

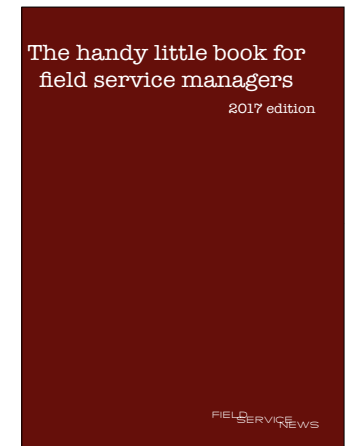
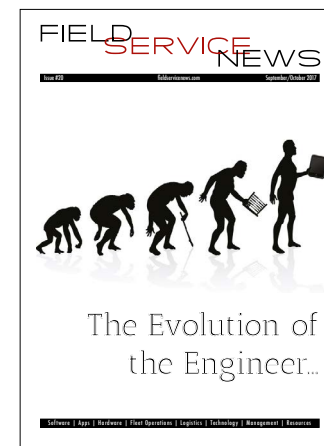
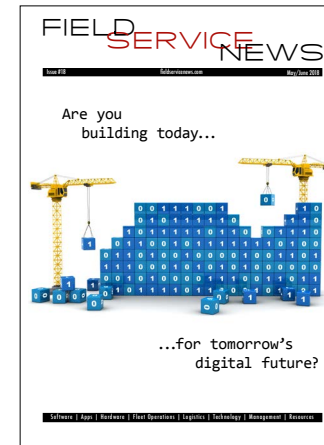
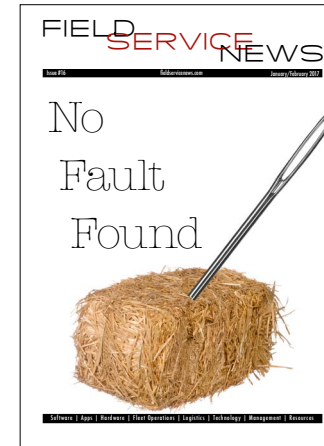
FIELD SERVICE NEWS

News, insight and analysis for field service professionals

Media Pack 2018

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About Field Service News:

Field Service News is the leading global publication dedicated to the field service industry, delivering key information and analysis on all of the key trends impacting upon the delivery of service in the field.

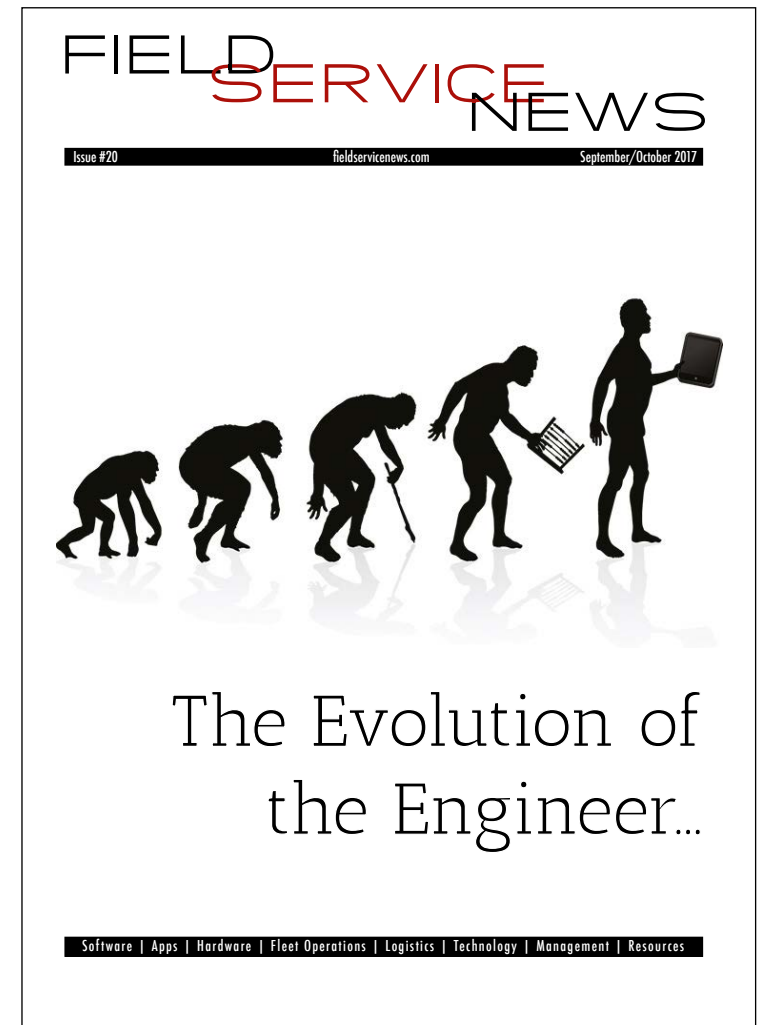
With an unparalleled collection of industry leading columnists providing their insight, Field Service News is acknowledged globally as being the key resource for Field Service Professionals - enabling them to stay up to date with all of the latest developments within their sector and helping them stay ahead of the curve in delivering service excellence.

