLOGY REVIEW
& the **June / July, 2011** issue of
COUNCIL MANAGER MAGAZINE

Connecting Federal, State, Local Government, GBE's, Higher Education, ICT along with goods and services procurement decision makers in Australia & New Zealand

Federal spend
on IT up 13pc
Quote: Australian Financial Review

The **Government Suppliers Guide** is a comprehensive public sector reference guide that will assist public sector procurement decision-makers in selecting and evaluating products and services. Government decision makers invest over \$10 billion dollars annually on a broad range of ICT products and services in the three tiers of Government and higher education. Australian local government councils spend more than \$20 billion each year providing an increasingly broad range of infrastructure, economic, HR, community services. The local Government market employs around 178,000 people.



The **Government Suppliers Guide** will receive comprehensive public sector distribution along with bonus circulations to attendees throughout the 2011/2012 financial year at participating Commstrat public sector Conferences. Once printed and distributed all classified display advertisements in the guide will then be uploaded and placed online within the Government Suppliers Guide on the home page of Government Technology Review website for a full twelve months. This ensures tremendous ROI and maximum public sector exposure giving advertisers THE most comprehensive public sector awareness and branding opportunity in the ANZ region for 12 months: in print & online 24x7.

MEDIA PARTNERSHIP

Government Technology Review and **Council Manager magazine** are the official public sector partner magazines, and along with www.govtechreview.com.au online publication for twelve months that creates the media partnership that is the backbone of THE most comprehensive public sector media platform that will underpin the circulation of the **Government Suppliers Guide**.

25,000 copies will be published and inserted into June/July, 2011 Anniversary issue of **Government Technology Review** and the June/July, 2011 issue of **Council Manager magazine** ensuring that advertisers receive the most comprehensive public sector awareness, branding and marketing media package.

This media platform consists of **in-print – online – events** marketing and branding 24x7 for a full 12 month period: July 2011 – June 2012.

This unique and comprehensive public sector media platform encompasses all levels of government (Federal, State, Local, Universities – GBE's (Government Business Enterprises) and higher Education Libraries in Australia and Central and Local Government decision makers along with Universities in New Zealand.

NOTE:

Once the printed version of the **Government Suppliers Guide** is inserted into the two host magazines it will be uploaded on to Government Technology Review's website under the Government Suppliers Guide banner on the navigation bar on the home page www.govtechreview.com.au

Further, through the twelve month period 5,000 copies of the Government Suppliers Guide will be distributed to attendees of Government Technology / Council Manager / Commstrat's 30+ public sector conferences and exhibitions.



**25,000
COPIES**

Don't miss this extraordinary marketing opportunity to be branded and promoted to 25,000 public sector decision-makers in both Australian (Federal-State-Local Government & GBE's, Universities in Australia and Central, Local Government & Universities in New Zealand Government).

HOST PUBLICATIONS

Government Technology Review

Is Australia's foremost ICT and e-government magazine
"Connecting Federal, State, Local Government, GBE's and Universities ICT in Australia and Central and Local Government and Universities in New Zealand Government.

Government is one of the largest investors to the technology industry investing in excess of \$10 billion dollars annually on ICT e-government initiatives. Information Communication Technology is at the forefront of change in transforming services that improve the quality and cost effectiveness of Government.

Government Technology Review is read by the real ICT procurement decision makers on both sides of the Tasman.

Circulation 15,000 copies bi-monthly



Council Manager magazine

Council Manager is the premier national magazine for senior executives in the local government sector.

Published on a quarterly basis, Council Manager provides senior management within Australia's local government sector with a rich stream of case studies about leading-edge local government management practices and latest analysis of important issues facing the sector.

The publication is written for senior executives among Australia's 500+ local government authorities who make the key purchasing decisions for their organisations.

Australian councils spend more than \$20 billion each year providing an increasingly broad range of infrastructure, economic and community services, and employ around 178,000 people.

Circulation 5,000 copies quarterly

This ensures that the **GOVERNMENT SUPPLIERS GUIDE** will be a comprehensive public sector guide to assist in procurement decision making of a broad range of products and services our readers who purchase both IT and general products and services.

