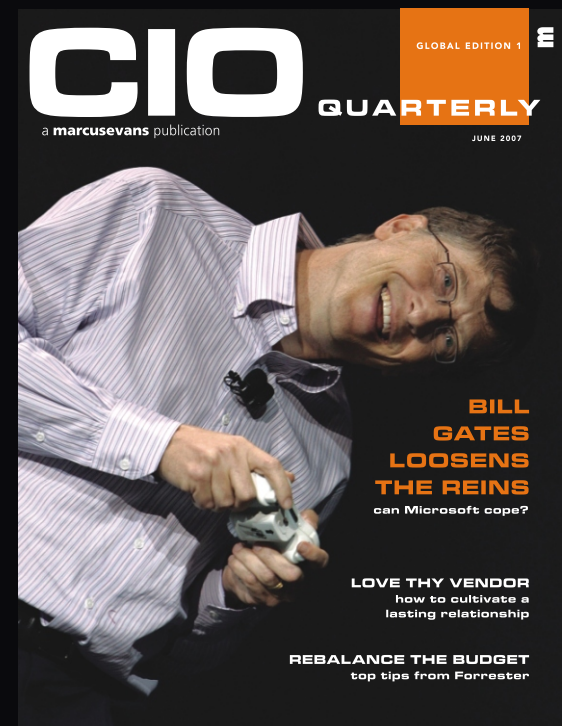


# MEDIAKIT





## OUR PLEDGE

With almost two decades experience in delivering business intelligence through a variety of media, **marcus evans** has strengthened its position as a leading global provider of strategic information with the launch of its flagship business-to-business publication, CIO Quarterly.

In CIO Quarterly, you can expect to see the usual **marcus evans** hallmark – valuable insight, in the form of highly analytical articles, critical to sustaining a competitive advantage in today's business world. This new quality title signifies our continued commitment to meeting the diverse knowledge needs of modern leaders and their progressive organisations.

This magazine, a marriage of superior business and technology content, is geared towards an audience who appreciate that IT and leadership are intertwined in an inextricable knot. CIO Quarterly aims to cover every facet of the current IT leadership challenge: how do you thrive at the top, how do you realign IT to drive business innovation and growth, and how do you become a key strategic partner in the organisation's most crucial decisions.

Based upon a dialogue with innovative CIOs and key IT professionals, investigative reporting, and thought-provoking analysis, CIO Quarterly is revolutionising the way the industry communicates.

Join us on an in-depth exploration of the issues vital to success in IT and business!

Sylvia Michael  
Editor-in-Chief  
CIO Quarterly

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Our core values of providing quality products, while encouraging people to see and do things differently, are translated into in-depth editorial content that explores key business issues from an alternative angle. Authoritative yet accessible, CIO Quarterly provides the modern IT leader with detailed and thought-provoking analysis of advances in both business and technology. In a format that includes business and IT trend reviews, exclusive interviews with key figures in the CIO and IT community, in-depth features, surveys, product showcases and an extensive people and leadership section, CIO Quarterly is a must-have source of information for CIOs across the globe.

## SEEING THINGS DIFFERENTLY

## IT LEADERS AS READERS

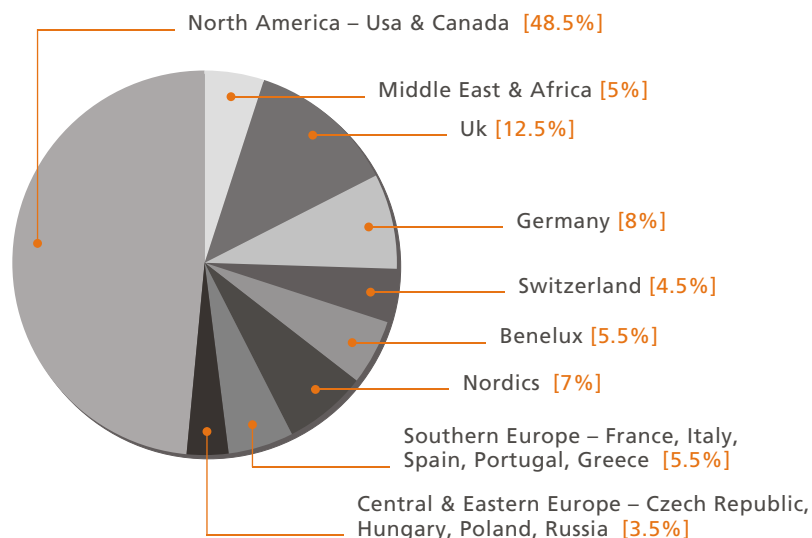
An exclusive distribution reach is further evidence of our commitment to quality. The CIO Quarterly readership includes 6,000 of the world's most powerful CIOs, a select community that wields immense influence. As their sway in the boardroom strengthens, these important decision makers are being entrusted with transforming the business, and CIO Quarterly will provide essential information to help them with this mission.