Our website fieldservicenews.com is the heartbeat of our brand with news and features being delivered on a daily basis alongside a comprehensive directory of solution providers and an ever growing library of resources including webinars, white papers and videos.

“Field Service News is a perfect conduit for companies seeking to engage with Field Service Professionals across a mix of media...”

Every two months we also publish a high end magazine both in print and in downloadable format featuring exclusive, unpublished content giving our subscribers access to key features & interviews before they are made available to the public and each issue of the magazine and our annual publication ‘The Handy Little Book for Field Service Managers’ has distribution at all the key industry events globally.

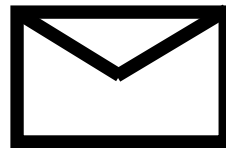
Field Service News is a perfect conduit for companies seeking to engage with Field Service Professionals across a mix of media and across the next few pages you will find information on the platforms and services we offer to allow you to align your brand to this industry leading publication...



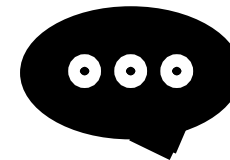
Audience snapshot:



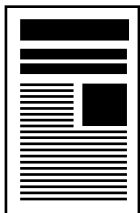
Users: 12.8K/Month
Page views: 17.9K/Month
AD impressions: 47K/month
Avg AD CTR: 0.17%



Database: 25K +
Max 3 emails per week
AVG Open Rate: 12.8%
AVG CTR: 2.8%



Twitter: 1.8K
LinkedIn: 7.8K



Circulation: 9.2K
ED/AD Ratio: 70%

Additional Distribution includes: Field Service Europe, Field Service USA, Field Service Medical, Field Service Summit, Field Service Forum, Field Service Management Expo, AfterMarket Conference, Field Service Middle East, Field Service Asia, Spare Parts Conference, Spare Parts Conference UK, Service Community, Service Symposium



North America: 39% | UK: 21% | Northern Europe: 15% | Western Europe: 8%
Asia 8% | Australiasia 4% | Africa 3% | South America 2%



C-Level/Global Management : 19%
Director/Division Head/National Manager Level: 31%
Manager/Co-ordinator level: 50%

Brand building solutions:

Whether it is building fresh awareness of a new brand or reinforcing an already existing brand the fact remains that building brand recall and recollection can be a costly exercise. However, it is also an absolutely critical element of any successful marketing campaign.

