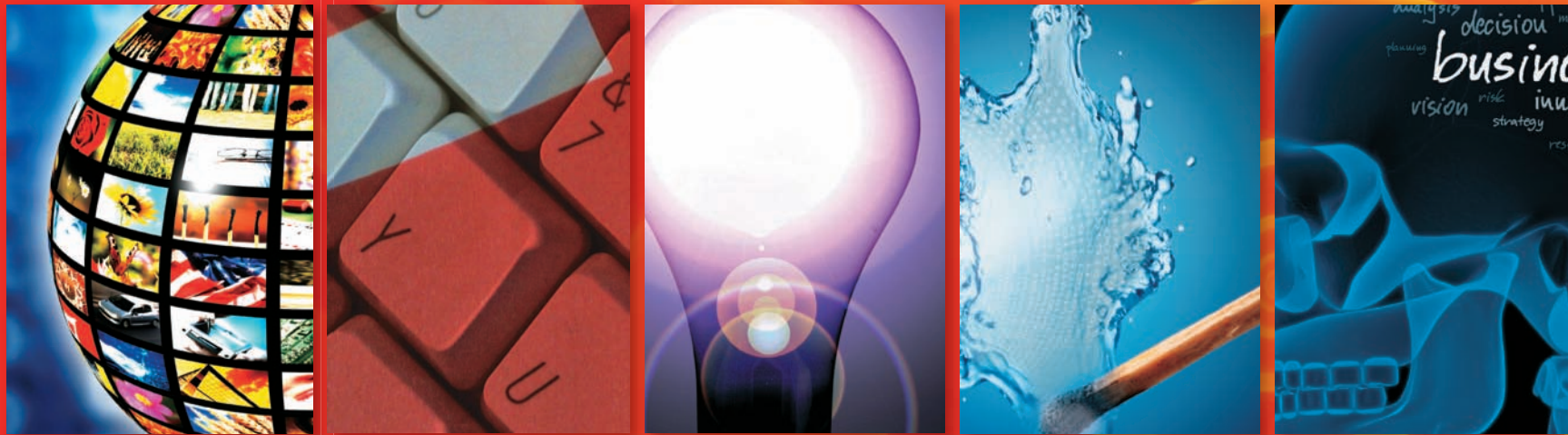


vital

Media Pack 2011

Inspiration for the modern business

www.vital-mag.net



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Introduction

VitAL Magazine is a UK based business-to-business journal for senior professionals who are concerned about the business issues surrounding the implementation of IT and how this process impacts the business. Published by 31 Media, on a bi-monthly basis, and distributed to over 10,000 senior level professionals **VitAL Magazine** is a must read for anyone serious about modern business.

Each issue of **VitAL Magazine** is packed with thought leadership articles, opinion pieces, case studies, dynamic news stories, research findings, and witty columns, that cover pressing topics ranging from IT Service Management, Cloud Computing, Network Infrastructure, Security Management, right the way through to corporate social responsibility & green issues, best practice, strategy, and leadership.

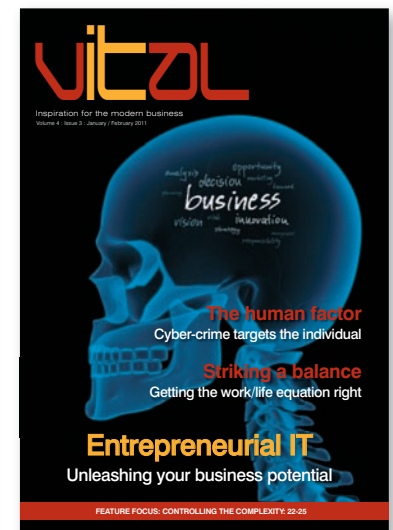
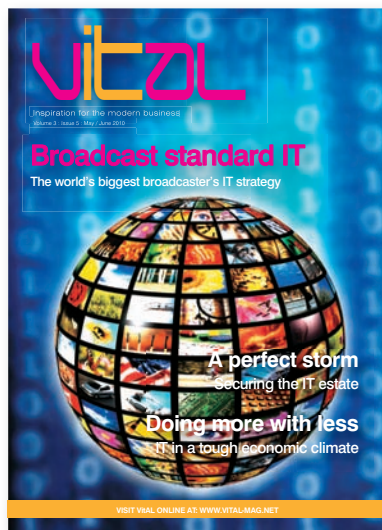
The role of **VitAL Magazine** is that of information provider and voice of the industry and as such the publications mission is to ensure our readers benefit from independent, insightful, and cutting edge editorial that reflects new thinking and trends in an ever changing market. Each issue aim's to give our readers vision, inspiration, and the knowledge required to re-think and implement new strategies that improve the overall performance of the business.