Our readers are not mere technologists – they are business leaders, instrumental in moulding the future of the organisations they serve; and they are discerning consumers, armed with significant spending power. Reaching out to the people behind the technology, CIO Quarterly offers immediate access to an elite circle that cannot be ignored.

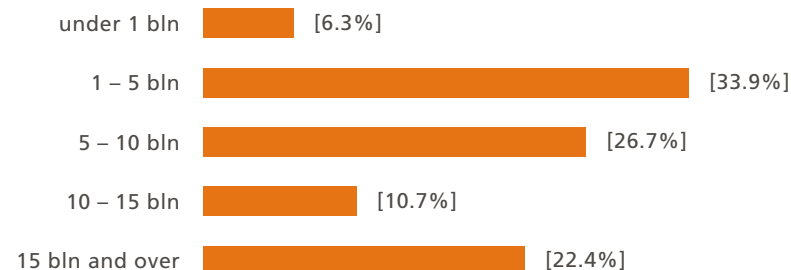
CIO Quarterly will also be distributed to high level executives at 1,000 of the globe's most influential IT solution provider companies. Enabling dialogue and understanding across the IT supply chain, CIO Quarterly ensures that both providers and recipients join the debate.

Our readers have been selected on the basis of their influence, a factor that defies geographical boundaries. This makes CIO Quarterly a truly global publication that embraces diversity but recognises that the global economy is an increasingly level playing field. Our international reader-base can draw from the experiences of CIOs in the US, Canada, the UK, mainland Europe, the Middle East and Africa, to gain a colourful overview of the global state of the industry.

CIRCULATION BY REGION



CIRCULATION BY COMPANY REVENUE

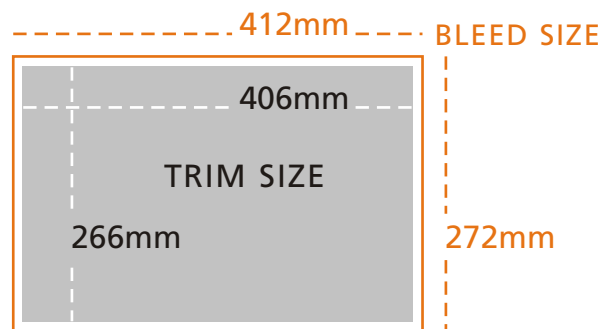


## RATES & SPECIFICATIONS

PRICES ARE QUOTED IN EUROS	
Double Page Spread	8,000
Inside Front Cover	6,000
Back Cover	6,000
Inside Back Right	5,250
Run Of Paper	4,500

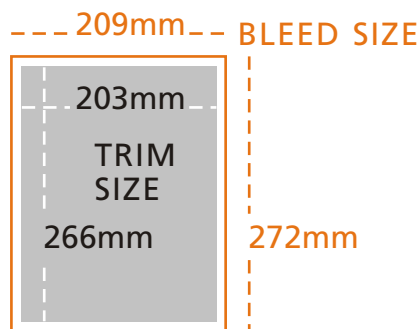
Guaranteed Position – Plus 15%. All advertisements are full page.

## MECHANICAL DATA



### DOUBLE PAGE SPREAD

Trim size 406mm x 266mm  
 Bleed size 412mm x 272mm



### FULL PAGE

Trim size 203mm x 266mm  
 Bleed size 209mm x 272mm

## FORMAT

Please supply a high resolution 300dpi+, print ready composite pdf, .psd, .tif, illustrator or .eps (fonts saved to outlines) with crop marks and bleed. All advertisements must be saved as CMYK.

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