



Public-Sector.co.uk media pack

the
largest FREE information resource
available to the UK Public Sector

About Public-Sector.co.uk

We offer an unrivalled service to anyone wanting to communicate with and within the UK Government and Public Services.

Public-Sector.co.uk is the largest and most active network of public servants in the UK, with over 200,000 public sector employees able to access the network, and is the most used and trusted source of online information.

With an average of 14,292 hits from public servants using the network every day, Public-Sector.co.uk is helping to support members in making the right decisions.

We enjoy unrivalled levels of network activity, which no other website can offer these types of levels or quantity of registered public sector professionals.

Why Public-Sector.co.uk

The accessibility and relevance of our online information are main reasons why public sector use our service.

The platform is accessible to public servants at work, which a lot of other webmail services or communications websites are not.

Our user experience on the network is tailored to the individuals profile so the content they see is more relevant and of interest and work relevant. Here's what one member had to say:

“Really appreciate the information from the site—quick, reliable and comprehensive results”.

Jonathan Pearson—Norfolk County Council



Audience Profile—by seniority

Our membership seniority is broken down as follows:

Seniority	Contact count
Total	202951
Chairman	5626
Vice/Deputy Chairman	450
Chief Officer	77751
Deputy/Assistant Chief Officer	1593
Clerk/Secretary	905
Top Level Director	15318
Second Level / Head of Service	18251
Third Level/Head of Service/Manager	6688
Unspecified	76369

- by sector specific:

Area of Government	Volume
Local Government Officers	31226
Local Government Councillors	21395
Parish Councils	13490
Central Government and QUANGOS	9056
MP's	1833
Schools	30990
Further and Higher Education	14737
NHS Management	19721
GP Surgeries	30323
Housing Associations	9262
Care Homes	20918
	202951

Traffic breakdown equates to an average of 14,292 visitor hits per day with an average of 12,349 file/information requests per day (please note this can be multiple requests per individual).

Advertising Options

Banner options CPM (cost per thousand) by vertical:

Targeting	Ad size	Active 180 days	Advert Impressions (minimum)	CPM
All Public Servants (ROS)		202,951	10,000,000	£1
Local Gov Officers		31,226	4,800,000	£1.25
Local Gov Councillors		21,395	3,500,000	£1.35
Parish Councils		13,490	2,750,000	£0.75
Central Gov & Quangos		9,056	2,500,000	£1.45
MP's		1,833	1,000,000	£1.75
Schools		30,990	4,750,000	£1.20
Further & Higher Education		14,737	3,000,000	£1.30
NHS Management		19,721	3,750,000	£1.35
GP Surgeries		30,323	3,500,000	£1.30
Housing Associations		9,262	2,750,000	£1.25
Care Homes		20,918	3,500,000	£1.25

Banner Advertising—Category Specific

Targeting	Ad size	Advert Impressions (minimum)	Total Cost
Administration/Support Services		1,000,000	£1,500
Agriculture/Horticulture/Forestry		1,000,000	£1,500
Building/Construction/Engineering/Mining		1,000,000	£1,500
Catering/Food		1,000,000	£1,500
Charity/Voluntary/Community/Education		1,000,000	£1,500
Environmental Services		1,000,000	£1,500
Events/Conferences/Seminars/Publications		1,000,000	£1,500
Financial/Insurance Services		1,000,000	£1,500
Fleet/Transport/Logistics/Storage/Warehousing		1,000,000	£1,500
Health/Medical/Clinical/Care		1,000,000	£1,500
IT/Computing/Telecommunications		1,000,000	£1,500
Legal Services		1,000,000	£1,500
Management Consultancy		1,000,000	£1,500
Manufacturing		1,000,000	£1,500
Office Supplies/Equipment/Fuels/Utilities		1,000,000	£1,500
Personnel/Training/Recruitment		1,000,000	£1,500
Property Maintenance/Management/Security/Real Estate		1,000,000	£1,500
Public Relations/Marketing		1,000,000	£1,500
Recreation/Leisure/Sport		1,000,000	£1,500
Venues/Hotels/Bars/Restaurants/Retail		1,000,000	£1,500

All above positions are for a 6 month period to sit within the relevant section, to appear on all relevant searches, Inclusion on relevant e-mail broadcasts, your own microsite, contract and tender alert service by email and access to the online public sector database of network members of over 200,000 public sector contact details.



e-Newsletter Options

Why you should advertise on Public-Sector.co.uk's newsletters?

