

talent & resources

The increasing demand for quality, professional management of major and ever more complex projects and programmes has huge ramifications for every aspect of the economy, society and environment.

At the last count there were 43 major projects and programmes at the heart of government, which collectively were worth in excess of £200 billion.

The sheer breadth and depth of projects and programmes is equally impressive, ranging from small-scale community schemes to major infrastructure and defence programmes.

The common factor in each case – the glue that binds it together – is the people. People deliver projects and programmes and this remains central to the content and identity of Project.

As the official title of the Association for Project Management (APM) – the largest independent body of its kind in Europe – Project is able to call on a pool of talent and resources that is unrivalled in terms of sector experience and one that spans every tier of management, from entry through to senior board level.

Together with contributions from industry, politics and other relevant bodies, this combines to make Project a ‘must-read’ journal for anyone with a professional interest in project management.



engaging

To build on its reputation for insightful journalism, Project is continually looking to improve its product offering with articles that ‘dig behind the scenes’ and tackle the big, often controversial, issues head-on.

As the ‘voice’ of the project management profession, we firmly believe in transparency, fairness and openness – and recognise the need to react quickly to an issue that may be attracting public criticism.

At all times, Project seeks to take a balanced view, highlighting both the challenges facing the profession and its successes.

To support this rounded approach, Project encourages and solicits feedback, inviting readers to respond to articles, opinion pieces and newsworthy items. By promoting a two-way dialogue, the journal becomes a living, breathing thing where ideas are shared and views exchanged.

These principles extend beyond the printed page and into the wider community, with recent innovations online such as blogs, forums, Twitter feeds, etc, add to the reach and influence of Project – and more importantly, its ability to engage with its readers.

advertising

To complete a virtuous circle, we believe that a strong editorial product will enhance potential for advertising revenue – attracting the people that really matter to you.

Project is distributed to over 18,000 individual and 500 corporate members. This figure continues to grow as APM membership steadily increases.

Project is read by project professionals from all corners of the project community – including many key decision-makers involved in the procurement of project tools and services.

Every recipient of the journal is an APM member, a status that indicates a lifelong commitment to professional learning and development.

In every respect Project is an outstanding resource. Advertisers in Project have found the magazine to be an excellent way of building brand awareness, reaching a wide target audience and supporting sales teams.

The magazine's close links with the APM gives added value to advertisers – an endorsement of quality that Project is proud to promote and share with others.

readership

The following is based on detailed research carried out on behalf of APM.

Circulation: 17,936 – ABC audit May 2009

Estimated readership: 40,000+

Job title: The majority of readers are project managers, with the others directly related to this role.

Age: The majority of men are in the 30-50 age group and the majority of women in the 25-40 age group.

Corporate members by sector: This reflects the diversity of project management.

A readership survey conducted in May 2009 revealed that each issue of Project is read by 85% of readers and a further 40% pass their copy on to a colleague. Over two thirds of respondents describe the magazine as 'useful' or 'very useful' in their work and professional life.

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contact

If you want to know more about what is coming up in Project's busy editorial schedule, or wish to make suggestions or contribute material, please contact the editor, James Simons.

Email: james.simons@corpnews.co.uk

To discuss advertising in Project and other significant promotional activities related to the journal, please contact the advertising and sales executive Vicky Wood.

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www.corpnews.co.uk

headlines
corporate communications

rates & sizes

Standard display rates

	Full	Spot	Mono
Full Page:	£1,700	£1,425	£1,395
Half page:	£1,135	£990	£895
Quarter page:	£675	£525	£465

Mechanical data

	Depth		Width
Trimsize:	297	x	210mm
Full page:	270	x	185mm
Half page:	130	x	185mm
(Vertical):	270	x	88mm
Quarter page:	130	x	88mm
Bleed size:	307	x	220mm

Digital, hi res PDF (correct size at 300 dpi with embedded fonts).

No bleed is allowed for advertisements appearing in the recruitment section.

