



Philippines Outsourcing

A WEEKLY ROUND-UP OF NEWS IN THE BPO INDUSTRY

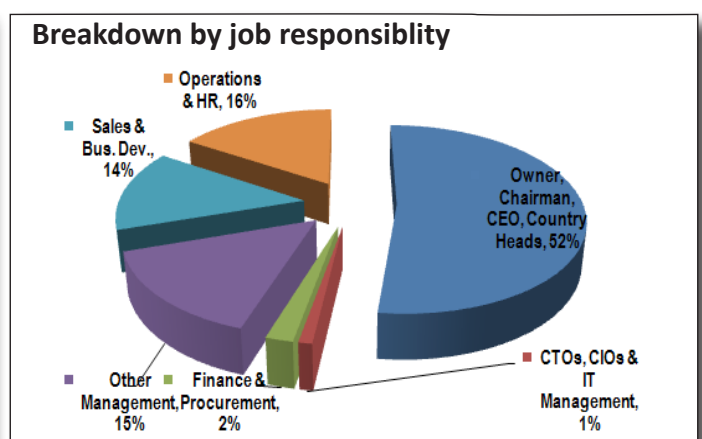
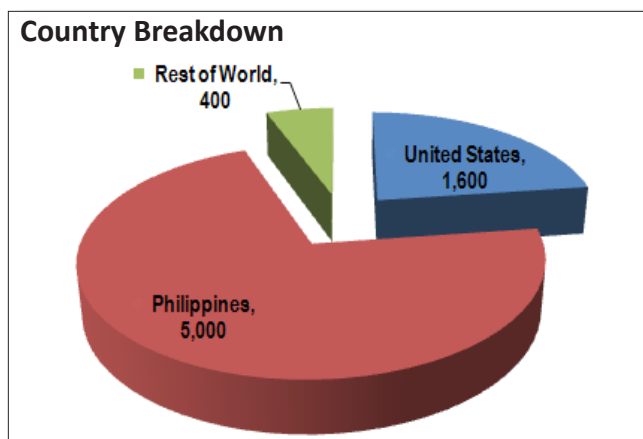
MEDIA INFORMATION AND PROMOTIONAL RATES 2017

ABOUT THE PUBLICATION

Philippines Outsourcing is a free email-delivered weekly newsletter. It is broadcast every Wednesday. It provides its readers with a summary of the main news and developments in the outsourcing sector in the Philippines, and also a listing of upcoming events in the sector, management jobs and links to the major players in the industry.

The newsletter is read by about 7,000 senior managers in the outsourcing industry, their clients and service providers. The readership is concentrated on senior management in the Philippines, followed by the US and then the rest of Asia.

READERSHIP DEMOGRAPHICS



PROMOTIONAL OPPORTUNITIES

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The screenshot shows the magazine cover for Wednesday, January 6, 2016. The top banner features Turkish Cargo with the slogan 'The only cargo airline that goes too far'. Below this is the masthead box with the Philippines Outsourcing logo and a SeatXchange advertisement. The main content includes a 'NEWS THIS WEEK' section with articles on Bonifacio Global City, staff attrition in Cebu, and BPO firms in Davao. There is also an 'UPCOMING EVENTS' section listing various training and summits.

TOP BANNER (& CENTRAL BANNER)
Size = 780 pixels X 90 pixels

MASTHEAD BOX
Size = 390 pixels X 120 pixels

TOP SIDE BOX
Size = 160 pixels X 160 pixels

LOWER SIDE BOX
Size = 160 pixels X 160 pixels

OTHER OPPORTUNITIES

EDMS
GMS, the publishers of **Philippines Outsourcing** can provide rentals of its emailing at the rates given below.

CLIENT NEWS ITEM
GMS can publish a news item of up to 100 words with photo on behalf of the client as the 2nd or 3rd item in the news.

ADVERTISING RATES

Advertising Options	1 Month rate		3 Month rate		6 Month rate	
	Price USD (4 broadcasts)	Price PHP* (4 broadcasts)	Price USD (13 broadcasts)	Price PHP* (13 broadcasts)	Price USD (26 broadcasts)	Price PHP* (26 broadcasts)
TOP BANNER	625	30,625	1,500	73,500	2,500	122,500
CENTRAL BANNER	575	28,175	1,100	53,900	2,100	102,900
MASTHEAD BOX	565	27,685	1,000	49,000	1,800	88,200
TOP SIDE BOX	475	23,275	1,000	49,000	1,700	83,300
LOWER SIDE BOX	375	18,375	900	44,100	1,700	83,300
ONE-OFF WEEKLY NEWS ENTRY*	195	9,555				
1 x EDM TO MAILING LIST (min order 1,000 emails) = USD175(PHP8,225) per 1,000 emails (maximum 5,000)						
* Clients can book the 2nd or 3rd news item slot to highlight a press release or announcement with 100 words and photo						

For further information or bookings contact **Geoff de Freitas** on g.defreitas@gms-asia.net / T: +63 (0)917 318 0837