- We have a number of targeted monthly newsletters, which are each put together by senior individuals working in the respective area and have a wide range of content including thought leadership, best practice, case studies and learning resources.
- All updates are sent to opted in public servants across the respective areas who have asked to receive this content and its value is shown by the open rates of between 20%-30% per mailing.

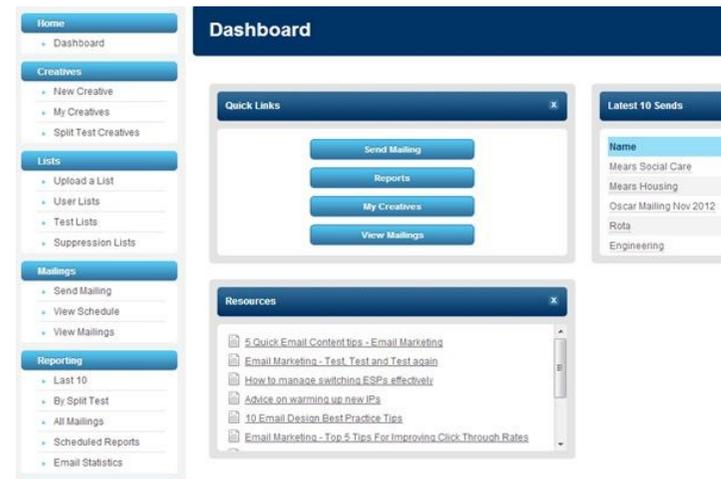
You will have the ability to place advertising within the relevant newsletter, which goes hand-in-hand with the highly regarded content, utilising the opted in mailing of public servants.

The ability of an exclusive position, of only one banner per specific area (e.g. only one cloud computing organisation on the highly regarded IT newsletter).

The option to include an editorial piece (inclusive in the cost), ideally thought leadership. You will also receive accurate reporting of clicks, who's read your content etc.

Prices vary dependent on the target audience and how often you want to reach them. To find out more please contact us on:

+44 (0) 1544 340 323



Content supported campaigns

Our unique service allows you to directly target the audience that has selected your area of expertise as information they want access to.

Each member from our network has their own profile made up of information requests, from members and their job title, providing them with their own categorised content panes with specific latest news relating to their job & request, the latest case studies, latest features/thought leadership from industry experts, research, white papers, latest jobs and more.

Public-Sector.co.uk allows you to tap into this by providing relevant up to date information on your products and services, as well as providing case studies and thought leadership, being presented to each relevant member directly on their desktop allowing them to access daily (please note you

are entitled to use this service on an unlimited basis—however content published will be reviewed and will need to be approved by us before putting live).



Content supported campaign rates:

Audience	Number of members	Monthly Fee (minimum of 3 months)
ROS (run of site)	202,951	£1,500
Local Gov Officers, Councillors & Parish Councils	52,621	£800
Central Gov & Quango's	9,056	£500
MP's	1,833	£300
Schools	30,990	£550
Further & Higher Education	14,737	£450
NHS Management	19,721	£600
GP Surgeries	30,323	£600
Housing Associations	9,262	£350
Care Homes	20,918	£500

Please note the above includes:

- Access to our full member directory of over 200,000 contact details in the form of our online member directory
- Email alert service of relevant contract and tenders
- Enhanced listing within our suppliers guide/your own microsite

Please note all advertising costs are exclusive of VAT

Research Campaigns

Public-Sector.co.uk provide effective research services for both public and private sectors.

By accessing our unique and very responsive member platform we offer the ability to measure perceptions, attitudes, levels of awareness and the impact of communication campaigns.

We do this by carefully targeted the relevant audience you want to reach, with a pop-up-box appearing on their profile page with a brief description and why we want them to participate as well as targeted email campaigns to the same audience.