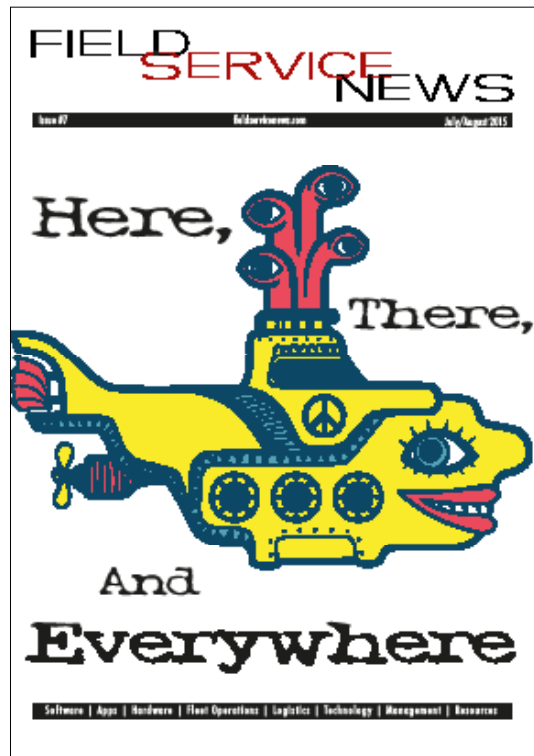
A strong and recognisable brand conveys an image of strength, reliability and quality and in the business to business world where sales cycles can be up to three years long it also importantly keeps your business visible within the market.

Yet mass advertising is not only costly but also wasteful if placed in the wrong place.

Field Service News has been developed since conception to be a highly targeted publication catering to a focused target demographic of business leaders, operations and senior IT professionals (i.e. the core members of most field service decision making units) in order to help avoid such wastage and to allow our advertisers to reach maximum value and helping them build brand recall and recollection an audience relevant to their product set.

Field Service News has established a well deserved reputation for delivering industry leading content and proudly sits right at the heart of the global field service industry with additional distribution at all of the key industry events across the globe.

Whether it be through print or online, if you are targeting field service companies then there simply is no better platform than Field Service News for you to build confidence and awareness in your brand with an audience that matters.



A holistic approach to marketing...

Whilst some publishers may have bought into the 'print-is-dead' myth we would politely disagree and point to the growing number of publishing gurus who believe print remains a key tool in the advertisers armoury.

In fact, it is our belief that the best campaigns sit across as many different channels as possible and we endeavour to facilitate that in all of our marketing services and will work with you to build a plan that pushes your budget as far as possible to deliver the best possible share of voice across our varying channels.

In addition to this, we have built deep, long-standing relationships with the key providers of conferences and exhibitions within the field service industry and we will work with you to ensure the publishing based aspects of your 2018 marketing campaign are structured to compliment, enhance and amplify any event activity you have invested in.

Thought leadership or display?

Depending on your marketing strategy you may want to opt for traditional display advertising or if you are looking to showcase the expertise within your team then a thought leadership approach may be more suitable.

Through our 'Expert View' and 'Native Advertising' formats your contributor can be placed on the same par as our numerous guest columnists allowing you to generate further kudos and respectability for your key personnel and your brand.



Some of our regular guest columnists include:

- Aly Pinder, CSO, Service Council
- Bill Pollock, Principal Analyst Strategies for GrowthSM
- Nick Frank, Principal Consultant, Si2 Partners
- Prof. Tim Baines, Aston University
- Prof Andy Neely, Cambridge Service Alliance
- Jonathan Massoud, Lead Analyst & FS Director, WBR
- Jan Van Veen, Founder, moreMomentum

Native Advertising:

Whilst our Expert View platform is a perfect option for building up your key personnel as industry leaders and respected experts in the field, we appreciate that sometimes you really want your content to truly jump off the page and take centre stage.

To help you achieve this we also offer a Native Advertising options to help your feature truly stand out from the crowd.

Our Native Advertising platform builds upon the standard Expert View by offering additional space and a more visually engaging format - plus they are limited to a maximum of three features per issue, meaning that you will take a dominant share of voice amongst our sponsors.

Each Native Advertising feature includes:

- Two to four page feature published in print and then replicated online.
- By lined by your contributor with logo and headshot of contributor.
- Online features get between 1,500 and 2,500 online views.
- Online feature promoted across our social media channels
- Layout designed by FSN but will be unique to your feature and will use dedicated artwork based on the feature content.

