



SM

SERVICE MANAGEMENT

DEDICATED TO THE FIELD SERVICE COMMUNITY

mediapack2010

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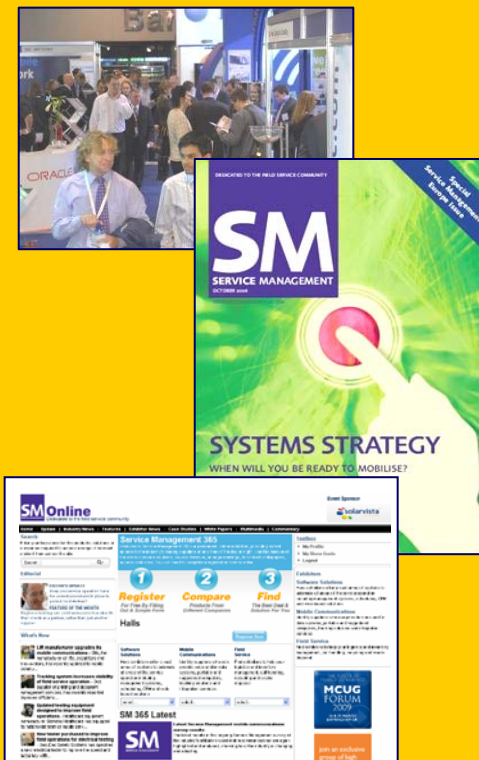
Service Management is a mix of media that serves the differing information and marketing requirements of the UK's field service management community.

Delivering in-depth content to an unrivalled audience, **Service Management** provides a proven and unbeatable platform for companies wishing to promote their products and solutions to the industry's leading purchasers and key decision makers.

Our success is built on the experience gained from having served over 25 years at the forefront of the market and is supported by our respected position of effectively delivering content across a variety of information channels – **In Print, In Person and Online.**

The tripod offering has helped secure our position at the heart of the UK field service industry and cemented our position as the first (and only) dedicated media choice for service managers and vendors alike.

Our unique coverage, unrivalled market penetration and established reputation within the field service community, make us the natural media partner for any company looking to develop their presence within sector.



MEETING CHANGING BUSINESS NEEDS

Customer service is THE decisive issue as to whether today's businesses become tomorrow's winners. For building loyalty, developing a brand and winning new business, quality of service is the defining factor.

Managing and exploiting change is the key challenge for service managers. The growing realisation that service defines a business has positioned the service manager in the business front line like never before.

As the service department gets top line focus so change has followed. With it has come investment. New thinking, techniques and processes requiring new tools, technologies and solutions.

Clever management solutions have combined with a wave of emerging real time workforce tracking, scheduling and communication technologies to give the service manager greater operational visibility and the opportunity to optimise their service operation.

As businesses realise a long term strategy for success can only really be based on customer service, so investment in the department is coming. Whether it is our traditional base of Manufacturing, High-Tech, IT and Telecommunications or new emerging markets – **service is now a strategic imperative.**

Audience

Our industry coverage encompasses senior managers from throughout the UK's largest operators of field engineers, contractors and maintenance providers.

- Automotive/Aerospace
- Banking/Finance/Insurance
- Construction/Facilities Management
- Engineering
- HVAC
- IT/Electronics
- Local Government
- Manufacturing
- Medical/Pharmaceutical/Chemical
- Retail
- Security
- Telecommunications
- Transport
- Travel/Hospitality
- Utilities
- White/Brown Goods

Service Management - reaching core markets and emerging new sectors.

In Print - Service Management magazine

Service Management magazine is firmly established as the only dedicated journal for the field service management community.

It delivers in-depth content to an unrivalled audience and, as a result, provides a proven and unbeatable platform for companies wishing to promote their products and solutions to the industry's key decision makers and purchasers.

An advanced registration programme, operated on a strict two year renewal policy, ensures we deliver the most accurate and comprehensive readership of senior managers from throughout the UK's field service community.

With a reputation for content and delivery throughout the market, **Service Management** magazine offers essential reading on the latest industry news, strategic thinking, operational insight and technology developments.



In Print - Service Management magazine

Service Management has established an enviable reputation for the breadth and quality of its editorial, keeping service decision makers up to date with their industry.