Government Technology Review online publication

www.govtechreview.com.au

After launching six months ago this online magazine boasts:

- 2,970 page views per month • Unique page views 2,240 • 60 per cent new visits
- In excess of 5 pages per visit • Average time spent reading seven minutes
- 56.5% of all views are direct traffic. Read by ICT decision makers in government on both sides of the Tasman.

READERS PROFILE

Government Technology Review Snapshot

Typical ICT and e-Government readers



- Chief Information Officer
- Chief Executive Officer
- Chief Financial Officer
- Managing Director
- Manager, Procurement, Grants and Contract Management
- Manager ICT Infrastructure Services
- Information Management Section Manager
- Facilities, Records, and Security Manager
- Infrastructure Manager
- Infrastructure, Support & IT Security Manager
- Data centre manager
- ICT Centre Director
- Executive Manager Enterprise Infrastructure
- National Manager Applications Architecture
- National Manager Business Integrity & Workflow Systems
- National Manager, Call Operations
- National Manager, Call Performance
- National Manager, Channel Development
- National Manager, Data Services
- National Manager, Employment and on-line systems
- National Manager, Fraud & Intelligence
- National Manager, ICT Capability
- National Manager, ICT Services
- National Manager, ICT Strategic Initiatives
- National Manager, Marketing, Online & Customer Communications
- National Manager, Performance & Information Management
- National Manager, Security, Infrastructure Applications & Services
- National Manager, Customer Contact Systems
- National Manager, Service Network Systems
- National Manager, Strategy & Service Delivery Partnerships
- National Manager, Technical Architecture
- National Manager, People Services
- General Manager, Business Systems
- General Manager, ICT & Corporate Services
- General Manager, Network Operations
- General Manager, Network Performance
- Executive Manager, Standards Development & Future Technology
- Head of IT
- Director, IT Business & Engagement Solutions
- Director, Governance & Strategic Planning
- Director of IT & Business Improvement Team
- Executive Manager Infrastructure
- National Manager, Information Technology
- National Manager, Corporate Services
- Cyber Safety Manager
- Online Content Regulations Manager
- Digital Records Manager
- Manager Business Integrity & Workflow Systems
- ICT Management Services
- Group Manager Identity Services team
- Director Program Delivery
- Head of Information Communications
- Marketing and Communications Director
- Finance and Procurement Manager
- Director of ICT Operations
- P Manager, Information Technology - Information Technology & Data Centre Department
- National Manager, National Library & Knowledge Services
- Director, Client Service & Market Development
- National Director, HR & People Development Services
- Information Technology Manager
- National Manager, Forensic & Data Centres
- Head Technology Services
- General Manager – Digital Economy
- Executive Manager – Security, Safety and e-Education
- General Manager of Information Management & Technology Services
- National IT Operations Manager
- Executive Manager – Spectrum Infrastructure
- Property Office Services & IT Manager
- Director, New Media and Digital Services
- General Manager Technology & Asset Services
- General Manager IT Operations
- Director, e-Security Project

READERS PROFILE

Council Manager Magazine Snapshot

Typical Council readers

Elected members : Mayor & Councillors
Chief Executive Officer
General Manager
Director Corporate Services
Director of Infrastructure
Director Assets & Engineering
Director Finance
Chief Financial Officer
Director Community Services
Director Planning & Environment
Procurement & Contracts Manager
Manager Works & Road Maintenance
Manager Organisational Development
Manager Economic Development
Manager Human Resources
Risk Management Co-ordinator
OH&S Manager
Operations Manager
Manager Information Technology
Manager Communications
Manager Customer Service
Records Management Co-ordinator
Town Planning Manager
Manager Strategic Planning
Manager Environmental Services
Manager Water Services
Manager Technical Services
Manager Civic Maintenance
Manager Infrastructure
Rooding Manager
Technical Services Manager
Deputy Chief Executive: Strategic Development Unit
GM Finance and Business Performance
Strategic Planning Project Manager
Business Manager Works & Services
Group Manager Corporate and Customer Service
Group Manager Asset Management
Strategic Planning Project Manager
Planning Manager
Economic Development Manager
General Manager Infrastructure Services



UNIQUE READERS

Snapshot of online unique readers of Government Technology Review Online

Advertising your product in the **Suppliers Guide** is a perfect opportunity to promote your products and services to the ICT and e-government decision makers in the three tiers of Government 24x7.

