

# Cow pack: Professional Outsourcing



Outsourcing is at the leading edge of business debate in the 21st century: controversial, complex, touching on all sectors and at every level of expertise; essential to corporate competitiveness... and yet also a political hot potato in terms of jobs, skills and the local labour market.

**Professional Outsourcing** stands out because no other title tells it like it is in the real world of work and a challenging economy. This is the business magazine for professionals in the market for outsourcing services: strategists and decision-makers who want authoritative information at their fingertips. These are the real stories in finance, politics, skills, offshoring best practice, legal and regulatory issues... because our readers need the facts to tell the CEO and the CFO, not to mention investors, workforce... and customers.

That's **Professional Outsourcing**.

Each issue covers:

- **The Outsourcing Pro:**

Key areas for people in the market for an outsourcing partner, such as skills, contract negotiation; supplier management, and legal issues

- **The Highlighter**

Horizontal and vertical markets for outsourcing services by topic, and outsourcing discipline

- **The Strategist**

Hard-hitting interviews with key figures within, or related to, the outsourcing industry

- **Hot topic**

Major events or trends within the world outside the industry, which will impact on outsourcing provision.

- **On the Horizon**

How outsourcing is changing industries we don't associate with outsourcing, such as publishing; games development or legal services

- **Country Focus**

Hard-hitting, analysis and news on a region or country offering (or hoping to offer) offshore services



- **Vendor Focus**

Company news and analysis looking at results, investments, strategy and recent or planned acquisitions  
**Plus:** guest legal and analyst columns from business leaders.

**"Professional Outsourcing will drive right to the heart and tackle issues that really matter to the people who are involved in the outsourcing business. Alsbridge is pleased to be associated with the magazine."**

Helen Ricardo,  
 Head of Marketing and Relationships, Alsbridge plc



**Business: it's our field**

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Media partners





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## • Reach the key people

Each quarterly, seasonal edition hits the desks of key decision-makers across every type of business.

**Professional Outsourcing** magazine has the most relevant circulation available: the business strategists and budget-holders who make the vital decisions on outsourcing for their organization.

## Each issue is sent by name to:

- 10,000 C-level executives in industry sectors throughout the UK & Europe, including the FTSE 500 and public sector organizations
- Senior thought-leaders and influencers who play a major day-to-day, 'hands on' role in their industries and market sectors
- Academic and research organizations directly involved in the outsourcing industry

• Legal and professional organizations and consultants

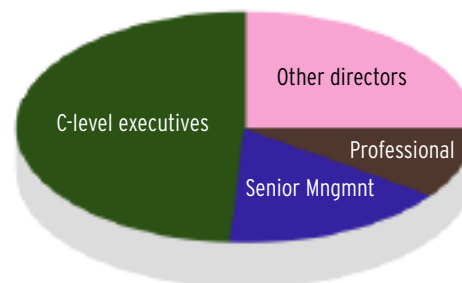
• Major outsourcing vendors, plus all relevant PR companies

**Professional Outsourcing** magazine is also distributed through:

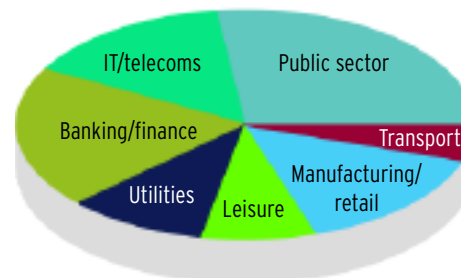
- Our media partners' databases
- Media partner conferences, seminars and key calendar events throughout the business year
- Outsourcing trade organizations

**"A high quality, hard hitting publication that tells it like it is, Call Centre & Customer Management Expo is delighted to be media partners with Professional Outsourcing."**

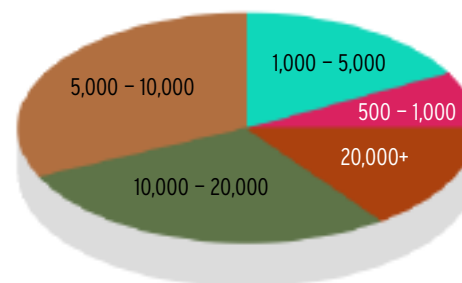
Helen Thorman, Senior Marketing Executive, United Business Media (Call Centre and Customer Management Expo)



Roles within organization



Organizational sector



Size of organization



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