

MEDIA INFORMATION 2010

Year of publication 2



Brief description

CallCenter INTERNATIONAL is the magazine for all questions relating to european customer service. It highlights country-specific trends, local particularities and opportunities within the European market. CallCenter INTERNATIONAL provides current and comprehensive reports on the European market as well as technical, organisational and corporate insider knowledge on everything related to call centers, telemarketing and CRM.

CallCenter INTERNATIONAL reaches all important EU trade fairs.

Target group

European call center managers, managing directors, customer and technical service managers of in-house call centers and call center service providers.

Schedule / topics

| Issue / month | Advertising deadline | Copy deadline | Publication date |
|------------------------------|---|----------------------|----------------------|
| Issue 1 | 18 March 2010 | 24 March 2010 | 15 April 2010 |
| Main editorial themes | <ul style="list-style-type: none">▪ BPO▪ Value-added services▪ Certification in Europe; different countries – different requirements▪ Service: luxury or business necessity | | |
| Issue 2 | 07 June 2010 | 11 June 2010 | 05 July 2010 |
| Main editorial themes | <ul style="list-style-type: none">▪ Pan-European call center structure▪ Quality monitoring▪ For whom is a call center service provider worthwhile?▪ For emergencies: assistance provider | | |
| Issue 3 | 05 Aug. 2010 | 10 Aug. 2010 | 01 Sept. 2010 |
| Main editorial themes | <ul style="list-style-type: none">▪ Focus on Germany / England▪ Workforce management▪ More efficiency: key figures / call center metrics of the future▪ What to do in the event of non-payment – debt collection specialists | | |
| Issue 4 | 22 Oct. 2010 | 27 Oct. 2010 | 19 Nov. 2010 |
| Main editorial themes | <ul style="list-style-type: none">▪ Focus on Eastern european countries▪ Headsets▪ Increase up- and cross-selling▪ Trade and investment agencies | | |

The editor reserves the right to make changes.

Trade fairs

- **CCW** in Berlin
- **TCD** in Utrecht (Netherland)
- **GITEX** in Dubai (Vereinigte Arabische Emirate)
- **Vocal Expo** in Paris (France)
- **CC & CRM Solutions** in Madrid (Spain)
- **Seca Paris** (France)
- **CC Expo** in Birmingham (Great Britainn)
- **Speech Tec** in New York City (USA)
- **VoiceCon** in Amsterdam (Netherland)
- **CC & Conference Expo** in Istanbul (Turky)
- **VoiceCon** in San Francisco (USA)

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Facts

| | |
|--------------------------------------|------------------------|
| Print run: | 5.200 copies |
| Actual distributed circulation (ADC) | 5.000 copies |
| Magazine size: | 210 x 279 mm |
| Type area: | 175 x 240 mm |
| Publication dates: | offset saddle stitch |

Advertising ratecard (print)

| Advertisement formats (in mm) and prices | | | | | | |
|--|-----------|----------------------|----------------|----------------|----------------|----------------|
| Site | Format | Format for bleed ads | b/w | 2 colours | 3 colours | 4 colours |
| 1/1 | 175 x 240 | 216 x 285 | 4.520,- | 5.010,- | 5.500,- | 5.990,- |
| 1/2 upright | 85 x 240 | 107 x 285 | 2.400,- | 2.890,- | 3.380,- | 3.870,- |
| horizontal | 175 x 117 | 216 x 143 | | | | |
| 1/3 upright | 55 x 240 | 69 x 285 | 1.700,- | 2.190,- | 2.680,- | 3.170,- |
| horizontal | 175 x 76 | 216 x 92 | | | | |
| 1/4 upright | 40 x 240 | | 1.350,- | 1.840,- | 2.330,- | 2.820,- |
| horizontal | 175 x 56 | 216 x 69 | | | | |
| bloc | 85 x 117 | 107 x 143 | | | | |

Sponsoring packages: on request

Other formats on request. Extra charges for special color and / or placing on request.

Bleed ads + 10% of b/w price

Formats for bleed ads (trimming on all sides 3 mm)

Cover pages:

4th cover page, 4c: **€ 7.200,-** 2nd or 3rd cover pager, 4c: **€ 6.900,-**

Supplements:

up to 25 g **€ 1.750,-**
up to 30 g **€ 1.850,-**

Bound inserts

4 pages **€ 3.500,-**
8 pages **€ 4.500,-**

Discounts: (for placement in one insertion year)

| By number of ads | | by number of pages | |
|----------------------|-----|--------------------|-------|
| 2 times appearing | 5% | 2 pages | 7,5% |
| 3 times appearing | 10% | 3 pages | 12,5% |
| 4 times appearing en | 15% | 4 pages | 20,0% |

Online advertising

| Web | Pixel Format | CPT in € | KiloBites |
|---|---------------------------------|----------|-----------|
| Textad + Logo (GIF) | 300 x 115 | 55,- | max. 45 |
| Rectangle | 300 x 250 | 75,- | max. 45 |
| Video Rectangle (polite streaming) | 300 x 250 | 75,- | max. 45 |
| Expandable Rectangle Small | 630 x 250 | 100,- | max. 45 |
| Other formats on request | | | |
| Web (ad specials) on request | | | |
| Newsletter | Pixel Format | CPT in € | KiloBites |
| Advertorial/Textad + Logo/Picture (GIF or JPEG) | 150 x 100 Text 650 Zeichen*) | 75,- | max. 50 |
| Rectangle (GIF or JPEG) | 300 x 250 | 75,- | max. 50 |

*) incl. space

Terms of payment:

2% discount if payment is received before publication; 15% commission for agencies; prices plus VAT. Payable upon receipt of invoice.

General terms: Find our general terms and conditions on www.gww-media.de



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