

The Bulletin - Media Kit 2019



Brief Overview

Advertising

The Bulletin is itSMF's online magazine and distributed to our member database 8 times a year.

The content is a mixture of strongly technical articles and human-insight stories focusing on people in the industry. There is also a strong focus on emerging issues and impacts of Government policy.

The Bulletin is approximately 24 page but length will vary depending on the time of the year.
Our pre-Conference edition is 32 pages.

Deadlines: Please refer to Page 5

Editorial and Writing

The Bulletin is edited by Sheryl Kingsley, Manager, National Office.

Social Media

Depending on the client's requirements, itSMF is willing to support, through their social media outlets a parallel campaign to mirror the content of the Bulletin advertisement.

This would see publication of the ad initially in the Bulletin, followed by publication on LinkedIn, Facebook and Twitter.

Introduction to itSMF

itSMFA is the Australian chapter of an international forum headquartered in UK. The organization facilitates professional development of members and provides them with interaction and communication. This assists in improving the management and delivery of IT Services to their business and customers.

Approximately 80% of the itSMF membership represents organizations striving to implement and sustain high quality IT Service Management solutions, with the remainder being organizations providing products and services to assist in those endeavours.

Members range from large multi-nationals, Government, Education, small and medium local enterprises and individual consultants which cover both the public and private sectors.

We strive to provide a forum for our membership to exchange views, share experiences and participate in the continuous development of best practice and standards.

Distribution

The Bulletin is primarily distributed via e-mail to our database of over 5,000 active addresses.

It is also distributed via links published on Twitter, Facebook, LinkedIn and the *itSMF* Website.

Electronic copies of each edition are sent to the Tech media along with an accompanying Press Release. It is anticipated that links to most articles published will be re-published via our social media, including Facebook, LinkedIn and Twitter.



Audience

The readership of The Bulletin encompasses the leading thinkers and Practitioners in the Service Management industry in Australia and further afield.

With interest in IT Service Management continuing to expand and with the increasing profile of the organization. The Bulletin represents the most cost-effective way an advertiser can gain access to this important market.

ADVERTISING RATES AND TECHNICAL INFORMATION

Advertising charges are based on a simple \$1,000 per page formula.

| Position | Member Rate | Non-Member Rate |
|----------------------|---------------|-----------------|
| Front Cover | Not Available | Not Available |
| Full Page | \$1,000 | \$1,500 |
| Half Page | \$500 | \$750 |
| Third Page | \$340 | \$510 |
| Quarter Page | \$250 | \$375 |
| Eighth Page | \$125 | \$185 |
| Social Media Package | \$250 | \$375 |

Advertorial is available at the rate of \$1,250 per page and the content must be clearly identified as 'Paid Content'.

There is no 'Classified' advertising in The Bulletin.

NB - All prices are exclusive of GST

PUBLICATION DATES ADVERTISING AND ARTICLES DEADLINES

| Publications Date 1st Monday of Month | Article and Advertising Deadlines |
|--|-----------------------------------|
| February Edition Wednesday 20th | February 8th |
| April Edition Wednesday 24th | March 20th |
| June Edition Wednesday 19th | June 5th |
| August: Pre Conference Edition Wednesday 14th | July 31st |
| September: Post Conference Edition Wednesday 18th | August 31st |
| November Edition Wednesday 16th | November 6th |
| December: Christmas Edition Wednesday 18th | December 4th |

Artwork Specifications

All advertising material to be supplied by advertiser at 100 percent of publication size.

High resolution print ready PDF's are required.

PLEASE NOTE: 'Low-Res' files will not be accepted.

Orders

Please contact the Editor to secure advertising space.

Please email the details of your advertisement requirements or any queries you have to alan.hollensen@itsmf.org.au or call the National Office on (03) 9879 5466

Advertising Orders

- Full Page Ads—placed in the front half where possible at no extra loading charge

Display Ad— Please tick

- Half Page Third page
 Quarter Page Eighth Page
 Social Media Package

Payment

Name of Company

Name of Contact Person

Address

Phone

Email

Signature

Date

Credit Card Details

Card Holders Name

Card Number _____/_____/_____/_____

Expiry Date _____/_____

Security Number

Card Type Mastercard/Visa

Amount to be debited \$

Signature

Payment will only be accepted by Credit Card or Direct Deposit: itSMF Australia

Westpac Branch: 360 Collins Street, Melbourne

Account Name: itSMF Australia Inc

BSB: 033-165 Account Number: 124096