Two page (max 800 words) - £7,560.00
 Three page (max 1,500 words) - £10,260.00
 Four pages (max 2,000 words) - £12,250.00

Using data and technology to tackle emissions and reduce waste in field service

Recycle
Sustainable development
Climate change
Greenhouse

CO₂

Claudine Mosseri, General Manager, ByBox explains how the use of technology and Big Data has allowed field service to lower emissions and reduce environmental impact...

Small text columns describing the benefits of data and technology in field service, including reducing emissions and waste, and improving operational efficiency.

ByBox
Cloudline
General Manager, 13th

Free to Fee

Alex Alexander, founder of Alexander Consulting discusses one of the most important yet challenging transitions field service companies must make...

The challenge from free to fee is not easy to do, but here in the world do you do without demanding our customers, are marketing your services, and creating a new revenue stream? What is the correct strategy for your organization to start getting paid for the services you have been giving away?

By making the shift you will have to pay your bills and will have to pay for the services you are providing. This means you will have to pay for the services you are providing. This means you will have to pay for the services you are providing. This means you will have to pay for the services you are providing.

The Five Strategies in Transitioning from Free to Fee

Strategy One: Don't Do It!

Just kidding. But when you make all the potential you can get for making this change, you may wish you hadn't. Making the shift is not easy to do, but here in the world do you do without demanding our customers, are marketing your services, and creating a new revenue stream? What is the correct strategy for your organization to start getting paid for the services you have been giving away?

Author Note: If it is worth doing, it is worth doing it right.

If there is any question at all in moving from free to fee, I suggest that you do a quick readiness review that looks at your customer base, marketing activities, financial capabilities, and operational processes. There is no sense attempting the transition unless there is a strong chance of success and a budget in place to pay for it.

The only truly global presence in field service

Field Service News was launched with a conscious decision to focus solely on publishing and to do make sure we do just that one thing, but to make sure we do it brilliantly.

And to be frank we do.

At the same time we've identified a selection of key event partners who share a similar ethos and we let them get on with putting together excellent conferences.

This approach has allowed us to genuinely foster close symbiotic relationships with all of our event partners to the point where we now work closely with them not only collaborating to help shape their conferences, but also to ensure that the trends we report upon every single day, are being addressed within the live environment as well.

Such collaboration also allows us to work together side by side to ensure our mutual clients are getting the very most from their investment in both our publication and their events.

It may be as simple as joining up the dots to ensure your 'Expert View' column which is appearing in an issue of Field Service News that is being distributed at a conference ties in with your presentation given at the same conference.

Alternatively, it may be that you use a Field Service News research project as

the backbone of your conference presentations - you can even lean on us to co-present with you.

Or it may be that you can really leverage your existing investment in an event, through one of our dedicated event packages (which we offer significant discount on for those companies working with our event partners).

For example, if you have excellent talent on show already at a conference then why not spend that little extra to secure a video interview with FSN whilst on site?

Do you have a product launch tied in to a conference? Then ask yourself how powerful is it to have your advert on the back page of the one magazine every delegate is carrying at an event?

A few options are listed on the following page but we can work with you to build a package that meets your aims and truly amplifies and enhances your event investment.

Whether it is leveraging your existing agreements already in place with us and the event provider or adding in a specific event related group of additional activity, talk to us about your event activity and we can advise how and where we can help both elongate your event exposure whilst bringing your event participation to the front of mind for those in attendance at the event and also to



Event amplification packages:

Premium level exposure via thought leadership and high profile branding elements - £24K

- Premium position display advert
- 4 page native content feature
- One Month Multi Positioning Banner
- On site video

Onsite Amplification package – ensure your presence at key events is fully maximised - £19K

- Outside Back Cover
- Display Advert
- 3 page native content
- Onsite video

Thought Leadership and Branding Package : £12K

- 2 page expert view
- One month single position
- Run of page advert



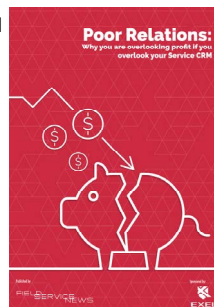
Content creation:

In the modern marketing mix thought leadership is a vital tool for both showcasing the expertise within your team and also for cultivating and fostering new and developing new prospects via in bound marketing. However, creating fresh, engaging content can be a challenging task and one that can be a burden on internal resources.