In addition to regular news, interviews, reports, case studies and contributions from respected industry experts, each includes dedicated features on a key subject matter.

MAY / JUNE

Logistics & Inventory Management

Stock is cash, but not having the right parts, in the right place, at the right time can be even more costly.

Self-Service & Helpdesk Solutions

The helpdesk is the front-line to customer service, but to what level can automated processes and self-service take control.

PLUS: **Mobility Supplement**

JULY / AUGUST

Scheduling & Optimisation

The benefits of real-time scheduling and optimisation of the service operation have become apparent and will remain high on the agenda.

Finance & Investment

As the economic thaw continues how will service effect the bottom line and where will the industry be investing.

PLUS: **SME 2010 Preview**

SEPTEMBER

Outsourcing & MVSP

Considering the benefits that Third Party, Multi-Vendor and Managed Service Providers can really offer organisations in terms of value, expertise and resource.

Repair, Recycling & Disposal

Legislation, environmental policies and the rising value of stock places greater emphasis on returns, repair and recycling process.

PLUS: **SME 2010 Show Guide**

JANUARY / FEBRUARY

Mobile Data

The ability to send and receive accurate and rapid reporting is an essential element of any service offering.

Training & Recruitment

Service delivery hinges on the recruitment and development of field operatives with the necessary skills to both resolve service calls and effectively engage with customers.

MARCH / APRIL

Service Management Systems

Solutions are becoming more comprehensive in their content as the need to automate the service operation has been brought into sharp focus.

Fleet Management & Telematics

Running any fleet is an expensive business, but savings can still be made through effective management.

PLUS: **Housing & Facilities Management Supplement**

DECEMBER

2011 Buyer's Guide

The Service Management annual Buyer's Guide is well respected because it covers all the major sectors, has all the major vendors and draws on exclusive research and content from the industry's only focused magazine.

OCTOBER / NOVEMBER

Mobile Computing Hardware

A property equipped workforce will deliver the most effective service, but with a range of mobile devices on the market the choice is not an easy one.

Field Service Equipment

A van full of parts, tools and diagnostic devices - equipping your team with the right kit and keeping it fit for purpose to survive life in the field is key to getting the job done.

PLUS: **Tracking Supplement**

In Person - Service Management events

Service Management Expo

Held at the NEC in Birmingham **Service Management Expo** is the largest dedicated event for the field service industry.

The conference level content programme delivers over 25 hours of top-level insight, analysis and operational expertise from leading practitioners and experienced industry experts. Whilst the exhibition provides a unique opportunity for suppliers to meet face to face with the largest annual gathering of senior service buyers as they come together to source the latest technologies and business solutions.

SM Roundtable Debates

Held over lunch, the **Service Management** roundtable events are designed to bring together a select audience of leading representatives from the field service community to debate a key operational issue.

Working closely with the sponsor to create a topic that offers a strong commercial interest, editorial relevance and content value for the delegates, the Roundtable debates provide an opportunity to gain face to face contact with a prime audience of end-users.

SM Directors Club

The **Directors Club** is a new networking hub designed to bring together carefully selected senior managers and the industry elite.

In addition to four high profile dinner events members of the Club will have access to an exclusive community website to network, share information and discuss a range of key strategic issues.

Sponsorship of the Club events will be available to a single commercial company, who will help shape the topic for discussion, co-host the dinner and receive full branding on all Club content, newsletters and the members website.

Online - Service Management digital

ServiceManagement365.com

Available 365 days a year, 24 hours a day **ServiceManagement365.com** provides a one stop information resource and fully interactive forum for the service management community to receive the latest industry news, access archived reports and white papers, view seminar presentations, participate in market discussions and view the latest information from the industries leading suppliers within the online exhibition.

Visitors can view each vendor's uniquely branded stand, access company information, download sales brochures, view presentations and request further information.

All of the content is fully tracked allowing exhibitors on the site to view and download relevant contact data (visitor name, company, address, tel, email etc) in real-time, via the live visitor reporting tools.

With over 16,500 fully registered members and an average of 6,500 monthly unique visitors, the **SM365** online exhibition is a proven and fully accountable promotional channel and lead generation solution.