Since the magazines launch on June 24th, 2010 we now boast a readership of:

- 2,970 page views per month
- Unique page views 2,240
- 60 per cent new visits
- In excess of 5 pages per visit
- Average time spent reading seven minutes
- 56.5% of all views are direct traffic

Government is one of the largest investors to the technology industry investing in excess of \$10 billion dollars annually on ICT e-government initiatives. Information Communication Technology is at the forefront of change in transforming services that improve the quality and cost effectiveness of Government. Whether those services or transactions relate to Federal, State, Local Government or GBE's (Government Business Enterprises) or Universities, ICT acts as the catalyst in assisting its citizens in a broad range of services and delivery of those services.

Technology does help engage the public, disaffected groups, solve language barriers and make citizens feel more attached to society and in touch with their government.

Government Technology Review on-line Suppliers Guide is one sure way in which to promote your company name and brand to the ICT and e-government decision makers in both Australian & New Zealand Governments 24x7.



AD RATES & SPECIFICATIONS

Display Advertising Rates

Full Page Colour - \$3,000 + GST

DPS - \$5,000 + GST

Half Page - \$1,800 + GST

Classified Listings in magazine

\$995 + GST - In printed publication -

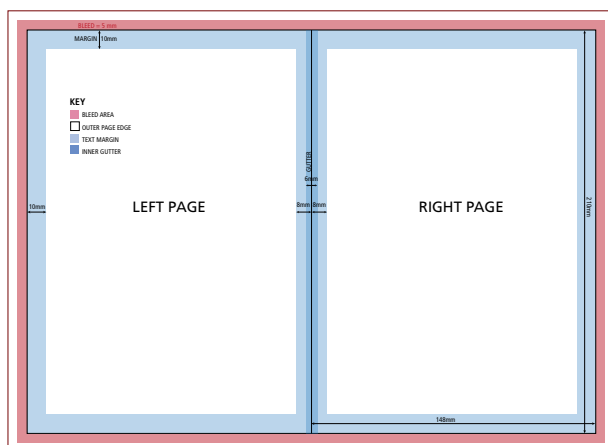
Company name plus 50 words and website address

Online in Suppliers Guide – Logo plus 200 words and company name and contact details along with web address.

Deadlines

BOOKINGS: May 25th, 2011

MATERIAL: June 1st, 2011



MAGAZINE SINGLE PAGE

TRIM AREA:

148mm wide x 210mm high

MARGINS

INSIDE EDGE: 8mm

OUTSIDE EDGE: 10mm

TOP: 12mm

BOTTOM: 12mm

BLEED 5mm all edges

Mechanical Specifications

A5 publication perfect bound

Page size: 210 x 148mm per page.

Display advertising sizes (Limited)

Double page spread: 210 x 296mm

Full page: 210 x 148mm

Half page: 210 x 74mm or 105 x 148mm

Note: These sizes are based on the final trim size of the finished booklet. Please allow 3mm area for spine side.

Classified Listings

In printed publication – Company name plus 50 words and website address.

Online in Suppliers Guide – Logo plus 200 words & company name and contact details along with web address.

File Formats

Please supply an Adobe Portable Document Format (PDF). Prepare all PDF's as specified by the 3DAP guideline. Visit www.3dap.com.au for detailed instructions. Artwork is accepted on CD, zip disc, or by email (up to 10mg).

Images

Minimum of 300 dpi at 100% scaling. Line art images minimum of 1200 dpi at 100% scaling. All images must be in CMYK mode. Image file formats should TIFF or composite EPS and should not be compressed.

Fonts

Please ensure all fonts are embedded.

Bleeds

All bleed ads should have at least 5mm bleed all round.

Proofs

A coloured proof should be supplied with all ads. No responsibility will be accepted for reproduction of the advertisements unless a colour print out is supplied as reference for the printer and all files saved as specified above.

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