Take advantage of Field Service News industry knowledge and publishing skillsets to create market-leading resources featuring your branding and with global publishing rights, based on your own current messaging and product hot buttons...

White Papers - £5K (includes promotion)

- A senior member of the Field Service News team will discuss potential topics with you in an initial briefing session. The aim of this session is to find a topic that is current and relevant to the industry whilst remaining in line with your own marketing message.
- Following this session an outline document will be produced and sent to you that provides a framework for the white paper.
- Once the outline document is approved we will write an initial draft of the white paper, which will be sent to you for your assessment.
- We will then make up to three additional re-writes based upon your comments and requests.
- Once the content is confirmed we will then create a final artworked version of the white paper within our house style. The white paper will be presented as a Field Service News white paper commissioned by your organisation and your logo will feature on every page.
- Your white paper will then be promoted across multiple channels over a four week period. (see inbound marketing services)
- You will also be provided with a hi-res copy of the white paper and will have full global publishing rights of the white paper



Webinars - £5K (includes promotion)

- To be arranged and hosted by Field Service News, the webinar will be presented as run in partnership with your organisation with your branding being highly visible on all related materials.
- Planning Session:
 - » A senior member of the Field Service team to work with you to devise a content strategy for the webinar. This could involve an interview with your team, arranging a guest speaker (additional fees may apply), giving a presentation, hosting a panel discussion or simply introducing your own content.
 - » We will also share our expertise on what are the hot topics of conversation currently in the industry to help ensure the webinar content is well received.
- Recording Session:
 - » In reflection of the shift towards on-demand culture we pre record all of our webinars and then make them available either as download or to view online.
 - » This allows for a much more polished and professional end product which we can refine in post production.
 - » Recording sessions are generally between one and a half to two hours long.
- We will then produce the webinar and give you an opportunity to review before publishing and if there are any areas you wish to re-record we can arrange a second recording session.
- Once approved your webinar will be promoted across multiple channels over a four week period (see inbound marketing services)
- After this promotion you will also have full global rights to republish the webinar across any channels you wish.



Inbound marketing services/verifiable marketing:

The savvy marketer will understand that whilst building a strong brand, that resonates with your target audience remains as vital today as it did a century ago, in today's age of the enlightened customer many traditional outbound marketing channels such as cold calling are proving less effective, whilst inbound marketing techniques are becoming a far more successful long term approach to building and sustaining a sales pipeline.

Field Service News recognises this and alongside our content creation services (essential for successful inbound marketing campaigns) we can also provide sophisticated inbound marketing capabilities to take advantage of the amplification and promotion of your content.

Not only does this help your organisation sustain a healthy pipeline and build your own marketing database, but it also provides clear and tangible return on investment, a verifiable and vital metric for the modern marketer.

If you wish to utilise your assets (either created by Field Service News or provided by yourselves) to generate a list of potential prospects for direct contact and to add to your own marketing databases then Field Service News provide the following services for data collection.

Field Service News will promote your asset across the following channels including:

- Dedicated email promoting your asset
- Inclusion on our newsletter in the resource of the week section
- Banner advert
- Social media promotion (Twitter, LinkedIn, Google+ & Facebook)
- Editorial coverage (including additional supplementary materials you can provide where possible)

Our service is also fully inclusive so all promotional drivers plus lead collection forms (we use various gates for the differing channels we utilise as drivers) will be built by Field Service News - meaning that there is less demand on your own time and resources.

You do still of course have the option to review all materials prior to publication.