Company Branding, Content & Lead Generation

- Individually branded stand
- Full company details
- Brochure Downloads
- White Papers
- Full visitor reporting access
- Email & Web Links
- Product Literature
- Presentations
- Press Releases

Online - Service Management digital

Service Management webinar programme

During 2010 Service Management will be launching its first programme of live webinar sessions.

These hour long online seminars will allow industry personnel to share the latest in-sight on a range of key topics, all from the comfort of the location of their choice – from their office, home or while travelling.

Unlike traditional broadcasts, webinars are highly interactive and employ real-time polling and surveys, as well as live Q&A to initiate discussion and generate direct feedback on the issues being addressed.

Editorially lead, the webinars will be presented by Service Management, working in conjunction with a single commercial sponsor, to deliver high quality thought leadership and valuable customer focused presentation.

Promoted throughout Service Management's full media channels, the webinar programme offers a unique opportunity for sponsors to demonstrate their industry expertise and engage directly with a broad audience of senior service professionals.



2010 WEBINAR PROGRAMME

- SPRING: **Mobile Communications**
- SUMMER: **Automated Scheduling**
- AUTUMN: **SaaS**
- WINTER: **Tracking & Fleet Management**

Online - Service Management digital

SM Digital Magazine

In the latest stage of its ongoing development, **Service Management** has launched its first ever digital magazine, providing readers with another means to access high quality, industry-focused information.

JAN: **Buyer's Guide Research Survey**
MAR: **ERP & CRM**
MAY: **Data Protection**
JUL: **Web-based Solutions & SaaS**
SEP: **SME 2010 Show Preview**
NOV: **State of the market review**

With regular news, reports, case studies and interviews, the digital format offers rich-media content for animated advertising, embedded presentations and video case studies.

SM Newsletter

Drawing on the expert coverage of **Service Management** magazine and **ServiceManagement365.com**, the fortnightly newsletter delivers the very latest industry news, features and research.

With more than 10,000 registered readers, the SM Newsletter provides a highly effective digital marketing opportunity to reach directly to the inbox of the industry's leading purchasers every fortnight.

SM Vendor e-Casts

With an unrivalled data pool of over 20,000 active contacts throughout the industry, **Service Management** offers a proven channel for delivering dedicated third party vendor email campaigns.

Delivered direct from the out-box of **Service Management**, the dedicated vendor e-casts provide a fully trackable and highly-cost effective route to market and can be targeted to reach your primary audience.

Comprehensive solutions

As the leading info information providers to the UK service market, we offer a comprehensive marketing solution for companies wishing to target senior management and key decision-makers throughout the high-tech field service sector and associated industries.

Our success is built on our unique position of being able to offer a variety of information channels to effectively engage the service management community at every level.

SM Magazine Mechanical Data

Dimensions mm (h x w)	Type Area	Trim	Bleed
Double Page Spread	254 x 356	286 x 420	292 x 432
Full Page	254 x 178	286 x 210	292 x 216
Half Page (vertical)	254 x 86		
Half Page (horizontal)	124 x 178		
Quarter Page	124 x 86		
Digital Banner	600 x 74 pixels		
Digital Button	150 x 150 pixels		

MAGAZINE INSERTIONS

	1	3	6
Double Page Spread	£3,628	£3,265	£2,902
Full Page	£1,995	£1,795	£1,596
Half Page	£1,097	£987	£877
Quarter Page	£603	£543	£482
Outside Back Cover	£2,410		
Inside Front Cover	£2,240		
Inside Back Cover	£2,180		
Special Positions	15% surcharge		
Inserts	£200 (per 1,000 loose)		
(under 10 grams)	£300 (per 1,000 bound)		

SM365 ONLINE

	Gold	Silver	Bronze
12 months Entry	£11,340	£6,060	£3,240

EMAIL NEWSLETTER

Banner	£600
Button	£400
Sponsor's News	£600
(30 words sponsor's text with tracked UR L link)	

DIRECT MARKETING

e-Cast	£1,050 (min. 3,000 contacts)
	£250 (per 1,000 thereafter)

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*Service Management
is published by:*

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