"Where ITIL adoption is concerned, opinion and information sources are widespread but often lack the voice of experience. VitAL magazine is clearly providing organisations that are embracing IT service management with practical and inspirational advice on ITIL adoption and its benefits, a welcome source of information." Patrick Bolger, chief evangelist, Hornbill Systems.

Readership

VitAL Magazine is a bi-monthly publication that looks at the various key elements, attitudes, and trends of modern IT management and the impact this has on the business. Due to the uplifting, clean, and dynamic approach of the editorial the **VitAL Magazine** brand has become synonymous with cutting edge content that pushes boundaries and challenges its readers. What this means is that **VitAL Magazine** has become a respected route to market for advertisers and a must read for those professionals that are serious about the management of IT and how it defines today's business operations.

Over the years **VitAL Magazine** has grown to become the marketing leading journal for those professionals seeking guidance and solutions to the various complex challenges they face. The publication is also renowned as a key source of information for those who are looking to keep up-to-date with best practice processes and market trends. By publishing content of this type it will come as no surprise that the readers of **VitAL Magazine** tend to be 'C level' professionals, directors, heads, and senior management, who are all ultimately responsible for managing, sourcing, and implementing solutions and change to ensure their businesses function at the forefront of today's technological society.



Display Advertising Rates per insertion

	1 Insertion	3 Insertions	6 Insertions
Double Page	£5,408	£4,868	£4,328
Full Page A4	£2,897	£2,388	£2,179
1/2 A4 Page	£1,807	£1,457	£1,207
Quarter page	£1,389	£1,091	£893
1/8 Strip	£1,050	£896	£654
Cover Positions	POA	POA	POA

Loose Insertions, prices per 1000

Up to 10 grams	£200
Up to 20 grams	£220
Up to 30 grams	£240

Sponsorship Opportunities

Stand Alone Supplement Sponsor	£21,500
Bound-In Supplement Sponsor	£12,500
Feature Focus Sponsor	£5,500
Supplier Profile	£5,500
Customer Profile	£5,500
Classified Magazine Listing – Full Year	£1550

Electronic Magazine Article Re-Prints

Low resolution PDF	£495 (suitable for email & web)
High resolution PDF	£895 (suitable for printing)

Paper Magazine Article Re-Prints

500 x Double sided A4	£695
500 x A3 folded to A4	£995
1000 x Double sided A4	£1285
1000 x A4 folded to A4	£1495