We will only run one survey at any one time, to the targeted audience, ensuring maximum participation and exposure, which will run over a 6 week period, providing you with full reports of the survey. Research Campaigns cost— £6,000

Please note all advertising costs are exclusive of VAT

Sophos Survey Reveals Need to Rethink Public Sector Data Security

Only five percent of UK IT managers in the public sector act on data security due to threat of ICO fines

Sophos, has revealed that the measures being introduced by the Government to improve data security are failing on a number of counts. Most notably, fines by the ICO are having little impact, with only five percent of public sector IT managers acting on data security policies due to fear of a fine. Furthermore, nearly half (44 percent) of respondents think that, while the obligation to protect data is clear, they are not given enough guidance on how to act on this obligation.

Other findings from the research include:

- ▶ 22% of respondents do not think the obligation to protect data is clear to businesses at all
- ▶ 48% of organizations only improve data security because there is a legal obligation to do so
- ▶ 42% of those surveyed cite classroom and webcast training to be the best way to educate staff on security and information assurance practices

The ICO's fines have at least managed to raise the profile of data breaches in the public



Events Calendar

Each member on our network has their own event calendar, allowing them to access and see up and coming events specifically relevant to them.

This allows each member to view detailed information about a specific event, with a direct link to book their delegate tickets (please note this can also be accessed via our events main tab on www.public-sector.co.uk), where there will be a generic events calendar.

Events will also be highlighted to the relevant targeted audience via our newsletter.

We offer the opportunity to save your organisation time and money, by us getting the 'bums on seats' you require for your event, whilst still ensuring only the right individual attends.



What you need to do:

- Provide a minimum of 3 months notice prior to an event
- Give full details of the event
- Details of how to get delegate tickets—e.g. the link to buy/register online

What we do:

- Upload full event details to our events calendar
- Promote to your targeted audience via the personalised profile page of relevant members & newsletters ensuring maximum exposure

Cost—£250 per event

Please note for more than one event listing we will offer discounted rates—please call for more information

Please note all advertising costs are exclusive of VAT

Sponsorship Packages:

Main Site Sponsorship—£20,000 (exclusive for 12 months) -

- Run of site banner, including homepage presence on the website
- Inclusion on all outgoing email campaigns—circa 200,000.
- Unlimited content inclusion with thought leadership, news, case studies, white papers etc. (able to also include on outgoing newsletters).
- Access to all contract and tender alerts.
- Enhanced listing in suppliers directory/ own microsite
- Access to complete network membership contact details of all public sector individuals

Please note all advertising costs are exclusive of VAT

The screenshot displays the publicsector.co.uk website interface. At the top right, there is an 'Officer Login' button. The main header features the logo 'public sector.co.uk making connections' and the tagline 'the largest FREE information resource available to the UK Public Sector'. A navigation bar includes links for Home, News, Events, Jobs, Suppliers, Advertising, Tender Alerts, and Contact. Below the navigation, there are two main content areas: 'Officers Directory' and 'Suppliers Directory'. The 'Officers Directory' section includes a photo of Big Ben and a red telephone booth, with text describing free access to a large online directory. The 'Suppliers Directory' section includes a photo of a hand flipping through a book, with text describing free access to a supplier search engine. To the right of these directories is a 'Get Access' form with fields for Name, Job Title, Email, Area of Responsibility (a dropdown menu), and Type security code (with a CAPTCHA). A 'Submit' button is at the bottom right of the form. Below the form, there is a note: 'View notes on [access](#) and [privacy](#).' At the bottom of the page, there is a footer message: 'Welcome to a unique service. We offer Public Sector employees There are no catches or hidden offers. Just an open exchange of the information'.



Jobs Board Advertising

We provide a unique and accurate way for you to advertise your job vacancy.

As each member has its own profile with information panes they want to see, we also provide a jobs pain, relating to the individuals job title or information request, which is automatically populated on a daily basis with current and relevant vacancies to.

Public-Sector.co.uk allows you maximum exposure by accurately targeting your chosen audience by job title and seniority.

All job posts cost £1,000 and provide you with the following:

- Full job description to sit on the main jobs section of www.public-sector.co.uk
- Feeds directly into the targeted member audience
- Email alert service via our jobs e-bulletin
- Banner advertising for the position showcased to your target audience



Please note all advertising costs are exclusive of VAT

