

BDEE

BUSINESS DIRECTION EASTERN EUROPE

the information resource for Business Professionals in Eastern Europe

“Next to people, information is a company’s greatest asset, but it’s value can’t be realized if it’s not effectively managed and delivered to the right people, business applications and processes,”

Steve Mills

Senior Vice President, IBM Software Group.

Media information

BUSINESS DIRECTION EASTERN EUROPE

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THE MARKET

The Eastern European market is developing at rates never before seen in the region. Companies are expanding, technology is advancing, and IT spending is increasing at an extraordinary rate.

Since joining the European Union, accession countries have proven themselves to be strong contributors to the EU community. For this reason, Eastern Europe has become an exciting place for trade and investment. The countries of Eastern Europe are truly remarkable prospects for anybody looking to expand into an Enlarged Europe.

With technologies constantly changing and developing and with EU legislations being put into place to encourage IT investment within all key verticals, the Eastern European countries have recognized their need to firmly understand and be aware of the technologies and solutions which they need to adopt in order for them to achieve critical business objectives.

Areas such as document and content management, as well as printing and imaging technologies have been recognised as key areas of investment which can allow Eastern European companies to operate smoothly and efficiently.

This is where BDEE fits in.....

THE TITLE

Business Direction Eastern Europe will allow business executives throughout Eastern Europe to make informed and valuable decisions about which technologies and solutions they should integrate.

There are several leading-edge technologies and solutions available, BDEE will offer an insight as to how and who Eastern European companies should partner with in order to achieve their goals.

TOPICS UNDER DISCUSSION

Business Direction Eastern Europe will consist of accurate market and industry overviews, technology developments, country focuses, product reviews, user stories and case studies, along with independent articles from government and leading industry experts, BD:EE will look at the following issues:

- ECM
- Document Management
- Scanning, Imaging OCR
- Capture & Data Extraction
- E-Mail Management
- Records Management
- Workflow & BPM
- Storage and Security
- Web Content

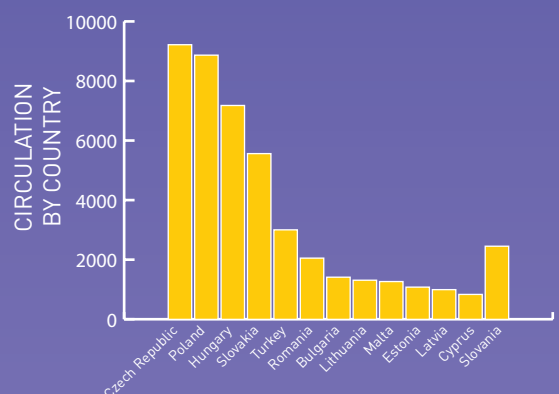
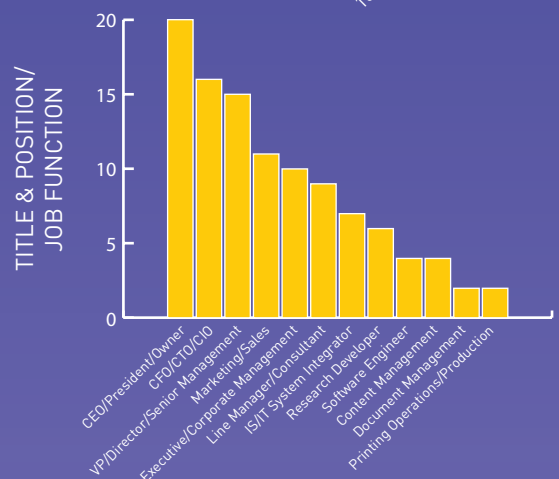
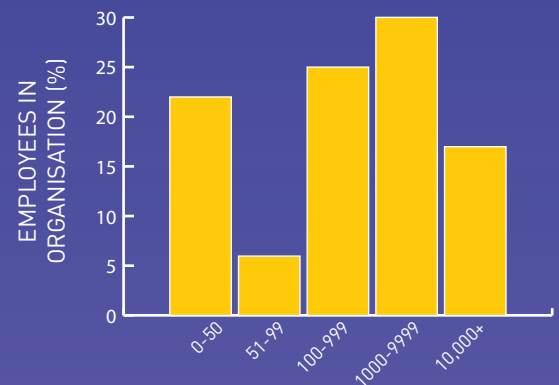
READERSHIP AND CIRCULATION

Business Direction will be produced and circulated on a bi-annual basis in May and November of each year.

BDEE allows vendors on an international scale to target and reach all major government, local, state, and private sector decision makers and budget holders within Eastern Europe. This is achieved through BD:EE's exceptional, in depth circulation. In November of 2006 BDEE will be circulated as a free publication by courier on a named individual basis to the regions leading decision makers.

55,330 readers will sign for and receive a copy of BD:EE. Extra copies will be featured and distributed at conferences and trade shows such as CeBIT, in the months following the official circulation.

READERSHIP DEMOGRAPHIC



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CIRCULATION BY VERTICAL INDUSTRY'S

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- Pharmaceutical
- Marketing & Advertising
- Manufacturing
- Architectural/Construction
- Non-Profit
- Civil Engineering
- Legal Proofing
- R&D
- Mechanical CAD
- Utilities
- GIS
- Publishing/Printing
- Consulting
- System Integrator

REPLY CARD AND WEBSITE

Business Direction understands that being able to be put in contact with your interested reader and potential clients is paramount. Therefore each copy of BDEE features a traditional printed reply card. The BDEE website will showcase each issue of the BDEE publication, allowing the readers and visitors of the site to log on and view the advertiser articles and contact details. The website will also offer hyperlinks to the advertiser's websites. www.bdee.com

VISUAL ASPECTS

The publication will be written and presented in English throughout, 100 pages in length, perfect bound, card glossed, and 280x200mm in size.

PUBLISHER

BDEE is published by
LRGA Media Ltd
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ADVERTISING AND SPONSORSHIP PACKAGES

PLATINUM x 1 €55,000

The platinum package is the premium package within the publication, and includes the following:

- Prime advertising position: Inside front cover double page advertisement. Executive interview with chosen C level executive
- 1200 word corporate profile
- Consecutive corporate banner advertisement along the bottom of all contents pages, naming the advertiser as the platinum sponsor.
- Picture of interviewed executive to appear on contents page as the leading contributor from the private sector.
- Company interview accredited on the front cover.
- Entire presentation and hyperlink to appear on the LRGA Media website.
- Company logo on the spine of the publication
- Single page advertisement within the main body of the publication

GOLD x 3 €41,500

The gold package is the second premium position within the publication, and includes the following:

- Double page advertisement in allocated prime position (first half of the publication)
- Editorial case study of 1000 words to include colour graphics, and additional 500 word company profile.
- Vendor to appear on contents page as official gold sponsor.
- Logo and hyperlink to appear on the LRGA Media website.

SILVER x 5 €22,000

The silver package is the third premium position within the publication, and includes the following:

- A single page advertisement within the first _ of the publication
- Editorial case study of 800 words to include colour graphics
- Logo and hyperlink to appear on the LRGA media website

STANDARD ADVERTISING POSITIONS

• Outside Back Cover Advertisement	€26,000
• Inside Back Cover Advertisement	€22,000
• Premium Double Page Advertisement in pages 2 & 3 of the publication	€29,500
• Contents Page or Editors note	€18,000
• Double Page	€24,000
• Single page	€15,000

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