For Online Advertising Rates Visit: www.vital-mag.net



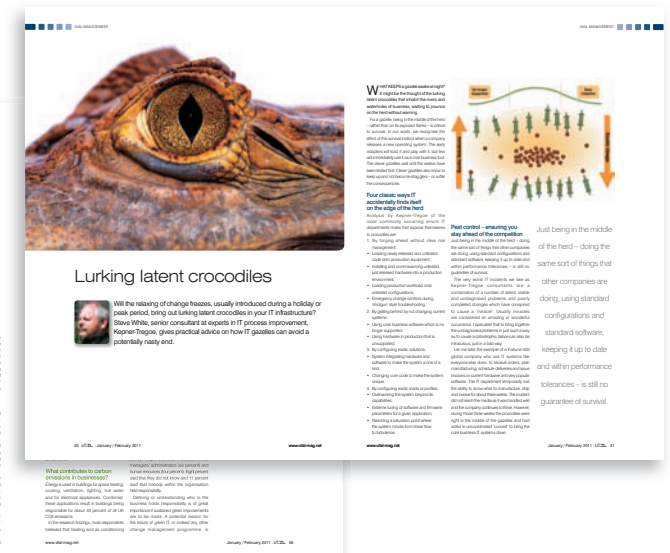
Distribution

- Finance, Insurance, & Banking – 31%
- Local Government – 18%
- Retail & Leisure – 18%
- OEM & Industry – 13%
- Telecoms & Utilities – 11%
- IT & Professional Services – 7%
- Other – 2%
- Total – 100%**



Circulation Breakdown

- CIO's & IT Directors – 3152
- Head's of IT & IT Managers – 2913
- IT Service, Network, & Security Management – 1025
- Helpdesk/Service Desk Managers – 991
- Sales, Marketing, & Operations Management – 832
- HR & Training Management – 668
- CEO's & MD's – 589
- Finance Management – 205
- Other – 298
- Total – 10,673** (Average Net Circulation November 2009 – September 2010)



Advertising Copy Requirements

Artwork submission:

We can accept Print Compliant PDF or 300dpi JPG files with 3mm bleed and trims marks included. Please do not supply Photoshop-saved PDF files. PDFs need to be exported using Acrobat Professional. This will optimise the file as well as correctly embed font and image information. To ensure artwork is as you expect when it goes to print please supply a low resolution converted JPG file for us to view from the PDF or submit a digital full colour proof (inkjet or digital). We can only attempt colour matching by supplying a proof using approved proofing systems such as Chromalin.

Artwork can be accepted on CD, FTP (details available), and by email. If submitting by FTP please contact us so we know it's there for collection. Please do not send artwork by email if the file size is larger than 6Mb. We will need to 'accept' to allow us to receive your file.

Artwork creator notes:

Please name files: 'Your company name with VITAL and Month. For example 'Blue Chip Vital 0111.pdf'.

Please ensure all work is completed using the CMYK colour model (not RGB). Images should be worked at 300dpi at the intended size. If elements have been created in Illustrator or Freehand, please ensure all fonts have been converted to outlines or paths.

Files should not to contain any TrueType fonts or use the 'bold, italic or outline' facilities in the tool bar to override font styles. Always use the actual font styles. You are responsible for overprinting and trapping. The RIP will set standard trapping. No ICC profiles to be used on images or files. White-out type should be a minimum of 6pt in size and medium in weight. To obtain a heavy black we recommend the following colour value: 50C, 50M, 50Y, 100K. The minimum rule width is 0.5pt.

If submitting more than one advert, please ensure you supply separate single-page files and not multiple adverts in one PDF.

Double-page spreads should be submitted as a spread but allow 14mm in the centre for the gutter.

The magazine is perfect bound.

"Vital is unique in its approach - it is one of the few publications that takes a holistic view of the importance of IT to the business. Not only does it recognise the evolving role of technology, but it gets under the skin of the topical issues which are driving IT forward. That's the Vital difference. G2G3 believes that Vital is innovatory in its representation of technology and the modern business, and looks forward to working together for many years to come." Linda King, head of marketing, G2G3.

Advertising Mechanical Specifications

Advert Trim Size

	Width (mm)		Height (mm)
Double Page Spread (DPS)	420	x	297
Full A4 Page	210	x	297
Half A4 Vertical	88	x	273
Half A4 Horizontal	185	x	132
Half A4 Horizontal DPS	420	x	146
Quarter A4	88	x	132
Eighth	185	x	33
Cover Belly Band	450	x	70

PLEASE ADD 3mm ROUND ALL EDGES FOR BLEED AND ADD TRIM MARKS

Should you have any queries with the deadlines or mechanical specifications please contact the production department on: +44 (0)1273 467581 or email: toni.barrington@31media.co.uk