Our standard data gates provide the following information:

- Name
- Company
- Job Title
- Email
- Phone
- Country
- Size of mobile workforce

We also offer you the option to specify limit the geographies your contacts come from and also the size of mobile workforce they have.

No additional filters: £50/Contact

One additional filter: £75/Contact

Two additional filters: £100/Contact

The screenshot shows a webinar landing page with a purple header. The main title is 'OPTIMISED SCHEDULING' with the subtitle 'WHY IT REMAINS A KEY PRIORITY FOR FIELD SERVICE TECHNOLOGY INVESTMENT'. Below this is a 'DOWNLOAD NOW' button. The page features a video player for 'Field Service Webinar: Optimised Scheduling Q&A' and an 'EXPERT GUEST' section for Daryl Dudley, a Scheduling Expert at IPS. A section titled 'WHO SHOULD DOWNLOAD THIS WEBINAR' lists target audiences like Field Service Managers/Directors and Senior IT executives. At the bottom, there is another 'DON'T MISS THIS EXCLUSIVE WEBINAR' section with a 'DOWNLOAD NOW' button. The footer includes copyright information for 2016 and privacy policy links.

Just dipping your toe in?

As well as being an essential resource for field service professionals packed with information on how to ensure field service operations are run with optimum efficiency, Field Service News is also the home to the industries most comprehensive directory of specialist solutions providers to the industry.

Our directory sits across two distinct products.

Online as part of fieldserviceneeds.com sits the Field Service Directory split across 5 sections (Software, Hardware, Consultancy, Service Logistics and Fleet technology) the Field Service Directory takes advantage of the capabilities of online giving companies their own dedicated page to showcase their product suite including a company profile, videos, downloadable resources (case studies, white papers etc) and a list of news and features relating to their products.

“If you are a company that is targetting Field Service organisations, the question is quite simply can you afford not to be included in the industry’s definitive directory of specialist solutions providers?”

In print we offer “The Handy Little Book for Field Service Managers” an annual A5 publication which blends forward looking editorial features with company profiles across the same 5 categories and also features an A to Z of solution providers. This “Handy Little Book...” also benefits from our extensive media partnerships and has distribution at all of the leading events within the global field service calendar.

If you are a company that is targetting Field Service organisations, the question is quite simply can you afford not to be included in the industry’s definitive directory of specialist solutions providers?

Choose from three packages:

- Directory Premium package:**
 Dedicated online directory page | Enhanced listing in Online Directory and Directory Section of Handy Little Book for Field Service Managers
£2,500.00
- Highlighted Company Package:**
 Directory Package + 2 page spread (Company Bio and full page advert) in Handy Little Book for Field Service Managers
£4,000.00
- Press Partner Package:**
 Highlighted Company Package + Guaranteed Publication of 6 Press Releases a year
£6,000.00

Placing service at the core of your business
 Swiss based core systems is one of the most flexible, adaptable and configurable technologies in the market...

Deliver Best Field Service Every Day!
 Increased First-Time Fix Rates, Real ROI, Lower Costs and Delighted Customers

core systems field service software

core systems
 www.core-systems.net
 +41 56 500 22 22

Research:

Research can prove to be an incredibly effective marketing tool providing valuable market insight, rich data that can be harnessed for multiple layers of content creation and strong positioning of your brand as a genuine thought leader whilst re-enforcing your brand recall and recollection over a sustained period of time.

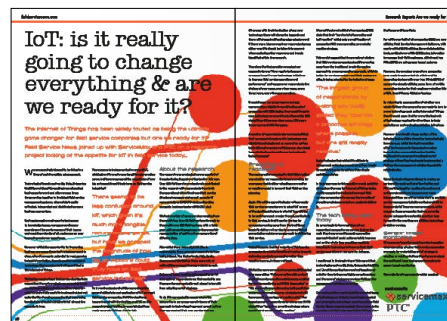
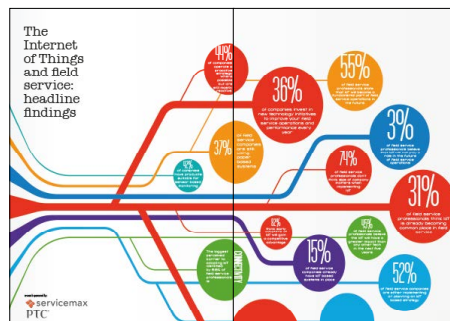
Our research projects are designed to help you achieve all of the above whilst we work in close proximity to ensure that the whole project has a holistic and natural flow whilst remaining fully in line with your existing messaging, focusses on areas that highlight your key USPs and selling points yet retains a sense of impartiality ensuring the resulting content is of high value to the industry.

Sitting across both print and digital channels our research projects include the following steps:

- Field Service News will work with you to build a series of questions that will yield sufficient data to provide engaging and meaningful analysis but that also remains in line with your own marketing and sales objectives.
- We will then build a professional looking online survey to collect responses which will feature your branding prominently as our research partner.
- Promotion of research will then appear across email, newsletter, web-banners, social media and editorial channels.
- Once the research is complete we will begin the creation and promotion of the research findings in print, video and web across a four month period.

For an investment of £35K your research projects include:

- 7 page special report to appear in print and serialised online
- 5 additional features based on the research findings including a second four page feature to appear in the following print edition.
- Two downloadable research reports (gated access)
- Two webinars (gated access)
- No additional charge for survey raw data or contact data generated by the research reports and webinars



The FSN Think Tank Sessions:

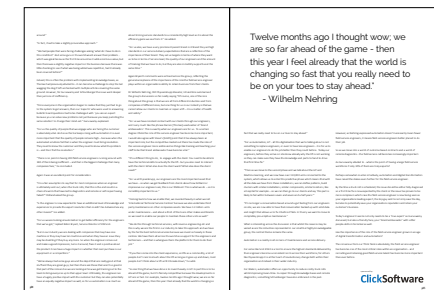
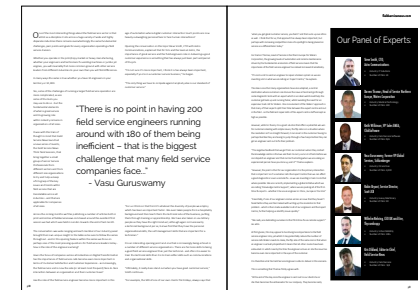
The FSN Think Tank is the ultimate opportunity for your company to be seen as a true industry thought leader on a consistent basis across a sustained period - whilst adding minimal burden to your resources.

The field service sector sits across a wide and diverse universe of companies of all sizes and from different industry verticals, yet there are overwhelmingly more shared challenges and pain points than differences amongst service professionals.

In reflection of this the FSN Think Tank Sessions bring together a small panel of between 5 and 8 highly senior field service executives from different industries and different company sizes to discuss some of the key challenges that are pervasive across the field service sector at large.

As part of your sponsorship of a ThinkTank Session, a senior member of your organisation will be allowed to participate in the conversation and you will also be offered the chance to take part in both building the agenda for the session and inviting participants (should you wish).

The end goal for this session is to generate an extensive series of content based on the discussions which will appear in print and online and will be a mix of top tier thought leadership, plus four gated resources - which will be promoted in line with our inbound marketing program, generating contact data for you whilst consistently aligning your brand with engaging content across a four to six month period.



For an investment of £35K each FSN ThinkTank includes:

- 7 page special report to appear in print and serialised online
- 9 additional features based on the research findings including a second four page feature to appear in the following print edition.
- Two downloadable research reports (gated access)
- Two webinars (gated access)
- Each white paper and webinars to be promoted via our inbound marketing program
- No additional charge for data generated

Price list:

Branding Solutions:

Full Page Advertisement: **£3,885.00**

Full Page 'Expert View' feature: **£4,200.00**

Premium Page (Inside front cover, outside back cover, page 5): **£4,410.00**

Leaderboard or MPU or Half Page: **£1,000.00 pcm**

Multiple position banners: **£2,000.00 pcm**

Newsletter Sponsorship: **£1,500.00**

Newsletter banner: **£500.00**

Thought Leadership:

Single page Expert View: **£4,200.00**

Double page Expert View: **£6,300.00**

Native Advertising two page - **£7,560.00**

Native Advertising three pages - **£10,260.00**

Native Advertising four pages – **£12,250.00**

Directory products:

Directory Premium package: **£2,500.00**

Highlighted Company Package: **£4,000.00**

Press Partner Package: **£6,000.00**

Content creation:

White paper: **£4,000.00**

Webinar: **£4,000.00**

Ghost written 'Expert view' Feature: **£800.00 (plus advertising costs)**

Research Project or Think Tank Session Partner:

£35,000.00 (inclusive of all data generated)

Research plus Think Tank package:

Use your research project as the basis for a Think Tank Session. Includes all elements of both Research Project and Think Tank packages and offers an entire years worth of content: **£65,000.00 (inclusive of all data generated)**

Inbound Marketing Services:

Promotion of non FSN white paper: **£3,000.00**

Creation and promotion of White Paper or Webinar: **£5,000.00**

Cost per contact generated by promotion of a white paper (FSN or non FSN) or FSN webinar:

Standard data includes contact data, job title, company, location plus size of mobile workforce. You can also filter the contact data you receive via location plus size of mobile workforce

- No additional filters: **£50/Contact**
- One additional filter: **£75/Contact**
- Two additional filters: **£100/Contact**

Contact:

To find out more about any of the above or to request a bespoke package based on your own goals and budget contact Steve White, Business Development Manager - Field Service News.

email: steve@fieldservicenews.com

phone: **+44 7999 371 374**

Mechanical Specifications:

Print Specifications:

A4 full page advertisement:

- 297mm tall x 210mm wide.
- 3mm bleed.
- Please submit with printers marks.
- Minimum 300dpi
- Acceptable files: PDF, JPG, PSD (flattened)

A5 full page advertisement:

- 210mm tall x 148mm wide.
- 3mm bleed.
- Please submit with printers marks.
- Minimum 300dpi
- Acceptable files: PDF, JPG, PSD (flattened)

Thought Leadership:

- Please pay attention to the word count specified for your format. We reserve the right to edit features sent over the dedicated word count.
- Written copy to be submitted in .doc format
- Logo to be submitted in high res jpeg format (min 300dpi) or vector based .eps format
- High res photo of your contributor (min 300dpi)

Handy Little Book Company Spotlight:

- Company bio to be minimum 250 words maximum 350 words
- We reserve the right to edit features sent over the dedicated word count.
- Written copy to be submitted in .doc format
- Logo to be submitted in high res jpeg format (min 300dpi) or vector based .eps format

Online Specifications:

Directory listing (Online):

- Submit in .doc format
- Company bio
- Key Contact , Phone, Email, Web details. List of services provided
- Hi Res logo
- 1 x Video
- 3 x Resources (non gated)
- 3 x customer testimonials

Press Partner press release submissions:

- Maximum 600 words
- Supporting images to be sent as separate files in jpeg or png format. 700 x 400 pxls.
- Press Releases to be sent to editorial@fieldservicenews.com with the words PRESS PARTNER in the subject line.

Online banner advertisements:

All digital adverts must be sent in one of the following formats: JPEG, or .GIF (animated .GIF is acceptable). Please endeavour to keep file sizes to a minimum. Overly large files will not be accepted. Please keep any animation to a maximum 30 seconds and set any animated files to loop continuously.

We offer three banner sizes, dimensions for which are below:

Leaderboard: 728pxls wide x 90 pxls tall

Half Page: 300pxls wide x 600 pxls tall

MPU: 30 pxls wide by 250 pxls tall

Field Service News is a
1927 Media Ltd publication

1927
Media 